The Impact in Using Influencers for a Non-Profit Organizations' Campaign (Which Results in Donations)

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Abstract

The purpose of the research is aimed to fill that gap whilst also furthering the knowledge and understanding as a whole within the context of using influencers for a non-profit organizations' campaign. The focus on influencers' usage would also help raise the number of donations (in any currency) for every new, growing or even bigger NPOs in these competitive eras. Overall, this research is mainly focused on the NPOs' perspective towards how influencers become a tool that leverage marketing communication campaigns to achieve NPOs' sales and the impacts that influencers can bring to an NPOs marketing campaign. To attain the objectives of this exploratory research, a qualitative approach by interview will be implemented. This will be done by collecting data through a semi-structured interview with NPOs to identify themes and explain patterns. The researcher has determined the key informants, which are a person from a marketing team from NPOs, people who work and or involved in an NPO and or handles the building of the NPO and marketing or marketing communication division in Indonesia. The NPOs are moving in the sector of education, children, poverty, social/public health, environment and environmental sustainability. The study findings help small and growing NPOs to obtain a maximum result in their sales which is their donations and for them to be able to adjust the current marketing communications conditions in the society to invent trust and understanding for donors. This correlated with helping the country (Indonesia's) betterment in social problems.

Keywords
Digital Influencers, Marketing Communications, Non-Profit Organizations, Social Media Marketing Campaigns, Social Power.

1. Introduction
As a platform that offers unlimited access to a huge amount of information from all over the world, social media has become a big part of its users (Bianchiet al., 2017). It has shaped marketing strategies and trends. As a result, marketers started perceiving a Social Media Marketing Campaign as one of the key channels to communicate and interact with customers through social media platforms (Pentina et al., 2018). Literature has generally emphasized the adoption of campaigns can be regarded as an important instrument for achieving competitive advantages and enhancing organizational efficiency (Kohli and Jaworski, 1990; Narver and Slater, 1990; Jaworski and Kohli, 1993). The organizational trends have also seen strong growth in recent decades, especially the non-profit organizations sector, showing proof of the urgency for the society (Salamon and Anheier, 1999). Happens in the field, NPOs have a variety of functions, assuming the extraordinary set of organisational types and embrace a broad range of industry sectors. These developments give consequences yet challenges for the management of NPOs, to increase their marketing activities and strategies (Kendall and Knapp, 1995). Followed, a social media marketing campaign is a coordinated marketing effort to help deliver information that results in measurable outcomes and influences people who receive it to feel or act in a certain way that can help the conditions mentioned (Bellefalmme et al., 2014).

Though, until this point, there is a lack of studies tackling how the measurable outcomes are affected by other social and influential factors such as the influencers. Meanwhile, many happened in the field, a non-profit managers "realize that their mission on relying onto the good ideas of campaigns are vanished at the moment where the other organizations use the same idea with influencers and social power, they are more successful in reaching numbers of donations" (Andreasen and Kotler, 2003, p. 5). This present work draws on a conceptual framework to examine the effects of influencers that included social power towards the Social Media Marketing Campaign that an NPO made. Based on The CAF World Giving Index 2018, Indonesia placed in the first rank of the most generous and giving

country in the world and, from the previous studies, Influencers have become effective agents to increase the willingness to give (Marketinghub, 2019). Prior research also shows that the customer's attitude towards influencer are impacted by perceived credibility, trust, expertise and congruence (Bergkvist et al., 2016), and with those findings, this research will provide the study of impacts in using Influencers for an NPO's Social Media Marketing Campaign which results in numbers of donations.

1.1 Objectives

This research project will focus on finding the differences, the impact in using influencers and or people with social power to a social media campaign that is made by NPOs in Indonesia. Second, the researcher will also to fill that gap whilst also furthering the knowledge and understanding as a whole within the context of using influencers for a non-profit organizations' campaign. The focus on the usage of influencers would also help to raise the number of donations (in any currency) for every new, growing or even bigger NPOs in these competitive eras. Overall, this research is mainly focused on the NPOs' perspective towards how influencers become a tool that leverage marketing communication campaigns on achieving NPOs' sales and what are the impacts that influencers can bring to an NPOs marketing campaign. Researcher hopes that this research can contribute to help Indonesia's betterment in the social problems helping the government through making an excellent NPO that generates people to help each other also to contribute to further research if necessary.

