



Digital crowdfunding activism management via Instagram social media by the @btsarmy.project lombok account in raising funds for victims of the Kanjuruhan tragedy

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ABSTRACT

Keywords

ARMY
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Crowdfunding is open fundraising via the Internet to generate financial resources in the form of donations without any compensation. This research is motivated by society's negative stigma towards K-pop fans in Indonesia. ARMY, as fans of the boy band from South Korea, namely Bangtan Boys (BTS), has revealed the positive side of K-pop fans. The fundraising initiated by @btsarmy.project lombok reached IDR 447 million in less than 30 hours, and the crowd that took part did not only come from ARMY. It became a trending topic in Indonesia and received attention from several public figures, artists and influencers. This research aims to determine how digital crowdfunding activism is managed via Instagram social media by the account @btsarmy.project lombok in raising funds for the victims of the Kanjuruhan tragedy. The research method used in this research is descriptive qualitative with a case study approach. The data sources in this research come from interviews, observations and documentation. Testing the validity of the data in this study used source triangulation. This research shows that the management of digital crowdfunding activism by the Instagram account @btsarmy.project lombok is quite adequate, where trust is built gradually with several previous humanitarian projects. The management also collaborates with the ARMY community throughout Indonesia to spread information. Furthermore, establishing good relationships with football supporters is a factor that strengthens the success of this fundraising. Apart from that, the management also took advantage of the attention of artists and public figures in Indonesia by asking for help to spread this information

1. Introduction

The image of deviance always haunts and sticks to a fan group or fandom; bigotry becomes a distinctive characteristic for fans. This stigma means that fan groups are seen as a group that is excessive and bordering on infatuation with someone they idolize. In recent years, fandom, primarily Korean Pop (K-pop), has tried to improve and maintain its good image among the broader community in various ways. Since the development of the idol music industry in the mid-1990s, the media has been more inclined to discuss and reveal the wrong side of fandom activities. This reporting trend has influenced people's minds and created a bad stigma on fandom activities (Jenkins in Sumardiono, 2022).

One of the fan fandoms of the South Korean boy band Bangtan Boys (BTS), namely Adorable Representative M.C For Youth, commonly called ARMY, has succeeded in breaking society's bad stigma towards K-pop music fans (Jin & Yoon, 2017). Even though the bad stigma against K-pop music fans has not entirely disappeared, at least the positive side of K-pop music fans has been revealed to the public. They have an inner bond, a sense of togetherness, and several positive things that they emulate from their idols, which makes them have the same goals. Togetherness is the

background for the ARMY fandom to carry out charity activities to raise funds via the internet or what is known as crowdfunding. One of the ARMY community Instagram accounts, namely @btsarmy.project_lombok, has successfully carried out a social campaign to raise funds via Instagram for the victims of the riot tragedy that occurred at the Kanjuruhan stadium and claimed many victims. Next, funds are collected on the crowdfunding platform site in Indonesia, namely Kitabisa.com (Fabianti & Putra, 2021). This fundraising succeeded in becoming a trending topic and attracted the attention of several public figures, artists and influencers to participate in distributing donations. Through this research, the author will analyze so that he can find out how the management of digital crowdfunding activism carried out by the Instagram account @btsarmy.project_lombok was successful in raising funds for the victims of the Kanjuruhan tragedy to reach IDR 447 million in less than 30 hours, even though they received a bad image in the community (Vidiyawati & Wibowo, 2023). The author will identify how the Instagram account @btsarmy.project_lombok manages digital crowdfunding activities via social media in packaging persuasive messages that can influence the audience and what factors support the success of the fundraising (Fadillah, Farihanto, & Setiawan, 2022).

Previous research that is relevant to this research is research from Sumardiono. Research conducted by Sumardiono states that packaging persuasive messages well is essential for the success of digital activism. In addition to managing social media accounts with many followers, it is easier to achieve success (Sumardiono, 2022). The research conducted by Sumardiono used a case study research method. What this research has in common with research conducted by Sumardiono is analyzing how donation managers convey persuasive messages to raise funds. Meanwhile, the difference is previous research on fundraising carried out by ARMY was still related to their fandom interests, namely to be given to several online motorcycle taxi drivers as a thank-you for queuing orders at one of the food brands collaborating with BTS. So that the masses who take part in fundraising come from their section only, in this research, the fundraising carried out by ARMY was aimed at things unrelated to their interests so that the mass of people who participated in fundraising was broader (Vidiyawati & Wibowo, 2023).

