Digital Marketing Communication for Non-governmental Organization

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Abstract--- This research purpose is to gather supporters and donators for the Bali WISE program through the power of content writing, content visual and social media. With this three-key concept, this study wants to create the perfect formula for the R.O.L.E. Foundation program, Bali WISE, so it can share the most impactful message in the content that they share. The final result is getting more donations from satisfying supporters and creating a communication path between the Bali WISE program and its supporters. This paper is also going to contribute to the social media marketing point of view on NGOs in Indonesia. Through this finding, this study tries to fill the gap from previous research provided from the first and second world countries. Indonesia has a different type of consumer and also uses a different type of social media to attract a different type of group. By finding the right content strategy formula, is not only beneficial for Bali WISE program itself, but also to all NGOs in Indonesia who struggled to find the right formula to gain more supporters and donators from social media.

Keywords--- Brand Awareness, Content Marketing, Customer Intention, Marketing Communication, NGO, Social Media.

I. INTRODUCTION

Running a Non-Governmental Organization (NGO) is the same as running a business. A successful NGO is equal to a multi-billion dollar company; even the organization structure is similar. A successful NGO is measured not only by its vision and mission but also from its publicity campaign. NGOs tend to be afraid of using social media as their main marketing powerhouse. This problem occurred because of the negative impact that might hit them in the future, avoiding controversy that might appear from the content they shared.

Most new marketers nowadays considered it hard to market an NGO, simply because there are no products or services to sell. This is not true. While business sells its products and services, NGO sells its vision and mission. If an NGO could convince individuals, businesses or community about why their vision and mission are different from all the other NGOs and how it could benefit their donator, then it pretty much a sell. Uniqueness is what driven the NGO forces to strive for success. We see more and more movement today, even though most of them work for the same cause such as environment, empowerment, education, and many more. Each of them has its uniqueness (Putri *et al.,* 2020; Pertiwi *et al.,* 2020; Khurshid & Hassan, 2020; Putri *et al.,* 2020).

R.O.L.E. Foundation is a registered NGO based in Bali. They have operated since 2007 and founded by Michael Daniel O'Leary as the CEO and Founder. R.O.L.E. Foundation is short for River, Ocean, Land and Ecology Foundation. The vision is "Having Clean Oceans FREE of Land-Based Waste and Sustainable Businesses for Balinese/Indonesian Coastal and Island Communities for a Healthy Environment." While the mission is divided into five elements; (1) inspire the local government to incorporate the "Zero Waste to Ocean" waste management into their process that waste is recycled or upcycled on site, (2) grow children and local communities into 'Zero Waste'

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believers and doers, (3) promote sustainable jobs and businesses that do not harm any of our natural resources, such as organic cotton and natural dye weaving, permaculture farming and soap recycling, (4) regain skills in Zero Waste to Oceans Small Business, Governance, Health and Diet, Youth Skills, Women's Promotion, with Skills and Business Training, and (5) join likeminded NGO, organizations, groups and individuals in this massive struggle for a healthy sustainable balance waste free life (Sari *et al.,* 2020; Widhiadnyana & Wirama, 2020; Alcivar *et al.,* 2020).

This research focuses on one of R.O.L.E. Foundation programs called Bali WISE. Bali WISE is short for Bali Women of Indonesia Skills Education. This program is created because there is a demand for higher education and better live value for women in Indonesia. Bali WISE is one of its kind programs, who gives real solutions to eradicate poverty in Indonesia through empowering women. With the rise of technology, R.O.L.E. Foundation and its program has been pushed back and being drowned by all the new NGO who has better and much more modern marketing campaign. Even though the Bali WISE program has been around for more than nine years, without the right publicity campaign, the foundation is being driven backward. Bali WISE program is being pushed by other NGO's and community movement from all over Bali and Indonesia. There is a lack of communication between the program and its supporter, which in the end neglect supporters value and made them stop their support.

Based on previous research provided online (Comfort and Hester, 2019; Sommerfeldt and Xu, 2016), NGO connection with social media is hardly found. The most international paper only uses one social media platform and the social media used for the research are not similar to the one which most supporters in Indonesia use. One of the differences between other NGO and Bali WISE is that some NGO tends to neglect program evaluation, whereas, with Bali WISE program, most supporter, especially businesses expect evaluation from the donation they have given.

