EMOTIONAL BRANDING OF KITABISA.COM IN MAINTAINING COMMUNITY LOYALTY

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ABSTRACT

Fundraising, or commonly called crowdfunding, has begun to be performed in Indonesia. It arises because of the generosity of the people who want to help various victims of disasters such as earthquakes, floods, and existing social problems. Many ways can be done to raise funds by making direct donations through organizations, various social media, and digital platforms. One of them is Kitabisa.com. Kitabisa.com is a digital platform to donate and raise funds online since 2013. Many people are loyal to use this digital platform. So far, Kitabisa.com has connected more than 1 million people and distributed Rp.500 billion more donations to various parties in need. Therefore, researchers want to know the strategies used by Kitabisa.com to gain people's trust and loyalty. This study uses literature studies and in-depth interview. Then the data obtained are analyzed using emotional branding theory. The purpose of this research is to find out the emotional branding used by kitabisa.com in maintaining public loyalty. The results of this study can be useful for academics and practitioners engaged in the field of branding.

Keywords: *emotional branding, platform, crowdfunding, loyalty, kitabisa.com*

INTRODUCTION

Fundraising, or what is commonly called crowd funding, is starting to be performed in Indonesia. It emerges from the generosity of communities who want to help various victims of disasters such as earthquakes, floods, and existing social problems. Many ways can be done to raise funds, such as direct donations through organizations, various social media, or digital platforms. One of the digital platforms is Kitabisa.com. It is a proof that Indonesia has many #*Orangbaik* or donors. Kitabisa.com is a digital platform for donating and raising funds

online since 2013. In 2020, Kitabisa.com has more than 350 doers or people who work to spread goodness with real actions, not just through words. It is in line with its slogan, One Place, Millions of Kindness. Kitabisa.com is a forum for channeling goodwill with good intentions and goals in Indonesian society. Kitabisa.com's vision is to raise funds using online donation pages for various social, personal, creative, and other purposes. The second vision is to donate online anytime because the fundraising page can be accessed at any time using the website or application. The vision makes Kitabisa.com an online donation platform and shares goodness according to its slogan.

To share goodness, Kitabisa.com collaborates with companies, government institutions, social organizations, or Non-Government Organizations (NGOs), mass media, hospitals, and public figures. Kitabisa.com's website explains that dozens of companies have collaborated to carry out marketing activities and Corporate Social Responsibility (CSR) programs. Many government institutions have collaborated with Kitabisa to encourage the public to participate in dealing with social problems and sharing goodness actively. Hundreds of Non-Government Organizations (NGOs) in the fields of environment, health, education,

humanity, and many other fields have collaborated with Kitabisa.com. Kitabisa.com also collaborates with dozens of mass media since they believe that the mass media has a strategic role in raising funds and spread inspiring stories. Also, more than 100 hospitals in 26 cities aim to help patients in need and provide health facilities. Finally, Kitabisa.com also collaborates with hundreds of public figures to create or distribute fundraisers in various fields because public figures have quite a mass and followers.

Currently, Kitabisa.com has connected more than 1 million #OrangBaik, 30,000 campaigns, and distributed more than IDR 500 billion in donations and zakat for those in need. From this data, it can be seen that the community is loyal to Kitabisa.com. Therefore, the researchers want to know the strategies that Kitabisa.com uses to make people trust and loyal. Then, the data obtained are analyzed using emotional branding theory. The purpose of this study is to determine the emotional branding that Kitabisa.com uses in maintaining community loyalty. The results of this study can be useful for academics and practitioners engaged in branding.

DATA DESCRIPTION AND DISCUSSION

Emotional branding according to Gobe (2005: 31) is a channel that connects people and products from companies unconsciously by using emotionally awesome methods. Emotional branding is one of the determining elements that is very important to distinguish a successful brand from an ordinary one in market competition. Emotional branding has 4 pillars, namely relationships, sensory experience, imagination and brand.

1. Relationship

Relationships have a function to foster deep relationships by showing respect for consumers and providing the emotional experience that consumers want. Emotional is the way a brand brings out good relationships and consumer emotions. Kitabisa tries to build good relationships by increasing security, providing transparency, many choices of payment methods, donations starting from IDR 1,000, a fundraising page that can be accessed at any time, as well as getting impact and reports from donations given.
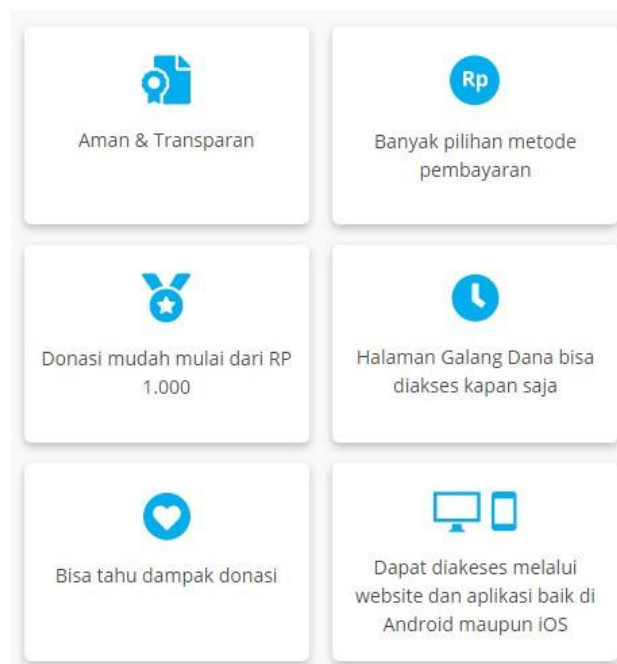