This research aims to determine how digital crowdfunding activism is managed via Instagram social media by the account @btsarmy.project_lombok in raising funds for the victims of the Kanjuruhan tragedy. So, this research produces findings on how crowdfunding managers conduct digital activism using Instagram social media to achieve success and what factors influence it.

2. Method

This research uses a post-positivistic paradigm, which emphasises qualitative explanations or descriptions. This paradigm assumes that reality is subjective plural, and knowledge is considered non-value-free (Sundaro, 2022). Post-positivism contains critical realism towards reality to modify dualistic, objectivist, critical traditions, communities, and discoveries that make it possible to reach a truth (Mubarak, Semarang, & Diponegoro, n.d.). Qualitative research methods involve researchers to understand better the context of the situation and background of the phenomenon being researched. Qualitative research methods have a variety of approaches so that researchers can choose for themselves what approach to use in their research (Fadli, 2021).

Operationally, based on the paradigm and type of research, this research uses the case study method. The case study in this research is a single case study where the researcher tries to comprehensively understand the case being studied. According to Stake, case study research reveals a case's unique characteristics (Adha & Junaedi, 2021). The main focus in a case study is the case that is the object of research. Another aim of the case study is to know and understand individuals in more depth regarding individual development when adapting to their environment. The next step is to study the background of the current situation and interactions between the environment, individuals, groups, institutions and society in more depth (Assyakurrohim, Ikhrum, Sirodj, & Afgani, 2022).

The first data collection technique in case studies is interviews. Interviews are used to collect data when conducting preliminary studies to find problems or phenomena that need research (Suryani, Bakiyah, & Isnaeni, 2018). The technique used in this research is in-depth interviews to obtain the information and data needed, where the researcher conducts questions and answers more freely with the informants. Researchers conducted in-depth interviews with the initiator of BTS ARMY Project

Lombok, the manager, and one of the members involved in this community. The second technique is observation. Observation is where researchers make observations of a phenomenon to be studied to explore data on social phenomena that have occurred (Hasim, 2018). This research conducted observations on the social media account @btsarmy.project_lombok in raising funds for the victims of the Kanjuruhan tragedy by looking at the interactions and activities therein. Lastly is documentation. Documentation is a technique for collecting data through materials written by institutions, which helps researchers obtain data as research objects (Yusra, Zulkarnain, & Sofino, 2021). Documentation techniques in this research were carried out on the @btsarmy.project_lombok account, including minutes, archives, and notes or documents related to the research focus.

In this research, triangulation or validity is used to ensure the data's validity, namely source triangulation. In this research, more than one informant was interviewed to ensure validity. Furthermore, triangulation techniques to test the correctness of the data are carried out by comparing data from the same source but with different techniques. Lastly, time triangulation is collecting data in different times and situations (Sugiyono, 2013).

3. Result and Discussion

3.1. Results

After conducting field research through interviews, observations and document studies, this research found several things. First, the activities carried out by the BTS ARMY Project Lombok were based on a reaction to the Kanjuruhan tragedy. As the results of an interview with Dyanti as the initiator and manager of the BTS Army Project Lombok which was conducted on September 9 2023 Lombok are as follows:

"Success in raising funds started from building public trust, which we had done previously through humanitarian activities and environmental awareness, so that when we raised funds for the victims of the Kanjuruhan tragedy, people became more confident by seeing what we had done before."



Fig. 1. Instagram account of @btsarmy.project_lombok.

"Apart from that, we also share and invite the ARMY community throughout Indonesia to disseminate information about this fundraising, and every member of the BTS ARMY Project Lombok is asked to share this information via their respective personal social media accounts by tagging the social media accounts of several artists and influencers known as ARMY and apparently this was notified, so we had the opportunity to ask them to share information about the fundraising we were holding. We took advantage of this opportunity as best as possible, so that initially only a few artists were posting, until finally more and more artists, influencers and public figures were posting."

This explanation can also be seen in the Instagram account post @btsarmy.project_lombok on October 3, 2022 which contains an invitation to donate to victims of the Kanjuruhan tragedy and tags other ARMY community Instagram accounts from various cities throughout Indonesia.

"Previously, many football fans gave a bad stigma to K-pop fans, but after the fundraising we conducted and on behalf of ARMY, football fans and ARMY have a better relationship. This was also reinforced by us as representatives of ARMY who took part in a prayer event together with soccer fans in Lombok. So we immediately jumped in to join in and express our condolences."

