P-ISSN: 2356-4490
E-ISSN :2549-693X

The Effectiveness of WhatsApp Blast Content in Fundraising Efforts at the MDMC (Muhammadiyah Disaster Management Center) Non-Profit Organization

Yuan Shiva Dahlia [1]*, Erwin Rasyid [2], Dinara Maya Julijanti [3]
[1]Communication Science Study Program, Universitas Aisyiyah Yogyakarta, Sleman, Indonesia
[2]Department of Agribusiness, Universitas Lambung Mangkurat, Banjarbaru, Indonesia
[3]Communication Science Study Program, Universitas Trunojoyo Madura, Bangkalan, Indonesia
*Corresponding Author: yuanshiva2@gmail.com

Submitted: October 29, 2025 Revised: December 05, 2025 Accepted: January 01, 2026

ABSTRACT

This study examines the effectiveness of WhatsApp Blast content in supporting fundraising efforts at the non-profit organization MDMC (Muhammadiyah Disaster Management Center). Using a descriptive quantitative approach, data were collected from 98 respondents who received MDMC's WhatsApp Blast messages. The study applies the AIDA model (Attention, Interest, Desire, Action) to assess the persuasive stages of the messages and integrates the Shannon and Weaver communication model to evaluate message delivery and potential communication noise. The results show a positive and statistically significant relationship between WhatsApp Blast effectiveness and fundraising outcomes ($r = 0.274$; $p < 0.01$); however, the relationship is substantively weak. The coefficient of determination ($r^2 = 0.075$) indicates that WhatsApp Blast contributes only minimally to fundraising success. The findings further reveal that WhatsApp Blast is effective primarily in generating attention and interest, but less effective in stimulating desire and encouraging donation actions due to limited emotional depth, insufficient personalization, and the presence of semantic noise. This study fills a research gap by examining WhatsApp Blast as a closed and direct communication channel for nonprofit fundraising, which remains underexplored compared to open social media platforms. The study highlights the importance of emotional engagement, message clarity, and multi-channel integration in strengthening digital fundraising strategies for nonprofit organizations.

Keywords: AIDA; Fundraising; Nonprofit Communication; MDMC; WhatsApp Blast

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

INTRODUCTION

Natural disasters frequently evoke collective empathy and social solidarity, encouraging individuals to engage in humanitarian support through charitable giving. Prior research demonstrates that vivid and emotionally resonant disaster descriptions significantly enhance public sympathy, which in turn mediates donation intentions (Yuan et al., 2022). In Indonesia, this philanthropic tendency is particularly strong. According to the 2024 World Giving Index published by the Charities Aid Foundation (CAF), Indonesia consistently ranks as the most generous country globally, with disaster relief identified as the primary motivation for charitable donations. These conditions highlight the strategic importance of effective communication in mobilizing public support for humanitarian fundraising. The convergence of marketing media in the digital age can make promotional models more attractive and efficient (Rasyid & Tunggali, 2022), a principle highly relevant to this context.

Muhammadiyah Disaster Management Center (MDMC) is a nonprofit organization under Muhammadiyah that plays a central role in disaster mitigation, emergency response, and post-disaster recovery. Beyond its operational mandate, MDMC also implements dakwah bil hal, integrating Islamic values with humanitarian action through volunteer mobilization, disaster education, rapid emergency response, and transparent recovery programs. As a nonprofit organization that relies heavily on public trust and voluntary contributions, MDMC depends on effective communication strategies to sustain donor engagement and fundraising performance. The rise of digital platforms has transformed fundraising practices, with organizations like BAZNAS reporting substantial increases in donations through digital means (Sukendar & Vidho, 2025).

In the digital era, communication technologies particularly instant messaging platforms have transformed how nonprofit organizations interact with donors. One strategy adopted by MDMC is WhatsApp Blast, a mass messaging approach that enables direct, fast, and targeted communication with audiences. Unlike open and algorithm-driven social media platforms such as Instagram, Facebook, or Twitter, WhatsApp Blast operates within a closed and private communication space, allowing organizations to deliver messages without algorithmic filtering. However, there is limited research specifically addressing WhatsApp's effectiveness in

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

fundraising, despite its widespread use in communication (Lauro et al., 2019). Despite its potential advantages, WhatsApp Blast also presents challenges, including message fatigue, limited emotional depth, and the risk of being perceived as spam if messages are not carefully designed. Previous studies suggest that the effectiveness of WhatsApp-based campaigns is strongly influenced by message relevance, emotional appeal, and timing (Wibowo et al., 2024).

