

Examining the factors influencing young individuals willingness to donate online through TikTok

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Abstract

Indonesia has the largest TikTok user base in the world, with 157.6 million users, making it a key platform for marketing and social initiatives, including charitable donations. However, there is limited understanding of the factors influencing young people's behavioral intentions when donating via TikTok. This research aims to explore the behavioral intentions of young individuals in deciding to donate through TikTok, with a focus on emotional drivers. The findings are expected to help zakat and other charitable institutions optimize their donation campaigns on the platform. The study employs a qualitative approach, utilizing questionnaires distributed primarily to young respondents to assess their donation behavior and motivations on TikTok. The results indicate that emotional factors play a significant role in shaping young people's decisions to donate online. These insights can guide institutions in designing more effective TikTok campaigns to enhance youth participation in social welfare initiatives.

Keywords: Donation decision; zakat institution; young people's interest; TikTok platform

Introduction

The number of social media users continues to grow every year. As of early 2024, the global landscape of mobile connectivity reached a significant milestone, with a reported 5.61 billion unique mobile phone users. This figure, substantiated by the most recent data released by GSMA Intelligence, underscores the pervasive adoption of mobile technology across the world. The statistics further indicate that

approximately 69.4 percent of the total global population now utilizes a mobile device, highlighting the widespread integration of these technologies into daily life. This substantial user base represents a notable increase of 138 million individuals, or a growth rate of 2.5 percent, since the early part of 2023. Driven by expanding internet access and social media adoption reaching even remote regions and diverse demographics, Indonesia is rapidly embracing the digital era. With a near equal gender distribution (49.7% female and 50.3% male), data from Datareportal indicates that by the beginning of 2024, 139 million Indonesians were active users of various social media platforms. This represents almost half of Indonesia's total population, positioning the nation as a global leader in social media engagement. This number continues to grow, as analysis by Kepios reveals an increase of 1.5 million (+0.8 percent) in internet users in Indonesia between January 2023 and January 2024.

The report from We Are Social also shows that Indonesia ranks ninth in the longest duration of social media access at 191 minutes. This phenomenon shows how integrated social media is in the lives of Indonesians, from daily communication, access to information, to economic activities. Social media has evolved into a powerful tool for connecting individuals, spreading information, fostering community involvement in diverse causes, and serving as a dynamic marketing platform. With its vast global user base, including a significant presence in Indonesia, social media has become an exceptionally effective marketing channel. Businesses can leverage social media to connect with a broad and varied audience instantaneously. Organizations have effectively leveraged social media platforms as a highly efficient marketing instrument (Lin et al, 2021), particularly in the context significantly amplifying brand influence for philanthropic endeavors. This strategic utilization of social media facilitates direct engagement with potential contributors, enabling the dissemination of compelling narratives, showcasing the tangible impact of donations, and fostering a sense of community among supporters. Beyond commercial applications, zakat institutions are also

harnessing the power of social media to solicit donations. Platforms like Facebook, Instagram, and TikTok enable these institutions to share compelling stories of beneficiaries, promote fundraising initiatives, and demonstrate the transparent management of funds. The interaction between zakat administrators and donors not only enhances donor engagement but also cultivates a stronger sense of community and social responsibility. By leveraging the analytical data offered by social media platforms, zakat administrators can gain deeper insights into market trends, user behaviour, and market segmentation. This empowers them to develop relevant and engaging content tailored to their target audience and to optimize donation campaigns for their programs. Furthermore, social media facilitates collaborations between zakat institutions and influencers, as well as the formation of strategic partnerships with other organizations or companies, thereby expanding their reach.

Given the multitude of social media platforms, zakat administrators must be proactive in their platform management strategies. In today's digital landscape, diverse avenues for donation are available, with TikTok emerging as a social media application experiencing significant user growth. TikTok presents a substantial opportunity as a fundraising tool, particularly considering Indonesia's position as the country with the largest TikTok user base globally. TikTok creates a place for its users to express themselves, reaching people from all over the world and generating popularity. In addition, there are also communities on TikTok that can increase account ratings. These communities work together to support each other (Endarwati & Ekawarti, 2021).