1.2 Research Questions

1. How influencers become a tool that leverages marketing communication campaigns on achieving NPOs' sales?
2. What are the impacts that influencers can bring to an NPOs marketing campaign?
3. What are the key factors an NPO could do to improve their social media marketing campaign that leads to increasing sales (donations)?

2. Literature Review

2.1 Digital influencers and Social Power

Digital influencers are people that are on their social media pages and have a stable and significant number of audiences [1] (Yiet al., 2017; Kapitan and Silvera, 2016). Consumers in online social commerce networks may be influenced by digital influencers with extensive expertise and recommendations given by them. Typically, consumers rely on them if making spending decisions to discover the brands and take them as their reference, it is also called the social power effect that results in trust (Jain et al., 2014) and engagement (Pierro et al., 2013). According to existing research, digital influencers are shown to have experience or expertise in a particular field (i.e. expert power) as well as attractiveness to customers (i.e. referent power) (Uzunoglu and Kip, 2014). To understand the effect of digital influencers, studies have used theories of two-step flow (Uzunoglu and Kip, 2014), leadership (Johnson et al., 2015), social power (Chen et al., 2016), and social identity (Steffens et al., 2018).

The definition of social power has been used in studies to account for the asymmetric interpersonal relationship between an individual and a group (Tong et al., 2017). Social power is defined as the capacity to influence agents (i.e. a group of people or an individual) to bring about changes in the beliefs, behavioural or psychological aspects of a goal (Tong et al., 2017). Intentions of social commerce and digital influencers According to Raven et al. (1998), legitimate rights can be derived from one's status and conventional social norms (i.e. reciprocity, equity, and dependence). According to existing research, digital influencers who have a large number of followers are more likely to have experience or expertise in a particular field (i.e. expert power) as well as market awareness (i.e. referent power) (Uzunoglu and Kip, 2014). The previous research defines influencers as someone who has lots of their audience or also can be measured by followers. But then, it is also noticeable, not only that, social power is also becoming a part of influencers, who have their own scope to influence the people or communities around them.

2.2 Marketing Communications

Marketing communications have been identified as a key factor for the success of a particular organization's target or goals (Getz, 2005; Masterman and Wood, 2005). It is called effective when it synergies messages, stimulates purposeful dialogue with customers, and has a profitable customer relationship (Shimp, 1993; Kitchen and de Pelsmacker, 2004). It consists of advertising and acts of a campaign to stimulate the desired message in the consumer's mind in such a way that leads to an action (Pike, 2008). In this case, however, NPOs still are able to do marketing communication effort without changing NPO's mission, there is a wide range of other marketing strategies and instruments that can be implemented. Strategies such as identification of customers who are most interested in

supporting their mission (market segmentation), ensuring an image is built that is attractive to those people (product positioning), the development of communication messages most attractive to these people (advertising) and communicating with them through channels these people regularly use (place).

2.3 Social Media Marketing Campaign

A social media campaign is an organized marketing strategy that includes distribution, advertising, pricing, promotion, and merchandising. Also, it is a set of fundraising and outreach activities that focuses on raising money for a need or needs above annual operating funds for a nonprofit organization (Walker, 2004). A campaign is a coordinated fundraising effort organized by nonprofit organizations to get gifts and pledges for a specific goal(s) within a specific period of time (Dove, 1988). In general marketing, social media marketing has a ubiquitous presence (Valos et al., 2014). Especially when it comes to campaigns, the advantages include; make it efficient and effective (Iankova et al., 2018), help to create awareness, build brand image and share knowledge (Andzulis et al., 2013). Mainly, social media marketing has become a big role in any invention of a brand or even an organization. This has helped all of the companies to communicate their vision, communicate their activities, and a form of branding to the community. Also noticeable that it creates credibility that helps an organization's sales.

2.4 Non-Profit Organizations

Non-profit organizations are entities that are organized for a public or social benefit (Chen, 2011), other than gaining profit for owners or investors (Salamon, 1999). NPOs model relies on people's ability to volunteer and make donations (Kenney, 2012). NPOs seeks to attract as many potential donors as possible, and improve their connections through fundraising (Waters et al., 2009). It is noticeable that non-profits are typically structured around a social mission (Quarter and Richmond, 2001). In this sense, Acar et al. (2001) discovered that non-profit organisations put a far greater focus on their social responsibility than for-profit organisations, while Alexander and Weiner (1998, p. 223) described non-profit principles such as involvement, due process, and community service as very high in non-profits and reflective of their "collective conscience." From that on, NPO has become a very important role for a country's betterment, in this case Indonesia, that has numerous social problems. With a successful NPO that society trusts, NPOs could help the government in solving social problems since their main mission is to accomplish social mission.