Thus, we can see that social media content could be a perfect solution for the program. With the right social media content, the Bali WISE program could get in touch with the future and current supporters for 24 hours and 7 days a week. Most people on earth have a social media account, especially those who are worried about the future of humanity and wanted to be part of something great. Facing these issues, the researcher needs to determine the right solutions so he or she can contribute further to this wonderful program. Several points will become the main problems, the problems appear as follows: (1) what is the right social media strategy for Bali WISE program to increase exposure and donation? (2) what is the correct content writing strategy for social media to increase supporter interaction and awareness for Bali WISE program? (3) how to we target and find the right audience for Bali WISE program? (4) which social media platform works best for Bali WISE program to gain awareness the fastest for the program?

This research mission is to gather supporters and donators for the program through the power of content writing, content visual and social media. With this three key concept, researcher wants to create the perfect formula for R.O.L.E. Foundation program, Bali WISE, so it can share the most impactful message in the content that they share. The final result is getting more donations from satisfying supporters and creating a communication path between Bali WISE program and its supporters. This paper is also going to contribute to the social media marketing point of view on NGOs in Indonesia. Through this finding, the researcher can fill the gap from previous research provided

from the first and second world countries. Indonesia has a different type of consumer and also uses a different type of social media to attract a different type of group. By finding the right content strategy formula, is not only beneficial for Bali WISE program itself, but also to all NGOs in Indonesia who struggled to find the right formula to gain more supporters and donators from social media.

II. LITERATURE REVIEW

Digital marketing

According to Alexander (2018), digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. In line with Ryan and Jones (2009), digital marketing strategy is crucial because without one you'll miss opportunities and lose business. Formulating a digital marketing strategy will help you to make informed decisions about your foray into the digital marketing arena and ensure that your efforts are focused on the elements of digital marketing that are most relevant to your business. It is a crucial first step towards understanding how the constantly evolving digital marketplace relates to you and how it affects the relationship between your business or brand and your customers and prospects. Digital Marketing tools are divided into six categories (Putra *et al.,* 2020; Tama, 2020; Nadi *et al.,* 2020; Sanchez *et al.,* 2020).

a) Website: collection of publicly accessible, interlinked Web pages that share a single domain name.

b) Email Marketing: targeting consumers through electronic mail (email).

c) Social Media: web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction.

d) Online PR and Reputation Management: raising the online profile of your business, products, and services by contributing positively to the online community; and managing your reputation by monitoring, assessing, responding to and influencing online conversations about you.

e) Affiliate Marketing and Strategic Partnership: web-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts. While a strategic partnership is a deal between two (or more) parties where the desired outcome is a win-win for all concerned.

f) Digital Media Creative: digital media is digitized content that can be transmitted over the internet or computer networks. While creativity is the expression of imaginative, original ideas – especially in the production of artistic work – and is limitless. In conclusion, Digital Media Creative is a process using creativity to build digital content.

Digital marketing has aided thousands of businesses, even NGOs, in cost-effective marketing. Not only it is affordable, but the analytics given by each platform has also been valuable for the digital marketer. Finding the perfect formula for content is one of the key focuses a great digital marketer should do. The main idea is to make it easier for the marketer to connect directly with the customer. NGO nowadays shifted slowly from an old fashioned TV commercial or handing out a flyer to internet video or e-flyer, with digital marketing tools provided by many platforms, a digital marketer can measure their campaign and make the precise analysis. NGOs such as R.O.L.E.

Foundation has been using digital marketing tools since 2016, but have not been able to locate the perfect formula of how to make the perfect creative digital media content. This is why a digital marketing strategy is crucial for R.O.L.E. Foundation programs and projects (Kustina *et al.,* 2019; Delgado *et al.,* 2020; Subawa *et al.,* 2020).