Figure 1. Kitabisa's Innovation
Source: https://kitabisa.com/about-us

For the community's approach, Kitabisa continues to innovate by creating new categories, until 2020, there are 20 categories. The existing categories are products & innovation, scholarships & education, environment, social activities, toddlers & sick children, medical & health assistance, facilities & infrastructure, creative works, helping animals, gifts & appreciation, natural disasters, houses of worship, disabled people, birthday fundraising, zakat, orphanages, run for charity, venture capital, family for family and humanity. The following is the data on the number of campaigns from 20 categories in Kitabisa.com in 2017.

Kategori *Campaign*	Jumlah *Campaign*	Persentase Jumlah *Campaign* (%)	Donasi 2017 (Rp)
Beasiswa dan pendidikan	95	3.63	7.603.845.248
Difabel	11	0.42	566.530.630
Karya kreatif	5	0.20	270.004.097
Lingkungan	1657	63.30	152.022.088
Panti Asuhan	36	1.38	1.670.987.425
Run for charity	6	0.23	890.179.070
Balita & Anak sakit	154	5.89	14.391.853.253
Bencana alam	65	2.50	2.107.287.046
Family for family	30	1.15	817.198.612
Kegiatan sosial	74	2.82	3.150.156.247
Menolong Hewan	27	1.03	413.744.526
Produk dan inovasi	16	0.61	8.197.517.917
Sarana dan infrastruktur	78	2.97	3.562.974.633
Bantuan Medis dan Kesehatan	124	4.73	8.343.784.471
Birthday fundraising	1	0.03	1.539.568.734
Hadiah dan apresiasi	10	0.38	1.957.235.346
Kemanusiaan	36	1.37	15.474.038.606
Modal usaha	55	2.10	302.424.461
Rumah ibadah	103	3.93	10.025.290.090
Zakat	20	0.76	5.690.471.702
Kategori lainnya	15	0.57	6.608.999.462
Total Kategori Campaign	**2618**	**100%**	**93.736.113.664**

Table 1: Kitabisa.com's Campaign in 2017
Source M Ardiansyah, 2018

2. Experience of the Five Senses
Brand experience relates to the five senses that can make the effective branding. The five senses that are built can cause attraction. The right attractiveness can create a consumer experience that will differentiate a brand from another amid market competition with increased product offerings. People experience sound that brings atmosphere, colors that attract attention and the shapes that touch. The experience of shapes is obtained by seeing the shapes in the content and photos of Kitabisa.com that can touch emotionally. The people obtain the sound experience that brings atmosphere with hearing sense by listening to the sound in the video. Engaging color experiences from the content, photos, and videos that Kitabisa.com shares through its social media accounts also strengthens the community.

Figure 2: Campign Video of Kitabisa.com
Source Instagram account of Kitabisa

3. Imagination

Imagination is an attempt to make the emotional branding process come true. Using an imaginative approach can make a brand achieve expectations and win consumers' heart. For imaginative approaches to design, advertising, websites, and packaging can stir up emotions in the community.
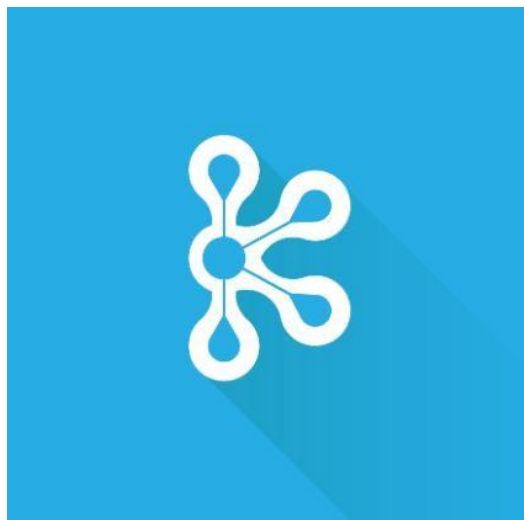

Figure 3 Kitabisa's Logo
Source: https://kitabisa.com

The light blue color on Kitabisa.com logo means peace, and the connected white circle means that goodness is interconnected in Kitabisa.com.

