

Marketing Communication of Non-profit Organizations

A Content Analysis on Instagram Posts of @rumahzakat

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Abstract— To encourage people to give donation, non-profit organizations need to create promoting media. Technology development is taking roles in the area of e-marketing development, particularly in the social media use. It makes such media as the most frequently used promoting media by many organizations, such as *Rumah Zakat*. This research aims to analyze the Instagram content of @rumahzakat in a marketing perspective by applying the content analysis method. The Instagram account of @rumahzakat has 116K followers and has posted 8,330 posts. Of those posts, the researcher observed fifty posts. The findings suggest that the most dominant posts are in forms of photographs and motivational captions (26%) and reports of their activities (32%). On the pictures and captions posted, there is no encouragement for donating. Yet, on every picture and caption, the identity of @rumahzakat is embedded, that is in forms of logo, color, and tagline functioned to create people brand awareness.

Keywords—instagram; @rumahzakat; marketing communication

I. INTRODUCTION

Non-profit organizations are required to manage their marketing to earn income that helps them realize their missions. One of ways is by collecting funds from any available sources, from either individuals, community, company, or the government [1].

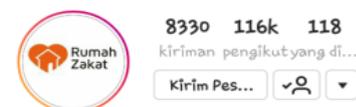
Current non-profit organizations implement various marketing processes and adopt marketing concepts of profit organizations [1]. Because they have to earn funds to realize their missions, they need to collect funds [2]. According to profit organizations' marketing concepts, advertisement is one of media that can be used to increase the purchase level. Advertisement is a non-personal communication form narrating a certain organization, product, service, or idea, paid by a known sponsor [3]. Advertisement involves mass media (TV, radio, magazines, and newspapers) to deliver messages to a large group of individual community simultaneously [3].

Edmin argues that advertisements once held a crucial role in affecting consumers' behaviors but the role has been taken away by social media, one of that is Instagram [4]. Instagram is the most chosen social media by the society, from individuals

to organizations to either promote their business or imprint a brand awareness [5]. This is caused by the fact that Instagram offers visual effects.

The Global Marketing Solutions of Facebook, Carolyn Everson believes that in 2017, Instagram had been used by 800 million active users (monthly calculated) with 500 million active users (daily calculated).¹ Indonesia has achieved the third place among ten countries with the most Instagram users in January 2018.² Besides, Indonesia is also noted as a country with the most active Instagram users, consisting of 45 million users and as the country with the most Instagram story makers in the world.³

Observing such potential, many companies makes Instagram as a platform to interact and share important information to their followers [5]. Beside profit companies, non-profit companies employ Instagram as well, for example *Rumah Zakat* (@rumahzakat), *Dompot Dhuafa* (@dompot_dhuafa), and *IZI* (@inisiatifzakat). Those three are big non-profit companies with an Islamic philanthropy and among them, @rumahzakat is notified as an Instagram account with the most followers.



Rumah Zakat
Organisasi Nirlaba
Lembaga filantropi pengelola zakat, infak, sedekah & dana kemanusiaan, Bagian dari Kebaikan Indonesia, Call Center 08041001000, SMS/WA 081573001555,
www.rumahzakat.org/im-sharing-im-happy/
Jl. Turangga 33, Bandung 40263
Dikuti oleh arifitranufa, etiksufini, fsldkbengkulu, + 24 lainnya

Fig. 1. The Instagram account of @rumahzakat

¹An article: *Instagram Kini Kantongi 800 Juta Pengguna Aktif*.<http://tekno.liputan6.com/read/3109870/instagram-kini-kantongi-800-juta-pengguna-aktif>, access on Feb 16th 2018

²Instagram account of Ridwan Kamil, Mayor of Bandung City

³An article: *45 Juta Pengguna Instagram, Indonesia Pasar Terbesar di Asia*.<https://bisnis.tempo.co/read/894605/45-juta-pengguna-instagram-indonesia-pasar-terbesar-di-asia>. Access on Feb 16th 2018

Fig. 1 is the Instagram account of @rumahzakat, has around 8,330 posts, 116K followers beside following 118 accounts (the information was taken on February 23rd, 2018 at 9.16 P.M.). @rumahzakat provides information by displaying visual pictures and captions for its followers. The visual posts showed consist of HD photos, 1-minute videos, and creatively edited and designed (infographic) pictures. Furthermore, the texts accompanying them involve related information or hashtags.