Social Media

Ryan and Jones (2009) stated that 'social media' is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. That interaction can encompass text, audio, images, video and other media, individually or in any combination. Social media caused the consumer role in marketing to shift to a different path. Before the social media era, consumers are only receiving products or services and less opinion on the product or services performance review. Now with a social media platform, the marketer can easily request their consumer on how's the impact of their products or services by creating an online poll on Facebook or directly on the comment section. NGOs benefit greatly from this as supporters, donators and volunteers now have a place to express their concern and also interact with others who are committed to the cause. Inside of the Facebook page, NGOs can make a group where discussions take place. Dividing the news with the argument, where information will be on the page and discussion of a certain topic is in the group. These make it easier for NGOs to work on what is their supporter concerned about and take away any points that are irrelevant or have low support levels (Sawaka *et al.,* 2020; Imorou, 2020; Sugosha *et al.,* 2020).

As a women empowerment program from R.O.L.E. Foundation, Bali WISE (Women of Indonesia Skills Education) depends heavily on social media. By sharing content such as student activities, ongoing events, and recent news, Bali WISE can build up their supporter based on which content and which platform they are attracted to. Bali WISE currently focus on two social media platform as its main source of information and marketing promotion.

a) *Facebook*. According to Nations (2018), Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video. You can even order food on Facebook if that's what you want to do. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person. Moreover, Smitson (2018), stated that the Facebook corporation's mission is "to give people the power to build community and bring the world closer together.". Facebook is an equivalent of a Swiss Army knife of social media platform. The power of Facebook help NGO share updates efficiently through post, images, video, and broadcast live on the field. Using this tool in hand, the supporter can gain more knowledge of an NGO just by visiting their Facebook page. Bali WISE share all of their content on Facebook because of the analytics tools given and the audiences that are most active in discussion and support.

b) *Instagram*. According to Instagram community guideline (2019), Instagram is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view,

comment and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username. Instagram founder, Systrom and Krieger (2011) stated by no means they think of Instagram as just a photo-sharing service. It is something that a lot of people lump them into, but they would like to think to themselves as a storytelling service. It is the way you go out in the world and tell a story about your life, and it is a new entertainment platform. You can open it up and see a story about what your friends are doing.

After Instagram and Facebook integration, the content marketer is now able to measure the effectiveness of their content by combining Facebook ads analytics and Instagram analytics. The 10 images in one post also boost NGOs' power to share completer and more impactful stories. Instagram is a great tool to create awareness for younger audiences, which is the next generation of supporters.

Content Marketing

Ruffolo (2017), declared that content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience and, ultimately, to drive profitable customer action. Regarding that, there are several questions a marketer should ask themselves before they can create impactful content. As claimed by Hemann & Burbary (2013), these questions are divided into three parts: (1) what content should we be creating? (2) what content types will work best? (3) what topics and content types should we avoid?

A strategic marketing approach from marketer to the customer is the main part of content marketing or what Shiv Singh, Pepsico's global head of digital media—refers to it, brand-led original programming. Content marketing is for heavily targeted audiences and focused on creating and distributing valuable, relevant, and consistent content to gain costumers or in our cause, supporters. Kuenn (2016), stated that a comprehensive analytics platform and a core belief in measurement is a must for content marketers who want to see results and continually optimize content performance. To measure the performance of marketing content, the marketer should focus on the right KPI (Key Performance Indicator). a key performance indicator (KPI) is a metric used in marketing to evaluate factors that are important to the success of almost any organization. KPIs differ based on different aspects of a business. For example, marketing KPIs may be revenue or leads, while operations might consider deliverable time frames. There are five main websites KPIs with ten corresponding metrics that should serve as the foundation of any content measurement program (Rahmawati *et al.,* 2020; Collins & Jisum, 2019; Stambouli, 2020).

a) Traffic Volume: Visits by traffic channel and source, monitoring and understanding where your website's traffic comes from.

b) Engagement: Pages viewed per session, bounce rate, and average time on page. Measure how well content anchors your audience to your website.

c) Popular and Problematic Onsite Content: Top folders, top landing pages, and top exit pages. It helps you identify site organization issues and key metrics related to specific content sections of your website, like your blog.

d) Content Effectiveness: Goal and event completions, Goal completions show you how effective your site is at converting people to take the actions you want. Goals can even be filtered to identify your most effective marketing channels and the specific web pages that helped them convert. Event tracking helps you understand what actions people are taking on specific pages of your site and can also be filtered by traffic channel and source.

e) Resolving Audience Needs: Onsite search queries to track search queries and the pages visited as a result. This not only helps with content creation, but you can also identify any user experience (UX) issues.