2.4.1 The Importance of Campaign in Non-Profit Organizations

NPOs are charities who seek to serve the public interest (Wilcox & Cameron, 2012, p.548). Campaigns have become a fixture in the nonprofit world. From little campaigns that raise thousands of dollars for grassroots community service organizations to the large billion-dollar efforts mounted by the nation's premier universities, campaigns and all their accompanying activity have become an important part of the landscape for NPOs and their leaders (Walker, 2004). Some non-profit leaders consider them a necessary evil. The significance of a campaign to any organization cannot be understated. Campaign discloses the aspirations and hopes of an institution to critical market segments who ultimately are to invest in energy, time, and monetary donations crucial to its quality and, at times, its survival (Dove, 1988). The campaign assists in disclosing NPOs to potential funding from a bigger audience especially if the campaign is carried out via the social media (Hansen, 2014). In campaigning, one of the key success factors is the creativity of the campaign itself. Marketers rely on innovative ads to distinguish their brand and drive out their messages (El-Murad and West 2004), whereas the advertising industry sees innovation as a core competence (Nyilasy and Reid 2009). The effect of advertising innovation can be more complex than it appears to be, but for different reasons, innovative advertisements may not always lead to the expected outcomes. Although research is mostly performed at the market level in this regard, it is reasonable to conclude that these adverse reactions to advertising products; when aggregated among target customers, will translate into. A detrimental effect on campaign outcome measures like sales and in NPO's currency is the number of donations.

2.4.2 Factors that Affect Donor Behaviour in Non-Profit Organizations

An act of donating is a call of action to sacrifice something (giving) in any form to one who needs (Salamon, 1999). Previous researches have revealed that various factors can influence charitable contributions (Hughes, 2002) noted that one of the factors can influence donations contributions was a personal experience with an organization was also a motivating factor for charitable donation (Nelson, 2001), also revealed that women tend to make donations to organizations with which they are emotionally or personally attached to. Another factor that influences donation is familiarity with NPOs. Due to the involvement of famous celebrities, their fans become familiar with the NPOs. Another one is the scope of services and the perceived reputation of NPOs (Peltier, Schibrowsky, and Schultz, 2002). Research in the advertising area revealed that targeted advertising and communications expenditures are highly

correlated with perceived quality and reputation of a brand name. This suggests their strategies to increase communications and the number and quality of services provided by NPOs could also increase its name, awareness and reputation (Sura et al., 2017). Thus, if it is the norm to give to a specific NPO, the person will not break with the norm. Hence, employer recommendations may play an important role in the donation decision-making process.

2.5. Influencers' Contributions to Purchase Intentions / Donating

Surveys in found that many people readily confess to understanding little or nothing about how charitable organizations are run and managed (Ipsos MORI Social Research Institute, 2008), and a number of surveys have shown that individuals are not often knowledgeable of the non-profit organizations in which they associate (Van Slyke & Roch, 2004), and as they communicate fairly regularly with such organizations (Handy et al., 2010). In the light of these results, it can be concluded that as distinctions between sectors are increasingly blurred as a result of devolution and intersectoral structures, not only will the public continue to have little understanding of how non-profit organizations work but also be more difficult for the public to distinguish non-profit organizations from other social sectors. Ultimately, this can give the public greater difficulties in understanding where and how to put their faith.

Also, a survey indicated that 60% of sample brands focus on the strategy of influencers when they increase investments into a campaign and as their effort in answering the confusion of donors towards the NPO's credibility (Admaster, 2019). "relationship is an essential foundation on which social commerce is built" (Liang et al., 2011), Consumers depend on these influencers for information, listen to their experiences or refer to them as models, also depend on them for product intelligence, use them to discover new products and brands, or use them as a "reference group" when making purchasing decisions (Ku et al., 2012), which builds up an asymmetric relationship between consumers and a crowd of influencers (Nairet al., 2010). TapInfluence (2019) emphasises in their latest study that influencer marketing can generate 11 times more return on investment than other conventional advertising channels. Furthermore, some studies have discovered that various types of social power can affect the willingness to contribute to a call of action (Ramaseshan et al., 2006). Related to the social power theory, a person or a group of people with certain types of social power may influence the psychological or behavioural aspects of another person (the target) on participating in purchase intentions (donating) (Raven et al., 1998).