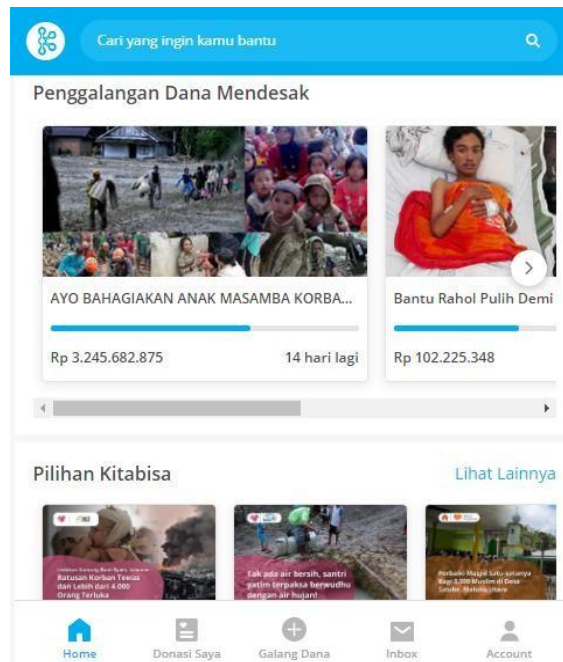Figure 4. The Layout of Kitabisa's Website
Source: https://kitabisa.com

Light blue color, which is the identical color of Kitabisa.com, is applied to logos, websites, and other designs. Besides having the meaning of peace, the light blue color is also not striking so that it can attract the consumer's sense of sight.

Figure 5. The Layout of Kitabisa's Website
Source: https://kitabisa.com

Kitabisa.com consistently creates the images, photos also videos contents which deliver goodness messages.

4. Vision

Vision is a significant factor in the success of a brand in a long term. Brands develop with the life cycle in a market and to create and maintain market share. Brands must be balance with market conditions consistently. Kitabisa.com's vision is to raise funds using online donation pages for various social, personal, creative, and other purposes. The second vision is to donate online anytime because the fundraising page can be accessed at any time using the website or application by connecting the Millions of Goodness. The journey is not always smooth, but we have always been consistent until now. Currently, Kitabisa has connected more than 1 million *#OrangBaik* and distributed more than IDR 500 billion in donations to those in need. Kitabisa shows an exciting development since 2013. In 2013, Kitabisa was born as a social movement. In 2014, the focus was shifted to become an online donation platform. In 2017, Kitabisa app was launched. In 2018, 1 million *#OrangBaik* have been connected with IDR 500 billion has been collected. In 2019, Kitabisa Plus was launched; a mutual help program of health

between donors based on donations & presenting a routine donation program to make it easier for *#OrangBaik* to automatically donate every month which is described in the following graph.

Figure 6. Kitabisa's Development
Source: https://kitabisa.com/about-us

The characteristics of consumers who are loyal to a brand are those who commit to the brand, dare to pay more to the brand when compared to other brands and will recommend the brand to others, according to Giddens (2002: 1). Since 2013, people's loyalty has increased, and millions of kindness has been connected through Kitabisa. Consumer's loyalty is marked with a total of *#Orangbaik* or donors until May 2020 which reaches 850,333, who join in 63,964 fundraisers.

CONCLUSION

Thus, it is concluded that emotional branding on Kitabisa.com can increase community loyalty. According to the pillars of emotional branding, Kitabisa.com uses relationships, sensory experiences, imagination and branding. In maintaining customers' loyalty, Kitabisa.com continues to innovate to bring Kitabisa.com closer to the community. Emotional branding makes it easier for
#Orangbaik to raise funds and share kindness. Emotional branding is a means of building relationships for consumers and brands emotionally without realizing it directly. Kitabisa.com uses 4 pillars in emotional branding, namely relationships, sensory experiences, imagination and brand.

Emotional brand can occur by connecting a brand with consumers personally, which can increase public trust and loyalty. To maintain community loyalty, Kitabisa.com continues to innovate, improve security, transparency, many choices of payment methods, donations starting from IDR 1,000, a fundraising page that can be accessed at any time, and get the impact and reports of the donations given.

The innovation is made by Kitabisa.com by continuously updating existing categories such as products & innovation, scholarships & education, environment, social activities, toddlers & sick children, medical & health assistance, facilities & infrastructure, creative works, and helping animals. Other categories, gifts & appreciation, natural disasters, houses of worship, disabilities, birthday fundraising, zakat, orphanages, run for charity, venture capital, family for family, and humanity.

People experience sound that brings atmosphere, attractive colors, and touching shapes. Since 2013, Kitabisa.com has been consistent with its vision of raising funds by using online donation pages for various social, personal, creative purposes, and the second vision is to donate anytime online since the fundraising page can be accessed anytime using the website or application. Public loyalty has increased, and millions of kindness has been connected through Kitabisa. Consumers' loyalty is marked with a total of *#Orangbaik* or donors until May 2020, which reaches 850,333, who join in 63,964 fundraisers.

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