Its sophisticated algorithms enable engaging videos to easily become viral, reaching millions of users (Setyawan, 2024). Zakat institutions that effectively leverage TikTok's features can significantly enhance public awareness regarding the importance of zakat and mobilize substantial funds. The well-established culture of donation within Indonesian society is further facilitated by the accessibility of various digital platforms, encouraging more active participation in

charitable giving. TikTok as a media social for charity organizations to attract individuals to participate in donating, has not yet received much attention. Other research found that TikTok users' motivation to donate consistently shows that digital trust is a crucial determining factor in their philanthropic decisions. This influence can be systematically analysed through an established digital trust framework, which consists of three fundamental components: capability, willingness, and integrity (Kurniawan & Hidayat).

However, current distribution indicates a potential gap in institutions' ability to fully develop the TikTok platform as a marketing medium, leading to suboptimal donation collection through this channel. Considering TikTok's extensive active user base, the platform holds immense potential as a donation collection forum for various institutions. Its broad reach and capacity to engage diverse demographics, especially the younger generation, position TikTok as a powerful tool for raising funds and increasing public awareness of various social issues.

A successful donation collection approach necessitates the combination of several key aspects, including a thorough understanding of donor motivations, the creation of inventive offerings, and the strategic application of information technology. By synergistically integrating these components, a zakat institution can cultivate strong donor relationships, enhance trust, and ultimately maximize its fundraising outcomes. This research offers a valuable contribution to the advancement of fundraising strategies for zakat institutions. Through its examination of TikTok feature utilization and donor behaviour, it unveils opportunities for these institutions to develop more pertinent and impactful campaigns. Furthermore, the research highlights the significant role of the younger generation in social engagement, suggesting that zakat institutions can involve youth in educational outreach regarding fundraising activities. Consequently, zakat institutions can potentially increase donation volumes, bolster public

confidence, and contribute to the development of a more equitable and thriving society.

This analysis aims to formulate a highly successful donation collection strategy by gaining a comprehensive understanding of donor behaviour and strategically utilizing the capabilities of TikTok. This involves examining how various TikTok features impact donor engagement, including actions like likes, shares, comments, and ultimately, donations. By integrating this data-driven insight with the development of innovative products and services specifically tailored to donor preferences, this research aims to maximize fundraising outcomes through the strategic application of information technology and the distinct advantages offered by the TikTok platform.

Literature review

Online donation

The pervasive advancement of internet technology has fundamentally reshaped the philanthropic landscape, establishing online charity as both the dominant modality and a defining characteristic of modern charitable engagement (Shi & Wu, 2023). Online donation refers to the act of digitally contributing to charitable causes via the internet. Its growing popularity stems from its ease of access, flexibility, and broad reach. Research by Hilvert-Bruce et al. (2018) highlights the convenience it offers, allowing individuals to donate without the need for in-person visits to charity organizations. Within the Chinese context of TikTok Live, it is evident that charity live streaming serves as a highly effective mechanism for disseminating crucial philanthropic information and providing accessible donation channels to potential contributors. This platform's design inherently offers the necessary functionalities for donors to readily access details regarding charitable initiatives and to contribute funds, thereby streamlining the process of online giving (Shi & Wu, 2023).

Indonesia has witnessed a significant surge in online donation trends in recent years, fuelled by the expansion of digital platforms. Consequently, numerous humanitarian and social organizations in Indonesia have embraced this method to fundraise for diverse social initiatives (Alfiansyah and Nurhilmiyah, 2024).

Several factors shape donation decisions. Beyond a sense of moral duty and prior exposure to the cause, an organization's reputation and the public's trust in it are crucial, particularly for unfamiliar donors. Following an initial donation, the donor's experience and the relationship cultivated with the charity can influence their inclination to donate again, although the organization's reputation remains a significant initial consideration. Furthermore, individuals lacking comprehensive information about an organization and its activities are likely to base their donation decisions on its perceived reputation and trustworthiness.

Decision to donate

The process by which individuals decide to donate shares similarities with their purchasing behaviours (Salsabila & Hasbi, 2021). Just as consumers navigate stages like need recognition, information seeking, option evaluation, and final selection when making a purchase, a comparable process often unfolds when deciding to donate. The fleeting nature of interactions on TikTok, coupled with the perceived closeness to the recipient, may cultivate distinct emotional and psychological experiences for donors (Kurniawan & Hidayat, 2025). While emotional factors, such as empathy and personal values, frequently serve as primary motivators in donation decisions, rational considerations, including the organization's reputation, also exert influence. This aligns with Setiadi's findings (2003), which indicate a general consistency in consumer decision-making steps across various contexts. The increasing ease of online donation, facilitated by internet accessibility and financial technology advancements that have led to numerous online donation platforms, introduces a critical challenge: ensuring the accountability and ethical use of donated funds. This convenience is accompanied

by concerns regarding potential exploitation by unscrupulous individuals. Consequently, donors are increasingly discerning in their choice of donation platforms, prioritizing trust and seeking assurances that their contributions will be directed towards their intended purpose.