To examine the persuasive mechanisms underlying fundraising communication via WhatsApp Blast, this study applies two complementary theoretical frameworks: the AIDA model and the Shannon and Weaver communication model. The AIDA model (Attention, Interest, Desire, Action) explains the stages of persuasive communication, ranging from initial exposure to concrete behavioral action. While the Attention and Interest stages are typically shaped by visual appeal and informational relevance, the Desire and Action stages require deeper emotional engagement, moral framing, and compelling calls to action (Haruvy et al., n.d.). Meanwhile, the Shannon and Weaver model emphasizes the technical and semantic dimensions of communication, including the roles of sender, message, channel, receiver, and noise. In digital contexts, semantic noise such as unfamiliar terminology or generic message framing can weaken message interpretation and reduce persuasive effectiveness.

Existing literature on digital nonprofit fundraising has largely focused on open social media platforms. Studies indicate that social media, including platforms like Facebook and TikTok, enhances fundraising through increased engagement and visibility (Koswara, 2025). Research by Elvira-Lorilla et al. (2024) demonstrates that social media effectively increases awareness and early engagement in fundraising campaigns. Mukhyiddin and Musyafa' (2021) further highlight that emotional narratives and organizational credibility significantly influence donor participation, while Kim and Hemphill (2025) emphasize the role of moral framing in shaping online donation behavior. Although these studies underscore the importance of emotional appeal and trust, they predominantly examine public, algorithm-based platforms.

Research specifically addressing WhatsApp Blast as a closed, direct, and personalized communication channel for nonprofit fundraising particularly in disaster-oriented organizations in Indonesia remains limited. Moreover, prior studies tend to emphasize awareness and engagement

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

outcomes, with less attention given to the transition from engagement to actual donation behavior within private messaging environments. The combined application of the AIDA framework and the Shannon and Weaver communication model in analyzing WhatsApp-based fundraising communication also remains underexplored.

Therefore, this study aims to fill these gaps by analyzing the effectiveness of WhatsApp Blast content in MDMC's fundraising efforts. By integrating persuasive (AIDA) and communication process (Shannon and Weaver) perspectives, this research examines how message structure, emotional appeal, and communication noise influence donation behavior. This study contributes to the growing body of nonprofit communication literature by providing empirical evidence on the strengths and limitations of WhatsApp Blast as a fundraising medium within a disaster-relief context.

RESEARCH METHODS

This study employed a descriptive quantitative research design to examine the effectiveness of WhatsApp Blast content in supporting fundraising efforts at the MDMC non-profit organization. Descriptive quantitative research is appropriate for systematically describing phenomena based on observable and measurable data (Creswell, 2014). In this context, the approach was used to assess how WhatsApp Blast content performs across the persuasive stages of Attention, Interest, Desire, and Action, as well as its relationship with fundraising outcomes.

The population of this study consisted of individuals who had received WhatsApp Blast fundraising messages from MDMC, including regular donors, new donors, and potential donors. Given the broad and dynamic nature of this population, a sampling technique was applied to obtain a representative subset. The sample size was determined using the Slovin formula, resulting in a minimum requirement of 97.5 respondents. For practical purposes, the number was rounded up, and a total of 98 respondents participated in the study.

Demographically, the majority of respondents were aged between 20 and 25 years. This distribution reflects the digital orientation of MDMC's WhatsApp Blast audience, which is

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

predominantly composed of young adults who are actively engaged with instant messaging platforms. However, this demographic dominance also indicates a potential limitation, as younger audiences may exhibit different emotional responses, trust formation processes, and donation behaviors compared to older donor segments. Therefore, this characteristic was carefully considered in interpreting the research findings.

Data were collected using a structured questionnaire distributed online to respondents who had received WhatsApp Blast messages from MDMC. The questionnaire was developed based on indicators derived from the AIDA model (Attention, Interest, Desire, Action), which served as the primary framework for measuring the perceived effectiveness of WhatsApp Blast content. The questionnaire consisted of two sections. The first section collected demographic information, including age, gender, and experience in receiving fundraising messages via WhatsApp Blast. The second section contained Likert-scale items with five response levels, designed to measure respondents' perceptions of message effectiveness at each stage of the AIDA model.

