

Pengaruh Konten Instagram @actforhumanity Terhadap Keputusan Berdonasi Pada Masa Pandemi Covid-19

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ABSTRAK

Pada masa pandemi Covid-19, ajakan berdonasi, penggalangan dana dan aksi sosial ramai digaungkan melalui media sosial. Namun juga banyak ditemukan penggalangan donasi online palsu yang pada akhirnya membuat masyarakat semakin sulit menaruh kepercayaannya pada penggalangan donasi online dan tidak dapat dipungkiri juga berpengaruh pada keputusan berdonasi masyarakat. Di tengah maraknya penggalangan donasi online palsu, Aksi Cepat Tanggap (ACT) melalui berbagai konten penggalangan donasi onlinenya justru tetap berhasil menarik simpati dan empati para donaturnya. Maka dari itu, penelitian ini bertujuan untuk mengetahui besarnya pengaruh konten instagram @actforhumanity terhadap keputusan berdonasi pada masa pandemi Covid-19. Penelitian kuantitatif ini menggunakan *Social Judgement Theory* (Teori Pertimbangan Sosial) dengan teknik pengambilan sampel yaitu teknik *purposive sampling*. Sampel penelitian ini adalah *followers* akun instagram @actforhumanity yang pernah melakukan donasi di Aksi Cepat Tanggap (ACT) pada masa pandemi Covid-19. Dalam pengumpulan data, penelitian ini menggunakan kuesioner yang disebarakan kepada 100 responden. Dalam analisis data, peneliti menggunakan uji validitas, uji reliabilitas, uji regresi linear sederhana, koefisien determinasi dan uji hipotesis dengan menggunakan uji t. Mudah dipahami dan kredibilitas konten menjadi indikator yang paling berpengaruh terhadap keputusan berdonasi pada masa pandemi Covid-19. Berdasarkan uji t diperoleh hasil t hitung $10.917 > 1.660$ t tabel. Hasil tersebut menunjukkan H_0 ditolak dan H_1 diterima. Hasil uji koefisien determinasi menunjukkan bahwa konten instagram @actforhumanity memberikan pengaruh sebesar 54,9% terhadap keputusan berdonasi.

Kata kunci: Konten instagram, Aksi Cepat Tanggap, Keputusan Berdonasi, *Social Judgement Theory*

*The Influence of @actforhumanity Instagram Content on Decisions to Donate
During the Covid-19 Pandemic*

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ABSTRACT

During the Covid-19 pandemic, invitations to donate, fundraising and social actions were widely echoed through social media. However, there are also many counterfeit online donation-raising activities which in the end make it increasingly difficult for people to put their trust in online donation-raising and it cannot be denied that it also affects people's decision to donate. In the midst of the rise of fake online donations, Aksi Cepat Tanggap (ACT) through its various online donation-raising content, nevertheless managed to attract sympathy and empathy from its donors. Therefore, this study aims to determine the magnitude of the influence of @actforhumanity's Instagram content on the decision to donate during the Covid-19 pandemic. This quantitative study uses Social Judgment Theory with the sampling technique of purposive sampling. The sample of this research is followers of the Instagram account @actforhumanity who have made donations to Aksi Cepat Tanggap (ACT) during the Covid-19 pandemic. In collecting data, this study used a questionnaire distributed to 100 respondents. In data analysis, the researcher used validity test, reliability test, simple linear regression test, coefficient of determination and hypothesis test using t test. It is easy to understand and the credibility of the content is the most influential indicator of the decision to donate during the Covid-19 pandemic. Based on the t-test, the t-count results were $10,917 > 1,660$ t table. These results show that H_0 is rejected and H_1 is accepted. The results of the coefficient of determination test show that @actforhumanity's Instagram content has an influence of 54.9% on the decision to donate.

Keywords: Instagram content, Aksi Cepat Tanggap, Donation Decision, Social Judgment Theory