The process by which individuals decide to donate can be understood through a series of stages, and the AIDA (Attention, Interest, Desire, Action) theory provides a valuable framework for structuring effective fundraising strategies. This model posits that non-profit organizations should strategically focus on four key phases: initially capturing the attention of prospective donors, subsequently arousing their interest in the cause, then cultivating a desire to contribute, and ultimately prompting them to take donation action. Proposed by American businessman Elmo Lewis in 1898 (Javan et al., 2018), the AIDA theory, initially applied to advertising for maximizing company profits through seller-buyer interaction regarding products (Lee et al., 2018), positions marketers as facilitators guiding consumers through these distinct stages. Following the successful capture of attention, marketers must sustain consumer interest by presenting pertinent and engaging information. Furthermore, they need to persuade consumers that the offered product represents the optimal solution to fulfil their needs or desires, thereby motivating them to make a purchase (Ullal & Hawaldar, 2018). This framework offers non-profits a structured approach to guide potential donors through a similar psychologic progression towards making a charitable contribution.

The AIDA theory plays a crucial role in building a strong connection with customers by boosting their interest and satisfaction through effective product promotion. As described by Kusniadji (2017), the personal selling process, a key marketing communication activity, progresses through distinct stages: it begins with capturing a consumer's attention via compelling marketing stimuli. Once attention is secured, consumers move to the interest phase, where they evaluate the product or service's relevance to their personal needs and desires. This

assessment then cultivates desire, as consumers perceive the product's ability to fulfil those needs, creating an internal drive to acquire it. Finally, the process culminates in action, representing the purchase decision, which is influenced by a range of factors including individual attitudes, social norms, and personal characteristics.

Factors that influence donation

In the current digital era, online platforms have become a preferred method for charitable giving, with several factors influencing an individual's decision to donate. The logical aspect involves a rational and evidence-based selection of donation options, aiming for well-informed and effective choices aligned with specific goals (Heriyadi, 2017). Within the digital realm, this logic is intertwined with digital trust, which is determined by user perceptions (encompassing security, efficiency, and quality), user expectations (particularly concerning ease of use and utility), and satisfaction acting as a mediator between perceptions and expectations, ultimately influencing trust (Guo, 2022). Thus, a donor's cognitive process and mindset in deciding where and how to contribute online are heavily shaped by these perceptions of digital trustworthiness.

Beyond logic, emotional factors significantly impact an individual's donation choices, as feelings can shape perceptions, risk assessments, and preferences, ultimately leading to the act of donating (Hidayat et al., 2024). To cultivate emotional trust in online environments, organizations should prioritize a supportive community atmosphere through effective content moderation and offer personalized content that genuinely resonates with users, thereby enhancing their emotional connection and trust (Guo, 2022). This type of donation decision is primarily driven by the emotional resonance a cause or situation evokes. Lastly, spiritual beliefs and values play a notable role in shaping individual donation decisions; research suggests that faith can enhance participation in social and charitable endeavours and foster a positive outlook (Sari, 2017), motivating

individuals to donate as a means of fulfilling religious obligations or strengthening their faith.

TikTok platform

TikTok is a social media platform launched in 2016 (Kaye et al., 2024), TikTok has revolutionized the consumption of video content through its short-form format, accommodating videos up to ten minutes in duration (Malik A., 2022). This platform empowers users not only to consume content but also to easily create it using a range of intuitive editing tools. A significant strength of TikTok lies in its advanced content recommendation algorithm, which efficiently connects user preferences with relevant videos (Klug et al., 2021). High levels of social interaction, such as commenting and content sharing, further enhance the effectiveness of this algorithm, enabling content to organically reach a broader audience. The proliferation of online begging on TikTok is largely attributed to the platform's short-form video format. This design enables creators to quickly share emotionally resonant and impactful narratives, thereby engaging viewers visually and concisely (Alfatih et al., 2024).