This study integrates the AIDA model with the Shannon and Weaver communication model to provide a comprehensive analytical framework. The AIDA model explains the persuasive stages experienced by message recipients, while the Shannon and Weaver model explains the communication process involving the sender, message, channel, receiver, and potential interference or noise.

In the context of this study, MDMC acts as the message sender that encodes fundraising messages and distributes them through WhatsApp as the communication channel. The Attention and Interest stages occur when messages are successfully delivered and noticed by recipients. The Desire and Action stages depend on how recipients decode the message content and emotionally engage with it, including feelings of empathy and moral concern. Communication noise particularly semantic noise such as unfamiliar terminology, generic framing, or lack of personalization may disrupt this process and weaken persuasive outcomes.

The collected data were analyzed using descriptive statistical analysis to provide an overview of respondents' perceptions of WhatsApp Blast effectiveness. Prior to hypothesis testing,

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

the research instruments were subjected to validity and reliability tests to ensure measurement accuracy and consistency.

Instrument validity was assessed to determine the extent to which questionnaire items accurately measured the intended constructs (Azwar, 2012). Reliability testing was conducted to evaluate the internal consistency of the measurement instruments. To examine the relationship between the effectiveness of WhatsApp Blast content and fundraising success, this study employed Spearman's rank correlation test. Spearman's correlation is a non-parametric statistical technique suitable for ordinal data or data that do not meet normality assumptions (Ghozali, 2018). This test was used to measure both the strength and direction of the relationship between the two variables.

RESULTS AND DISCUSSION

Results

This study involved 98 respondents who had received WhatsApp Blast fundraising messages from MDMC. The respondents consisted of regular donors, new donors, and potential donors, with the majority belonging to the 20–25 age group. This demographic profile reflects a digitally active audience segment, which is relevant for interpreting message reception, emotional engagement, and donation decision-making in digital fundraising contexts.

Instrument validity testing was conducted to ensure that each questionnaire item accurately measured the intended constructs. The validity test results are presented in Table 1.

Table 1 Instrument Validity Test Results

Variable	Number of Items	Item-Total Correlation Range	Significance (p)	Description
The Effectiveness of WhatsApp Blast Content (X)	15 items	0,551 – 0,931	< 0,05	Valid

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

Fundraising Success (Y)	9 items	0,675 – 0,898	< 0,05	Valid

Source: Primary Data (2025)

The results indicate that all questionnaire items for both variables meet the validity criteria, as indicated by significance values below 0.05. The item–total correlation coefficients range from moderate to very strong, suggesting that each item contributes meaningfully to the overall construct measurement. These findings confirm that the instrument is appropriate for further statistical analysis. After establishing item validity, reliability testing was conducted to examine the internal consistency of the measurement instruments. The reliability test results are summarized in Table 2.

Table 2 Instrument Reliability Test Results

Variable	Cronbach's Alpha	Description
The Effectiveness of WhatsApp Blast Content (X)	0,959	Highly reliable
Fundraising Success (Y)	0,925	Highly reliable

Source: Primary Data (2025)

Both variables demonstrate very high reliability, with Cronbach's Alpha values exceeding 0.90. This indicates that respondents provided consistent and stable responses across all items, confirming the robustness of the measurement instruments used in this study. After confirming the validity and reliability of the instruments, the relationship between WhatsApp Blast effectiveness and fundraising success was analyzed using Spearman's rank correlation test. The results are presented in Table 3.

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

Table 3 Spearman's Rank Correlation Test Results

Variable X	Variable Y	Correlation Coefficient (r)	Significance (p)	Interpretation
WhatsApp Blast	Fundraising	0,274	0,006	Positive, significant, weak

Source: Primary Data (2025)

The analysis reveals a positive and statistically significant relationship between the effectiveness of WhatsApp Blast content and fundraising success ($r = 0.274$; $p = 0.006$). However, the strength of the relationship is weak. The coefficient of determination ($r^2 \approx 0.075$) indicates that WhatsApp Blast accounts for only approximately 7.5% of the variation in fundraising outcomes. This suggests that while WhatsApp Blast contributes to fundraising effectiveness, its overall impact remains limited, and other factors play a more dominant role.