3. Methods

3.1 Research Method

In order to attain the objectives to this exploratory research, a qualitative approach by interview will be implemented. This will be done by collecting data through a semi-structured interview with NPOs to identify themes and explain patterns. According to Erickson (2018), qualitative research seeks to find and describe the activities undertaken and the impact of their actions on their lives. This research is more suitable to conduct in a qualitative approach. The researcher can gather data more natural and direct with an in-depth interview with the customer.

3.2 Key Participants

The researcher has determined the key informants, which are a person from a marketing team from NPOs, people who work and or involved in an NPO and or handles the building of the NPO and marketing or marketing communication division in Indonesia. The NPOs are moving in the sector of education, children, poverty, social/public health, environment and environment sustainability.

3.3 Data Collection

For this study, both primary and secondary data must be gathered. There will be two steps to the data collection; In phase 1, the researcher will collect the data by gathering its data from their social media, website, previous research and article for the secondary data. The data collected in phase 1 is to first know depth more about the organizations that will be interviewed and to know the trend of involvement of influencers in an NPO, also an NPOs recent campaigns and issues. In addition, these data gathered to help develop a topic guide for the semi-structured interview in the second phase. In the second phase, the researcher will collect the primary data through semi-structured interviews with the participants. The interview will be held and have a specific topic guide along with predetermined questions. Along the interview process, questions can be elaborated for each participant (per organization). There will be 6 participants that will participate in this research and the interview will be held online with a 1:1 video call with the participants using an online meeting platform. This interview used to engage more insights from the real field situation to know the real impact to the results number of donations they gain.

3.4 Data Analysis

The researcher uses a thematic analysis to analyse the results. Thematic analysis, according to Braun and Clarke (2006), recognises common themes, trends, and topics in the interview answers transcript. They also noted that thematic analysis is a natural approach since the data is gathered from the experiences of the participants. Reading, searching for common pattern subjects, and coding them are all part of the thematic analysis process (Rubin and Rubin, 2011).

4.   Results and Discussion (12 font)

4.1 Results

It is noticeable that every Non-Profit Organization (NPO) uses social media marketing as their main tools to be acknowledged by people and or their audience. Even in the first place, they form their organizations. From the results, 6 out of 6 participants uses Instagram as their main platform of communications with their audiences. They all made an Instagram account in the very first time they form the organizations themselves as if Instagram is an online existence that their NPOs are exist. Also, told before in the literature that In general marketing, social media marketing has a ubiquitous presence (Valos et al., 2014). Not only that it can be seen everywhere, but also the purposes are various and beneficial to the NPOs. The main purposes is that for them to share their vision, their purposes, and basically to tell the audience what they are doing through pieces of information. Participant 1 said:

"Social media is a platform and outlet for sharing the information and creating stories to our organization."

From this, it is noticeable that not only information but also the usage of social media marketing is to also deliver the storytelling of what they are actually trying to solve in doing the organization itself. Like also the answer when they were asked what do social media marketing is used in NPO's point of view, Participant 4 said:

"It is used to be the place of storytelling and then raising the awareness of people towards the issue that is raised (promoting a campaign) and in the end, the story will end to donation."

Here, it is stated that storytelling is used as a tool to make people aware of the issue or the problem that an NPO is solving in every of their campaign even in their forming.

From the next answered question, the channel that all of the participants using is mainly Instagram. They believe that Instagram has become the big change in today's behaviour as one of the literature that showed how powerful is Instagram from the time of its invention. Participant 6 said:

"Instagram and Linked in. We do LinkedIn quite a lot, but it wasn't as big as our Instagram engagement. And ya. I think social media is a very very big thing and especially for my part- we notice that when I started this organisation we noticed that if it is not because of Instagram, maybe we will not be known like today."

Also, Participant 2 said:

"[...] if it is not because of social media, not because our "look" in Instagram and if in 2018 in our forming year there is no Instagram, I don't think that we will get donations as much as today."

Those two answers indicate how social media marketing is a big role in even first establishing the NPO. Especially Instagram that helped them visually attract others to donate in a form of sharing vision, information and storytelling. Then, also added with most of the answers, the usage of the website and Linked In is also noticeable. Those whose uses website are ones who sacrifice more effort for money because it is costly for them as it was stated by Participant 1:

"[...] a small NPO like us, only use free social media like Instagram, we cannot afford like an official paid website, yet."

Linked In also used by participant 6, it is their effort to curate the person that is involved in their organization they said.