With the new technology, TikTok Live has significantly advanced charitable giving, enabling new forms of charity communication and fundraising. This platform has developed an innovative charity communication model that effectively broadens the reach to potential donor groups (Shi & Wu, 2023). Consequently, TikTok transcends its function as a mere entertainment platform, demonstrating its efficacy as a marketing tool for charitable giving, capable of enhancing institutional credibility, fostering community engagement, and facilitating the achievement of more optimized fundraising objectives (Kartasasita, 2023).

Philanthropic organization

The concept of philanthropy, which etymologically refers to acts of compassion and care for fellow human beings (Tamim, 2016), has been an integral part of Islamic teachings. Islam, as a comprehensive religion and rahmatan lil

'alamin, generally teaches the importance of sharing and helping others. The roots of philanthropic values in Islam can be traced to the Qur'an and Hadith, which provide comprehensive guidance on social and humanitarian obligations. Through a dynamic process of *ijtihad*, scholars have developed various instruments to realize these philanthropic values. The emergence of ZISWAF (zakat, infaq, sadaqah and waqf) institutions is a concrete manifestation of Muslims' efforts to manage wealth more fairly and sustainably. Examining philanthropy through the lens of stewardship necessitates a comprehensive inquiry into how charitable organizations can effectively engage potential donors, particularly within the framework of similar philanthropic initiatives and crowdfunding programs, to achieve their desired fundraising objectives (Lee & Park, 2011). These institutions not only function as a forum for collecting funds, but also as an instrument to distribute wealth to those in need, as well as a means to encourage inclusive economic growth. The concept of philanthropy in Islam is not only limited to acts of charity, but also has a broader dimension, namely as an instrument to realize social justice and public welfare (Kholis et al., 2013). Zakat, infaq and sadaqah (ZIS) are concrete manifestations of Islamic philanthropy that aim to redistribute wealth and help those in need. ZIS management institutions, both Badan Amil Zakat (BAZ) formed by the government and Lembaga Amil Zakat (LAZ) formed by the community, play an important role in managing and distributing zakat funds in order to achieve these goals. Law No. 38/1999 on Zakat Management provides a clear legal framework on zakat management in Indonesia. This regulation distinguishes between BAZ as an official zakat management institution and LAZ as a non-governmental organization engaged in zakat management. The existence of these two types of institutions shows the plurality and dynamics of zakat management in Indonesia, as well as the effort to involve various actors in realizing social justice.

Research methodology

Research methods

In this research, the authors used a qualitative methodology. As defined by Moleong (2019), qualitative research endeavors to understand the lived experiences of research subjects, encompassing their motivations, perceptions, behaviors, actions, and other relevant aspects. Within this framework, researchers elaborate, analyze, and synthesize existing theories, alongside analyzing questionnaires as primary data sources. This approach facilitates the identification of factors influencing individuals' donation decisions, which can then inform the development of effective fundraising strategies tailored to enhance social fundraising efforts in Indonesia and align with specific objectives. This study, focusing on understanding donation decisions among young people via the TikTok platform to optimize social fundraising in Indonesia, presents an alternative approach to achieving desired outcomes related to maximizing equality of life and alleviating poverty in the digital age.

Research data sources

This research adopts a quantitative approach, relying on primary data collected directly from 52 respondents in Indonesia on November 2024 through the distribution collected via an anonymous online questionnaires. This methodology was selected to gather firsthand information regarding the determinants influencing participants' donation decisions. The data acquired from these questionnaires is anticipated to yield a thorough understanding of the respondents' motivations for donating, thereby providing valuable insights for relevant institutions to formulate more impactful fundraising strategies.

Complementing the primary data, this research also incorporates secondary data to provide more specific research. The secondary data utilized comprises scholarly literature, including academic journals and books, alongside findings from prior research pertinent to the subject of influencing donation decision-making through the TikTok platform. This secondary data functions as a

foundational theoretical framework and a crucial reference point for comprehending the research context and interpreting the insights derived from the primary data. Consequently, this research is anticipated to contribute meaningfully to the advancement of knowledge within the domains of philanthropy and social marketing.

