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The Influence Of Influencer Communication Strategies On Audience Donation Participation (A Study Of Windah Basudara's Charity Live Streaming)

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Abstract: The development of digital media, particularly live streaming, has led to new forms of social fundraising that utilize influencers as key communicators. One prominent phenomenon is the success of Windah Basudara, an Indonesian gaming content creator, in raising a substantial amount of donations through live streaming activities. This phenomenon highlights the importance of communication strategies in encouraging audience donation participation. This study aims to analyze the effect of communication strategies on audience donation participation in live streaming based fundraising activities conducted by Windah Basudara. This research adopts a positivist paradigm with a quantitative approach and a survey method. Data were collected through online questionnaires distributed via Google Forms to 100 respondents selected using probability sampling. Communication strategies were measured based on the five dimensions of Lasswell's communication model communicator, message, media, audience, and effect while donation participation was measured through financial, affective, interactive, social, and cognitive dimensions. Data were analyzed using inferential statistics with multiple linear regression analysis. The results indicate that communication strategies have a positive and significant effect on audience donation participation. Effective communication strategies characterized by communicator credibility, clear and transparent messages, interactive use of live streaming media, and alignment with audience characteristics can enhance audience engagement in donation activities. These findings confirm the crucial role of communication strategies in the success of digital-based social fundraising.
Keywords: communication strategy; donation participation; Windah Basudara; live streaming; digital communication.

INTRODUCTION

The development of digital media has brought significant changes to public communication patterns, particularly in the practice of social fundraising. Social media and live streaming platforms enable social messages to be delivered directly, interactively, and personally to a wide audience. This condition positions digital communication as a strategic instrument in influencing public attitudes and behaviors, including encouraging donation participation.

From the perspective of communication studies, communication strategies play a crucial role in determining the effectiveness of message delivery. Effendy, in his book Communication Science: Theory and Practice, explains that communication strategy is an effective method of delivering messages in such a way that the communicant can easily understand and accept the message conveyed by the communicator. Thus, the success of a message is not solely determined by its content, but also by how the message is packaged and communicated to the audience.

This phenomenon can be observed in the success of Windah Basudara, an Indonesian gaming YouTuber, who successfully raised donations totaling IDR 1 billion in less than five hours through a live streaming activity. The fundraising process utilized real-time interactive communication, accompanied by persuasive appeals through a personal approach toward the audience. The short duration and large amount of funds collected demonstrate that an appropriate communication strategy can motivate audiences not only to understand social messages but also to respond through concrete actions in the form of donations.

The success of Windah Basudara indicates that live streaming no longer functions merely as an entertainment medium, but has evolved into a strategic communication tool capable of enhancing active audience engagement. Through direct interaction, the use of audience-friendly language, and emotional yet easily understood messages, Windah Basudara was able to build trust and intensive audience involvement. This aligns with Effendy's view that effective communication strategies can lead to changes in attitudes and behaviors.

Furthermore, the strength of the digital community formed around Windah Basudara reinforces the effectiveness of the communication strategy. His audience shares emotional closeness and a strong sense of community, making them more responsive to social appeals delivered during live streaming. Donation participation is driven not only by rational considerations but also by emotional factors and social interactions occurring throughout the broadcast.

Based on this phenomenon, this study aims to empirically examine how influencer communication strategies—specifically those employed by Windah Basudara as a gaming YouTuber—affect audience donation participation. This research measures the extent to which communication strategies can encourage changes in audience attitudes and behaviors within the context of digital-based fundraising.

RESEARCHMETHOD

This study uses a positivist paradigm with a quantitative approach, focusing on causal relationships between variables and aiming to identify general patterns in social phenomena. Within this paradigm, communication is viewed as a linear process in which message senders attempt to influence the knowledge, attitudes, and behavior of message recipients. This study applies a hypothetico-deductive approach by testing hypotheses formulated based on theory to verify their validity through statistically analyzed empirical data.

The research method used is a survey, with the main data collection technique being questionnaires. This study belongs to explanatory research, as it aims to explain the influence of communication strategies on audience donation participation and to test previously formulated hypotheses (Sugiyono, 2013:6). The survey method was chosen because it is effective in describing current conditions within a population based on a representative sample and is capable of measuring opinions, perceptions, and attitudes of a large number of respondents.