Moving on to the question about efforts that the marketing team itself pursue to raise a number of donations, all of the participants stated that they all approached away from using influencers and people with social power in order to help boost people's willingness to donate. Participant 4 said:

"Usually, we approach some influencers or vice versa, the influencers approach us to do find raising, in that point of collaboration, it helps us to boost a number of donation [...]"

Though not all influencers are concluded as the person who has many followers, they who has that social power and impact to move people and to influence their audience with their connection to their "followers" also called

as influencers since they result in a higher number of donations in the end. The second most highlighted from the effort that the marketing team use is the storytelling that they made. They believe that all people are eager to listen and to sit to hear a story. Because from a story they could picture what happens in the field, and invent trust within what is the published problem and the real situation. Participant 2 said:

"With the special characteristics of our design, for example, with our copywriting that is welcoming, we also collaborated with an influencer to increase the exposure, we found out that the impact was becoming big, so the campaign was automatically also getting bigger. Influencers are super helping us, in raising donations results."

With that being said, a strong branding of an organization is also considered as one of the big factors in gaining donations results, since it increases credibility. It strengthens the answer of Participants supported by highlighted previous research that a strong branding supported by influencers will result in credibility that leads to a number of donations. In the short time or in limited funds, 2 of the participants agreed to use their "friends" link to help boost the number of donations, Participant 1 said:

"That time we do not have that much of money yet for an effort of influencers, but actually, the impactful one is the power of smaller circle that also has social power such as community, for example- know I am experienced at this, so people will not question this. So, in the end, I use a personal network, as I called them personally, "I create this, what can you help me with?". Anyone I remember and anyone in my phonebook, I call them."

At this point, it is noticeable that approaching smaller community with a strong engagement in between their audiences can also becoming an effort for NPO to raise their sales, also the power of the self-social network, if the organisation itself is clear by the vision and again credible it will attract easily the audience that they want since Participant 1 said:

"[...] when I use my friends as a link, they know me already personally, they know my branding, the same it goes to an organisation."

After that, to know what exactly is defined by an NPO by calling someone "influencer" or people that have social power, this question has also been asked. 100% of the participant of interview agreed that to them, influencer and people that have social power is a person itself with a wide connection and relation that they have their own audience. Participant 4 said:

"[...] they are more like people who have connections and relations with their audience in social media. Like fanbase... Community."

In that answer, it tells that not only influencers such as having numerous followers but also people with social power have also been categorized as "influencers" in the process of NPO. As highlighted in previous research that. In this case, the goal of NPOs is the number of awareness that results in the number of donations to solve the problem they are helping to solve. With that, in the literature written before, the people with social power will give the changes in belief with any vision and kind of audience that they bring, and it is proven most of Participant, also shown by only 1 out of 6 Participant said that influencers are "only" defined as people with numerous followers. And the other believe that not only followers that matters. Such as what Participant 6 said, to finish the sentence, Participant 6 also said:

"[...] someone who has a lot of followers at least 10k they can, they can give us more reach, like they have more reach [...] but at the same time I've also seen a lot of influencers or people like who does not have a lot of followers as well, but they are also so active in their organizations- one of the main things- one of the girls that I worked with was Vaya Simanjuntak. Not only the reach but also the lifestyle they are trying to approach. She just has that social power in a way that she can influence people to do what she does, to like focus on."

Moving on to does the curation of personal branding in using the people with social power is impactful to boost the number of donations, all of the answers are all shown positively yes. They were all agree that a match of vision, between the organization and the influencer's personal branding, will give a maximum impact on the audience since it is mean that the audience is 100% reached and on target. Participant 4 said:

"Yes, like an Activist Hannah Al-Rasyid and friends who is aware to the issue of women domestic violence, they are now fundraising to help women who is the victim of violence, domestic violence, the name is Kawanpuan. So Hannah is an activist right, that is why Hannah asks her friends to support her to become the fundraiser (donate). One they should be "close" to their followers, their interaction with their followers are building, so not only numbers. it called legit influencers with a good image."

All of the answers about when they curate using people with social power is most likely have a positive connotation and highlighted how their vision helps people empathize to know the bigger picture in what or for what are they donating.

Here, moving to the involvement of influencers and or people with social power and their influence in the engagement of each campaign that is made, is interesting, since there are various aspects that are highlighted, all are correlated to one main results but to get it, there are many positive paths to it. From all participants, there is only 1 out of all that mentioned that they are not using influencer in their chosen campaign. Participant 1 said:

"Because we are not doing this organisation with a full effort with full time, so in the end, even our campaigns were never helped by an influencer in the number of donation, and for the campaign, it is not going that viral, counted by the number of Instagram views and result in donations."

