

Promoting Islamic Charitable Donations: Insights from Palembang

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ABSTRACT

This research investigates the impact of influencer marketing and electronic word-of-mouth (eWOM) on Islamic charitable donations in Palembang, Indonesia. Highlighting the significance of zakat, infaq, waqf, and sadaqah, the study employs qualitative methods, including interviews and social media analysis. Findings reveal that authentic influencers enhance trust and drive donor engagement, while eWOM amplifies campaign reach through shared experiences. However, challenges like commercialization and the need for influencer accountability are identified. This research underscores the potential of digital strategies to align with Islamic charitable principles, offering insights for future research and practical applications in promoting Islamic charity.

Keywords: *eWom, Influencer marketing, Islamic charitable donations*

ABSTRAK

Penelitian ini mengkaji dampak pemasaran melalui influencer dan electronic word-of-mouth (eWOM) terhadap Islamic charitable donations di Palembang, Indonesia. Dengan menyoroti pentingnya zakat, infaq, wakaf, dan sedekah, studi ini menggunakan metode kualitatif, termasuk wawancara dan analisis media sosial. Temuan menunjukkan bahwa influencer yang autentik meningkatkan kepercayaan dan mendorong keterlibatan para donatur, sementara eWOM memperluas jangkauan melalui pengalaman yang dibagikan. Namun, tantangan seperti komersialisasi dan perlunya akuntabilitas influencer juga teridentifikasi. Penelitian ini menekankan potensi strategi digital agar selaras dengan prinsip-prinsip amal dalam Islam, serta memberikan wawasan bagi penelitian selanjutnya dan penerapan praktis dalam mempromosikan amal Islam.

Kata Kunci: *eWOM, Influencer marketing, Islamic charitable donations*

A. INTRODUCTION

Charitable giving is an integral aspect of Islamic teachings, deeply embedded in religious practices and social responsibility (Pranata et al., 2024). Within the framework of Islam, acts of charity such as zakat, infaq, waqf, and sadaqah hold great significance. Zakat, for instance, is considered one of the Five Pillars of Islam and is an obligatory form of almsgiving, while sadaqah represents voluntary charity, encouraging Muslims to contribute to the well-being of others beyond their required duties (Pranata & Maulana, 2024). These forms of charitable donations are not only seen as religious obligations but also as a moral duty to assist the less fortunate and foster a sense of community and solidarity within the Muslim ummah (Kailani & Slama, 2020).

Over the years, the methods of promoting Islamic charitable donations have evolved, adapting to technological advancements and shifting societal norms. Traditionally, mosques, religious leaders, and local communities played a vital role in encouraging and collecting donations (Irwanda et al., 2024). However, with the advent of the digital age, new opportunities have arisen for promoting charitable giving. The increasing use of social media platforms, digital marketing, and online campaigns has transformed how charity is promoted and how individuals are encouraged to contribute (Zaid et al., 2022). As a result, digital strategies, such as influencer marketing and electronic word-of-mouth (eWOM), have become central to the promotion of Islamic charitable donations (Pranata et al., 2022).

Influencer marketing involves leveraging the credibility and reach of individuals with large social media followings to promote a product, service, or cause (Freberg et al., 2011). Influencers, who are often seen as trustworthy and authentic by their followers (Chu, 2023), have the power to shape opinions, attitudes, and behaviors. In the context of Islamic charitable giving, influencers, especially those with a focus on religious content or social causes can play a pivotal role in raising awareness about the importance of charity (Lynn-sze et al., 2023). By sharing personal stories of giving, participating in charity campaigns, or collaborating with charitable organizations, these influencers can inspire their audiences to contribute to various charitable causes, particularly during key religious periods like Ramadan or Eid al-Adha (Bilgin & Onder, 2022).

In parallel, electronic word-of-mouth (eWOM) has emerged as a significant force in promoting charitable donations. eWOM refers to the online sharing of information, experiences, and opinions, often through social media platforms, blogs, and forums. Unlike traditional word-of-mouth, eWOM has the potential to reach a much broader audience due to the interconnectedness of digital networks. In the context of charitable giving (Liu et al., 2022), eWOM can manifest through the sharing of donation experiences, testimonials, or even viral social media campaigns that encourage others to participate in acts of charity.