NGO try hard to plan online content to connect with the right supporter. This concept of creating content to engage with the supporter is nothing new, but in the modern time, it is becoming more important to attain online success. More and more supporter feels reassured once they saw an NGO who are active on social media. R.O.L.E. Foundation tried to plan their content in the past attempt but failed to establish a fixed plan due to a lack of knowledge in the field. Finding and creating the right creative content that connects to their supporter mindset is deem to be too difficult, thus creating a situation where content creator makes random content based on what is happening but haven't put the time and effort to see if the content is the relevance or in synergy with the supporters it is targeting (Laka *et al.,* 2020; Pratama *et al.,* 2020; Rivas *et al.,* 2020).

Brand

Following Kenton (2018), a brand is an identifying symbol, mark, logo, name, word and/or sentence that companies use to distinguish their product from others. A combination of one or more of those elements can be utilized to create a brand identity. Moreover, Wheeler (2009), claimed that as competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships.

A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it is a start-up, a nonprofit, or a product.

As cited by Aaker (2011), a brand could develop great marketing supported by large budgets but not make a dent in the market unless it drove a new category or subcategory of products or services, unless a new competitive arena in which the competitors were no longer relevant emerged. Then success could be dramatic in terms of sales, profits, and market position. It seems clear that success is about winning not the brand preference battle but, rather, the brand relevance war with an innovative offering that achieves sustainable differentiation by creating a new category or subcategory.

An NGO must build up its brand correctly. With so many NGOs mission that is now similar to other or fighting for the same causes, NGOs can either evolve or drown eternally. By building a brand that stands out, much more relevance, provide new solutions for a certain problem, and provide a new kind of services, NGO can create a memorable impact on their supporters.

Brand Awareness

According to Heding *et al.* (2009), brand awareness is a prerequisite for customer-based brand equity. If the consumer is not aware of the brand, it is not relevant to talk about brand equity in the first place, then the company competes on the product rather than the brand. Brand awareness consists of brand recognition and brand recall. (1) Brand recognition, does the consumer recognize the brand name? The consumer must confirm having had prior exposure to the brand. (2) Brand recall is a bit more demanding of the consumer. Here, the brand has to be recalled on the mention of a cue (e.g. the product category).

According to Mulyani (2018), brand awareness is something that NGO lacks nowadays. Young people know little about NGO and that is the reason why many graduates do not want to get involved with NGOs. Some NGOs are filled with workers from ages ago and many NGOs are developing in very conventional ways. They have compassion, they make charitable plan and action, but they are zero in marketing, branding, and using digital technology.

Building brand awareness in an NGO is easier said than done. NGOs such as R.O.L.E. Foundation, which has been established since 2007 still lack the brand awareness they deserve, the millennial generation is now getting information swiftly from the World Wide Web and NGO will miss the golden opportunity if they are not using digital marketing to build brand awareness. As maintained by Hanlon, A. (2013), The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service. It's a purchasing funnel where buyers go to and for at each stage, to support them in making the final purchase. AIDA stands for:

a) Awareness: creating brand awareness or affiliation with your product or service.
b) Interest: generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further.
c) Desire: for your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'.
d) Action: move the buyer to interact with your company and taking the next step.

Intention

Consumer or supporter intention in donating to a certain foundation connects heavily with consumer behavior. Following Smith (2018), consumer behavior is the study of individuals and organizations and how they select and use products and services. It is mainly concerned with psychology, motivations, and behavior. The psychology of a supporter is not something we can shun upon, NGO's tend to ask more and more without looking at the factor of how is their supporter feeling. This will drastically change supporter motivations and behavior toward the organization and finally stop their support. To grasp a better understanding of supporter intention, an NGO must distinguish how their past, present and future supporter behave and what they are expecting through the donation or support. Stallworth (2011), stated that without a deep understanding of consumers it is impossible to meet their expectations. Going beyond the fundamental "functional" needs, e.g., the need for food and shelter, it is important to understand deeper needs like the need for social acceptance.