That is the only result that stated that did not use influencers that result in a negative connotation, rather than that, there are the aspects of that they are becoming aware of their problem and from that they become trust. Those two dominated the result of the interview. As Participant 2 said:

"For example from one of our influencer that cares about sustainability, the impact is really big, on a day when were promoted by this one influencer, the followers increased by 5000. It means there were 5000 people on a day aware of this movement. it invents trust, especially when the influencer is credible and match with the organization's vision."

Also, what Participant 4 said:

"[...] if there is some influencer who do fundraising and join our campaign, people will donate more. People who donate also see the influencer as a factor. So like they are persuaded to donate. [...] the influencers are influencing enough to persuade people to donate, especially, if we use the name of the influencers. They trust them."

Furthermore, it invents awareness and trust, also invents the followers' number to raise, and from that on, they always keep posted about what can they donate and resulted in a big awareness of the campaign afterwards. As Participant 2 said:

"[...] the impact is really big, on a day when were promoted by this one influencer that cares about sustainability, the followers increased by 5000. It means there were 5000 people on a day aware of this movement. it invents trust, especially when the influencer is credible and match with the organization's vision."

The next question is about a comparison story between using an influencer and people with social power and without using one in a chosen campaign that they highlighted. Only 1 out of 6 participant shows the contrast of not using Influencers and the following result as Participant 1 said is:

"It is crazy, we are the one who started the idea of a campaign like this" then, *"like when Ayla Dimitri (an Indonesian Influencer created something similar there are becoming more viral and gain so much donation in a short time", it is because of her friends, "yes why my friends are not like that?". But the one who has social power is actually an individual, and they have their own agency."*

The others share their story about using influencers and all of the results a viral campaign that leads to the increasing number of donations in results. Like what Participant 2 said:

"Let's use this example, the contrast between before we worked with Andien, we work organically. Only me, my circle and my team's circle. More or fewer college students, Maybe like only 30 people who donated clothes from ITB, But after mbak Andien, in Jakarta, the number of donations is exploding, people were donating, all artists, and leads to another famous person."

This shows a comparison contrast in a real field situation in using influencers or people with social power that leads to a campaign virality that triggers people's willingness to donate.

The last point to be discussed is recommendations and or insights for a future better social media marketing campaign and ways to boost their engagement, this is aim to find the key factors to improve for better NPOs in the future and or to inspire small NPOs to grow more and to solve more problem in Indonesia for the betterment of the country. Two points that most of the result of interviews shows are NPOs need to have a clear vision that leads to

credibility and make sure everyone that is involved has the same vision, including the chosen external factors. As for how Participant 2 and Participant 6 said:

"The foundation of your organisation should be credible. Don't move because of your own assumption, you should know the problem, evidence-based. And these days branding is important, people also want to hear stories, after that, approach someone that is one vision with the organization."

And

"One thing that I think is really important, do not sell the product but sell your view, share your vision. Second, to make your segmentation audience clear, you have to figure out what attracts them. Especially for NPO, multiples ways of income needed, collaborations and do creative things to gain income than only donations. Make sure that people that is involves are all in one vision with you."

4.2 Discussion

The outcomes of the interviews resulted in 14 codes that are divided into 3 research questions. Those result will be the main discussion and resulted in 6 main themes that are also divided into 3 research questions also, it will be correlated with the literature review and or previous research that has found in the previous chapter.

First to be noticed is that how the existence of social media marketing itself has become a big game changer to all industries, including NPOS. It is noticeable in the results part that all of the participants agree on how their organizations are helped by social media marketing, also they feel like, without it, their organization's existence will not be known. It is correlated with the article about Instagram in the previous research: In terms of why people spend time on Instagram, Christian discussed the philosophy behind the app's development, which was to satisfy users' desire to take photos with their phones and interact with others "at the moment" by sharing their photos. Jo reflected on the library's use of shared photographs to convey an approachable identity: Instagram is very powerful in that regard because you can only take a few pictures [and] show what's going on [...] so that students don't see the Library as daunting (Abbott et al., 2013).

It is very interesting how Instagram becoming a powerful sword in this era of digital. It is like building an empire or building a digital office in the digital world for the existence of your NPO itself, this statement was also said by Participant 2 in the results before. With the statement above and the result of interviews, it is clear that social media marketing now has become a channel to triggers the willingness and also awareness of people to finally do a call of an action which is donating.