Discussion

The research findings indicate that the WhatsApp Blast communication strategy employed by MDMC has implemented the stages of the AIDA (Attention, Interest, Desire, Action) theory. This is reflected in the validity and reliability test results of the questionnaire items, where initial stages like attention and interest show high correlations. For instance, item X7 ($r = 0.931$) illustrates the effectiveness of visual appeal, while item X9 ($r = 0.887$) demonstrates how empathetic narratives can generate audience interest. This means that WhatsApp Blast is capable of creating awareness and building audience interest in the humanitarian issues being highlighted.

Conversely, the desire and action stages show lower correlations, as seen in items X14 ($r = 0.551$) and X15 ($r = 0.701$). This indicates that although the messages are engaging and informative, the audience is not yet fully motivated to take concrete action in the form of donations. Therefore, it can be concluded that WhatsApp Blast successfully builds the initial AIDA stages but requires further strengthening in the desire and action stages to maximize the conversion from interest to action.

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

One reason the desire stage is difficult to achieve is that sparking the desire to donate requires a deeper emotional connection and personal relevance. In the context of nonprofit communication, the desire to act cannot be built with general information or visuals alone. According to Kim & Hemphill (2025), moral framing such as narratives of justice or social concern contributes significantly to encouraging audience engagement. Meanwhile, Whitt et al. (2024) emphasize that a combination of emotional narratives and rational evidence like testimonials or concrete impact of aid is more effective in building the impetus to donate. In this context, the content of MDMC's WhatsApp Blast, which still focuses on general calls to action and brief information, is not yet sufficient to stir the audience's desire to contribute actively.

This finding aligns with the research of Teresa Elvira et al. (2023), which shows that social media holds great power in building the awareness and interest stages in fundraising communication. However, in the desire and action stages, the effectiveness of social media often depends on the quality of emotional narratives and two-way interaction. Research by Mukhyiddin & Musyafa (2021) also states that the success of fundraising is heavily influenced by how strongly the message touches the audience's emotional and moral sides. Thus, the results of this study reinforce the conclusion of previous research that while digital media can create awareness, concrete action only occurs if the audience feels emotionally connected and understands the real impact of their contribution.

The Shannon & Weaver communication model explains that an effective communication process consists of five main elements: sender, message, channel, receiver, and potential interference (noise). In the context of WhatsApp Blast, this communication channel has proven to be quite technically efficient. Messages are delivered directly to the audience's personal devices, can be read anytime, and generally use simple language. Therefore, technical noise such as delivery delays or unread messages is minimal.

However, communication effectiveness is not solely determined by channel smoothness. The correlation results found in this study remain relatively low ($r = 0.274$), indicating the presence of another type of interference: semantic noise. Semantic noise is interference that occurs when the message receiver does not understand the terms or context used. In the context of WhatsApp

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

Blast, terms like "fundraising," "logistical aid," or "distribution phase" may be unfamiliar or less meaningful to some young audiences, especially Gen Z. If the message is not packaged in a communicative language style suited to the audience's character, the intended meaning is not conveyed fully, even though the message is technically received well.

This means that a good communication channel does not guarantee communication success if the message content is not adapted to the audience's perception, background, and language. Therefore, MDMC needs to pay attention not only to technical clarity but also to the suitability of meaning when composing and delivering message content.

This finding aligns with Foulger's (2020) study, which emphasizes that in digital communication, meaning is not formed merely from message delivery but from the shared interpretation between sender and receiver. Similarly, research by Craig (2017) states that communication effectiveness heavily depends on the social context and cultural understanding of the audience. This reinforces the results of this study that although WhatsApp Blast as a channel is considered reliable, message success still depends on how the audience understands, interprets, and feels personally involved.

Thus, the low correlation in these research results also reflects the need for MDMC to pay attention to semantic aspects in the message—namely, whether the terminology, language style, and narrative structure truly align with how the audience receives and responds to the given information. Besides theoretical dimensions, the effectiveness of WhatsApp Blast is also influenced by external factors not directly measured in this study. For example, the level of trust in the institution, donor loyalty, and the audience's socioeconomic situation are important factors that can influence donation decisions. The audience may understand the message and feel sympathy but not be immediately motivated to donate if there are doubts about the institution or financial constraints.