Supporter attitude plays a huge role in supporter intention to donate to a certain NGO. Yao and Huang (2017), stated that attitude refers to a specific observed subject's evaluation and state of likes and dislikes. In addition to expressing the positive and negative evaluation and feelings, attitude also reflects the action intention of agree or disagree. Through the aid of social media platforms, supporter intention is fairly easier to understand and gather. A digital marketer could make an online poll, make a post asking for the suggestion, looking back through old post archives, or going through the marketing ads campaign. This analytics data is then used to simulate supporter intention on which program or project that is more relevant for them to support.

III. METHOD

R.O.L.E. Foundation has one main office and one Community Environment & Skills Center which are both located in Nusa Dua, Bali, Indonesia. In detail, the research location for this paper is going to be conducted at R.O.L.E. Foundation's main office. The researcher picked this location because the majority of the programs and projects that are happening at R.O.L.E. Foundation are taking place here. Moreover, considering the resources provided such as computer and internet access is much more stable at the main office. The informants of this research can all be found and contact in Bali area. To be more specific, the informants are located in Denpasar and Badung area. Researchers picked these two locations since most of Bali WISE program by R.O.L.E. Foundation supporters are mainly in this area. A total of 25 participants had been chosen from this area, those who have been supporting the program after seeing the content shared on social media (Facebook and Instagram).

This research employs qualitative analysis because, the purpose is to find the reason behind the process, awareness, and intention from a supporter before they made a decision. Exploring and understanding the meaning of individuals or groups ascribe social or human problem. With the qualitative research method, the researcher can make a much more flexible writing structure thus also learning the supporter's behavior towards the content given. In line with Sekaran (2003), qualitative data refer to information gathered in a narrative form through interviews and observations. For example, to test the theory that budgetary constraints adversely impact on manager's responses to their work, several interviews might be conducted with managers after budget restrictions are imposed. The responses from the managers who verbalize their reactions in different ways might be then organized to see the different categories under which they fall and the extent to which the same kinds of responses are articulated by the managers. According to Sugiyono (2016), qualitative data analysis is a research method that is based on post-positivism/interpretive philosophy, is used to assess the natural state of the object where the researcher is a key instrument, the data collection technique is triangulated in an inductive/qualitative data analysis, and the results of qualitative research emphasize the meaning rather than generalization.

The main source of data collected from both Facebook and Instagram analytics to measure the impact of each content. The researcher also contacted past and present supporters to see why they choose to support the program and how the foundation can improve much further and meet the supporter's demands and gain their trust even more. Primary sources are data sources that directly provide data to data collectors, and secondary sources are sources that do not directly provide data to data collectors, for example through other people or documents. Furthermore, when viewed in terms of methods or techniques of data collection, the data collection technique can be done by

observation, interview, questionnaire, documentation, and triangulation. The data was collected with several methods, such as (1) passive participation observation: with this method, the researcher is present at the scene of action but does not interact or participate, (2) semi-structured interview: through this method, the researcher is more open and flexible to each question, depending on the response of the interviewee. The purpose of this method is to find the source of the problem in a more open environment, where the interviewee can also express their ideas and suggestions, (3) documentation: this method provides more concrete proof of each participant's action. Photograph, personal document, and previous academic paper will also help to support the data provided by observation and interview, and (4) triangulation: after each method above is conducted, triangulation will combine all the data provided. This technique is needed to test the credibility of the data provided by different kinds of research methods and different participants. Moreover, to support the primary data, the secondary data will be provided by:

a) Facebook analytics: Facebook advertising tools have provided marketers with enough data to measure the hits of each content. Through their tools, the researcher can see which age groups are most relevant to the page, how many likes and share, which country are most active as the page follower, and most importantly, which content has more hits.

b) Instagram insights: through Instagram Insights, the researcher can now measure the data of account follower, demographic, action, and content hits.

c) Google analytics: after connecting Google Analytics and Bali WISE website, the researcher can now measure website hits (the amount of traffic going in and through the website and specific pages) performance. This data will help Facebook and Instagram analytics by combining each analytic tool to result in one and measure the performance. To improve the effectiveness, each ad puts by Bali WISE by R.O.L.E. Foundation will redirect the audience to a specific website page, based on their interest groups.