The communal aspect of charity, which is emphasized in Islam, is further reinforced through eWOM, (Savita et al., 2022) as individuals are motivated by the shared experiences of their peers and community members (Utomo et al., 2022).

The city of Palembang, located in South Sumatra, Indonesia, presents a unique setting for exploring the role of influencer marketing and eWOM in promoting Islamic charitable donations (Pranata et al., 2022). With a predominantly Muslim population and a strong cultural adherence to Islamic values, Palembang serves as an ideal case study to examine how digital tools are being used to modernize traditional religious practices such as charitable giving (Raudhah et al., 2020). In recent years, the rise of social media influencers in Palembang, particularly those with religious and social activism backgrounds, has contributed to the growing use of online platforms to promote Islamic charity. Moreover, the increasing penetration of smartphones and digital platforms has made it easier for individuals to engage with charitable causes online, making donations more accessible and transparent (Putra et al., 2022).

This article seeks to explore how influencer marketing and eWOM are transforming the landscape of Islamic charitable donations in Palembang. Specifically, it aims to investigate the following research questions: How do influencers in Palembang promote Islamic charitable donations? What role does eWOM play in amplifying these campaigns? How do digital platforms impact donor behavior in the context of Islamic giving? By answering these questions, this study aims to provide insights into the evolving relationship between digital media, Islamic charity, and donor engagement in Palembang.

The findings of this research will contribute to the broader understanding of how digital marketing strategies are being adapted to align with Islamic charitable principles. Furthermore, the study will offer practical insights for charitable organizations, religious leaders, and influencers on how to effectively use digital platforms to promote donations, particularly in regions where religious values are deeply intertwined with social practices. As digital technologies continue to shape the way people interact with religious obligations, the role of influencer marketing and eWOM in promoting Islamic charitable donations will become increasingly relevant, offering new opportunities for expanding the reach and impact of charitable campaigns.

By focusing on the case of Palembang, this article provides a localized perspective on the broader phenomenon of digital charity promotion in the Muslim world. Palembang's unique cultural and religious context, combined with its growing digital ecosystem, offers valuable insights into how Islamic charitable practices can be adapted to the digital age, ensuring that the principles of charity remain relevant and accessible to modern Muslims.

B. LITERATURE REVIEW

1. The Concept of Islamic Charitable Donations

Islamic charitable giving is a foundational aspect of the religion, enshrined in various teachings and practices. Key forms of charity include zakat, which is obligatory for Muslims and serves to purify wealth, and sadaqah, a voluntary act of giving that can be performed at any time (Yusuf et al., 2024). Research by (Kamaruddin et al., 2024) emphasizes that these acts not only fulfill religious duties but also strengthen community ties and alleviate poverty. Additionally, waqf, a form of endowment where assets are donated for charitable purposes, has gained attention as a sustainable means of generating long-term support for various social causes. Studies, such as those by (Che Hassan & Rahman, 2018), highlight the potential of waqf in addressing contemporary social issues, thereby integrating traditional Islamic practices with modern charitable frameworks.

2. The Evolution of Charitable Giving in the Digital Age

The rise of the internet and social media has fundamentally transformed the way charitable organizations operate and engage with donors (Dwivedi et al., 2021). discuss how digital platforms have enabled charities to reach wider audiences, allowing them to communicate more effectively about their missions and impact. This evolution is particularly relevant in Islamic contexts, where traditional methods of fundraising are being complemented by digital strategies.

According to (Sirisawat et al., 2022) the integration of technology in charitable giving has led to greater transparency and accountability, factors that are crucial for attracting donations. With online donation platforms and mobile applications, donors can easily track how their contributions are utilized, enhancing their trust in charitable organizations. The authors argue that this transparency is particularly important in Islamic charitable giving, where trust and accountability are fundamental principles.