The population in this study consists of audiences/followers who participate in live streaming–based fundraising activities, with a total population of 5,500,000 accounts. The sampling technique used was probability sampling with a random sampling method, giving each population member an equal opportunity to become a respondent. The sample size was determined using the Slovin formula with an error tolerance of 10% (e = 0.1):

$$n = \frac{5.500.000}{1 + 5.500.000\ (0,01)} = 99{,}99 \text{ rounded to } 100 \text{ respondents.}$$

The data used in this study consist of primary and secondary data. Primary data were obtained directly from respondents through online questionnaires distributed using Google Forms, while secondary data were collected from textbooks, scientific journals, research articles, and other relevant sources supporting the theoretical framework. In addition to questionnaires, data collection was also supported by observation of communication activities during charity live streaming.

The research instrument was tested using validity and reliability tests. Validity testing was conducted using Pearson Product Moment Correlation, where all statement items were declared valid because the calculated r-value exceeded the r-table value (r > 0.1966). Reliability testing was conducted using Cronbach's Alpha, with coefficient values greater than 0.6, indicating that the instrument was reliable.

The data analysis technique used was inferential statistics aimed at generalizing research results from the sample to the broader population. Data analysis was conducted using Simple Linear Regression to measure the influence of the independent variable, communication strategy, on the dependent variable, donation participation. In addition, correlation tests, coefficient of determination (R^2), and hypothesis

testing using partial t-tests were employed to examine the influence of communication strategy dimensions on audience donation participation.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity Test of Variable X (Communication Strategy)

Table 1. Validity Test of Variable X

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
XS1	60.91	220.689	.875	.954
XS2	60.81	223.509	.748	.955
XS3	60.94	222.481	.773	.955
XP1	61.26	221.629	.758	.955
XP2	61.20	224.667	.627	.957
XP3	61.10	219.121	.768	.955
XP4	61.07	224.288	.713	.956
XM1	61.15	225.402	.639	.957
XM2	61.19	226.176	.638	.957
XM3	60.91	221.436	.770	.955
XM4	61.04	221.736	.782	.955
XK1	61.04	218.726	.754	.955
XK2	60.97	220.716	.779	.955
XK3	60.88	226.834	.668	.957
XE1	60.88	223.622	.738	.956
XE2	61.09	224.426	.722	.956
XE3	61.00	223.838	.766	.955
XE4	60.93	223.743	.680	.956

Based on the validity test table, with a significance level of 5% and two-tailed testing with a sample size of 100 respondents, the r-table value obtained was 0.1966. The results show that all items of the Communication Strategy (X) variable have r-count values greater than r-table. Therefore, all questionnaire items are declared valid and suitable as research measurement instruments.

Validity Test of Variable Y (Donation Participation)

Table 2. Validity Test of Variable Y

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
YF1	53.08	162.903	.633	.936
YF2	52.79	165.582	.533	.938
YF3	53.28	161.699	.637	.936
YA1	52.86	163.455	.665	.935
YA2	52.85	160.553	.693	.935
YA3	53.18	159.987	.693	.935
YI1	53.13	158.922	.646	.936
YI2	53.05	163.523	.621	.936
YI3	53.08	160.499	.680	.935
YS1	53.06	162.320	.620	.936
YS2	53.12	156.975	.738	.934
YS3	53.03	161.868	.631	.936
YK1	52.90	159.848	.739	.934
YK2	52.83	158.405	.767	.933
YK3	52.86	156.647	.789	.932
YK4	52.85	158.452	.757	.933

Based on the validity test results, all items of the Donation Participation (Y) variable have r-count values greater than r-table (0.1966). Thus, all statement items are declared valid and can be used as measurement tools.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Number of Items	Description
Communication Strategy (X)	0.958	18	Very Reliable
Donation Participation (Y)	0.939	16	Very Reliable

Based on the results above, Cronbach's Alpha values for both variables exceed 0.6, indicating that all instruments are reliable and consistent.

Simple Linear Regression Test

Table 4. Linear Regression Test

Coefficients[a]		
Model		**Unstandardized Coefficients**
		B
1	**(Constant)**	**4.620**
	Strategi Komunikasi	**0,803**

a. Dependent Variable: TY

The regression equation obtained is:

$$Y = 4{,}620 + 0{,}803X$$

The constant coefficient of 4.620 indicates that if the Communication Strategy variable increases by 1%, Donation Participation will increase by 4.620%.