There were 25 informants had been chosen, 15 current supporters (through a one-time donation, monthly donation, and opt inn program) and 10 potential supporters or donator (people that come to the event and potentially donation or supporting but have not to engage in the activity) of the Bali WISE program by R.O.L.E. Foundation. The researcher chooses the current supporters because they found the means to support the program after they discover the program through social media posting shared on Facebook and Instagram. Meanwhile, the researcher also picks 5 potential supporters or donators of the program as a comparison between past supporters and potential supporters. To pick the right candidate, the number of informants is determined until the data is saturated and these informants must have supported or aware of the program through one or more way, such as:

a) One Time Donation: the supporter donated at least one time for the program, the donation amount is varied, depending on each individual.

b) Monthly Donation: the supporter donated each month for the program, the donated amount is varied, depending on each individual.

c) Opt-in Program: the opt-in program is directed to businesses that supported the program. Businesses charge their consumer or take off a small percentage of their sales each month or year and donated it for the program. Businesses can also set up a donation box at their venue.

d) Fundraising Event: attending at least one out of two main annual fundraising event that is held by Bali WISE (International Women's Day and Role Model Charity Dinner)

IV. RESULTS AND DISCUSSION

These research informants were the staff members of a certain company that supported the program or attended a previous fundraising event for Bali WISE by R.O.L.E. Foundation. The research informants that came from a certain company must fulfill one criterion before being elected as an informant, which is supporting the program after discovering about Bali WISE from either Facebook or Instagram or both. The informants came from various backgrounds, with the same level of importance for this research. These particular informants are either on a supervisor or managerial level of certain types of companies or organizations that supported the Bali WISE program. By choosing these companies and informants, we also would like to know if different company types have different views on our program, thus also deciding if there is a different intention in supporting the program. The first focus towards informants was their awareness of Bali WISE itself in social media. Shockingly, the informant was expecting more content to be shared on the social media channel as there is not enough of this content shown on the informant's social media timeline. The current social media strategy for Bali WISE is lacking continuity and has not met the current expectation of the supporter and donor.

"Too less. I think in general that just not enough marketing through those channels."

"Bali WISE is didn't show up. Like is not existed there. Even if I'm like a member."

The informant awareness of the progress and awareness of the program through social media channels is lacking due to not enough content shared through these platforms. This has correlated to Heding *et al.* (2009) brand awareness is a prerequisite for customer-based brand equity. Without a proper understanding of the program through an accessible source, the program could lose a potential supporter or donate. If this strategy keeps on being used, calamity could fall in the future for Bali WISE program. This calamity is not only losing awareness through social media but also supporter and donor would be felt neglected without the continuity of the stories provided. To expand the informant intention and also their behavior towards supporting the program, ten social media post from Facebook and Instagram has been arranged for them to detect if it would stimulate their emotion toward the program. Based on Facebook and Instagram analytics, these ten posts are the most outstanding and ineffective in Bali WISE social media channel. These posts are differentiated base on their success rate such as reach, likes, comments, and share combined. Posts are considered lucrative if they have at least 3,000 reach and 50 likes, comment and share combined. While posts that are considered not successful are those who have below 3,000 reaches and 50 likes, comment and share combined. Below are those ten posts that have alphabetical code to efficiently differentiate between successful posts (A, B, C, D, and E) and unsuccessful posts (F, G, H, I, and J).