In this research, the researcher elaborates how @rumahzakat improvises its advertisement and information managements and investigates what kinds of pictures and captions posted by @rumahzakat are.

II. RESEARCH METHOD

This research applied the content analysis research method. Before conducting this research, the researcher observed fifty last posts of @rumahzakat and categorized them into eight thematic categories. Of those themes, the researcher took two posts as the research sample under the consideration of the most themes posted. Then, the researcher analyzed pictures and captions of those two posts. Further elaboration is displayed on Table 1.

III. RESULT AND DISCUSSION

The new media of today marketing offer social media as one of their marketing tools. Social media, like all media, focuses in bringing information, photos, video, and other contents to their audiences [6]. Instagram is an unpaid social media application accentuating its visual aspects more than other social media [7]

Among 8,330 Instagram posts of @rumahzakat, the researcher took fifty posts as the population that was then divided into eight thematic categories: (1) pictures containing motivations, (2) pictures containing Koran’s verses and hadiths, (3) program photo collection held by @rumahzakat, (4) Ramadan, (5) advertisements, (6) reports, (7) videos, and (8) material slides. The explanation of each thematic category is as follows: in the category of pictures containing motivation, there are motivational words on the pictures and objects related to the words; in the second category, the pictures contain Koran’s verses and hadiths and objects related to them; in the category of program photo collection, there are several photos combined into one post (slides) consisting of photos documenting social activities held by Rumah Zakat; in the category of Ramadan, pictures posted are pictorial fragments of people and number(s) counting days ahead of Ramadan as the pictures’ objects; in the advertisement category, all posts promote Rumah Zakat’s products as well as the donations; then, the category of report consists of infographic posts containing the reports of total donation and donation that had given to the society; in the category of video, the posts are in forms of videos related to Rumah Zakat’s social programs; and the last category, the category of material slides, contains pictures with materials of *zakat*. The research findings can be seen on the table below.

TABLE I. THE POSTING DETAILS BASED ON THE THEMATIC CATEGORIES

Post	Thematic Categories							
	1	2	3	4	5	6	7	8
1-5	2	1	1	0	0	0	1	0
6-10	-	1	1	1	1	0	1	0
11-15	2	0	2	1	0	0	0	0
16-20	0	0	2	1	0	1	1	0
21-25	1	0	1	1	0	1	1	0
26-30	1	0	1	1	0	0	0	2
31-35	4	0	1	0	0	0	0	0
36-40	0	0	3	1	0	0	0	1
41-45	1	0	2	1	0	0	0	1
46-50	2	1	1	0	0	0	1	0
Total	13	3	16	7	1	1	4	5
Percentage	26	6	32	14	2	2	8	10

Table 1 displays that the most frequently posted thematic categories are the program collection photos, with the total post of 16 and with the percentage of 32% and motivational pictures with the total post of 13 and with the percentage of 26%. Interesting to point out, the visual category posts containing Koran’s verses and Ramadan photos that are regarded as the characters of Islam do not dominate *Rumah Zakat’s* Instagram content. There are only three with the percentage of 6% posts containing Koran’s verses and hadiths. Furthermore, in the category of caption, there are seven with the percentage of 14% posts containing Koran’s verses and hadiths. Therefore, although one of non-profit organizations with an Islamic philanthropy, *Rumah Zakat* does not encourage people to donate by “selling” verses on zakat and charity.

The research findings indicate that the most uploaded pictures show motivation as the main theme. The pictures are edited pictures, visually representing the message the motivational quotes eager to deliver.



Fig. 2. One of motivational pictures uploaded by @rumahzakat

Fig. 2 has gained 879 likes (around 10% of the total followers). Picture 2 is nature/inanimate; the picture contains

an object without presenting any person or individual on it. Picture 2 is a picture of a newly grown bud and there is a quote related to plants saying “*Jika engkau telah menanam kebaikan, maka berbahagialah dengan hasil panen yang akan membuatmu ridha* (if you have grown any goodness, then be pleased with the crops that will definitely make you feel gratitude)”.

The quote is the same quote written on the caption but it is accompanied by @rumahzakat’s four pioneer hashtags: #InspirasiRumahZakat, #inspiration, #RumahZakat, and #Sharinghappiness, that is actually *Rumah Zakat*’s tagline. Interestingly to point out, there are no encouragements to give *zakat* via *Rumah Zakat* programs on both the picture and its caption. The caption merely consists of words suggesting people to do goodness since we will get rewards for it.