This can be seen from the instastory highlights in the @btsarmy.project_lombok account. Where they shared the moment of their meeting with the football supporter community from Lombok who prayed together at Sangkareang Park, Mataram City.

"We use Instagram as the main media to disseminate information and share developments regarding how far the funds have been distributed. Instagram is considered more effective because from the start, we were most active on Instagram. Our fund distribution is in collaboration with ARMY Malang to distribute funds directly to the victims."

Furthermore, the results of the interview with Rya as a member of the BTS ARMY Project Lombok on September 7, 2023, are as follows:

"All members of the BTS ARMY Project were asked to share information on their respective Instagram accounts, we also invited our closest friends to donate, initially our aim was to invite fellow ARMYs, but after trending the mass of people donating became wider."

This can also be seen from the instastory archives of BTS ARMY Project Lombok members who participated in disseminating information through their respective social media accounts.

3.2 Discussion

This research shows that the BTS ARMY Project Lombok is building public trust gradually through Instagram social media. Instagram is also a medium for disseminating information and communicating. Apart from that, the BTS ARMY Project Lombok utilizes the help of the ARMY community throughout Indonesia and the power of public figures to spread information to raise funds for the victims of the Kanjuruhan tragedy. It shows that the success of digital activism comes from how the administrator manages the activity.

Management is achieving goals using various activities where one cannot be separated from another. Management begin with planning, organizing, directing and supervising activities. Management is managing and organizing the implementation of a job or activity to achieve the goals set (Faula Azmie, 2015).

The goal of management is to be effective and efficient. Therefore, BTS ARMY Project Lombok raises funds through the internet or crowdfunding because it save time, energy and reaches more people. Crowdfunding is an open fundraising activity via the Internet to generate financial resources as donations without compensation for a specific purpose (Hemer in Barthelemy, 2019). The running of crowdfunding is not far from several supporting things, such as the influence of social media, social interactions, social network size, social dynamics, social network dynamics, promotional activities in social networks and motivation for participation in social networks on campaign results

(Kaur & Gera, 2017). Crowdfunding is an internet-based financial intermediary that collects funds from the public to carry out charitable activities so that it is more effective and efficient than fundraising carried out manually. Developing communication skills with donors is crucial in crowdfunding to maintain good relationships so that the desired targets will be easier to achieve (Al Faqih, Faradilah, Habibah, Fardani, & Saputro, 2021). This research shows that the BTS ARMY Project Lombok is building public trust gradually through Instagram social media. Instagram is also a medium for disseminating information and communicating. Apart from that, the BTS ARMY Project Lombok utilizes the help of the ARMY community throughout Indonesia and the power of public figures to spread information to raise funds for the victims of the Kanjuruhan tragedy. It shows that the success of digital activism comes from how the administrator manages the activity.

Crowdfunding is always related to social media as a platform for spreading information and persuasive messages to participate in donating. BTS ARMY Project Lombok uses Instagram as the leading media, utilizing existing features to spread the invitation to donate. BTS ARMY Project Lombok always shares developments regarding the funds that have been collected and the process of distributing funds. We can connect with each other through social media and make all digital activities easier. However, it cannot be denied that social media is used for something terrible, so its good and bad effects depend on what the users do (Junaedi et al., 2019). BTS ARMY Project Lombok utilizes and manages Instagram social media via the @btsarmy.project_lombok account as best as possible so that it reaches the masses who participate in donating, not only from ARMY circles.

4. Conclusion

The success of digital crowdfunding activism comes from the level of public trust in the organizer. Therefore, BTS ARMY Project Lombok has gradually built public trust through Instagram, where they have previously carried out many charity activities. The packaging of persuasive messages also needs to be paid attention to in order to influence the masses. Apart from asking for help from fellow ARMY communities throughout Indonesia, the BTS ARMY Project Lombok also uses public figures who are aware of this to spread it to get a broader mass of people to donate.

Furthermore, BTS ARMY Project Lombok participated in prayer activities with football supporters for the victims to establish good relationships with football supporters as part of the parties provided with assistance. Constantly communicating developments and allocating funds is essential in crowdfunding. After fundraising by the BTS ARMY Project Lombok, some people, especially football fans, responded well to K-pop fans so that the positive side of K-pop fans was revealed.

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