Data analysis

This qualitative study examines the phenomenon of donations through social media, specifically TikTok, using thematic analysis as the main technique for analysing data. Thematic analysis focuses on identifying, analysing, and reporting patterns or themes that emerge in the data. This method is highly effective for organizing and describing data comprehensively, thereby providing a better understanding of various aspects of the research topic. As a result, researchers can gain a comprehensive understanding of what is happening in the phenomenon of donations on TikTok (Hanida et al., 2024).

The responses from a questionnaire administered to 52 individuals were analysed to identify the primary factors influencing their decisions to donate via the TikTok platform. These findings can serve as a valuable reference for institutions seeking to enhance the effectiveness of their digital fundraising efforts on this platform.

To ensure the validity of the data, this study will apply triangulation techniques, both source triangulation and method triangulation. Source triangulation is done by comparing data obtained from various informants to ensure consistency of information, while method triangulation will compare data collected through various data collection techniques. Both triangulation approaches will help strengthen the findings and reduce potential bias in the study (Khoirunnisa et al., 2024).

Table 1. Factors that influence someone to donate

| Variables | Description |
|------------------|---|
| Logic | Have a lot of money |
| | Content looks interesting |
| | Trust in a particular zakat institution |
| | Enhancement of one's reputation |
| | Neighborhood donation |
| | Compelling copywriting |
| | Trust in certain influencers |
| Emotional | Want to help |
| | Bigger and better meaning to oneself |
| | Interesting activity program |
| | Happiness when helping |
| | Have felt the same way |
| | Feeling that people deserve a decent life |
| | Feeling able to inspire someone |
| Spiritual | Want to increase your reward |
| | Fear of sin |
| | There is a desire |
| | Have a vow/promise |
| | Want to be close to Allah SWT |
| | Feeling the call to donate |
| | Moral obligations that become habitual |

Results and discussion

The act of deciding to donate shares similarities with the process individuals undergo when making a purchase (Salsabila & Hasbi, 2021). While emotional drivers like empathy and personal values frequently dominate donation decisions, rational factors such as an organization's reputation also hold sway, a pattern consistent with general consumer decision-making processes identified by Setiadi (2003).

The accessibility of online donation, fuelled by widespread internet access and advancements in financial technology leading to numerous platforms, introduces a significant challenge concerning the accountability and ethical allocation of donated funds. This convenience is juxtaposed with the risk of

exploitation by malicious actors, leading individuals to exercise greater selectivity in choosing trustworthy donation platforms to guarantee their contributions are utilized for their intended charitable purposes. TikTok users' motivation to donate consistently shows that digital trust is a crucial determining factor in their philanthropic decisions. This influence can be systematically analysed through an established digital trust framework, which consists of three fundamental components: capability, willingness, and integrity (Kurniawan & Hidayat, 2025).

The analysis of questionnaire data from Indonesian respondents reveals a prominent demographic trend: a total of 89.4% (47 out of 52), fall within the 18–24-year age range. Furthermore, the sample exhibits a notable gender imbalance, with women comprising 71.2% (37 out of 52) of the total participants. Despite this demographic skew, the survey indicates a widespread adoption of TikTok among the respondents, with 96.2% (50 out of 52) reporting active use of the application. This suggests that TikTok has achieved considerable popularity, particularly among young women in Indonesia. Moreover, 27 respondents indicated that they seldom encounter zakat institutions utilizing TikTok as a marketing platform for donation appeals. Consequently, a significant portion of the respondents, 33 out of 50 TikTok users, reported having never donated through the TikTok platform.

Analysis of the correlation between donating behavior and the three motivational variables—logic, emotional, and spiritual—reveals that emotional factors predominantly influence people's donation decisions. A significant majority of respondents, 74% (37 out of 50), indicated that their choice to donate was primarily driven by emotional responses such as empathy, sympathy, or compassion for those in need. Spiritual factors, expressed through religiosity, accounted for 16% (8 out of 50) of respondents' motivations. In contrast, logic considerations, such as the perceived role or credibility of the institution, were the primary determinant for only 10% (5 out of 50) of respondents. This finding suggests that the impetus to donate is more frequently rooted in psychologic and spiritual aspects rather than purely rational calculations. Research indicates that

compassion and empathy are the predominant factors motivating users to contribute donations on the TikTok platform. These emotional responses appear to be key drivers in influencing users' philanthropic decisions within this specific digital environment (Diwantari & Fahmawati, 2024).