The next finding indicates that the most uploaded pictures by @rumahzakat are pictures of their social programs, as shown by Fig. 3.



Fig. 3. A post uploaded by @rumahzakat, containing photos reporting its social pro

Fig. 3 contains three slides of photos showing *Rumah Zakat*’s social activities. On the post, @rumahzakat posted three photos whose type is *animate-people in frame*, each photo contains people doing certain activities in accordance with the photo’s contexts. The post got 2,480 likes that means there were 32.16% followers gave responses to the post.

In the first frame, it is shown victims of flood accepting aids and an official representative of Garut government and

Rumah Zakat’s team giving the house. The photo was taken from the lateral angle so that their expression can be clearly seen. There is no *Rumah Zakat*’s logo displayed on the photo but the uniform worn by the volunteer has clearly indicated that it is *Rumah Zakat* that holds the event. In the second frame, there is a ribbon-cutting event performed by officials and a volunteer of *Rumah Zakat* as an official announcement of landed house. The photo was taken from the bottom-left side to fully include all people on that photo. *Rumah Zakat*’s involvement is indicated by the decoration consisting of orange balloons and *Rumah Zakat*’s banner. In the third photo, it is shown the kitchen of landed house being surveyed by officials. The photo was taken from the left side and thus clearly shows that the officials presenting are delivering opinions related to the landed house. It is also shown in the middle of the photo, there is a volunteer wearing *Rumah Zakat*’s uniform. There are no people in the photo aware of the camera, indicating that they are genuinely acting.

The caption content explains that *Rumah Zakat* has delivered aids in forms of ten-landed house for victims of flood in Garut. The caption is in a form of a press release containing reports of the activity and the chronology of the disaster. There are six hashtags related to the performed activity that are #AksiPeduliBencana #BanjirBandang, #BanjirGarut, #SharingHappiness #RumahZakat, #RumahTapak, and #Garut. Furthermore, there is no frontal encouragement to donate in the caption.

There is one similarity between those two posts that is the presence of *Rumah Zakat* brand, either implicit or explicit. On the first (motivational) picture, there is *Rumah Zakat*’s logo in the top right corner and an orange graph as one characteristic of *Rumah Zakat*. Picture 3 consists of three uploaded photos. *Rumah Zakat* does not add its logo there but its characteristic is still displayed by the uniform worn by its volunteer. Moreover, in every caption, *Rumah Zakat* always inserts hashtags. The hashtags will suit the theme of pictures posted. However, the only one tagline of *Rumah Zakat*, “Sharing Happiness”, must be always embedded.

Although *Rumah Zakat* does not directly encourage people to give donation through their organization with its Instagram posts, in its posts, *Rumah Zakat* puts efforts to develop a brand awareness by showing their organizational identity through logo and color on its pictorial posts. Besides, it also inserts a tagline among the hashtags written at the caption. Brand awareness is customers’ ability to recognize and remember a certain brand when showed with certain clues or hints [8]. Many companies are willing to spend extra money to establish and maintain consumers’ awareness towards their brand [9]. Spontaneous awareness is the key of consumers’ habit [10] that becomes an indicator determining the success of organization in developing its brand awareness. Thus, by displaying identities in forms of logo, orange color, and tagline “Sharing Happiness” in pictures and their caption, *Rumah Zakat* has actually put its mark (the brand awareness) to people. The main goal is to influence people and make them aware that whenever they want to give donation, they will straightly contact *Rumah Zakat*.

IV. CONCLUSION

Despite a non-profit organization with an Islamic philanthropy, *Rumah Zakat* does not “sell” Koran’s verses and hadiths to encourage people to give donation through their organization. Of fifty posts observed, the researcher analyzed two most posted thematic categories that are the categories of motivational pictures and activity reports. On those two posts, *Rumah Zakat* does not use any persuasive picture and language to encourage people to give donation through its programs. In its Instagram account, *Rumah Zakat* maximizes its capabilities to show its identity by the means of symbol, color, and tagline inserted in each of its post.

Both implicit and explicit identities displayed on *Rumah Zakat*’s post are intended to develop people’ brand awareness so that if they want to give *zakat* or donation, they will straightly remember *Rumah Zakat*.

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