Figure 1: Post A (3,023 Reach and 240 likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 2: Post B (4,551 Reach 57 Likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 3: Post C (8,489 Reach 212 likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 4: Post D (9,826 Reach 136 Likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 5: Post E (6,396 Reach 63 Likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 6: Post F (38 reach 11 Likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 7: Post G (50 Reach 3 likes, Comment and Share Combined)
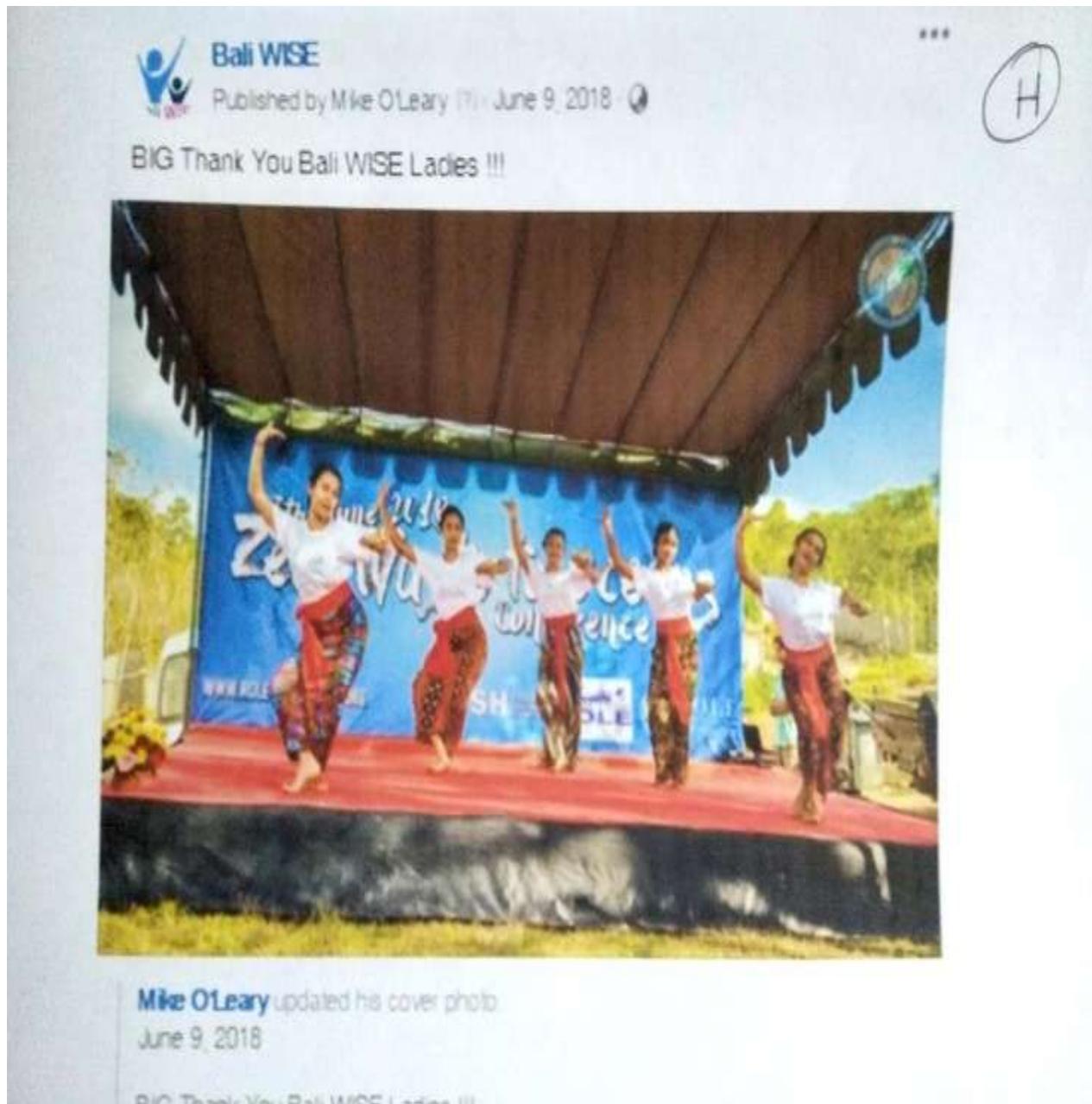
Source: Bali R.O.L.E Foundation (2019)

Figure 8: Post H (52 Reach 7 Likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 9: Post I (66 Reach 4 Likes, Comment and Share Combined)

Source: Bali R.O.L.E Foundation (2019)

Figure 10: Post J (66 reach 0 likes, comment and share combined)

Source: Bali R.O.L.E Foundation (2019)

Through these ten posts, the informant would pick one content they admired the most and one content they condemn the most, without actually knowing which content is successful or unsuccessful based on Facebook and Instagram analytics. Each informant needs to elaborate on what they like from the post; which particular words or sentences that encourages them to support; what they do not like; are they more aware of the program; and what kinds of content they would like to see in the future. Informants show a great attraction towards post D due to its complete explanatory concepts in a short video. Video content played an immense part in their intention to support. Looking at post D, our informant is intrigued by the journey it takes them through the video content. From here we can fathom that content who are focusing on storytelling is an immense way to build up the momentum for supporters and donator before they start moving further in-depth to the program.