3. Influencer Marketing in the Context of Charity

Influencer marketing has emerged as a powerful tool for promoting various causes, including charitable donations. The concept of influencers, as individuals with the ability to sway public opinion, has been well-explored in marketing literature (Freberg et al., 2011). emphasize that influencers can enhance brand engagement by creating authentic connections with their followers. In the realm of charity, influencers play a crucial role in raising awareness and mobilizing their audiences to contribute.

Research by (Lee et al., 2020) indicates that influencers can effectively communicate the emotional and social aspects of charitable giving, making it more relatable for their followers. In Islamic charitable contexts, influencers who embody Islamic values and practices can resonate more profoundly with their

audiences. This cultural alignment fosters a sense of shared purpose, which can significantly drive charitable giving.

4. Electronic Word-of-Mouth (eWOM) and Its Impact

Electronic word-of-mouth (eWOM) refers to the online sharing of opinions, experiences, and recommendations among consumers, significantly influencing decision-making processes. (Hennig-Thurau et al., 2004) argue that eWOM can enhance the credibility of information by providing a platform for individuals to share their authentic experiences, thereby influencing the perceptions of potential donors.

In the context of charitable giving, eWOM serves as a vital mechanism for amplifying campaigns and fostering community engagement. According to (Dellarocas, 2003), eWOM creates a sense of urgency and collective participation, motivating individuals to engage in charitable activities. The communal aspect of giving, as emphasized in Islamic teachings, is further reinforced through eWOM, where shared experiences can create a network of support and encouragement among potential donors.

5. Case Studies of Influencer Marketing and eWOM in Islamic Charity

Several case studies illustrate the effective use of influencer marketing and eWOM in promoting Islamic charitable donations. In Indonesia, campaigns such as #BerbagiHikmah, which encourages social media users to share their charitable experiences, have successfully mobilized large audiences through influencer participation. (Masruroh, 2024) highlight that influencers who share personal stories of giving can inspire their followers to contribute, creating a ripple effect that encourages community involvement.

Moreover, platforms like Kitabisa, an Indonesian crowdfunding platform, have integrated influencer marketing into their strategies. Research by (Muryani et al., 2023) demonstrates that campaigns featuring influencers lead to higher engagement rates and increased donations compared to traditional marketing methods. This indicates that combining digital marketing strategies with Islamic principles can yield positive results in promoting charitable giving.

6. Challenges and Ethical Considerations

Despite the promising potential of influencer marketing and eWOM in Islamic charitable giving, several challenges and ethical considerations remain. (Salsabila & Zulaiha, 2021) caution that the commercialization of charity campaigns can lead to a commodification of altruism, where the genuine spirit of giving is overshadowed by marketing objectives. This concern is particularly relevant in Islamic contexts, where the integrity and intention behind charitable acts are paramount.

Additionally, the rise of influencer culture raises questions about authenticity and accountability. As noted by (Balaban et al., 2022), the

trustworthiness of influencers can be compromised if they prioritize financial gain over genuine advocacy for charitable causes. Ensuring that influencers maintain their integrity and align with Islamic values is essential for sustaining the effectiveness of digital charitable campaigns.

C. METHODOLOGY

This research employs a qualitative method to explore the role of influencer marketing and electronic word-of-mouth (eWOM) in promoting Islamic charitable donations in Palembang. By utilizing a qualitative approach, we aim to gain in-depth insights into the experiences and perceptions of various stakeholders involved in the charitable giving process. The following sections outline the research design, data collection methods, and analysis techniques employed in this study.

A. Research Design

The study adopts a descriptive qualitative research design, which allows for an exploration of the complex dynamics between influencers, donors, and charitable organizations within the context of Islamic giving. This design is particularly suited for understanding the motivations, attitudes, and behaviors of individuals engaged in charitable activities, as it captures the nuances and contextual factors that quantitative methods may overlook.