A study by Mukhyiddin & Musyafa (2021) also reveals that communication success in fundraising heavily depends on trust, emotional closeness, and the organization's reputation. Therefore, MDMC needs to build long-term relationships with donors, strengthen credibility, and adopt communication strategies that adapt to the psychosocial dynamics of the audience.

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

The Spearman correlation value of r = 0.274 with a significance of p = 0.006 indicates a positive and statistically significant relationship. However, when viewed substantively, this relationship is weak. The coefficient of determination ($r^2 = 0.075$) shows that only about 7.5% of the variation in fundraising effectiveness can be explained by the effectiveness of WhatsApp Blast content. This means that although WhatsApp Blast contributes to fundraising success, its influence is not dominant, and there are other factors that play a larger role.

Practically, this finding confirms that MDMC cannot rely solely on message clarity and the technical reliability of the communication channel. A more comprehensive communication strategy is required, covering aspects of content depth, emotional strength, and communication channel diversification. A multichannel approach combining WhatsApp with social media, email marketing, or crowdfunding platforms will expand message reach while strengthening audience emotional engagement. More personal, morally charged, and emotionally stirring narratives are crucial to moving the audience from the awareness stage to action.

This finding reinforces the research of Teresa Elvira et al. (2023), which shows that social media and short messages are effective in building awareness but less optimal in driving concrete action if not accompanied by strong emotional interaction or visuals. Similarly, Mukhyiddin & Musyafa (2021) emphasize the importance of storytelling approaches and message personalization in nonprofit digital communication to mobilize donation actions. Thus, the results of this study strengthen the conclusion that digital fundraising success does not rely enough on informative channels and information alone but also heavily depends on the emotional quality and relevance of content.

Furthermore, the low correlation can also be influenced by several methodological limitations. First, the questionnaire design using a closed Likert scale may not fully capture the emotional nuances or personal considerations of the audience. Second, the online survey distribution method makes it difficult to control the context of respondents' understanding of each statement. Third, the distribution of MDMC's WhatsApp Blast is likely still limited to the internal Muhammadiyah community, thus not representing a broader and more heterogeneous potential donor population.

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

In addition to technical noise, this study also identifies the presence of semantic noise. Terms like "fundraising," "humanitarian response," or "emergency donation" may be less familiar or emotionally stirring for young audiences (Gen Z). If the message is not adapted to their way of thinking and language style, a technically clear message can still fail in meaning. In other words, an efficient communication channel does not necessarily guarantee effective communication if the message is not understood or felt to be relevant.

These limitations serve as an important reflection for developing nonprofit digital communication models. Future research is advised to use mixed methods to capture quantitative aspects while deepening the emotional and motivational sides of the audience through a qualitative approach. Comparative research across platforms could also be used to examine best practices in more effective digital fundraising communication strategies.

The findings in this study contribute to strengthening the nonprofit digital communication model, especially in the context of fundraising based on direct digital platforms like WhatsApp. Although the AIDA theory and Shannon & Weaver communication model are proven still relevant as basic frameworks, the results of this study emphasize that the success of nonprofit digital communication is heavily influenced by emotional context, semantics, and audience segmentation, which are not fully accommodated in traditional frameworks. Therefore, a more adaptive communication approach is needed that not only prioritizes message structure but also the quality of emotional connection, the use of generation-appropriate language, and communication multichannelity.

WhatsApp as a personal and private communication channel has high potential to build meaningful relationships with the audience. However, this can only be achieved if the message content strategy contains personal meaning felt to be relevant, urgent, and trustworthy. Thus, this study provides a foundation for developing a digital communication model that is not only transactional but also transformative, encouraging real changes in audience attitude and action in supporting humanitarian movements.

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

CONCLUSION

This research concludes that the WhatsApp Blast content used by MDMC has fairly good effectiveness in building audience attention and interest but is still suboptimal in creating desire and driving concrete action within the context of fundraising. This finding is based on validity tests showing that indicator items for attention and interest have a high correlation with the total score, while desire and action exhibit weaker correlations. In addition, the positive correlation between WhatsApp content effectiveness and fundraising outcomes, although weak, still demonstrates a statistically significant relationship.