Table 2. The number of respondents based on donation factors

| Decision To Donate | |
|---------------------------|-----------|
| Emotional | 37 |
| Spiritual | 8 |
| Logic | 5 |
| Total | 50 |

In the contemporary digital landscape characterized by accessibility, online donation remains a prevalent choice for charitable giving. An individual's decision to donate is influenced by several key factors. Logic, donors engage in a rational evaluation of available options, seeking evidence-based and impactful contributions that align with their specific objectives, reflecting a cognitive reasoning process (Heriyadi, 2017). Emotional, both positive and negative feelings significantly shape donation choices by influencing perceptions, risk assessments, and preferences, ultimately driving the act of donating based on an individual's evoked sentiments (Hidayat et al., 2024). Furthermore, spiritual beliefs and values play a crucial role, as faith can enhance engagement in social and charitable activities and foster a positive disposition (Sari, 2017), thereby motivating individuals to donate as a means of fulfilling religious tenets or strengthening their spiritual connection.

The act of donating involves a multifaceted interplay between these logic, emotional, and spiritual drivers, with donors often progressing through several stages before contributing. The AIDA (Attention, Interest, Desire, Action) theory provides a useful framework for developing effective fundraising strategies that can guide potential donors through this process. Marketers, in this context, act as facilitators, leading individuals through these stages. Following the initial capture

of attention, it is crucial for marketers to sustain consumer interest by presenting pertinent and engaging information.

Marketers must effectively persuade consumers that the presented product offers the optimal solution to fulfil their specific needs or desires, thereby fostering the inclination to make a purchase (Ullal & Hawaldar, 2018). The AIDA model cultivates a positive and significant relationship by enhancing customer interest and satisfaction through strategic product promotion. According to Kusniadji (2017), personal selling, as a form of marketing communication, follows a distinct process: it begins by capturing the consumer's attention through compelling marketing stimuli. Once attention is secured, consumers move to the interest stage, where they evaluate the product or service's relevance to their personal needs and wants. This leads to the development of desire, as consumers perceive the product's ability to satisfy those needs, creating an intrinsic motivation to possess it. Finally, the process culminates in action, representing the purchase decision, which is influenced by factors like individual attitudes, social norms, and personal characteristics.

Conclusion

Based on the findings of this research, the following conclusions can be drawn that zakat institutions are not frequently observed by the community as active users of the TikTok platform for marketing and soliciting donations. This indicates a potential underutilization of TikTok's reach and engagement capabilities by these institutions in their fundraising efforts. From the distribution of questionnaires among 50 respondents from young people throughout Indonesia, it was proven that a significant portion of the surveyed population has never donated through the TikTok platform. This suggests a potential gap in leveraging TikTok as a donation channel, despite its high user penetration, particularly among the young demographic in Indonesia.

This can be achieved by combining the AIDA principle (Attention, Interest, Desire, Action) with social media strategies, which is key to optimizing the use of digital platforms such as TikTok for zakat institutions. Visual communication designers can use the AIDA framework to analyse data and design effective content that emphasizes empathetic and authentic storytelling (Anjaya et al., 2024). Additionally, educational and inspirational content should be presented in an engaging manner, such as through animated infographics, animations, or educational challenges, interspersed with inspiring stories about the impact of zakat funds. This strategy also involves collaborating with young influencers to expand the reach of the message to the target audience and utilizing interactive features like Q&A sessions and live streaming will enhance audience engagement.

Individual decisions to donate are primarily influenced by emotional responses such as empathy, sympathy, and compassion. Secondly, they are influenced by spiritual factors that increase the donor's piety. Finally, they are influenced by logical factors related to the donor's trust in a particular institution. The dominant emotional factors highlight the importance of emotionally resonant content and strong narratives in fundraising efforts. Real stories tend to be more effective in touching their emotional side, triggering a desire to contribute, especially on platforms like TikTok, which are known for their engaging content and are often driven by emotions.

It is evident that future research endeavours are necessary to further refine and expand upon these findings. It is anticipated that this initial study can serve as a foundational reference for zakat institutions seeking to enhance their donation collection strategies, thereby optimizing fundraising outcomes and strengthening their credibility through effective utilization of social media platforms. Furthermore, it is hoped that this research will encourage greater public participation in social welfare initiatives through digital donation channels.

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