B. Data Collection Methods

To gather comprehensive data, we employed a multi-faceted approach, combining various qualitative data collection techniques:

1. Interviews: Semi-structured interviews were conducted with three key groups of participants:
 - a. Influencers: Selected based on their engagement in promoting charitable causes through social media. These interviews focused on their motivations for participating in charity campaigns, the strategies they employ, and their perceptions of audience engagement.
 - b. Charity Organizations: Representatives from local Islamic charities and NGOs were interviewed to gain insights into their experiences with influencer partnerships, the effectiveness of eWOM in their campaigns, and the challenges they face in reaching potential donors.
 - c. Donors: Interviews with individuals who have donated to Islamic charities facilitated an understanding of their motivations, the impact of influencers on their giving behavior, and how eWOM influenced their decision-making process.
2. Focus Group Discussions: Focus groups were organized with a diverse group of social media users from Palembang to explore collective

attitudes towards influencer marketing and eWOM in charitable giving. These discussions aimed to capture a range of perspectives on the effectiveness and authenticity of digital campaigns promoting Islamic charity.

3. **Social Media Content Analysis:** A content analysis of social media posts related to Islamic charitable donations was conducted. This included examining posts from influencers, charity organizations, and donors on platforms such as Instagram and Facebook. The analysis focused on identifying themes, messages, and engagement patterns related to charitable giving, as well as the use of hashtags and other digital marketing strategies.

C. Participant Selection

Participants were selected using purposive sampling to ensure that individuals with relevant experiences and insights were included in the study. The criteria for selection included:

1. Influencers who actively promote Islamic charitable causes and have a substantial following on social media.
2. Charity organizations that focus on Islamic charitable donations and have established partnerships with influencers.
3. Donors who have engaged in charitable giving through digital platforms or have been influenced by social media campaigns.

D. Data Analysis Techniques

The data collected from interviews, focus groups, and social media content were analyzed using thematic analysis, a widely used qualitative analysis method. This process involved the following steps:

1. **Familiarization:** Researchers became immersed in the data by reading through interview transcripts and social media posts to gain an overall understanding of the content.
2. **Coding:** Key themes, patterns, and concepts were identified and coded. This involved highlighting significant statements and categorizing them into broader themes related to influencer marketing, eWOM, and Islamic charitable donations.
3. **Theme Development:** The identified codes were grouped into overarching themes that reflected the main findings of the research. These themes were further refined through discussions among the research team to ensure they accurately represented the data.
4. **Interpretation:** The final themes were interpreted in the context of the research questions and the existing literature, providing insights into the role of influencer marketing and eWOM in promoting Islamic charitable donations in Palembang.

E. Ethical Considerations

Ethical considerations were paramount throughout the research process. Informed consent was obtained from all participants prior to data collection, ensuring that they understood the purpose of the study and their rights as participants. Additionally, confidentiality and anonymity were maintained by using pseudonyms and ensuring that identifiable information was not disclosed in the final report. The research adhered to ethical guidelines set forth by relevant institutional review boards.

D. FINDINGS AND DISCUSSION

This section presents the findings of the research on the role of influencer marketing and electronic word-of-mouth (eWOM) in promoting Islamic charitable donations in Palembang. The analysis is structured around key themes that emerged from the data collected through interviews, focus group discussions, and social media content analysis. These themes highlight the influence of digital marketing strategies on donor behavior, the effectiveness of influencers in fostering community engagement, and the impact of eWOM in enhancing charitable campaigns.

1. The Influence of Social Media Influencers

The research revealed that social media influencers play a significant role in promoting Islamic charitable donations in Palembang. Participants from both influencer and donor groups emphasized the following points:

- a. **Authenticity and Trust:** Influencers who actively engage in charitable activities and share their personal experiences of giving tend to foster a sense of authenticity and trust among their followers. Interviewees noted that influencers who convey genuine passion for charitable causes can inspire their audiences to contribute. This aligns with the findings of (Lee et al., 2020), who highlighted that emotional storytelling significantly enhances engagement.
- b. **Relatability and Cultural Resonance:** Many influencers in Palembang integrate Islamic teachings and local cultural elements into their content. This relatability creates a deeper connection with their audience, making the call to donate feel more personal and aligned with shared values. For instance, influencers often highlight the teachings of Islam regarding charity during significant events such as Ramadan, reinforcing the importance of giving during these periods.
- c. **Campaign Engagement:** Influencers often use interactive strategies, such as live donation events or challenges, to engage their followers actively. Focus group discussions revealed that followers felt more motivated to donate when they saw influencers participating in real-time charity initiatives, enhancing the communal aspect of giving.