Moving on to the next point, wherein achieving the desired donation results, it is not enough by only 'existing' in the social media field but also with strong branding. This is aligned with what has been said, any successful NPO's marketing must-have: an organization with a clear image of itself and a strategic plan for its growth and improvement (Dove, 1988). This is correlated with most of the answers when participants are asked about what are their marketing strategies in raising the number of donations. They believe that strong branding such as theme, colour palettes, special fonts and mood board are the things that make people "aware". Previous research has said, when it synergizes messages, encourages purposeful communication with customers, and has a profitable customer relationship, a campaign is called successful (Shimp, 1993; Kitchen and de Pelsmacker, 2004). These two thematic maps are arranged to explain the result, the first title is the main theme, the 1st hand is the sub themes and followed by the codes.

The figures are shown below.
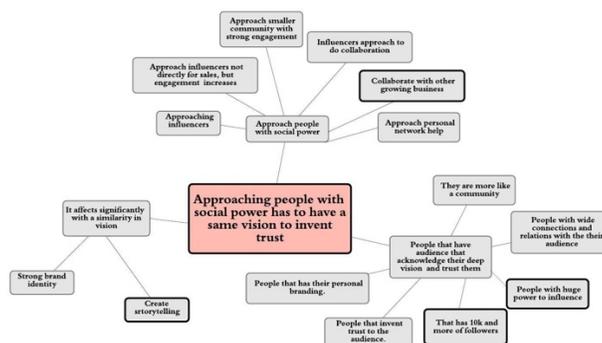
Figure 1: This set of a thematic map showing two main themes on how influencers and people that have social power combined with marketing communication campaign efforts can achieve numbers of donations.

The next discussion will mainly talk about how the involvement of an influencer and or a people with social power itself give impact to a campaign that is made and the comparison story of using one and not using one. These will result in 3 main themes that all correlated to previous research and data collected. The first title is the main theme, the 1st hand is the subthemes and followed by each code. These themes are divided accordingly. The figures are shown below.
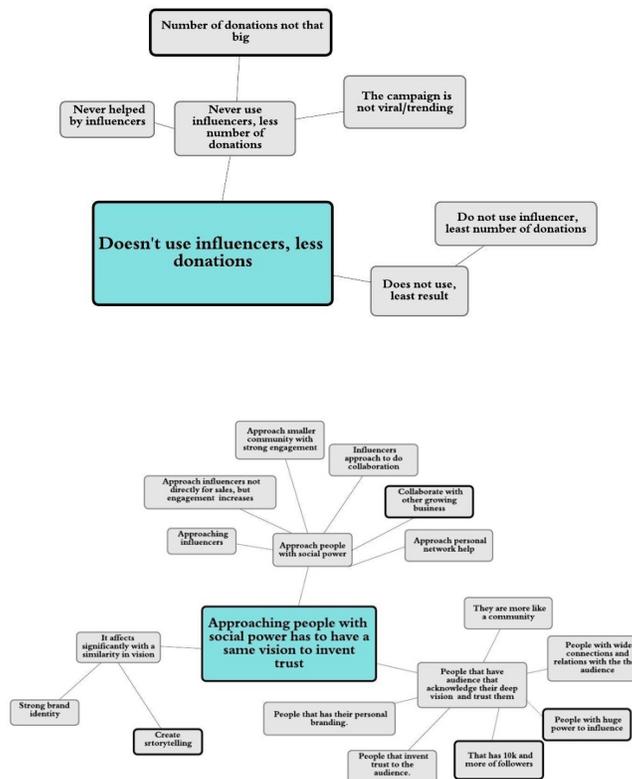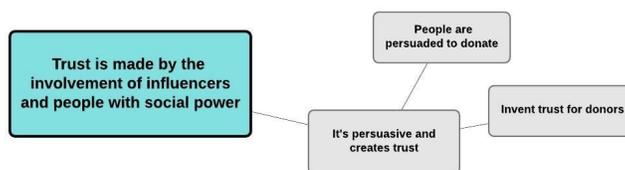
Figure 2: This set of a thematic map showing three main themes on the impacts that influencers can bring to an NPOs marketing campaign.

It is there in the main theme where an NPO does not use any influencers or people with social power, their campaign becoming less viral. They, Participant 1, tells a story about how they have an idea to collect a free phone for children and make the campaign for a week, they only get 8 gadgets, but in the same following week, another NPO that uses Indonesian educational representatives, Dian Sastro, with the exact same idea of campaign gotten more or less 43 gadgets in a week. This shows that it is correlated, the usage of influencers and the result of donations.