The novelty of this research lies in its focus on the use of WhatsApp Blast as a closed communication medium in nonprofit fundraising strategy—an area previously less discussed in digital communication literature. Theoretically, this study reinforces the relevance of the AIDA and Shannon & Weaver models in evaluating instant message-based organizational communication, while emphasizing the importance of integrating technical and emotional approaches in building message effectiveness. This research provides a contribution to nonprofit communication practitioners in developing more personalized, audience-responsive, and contextually adapted messaging strategies for direct platforms like WhatsApp.

REFERENCES

Azwar, S. (2012). Reliabilitas dan validitas. Yogyakarta: Pustaka Pelajar

Craig, R. T. (2017). Theorizing communication: Reading across traditions. Wiley-Blackwell

Creswell, J. W. (2014). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4th ed.). Thousand Oaks, CA: SAGE Publications

Di Lauro, S., Tursunbayeva, A., & Antonelli, G. (2019). How Nonprofit Organizations Use Social Media for Fundraising: A Systematic Literature Review. *The International Journal of Business and Management*, *14*(7), 1. https://doi.org/10.5539/IJBM.V14N7P1

Elvira-Lorilla, T., Garcia-Rodriguez, I., Romero-Merino, M. E., & Santamaria-Mariscal, M.

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

(2024). The role of social media in nonprofit organizations' fundraising. *Nonprofit and Voluntary Sector Quarterly, 53*(6), 1353-1380. https://doi.org/10.1177/08997640231213286

Foulger, D. (2020). Models of the communication process. Brooklyn, New Jersey, 1-13

Ghozali, I. (2018). Aplikasi analisis multivariate dengan program IBM SPSS 25. Badan Penerbit Universitas Diponegoro

Haruvy, E., Leszczyc, P. P., Allenby, G., Belk, R., Eckel, C., Fisher, R., Li, S. X., List, J. A., Ma, Y., & Wang, Y. (n.d.). Fundraising Design: Key Issues, Unifying Framework, and Open Puzzles

Kim, Y., & Hemphill, L. (2025). The effects of moral framing on online fundraising outcomes. arXiv preprint arXiv:2505.11367. https://doi.org/10.48550/arXiv.2505.11367

Koswara, A. (2025). Filantropi digital: Pemanfaatan platform media sosial TikTok untuk menghimpun donasi di dunia maya. *Journal of Society Bridge*, *3*(1), 39-53.

Mukhyiddin, M., & Musyafa', M. (2021). Fundraising Communication Strategy of Islamic Philanthropy Institutions for Increasing National Zakat Revenues. Jihbiz: *Jurnal Ekonomi, Keuangan dan Perbankan Syariah, 5*(2), 164–172. https://doi.org/10.33379/jihbiz.v5i2.873

Rahmat Sukendar, E. A., & Vidho, R. (2025). Fundraising Digital di Lembaga Amil Zakat. *Tasyri'*, *4*(1), 289–304. https://doi.org/10.53038/tsyr.v4i1.159

Rasyid, E., & Tunggali, A. P. P. W. (2022). Strategi brand activation Perguruan Tinggi Muhammadiyah Aisyiyah di masa pandemi COVID-19. *PRofesi Humas, 6*(2), 178-196

Whitt, K. P., Tsang, A., & Marcellus, E. (2024). Altruistic Behavior in Charitable Giving: A Comparison Between Rational and Emotional Prompts. OSF Preprints. https://doi.org/10.31234/osf.io/w8cyb

Wibowo, E., Bagus, U., Andriani, A., Rizki, F., Hafidz, M., Pratama, M. Y., Agustiyani, N., & Nugraha, A. E. (2024). Perancangan WhatsApp Blasting sebagai Sistem Recruitment di PT. Tuah Turangga Agung. *Jurnal Teknik Industri Terintegrasi, 7*(2), 811–818. https://doi.org/10.31004/jutin.v7i2.27095

© 2025 MetaCommunication; Journal of Communication Studies

P-ISSN: 2356-4490
E-ISSN :2549-693X

Yuan, P., Luo, Y., Cheng, Y., & Yuan, Y. (2022). Disaster description vividness and intention to donate: The mediating role of sympathy. *Social Behavior and Personality, 50*(8), 1–15. https://doi.org/10.2224/sbp.11553

© 2025 MetaCommunication; Journal of Communication Studies