2. The Role of eWOM in Enhancing Charitable Giving

The impact of eWOM was another prominent theme identified in the study. Participants shared various insights regarding how online discussions and shared experiences influence charitable donations:

- a. **Trust through Shared Experiences:** eWOM fosters trust among potential donors as individuals share their personal experiences with charitable organizations and campaigns. Many donors indicated that they felt more inclined to contribute after hearing positive testimonials from friends or family on social media. This aligns with (Dellarocas, 2003), who emphasized that eWOM enhances the credibility of information, particularly in charitable contexts.
- b. **Viral Campaigns:** Social media platforms serve as breeding grounds for viral campaigns. The findings indicated that when individuals share their charitable acts online, it encourages others within their network to join in, creating a ripple effect. One case discussed involved a successful campaign where a viral post by an influencer led to a significant increase in donations for a local charity. This illustrates the power of eWOM in amplifying charitable messages.
- c. **Community Building:** eWOM also plays a role in building a sense of community around charitable giving. Participants noted that online discussions often create a supportive environment where individuals feel encouraged to contribute. This community aspect aligns with Islamic values, where charity is seen as a collective responsibility.

3. Challenges and Ethical Considerations

While the findings highlight the positive impact of influencer marketing and eWOM, several challenges and ethical considerations emerged:

- a. **Commercialization of Charity:** Some participants expressed concerns about the commercialization of charitable campaigns, where the focus may shift from genuine giving to profit-driven motives. This can lead to skepticism among potential donors, who may question the authenticity of campaigns. (Zhang et al., 2024) cautioned that the blending of commercial interests with charitable activities could undermine the integrity of the charitable sector.
- b. **Influencer Accountability:** The reliance on influencers raises questions about accountability. Participants noted that not all influencers adhere to ethical practices, and some may prioritize personal gain over genuine advocacy for charitable causes. Ensuring that influencers remain aligned with Islamic values is crucial for maintaining the trust of their audiences.
- c. **Misalignment with Islamic Principles:** Some respondents indicated that certain marketing strategies might conflict with Islamic teachings on charity, which emphasize sincerity and altruism. Ensuring that digital campaigns respect and uphold these principles is vital for sustaining the

positive impact of influencer marketing and eWOM in Islamic charitable giving.

4. The Impact of Digital Platforms on Donor Behavior

The integration of digital platforms into the charitable giving process has significantly influenced donor behavior in Palembang:

- a. **Ease of Access:** The study found that the convenience of online donation platforms has made it easier for individuals to contribute to charitable causes. Many participants noted that the ability to donate quickly and securely via their smartphones has led to increased participation in charitable campaigns.
- b. **Transparency and Accountability:** Digital platforms often provide detailed information about how donations are utilized, enhancing transparency. Participants expressed that knowing where their contributions go bolsters their trust in charitable organizations. This transparency is especially critical in Islamic contexts, where accountability in financial matters is a significant concern.

Engagement through Multimedia Content: The use of multimedia content, such as videos and infographics, in social media campaigns has been effective in attracting donor attention. Participants indicated that visual storytelling significantly enhances their understanding of the cause and motivates them to donate.

E. CONCLUSION

The findings of this research highlight the transformative role of influencer marketing and eWOM in promoting Islamic charitable donations in Palembang. Social media influencers serve as vital conduits for conveying messages of charity, fostering trust, and engaging their audiences. Meanwhile, eWOM amplifies the impact of charitable campaigns by creating a sense of community and encouraging shared experiences among potential donors.

However, challenges such as the commercialization of charity and the need for influencer accountability must be addressed to ensure the integrity of these digital strategies. By recognizing and navigating these challenges, charitable organizations and influencers can work together to harness the power of digital platforms to foster a culture of giving that aligns with Islamic values. This study contributes valuable insights into the evolving landscape of charitable giving, offering a foundation for future research and practical applications in the realm of Islamic charity promotion.

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