The beta coefficient of 0.803 indicates that a 1% increase in Communication Strategy will increase onation Participation by 80.3%. Conversely, a decrease of 1% in Communication Strategy will reduce Donation Participation by 80.3%.

Coefficient of Determination Test

Table 5. Coefficient of Determination Test

Model Summary				
Model	**R**	**R Square**	**Adjust Q Square**	**Std. Error of the Estimate**
1	**0,940[a]**	**0,884**	**0,882**	**4,626**

a. Predictors: (Constant), TX

The correlation coefficient (R) is 0.940, indicating a very strong relationship between Communication Strategy (X) and Donation Participation (Y). The coefficient of determination (R^2) is 0.884, meaning that

88.4% of donation participation is influenced by communication strategy, while the remaining 11.6% is influenced by other factors outside this study.

Spearman Correlation Test

Table 6. Spearman Correlation Test

Correlations				
			X1	Y
Spearman's rho	X	Correlation Coefficient	1,000	.805**
		Sig. (2-tailed)		0,000
		N	100	100
	Y	Correlation Coefficient	.805**	1,000
		Sig. (2-tailed)	0,000	
		N	100	100

The Spearman correlation coefficient value is 0.805 with a significance value of 1.000. This indicates a very strong and significant relationship between communication strategy and donation participation.

Partial t-Test

Tabl 7. T Test (Parsial)

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,620	1,958		2,360	0,020
	Strategi Komunikasi	0,803	0,029	0,940	27,284	0,000

a. Dependent Variable: Citra Perusahaan

The calculated t-value for the Communication Strategy variable is 27.284, while the t-table value is 1.984. Since t-count > t-table and the significance value is 0.000 < 0.05, it can be concluded that the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected. This means that communication strategy has a significant effect on donation participation.

DISCUSSION

This study aims to analyze the influence of YouTuber communication strategies on viewers' donation participation. Based on SPSS 27 for Mac analysis, communication strategy was found to have a significant influence on donation participation.

The majority of respondents were aged 15–25 years (60%), followed by those aged 26–30 years (33%) and 31–40 years (7%). This indicates that respondents were dominated by young audiences who are active digital media users, particularly live streaming platforms.

Based on gender, male respondents accounted for 51% and female respondents for 49%, showing a relatively balanced distribution. In terms of education level, most respondents held senior high school to undergraduate qualifications, indicating adequate cognitive capacity to understand donation messages.

Professionally, respondents were dominated by students and private employees, groups characterized by high digital activity and frequent engagement with social media and live streaming.

These findings align with Effendy's theory that communication strategy represents an integration of communication planning and management aimed at achieving specific objectives, including changes in attitudes and behavior. From Lasswell's communication model perspective, the elements of who, says what, in which channel, to whom, and with what effect are interrelated in encouraging donation participation.

The findings also support Middleton's view that communication strategy represents the optimal combination of all communication components. Furthermore, Robbins' strategic perspective emphasizes that communication strategies serve as long-term direction determinants rather than short-term persuasion tools.

From a participation perspective, the results correspond with participation theories proposed by Made Pidarta and Deepa Narayan, which define participation as mental, emotional, and social involvement in activities carried out voluntarily.

CONCLUSION

Based on the research results and discussion, it can be concluded that communication strategy plays an important role in encouraging audience donation participation in live streaming–based fundraising activities. Communication strategies that consider communicators, messages, media, audiences, and communication effects, as outlined in Lasswell's communication model, are relevant in explaining digital communication processes.

The characteristics of respondents dominated by young, digitally active audiences support the effectiveness of interactive, personal, and persuasive communication strategies in fostering social concern and audience involvement.

This study reinforces Effendy's view that communication strategy is an integration of planning and communication management aimed at changing audience attitudes and behavior. In this study, such changes are reflected in increased donation participation, including financial contributions, emotional involvement, interaction during live streaming, social support, and trust in fundraising activities.

Thus, the success of live streaming–based fundraising is determined not only by the social objectives promoted but also by how communication strategies are appropriately designed and implemented in accordance with audience characteristics.

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