As it is noticeable from the previous studies, influencer and or people with social power are considered as people that are on their social media pages and have a stable and significant number of followers (Yiet al., 2017; Kapitan and Silvera, 2016) but then, after collecting data to interview, a gap in between that has found, for all of the participants from each sector of living in Indonesia, does not found that followers are only someone who has numerous followers. One thing that is always mainly mentioned is the credibility of the person that is chosen itself, how their vision can affect the audience's trust. Participant 6 said that it is called "legit" when they are into something and people know that they understand well about that particular something such as an issue like sustainability.

Only 1 out of 6 said that influencers are people with numerous followers, with that the more correlated previous literature is that when it said that Social power is defined as the capacity to influence agents (i.e. a group of people or an individual) to bring about changes in the beliefs, behavioural or psychological aspects of a goal (Tong et al., 2017). Also, Typically, consumers rely on them if making spending decisions to discover the brands and take them as their reference, it is also called the social power effect that results in trust (Jain et al., 2014) and engagement (Pierro et al., 2013). The trust that is highlighted from the collected data is very interesting how credibility will drive awareness, and empathize and a depth understanding within the vision of the NPO itself, with that they grow trust, trust to sacrifice something to give or also called as donations in this case.

The last point is the key factors of how to generate sales for NPOs, especially for small, growing and or forming an NPO, in order to solve the country's problems and for the country's betterment. It is very interesting how the key of the audience in the NPO world is the word "trust" since, an act of donating is to sacrifice something (giving) in any form to one who needs it (Salamon, 1999). The word sacrifice makes people be very careful towards where they give their money or another form of donations. And in the field, these results have been made into themes: The figures are shown below.
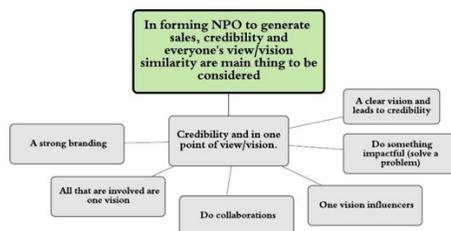
Figure 3: This thematic map showing the main theme on the key factors of how an NPO could improve their social media marketing campaign that leads to increasing sales (donations).

It has always been a repetition that a credible problem should exist in the forming of an NPO itself. Not only from previous research, more than half of the interview participants also discuss how a clear vision and credibility must be a big consideration for an NPO, in forming one or growing one. The second important point from the interviews is how strong branding should be, this is a way to communicate and visualize to the audience what exactly are our purposes. Like in what Participant 2 said:

"[...] And these days branding is important, people also want to hear stories, [...] "

5. Conclusion

A non-profit organization has been playing a vital role for a country, especially in Indonesia, with numerous cases of social problems, from hunger, needs of education, environmental issues until health, and with the existence of an NPO has helped the government to at least solve the unsolved problem in the society. Non-profits are typically organised around a social mission and provide donations for a problem they will solve (Quarter and Richmond, 2001) and in this context, Acar et al. (2001) discovered that non-profit organisations prioritise their social obligations considerably more than for-profit organisations. Then in those conditions, many people admit knowing little or nothing about how charitable organisations are organised and operated, according to surveys (Ipsos MORI Social Research Institute, 2008). With that, building what is called awareness before leading to numerous donations is proven very important.

From the result of data analysis, the roles of influencers and people with social power have shown their effective result in gaining exposure, campaign's virality, driving it into a trend and turning it into numerous engagement and awareness. This indicated that society should be provided by the feeling of trust before donating and the feeling of understanding and or emphatize the problem that will be solved. Especially in this digital era, it is also important to have an online existence in order to spread the information and communication fast and provide E-Words of Mouth. Combined with the matched link of previous research about a successful campaign and what happened in the field when finding donors, made it stronger that the usage of influencers and people with social power has given a positive impact to the number of donations.

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Biography

Alya Salmaa Putri Gunawan is a final year student that has finished her dissertation and now is waiting for the formal gradutation. She studies in Institut Teknologi Bandung in the School of Business and Management for 2 years and now having a double degree in the University of Hull and took focuses on Marketing. She has two on going small businesses, that one of them is a Non-Profit Organizations that help children in Indonesia have a better future with sharing and teaching business mindset. Both she roles as the co-founder and also Chief Marketing Officer in both businesses. Her research interests include optimization, reliability, scheduling, entrepreneurship, and marketing communications.