"I think the picture is great but it doesn't get that much message is across. Where the video actually takes you to the journey."

The story of how the program could be favorable to women facing poverty fascinates them and actually amazed by the fact of how big of differences for women who are joining the program and those who do not. In accordance with Smith (2018), consumer behavior is mainly concerned with psychology, motivations, and behavior. With the video content, informant psychology is brought to the same level as women who are currently facing poverty and after this psychology development are implemented on their mind, it will galvanize and change their behavior towards supporting the program.

> *"it's quite compelling when you see the difference in income and how little they have and how much they can have if they have the education and it's brought out the training and impact on the rest of the family and supporting their brother and sisters."*

> *"I think with a lot of fundraising, you give your money but it's such a large organization it doesn't feel personal. Where if with something like this you can actually see that even if you only give a few hundred dollars, it can actually change a whole family life."*

Statistical data of how the program goes from the inception to the end has also ignited the interest of our informants in supporting Bali WISE. The resolve it makes is proven by actual statistical number and through those statistic, they are more aware that with their push, they can actually make an impact in the community. This correlate to what the informant is expecting through the donation and support. Stallworth, C. (2011) stated that without a deep understanding of consumers it is impossible to meet their expectations. By getting more in depth to perceive these informants, we uncovers marvelous fact that statistic of the progress from the program is essential, not only it shows validation, but also provide quick insight of how it can makes a difference for these marginalized women.

> *"87% of the women getting employment. Because, knowing the difference between 60 dollars and 230 dollars, the fact that so many got employment means that in 6 months you change that family life. So that's tell me that the program works cause they got employment. Because you can just give them 6 months training but if you can't proves that they get works and stuff after it, it's not compelling, where if you can see that they got work that's compelling cause it's mean that you change their life."*

The video content shown on picture D has also direct the informants towards Bali WISE program as a whole without the need to actually display R.O.L.E. Foundation as an NGO. Moreover, as cited by Wheeler (2009), as competition creates infinite choices, companies look for ways to connect emotionally with costumers, or in this case supporter and donator. With so many competitions inside the NGOs industries, Bali WISE have to be unique and give out information that other NGOs does not shared to the public. This video content not only has connected with the informant emotion, it has also made Bali WISE program more relevance than another program. By connecting directly to the informant and shown the information of the program as a whole in a short video, it is also introducing the program to new supporters or donators and expand the understanding or simply remind past supporter or donators on why they should support Bali WISE program.

Other post that shun by the informants is picture H. Picture H shown a stunning image of Bali WISE students but haven't actually explained what is the image about, why are they on that situation and what is the story behind it.

Lack of message and material made the informants confuse on what is happening and will simply scroll down because they do not understand of what is going on.

> "When I was looking another organization, a lot of people they want content, but they don't want something that's too long, they don't want something that takes a lot of time. So, unless they are like really going into everything, having a long content... heavy content thing is good. But, if let say you are putting up pictures, but there's no like caption to summarize what the whole thing is or what they picture is, it's misleading. This in like for the picture wise it can be just, thank you for them for performing. or can it be, thank you for the effort in practicing or learning a new skill and then putting it into practice. What are you thanking for... that's also one thing that can people might nitpick about."

In the future, the informants would like to see more videos being made for Bali WISE program. An amateur shot video is enough to see the daily activities of the students on what they are currently learning and what set of skill will they have once they graduated from the program.

> "I like to see videos of just maybe just daily activities. Just like an activity of the day, you know how people post Instagram stories. To keep people updated on, to see that like this program actually going day to day. Because I think that's the real disconnect between donating and not donating is just like actually see what's going on."

Profile story and the summary of the six months program of the women who enroll the Bali WISE program has also fascinated the informant. Seeing these women journey from zero to hero is one of content they would like to see in the future. These women stories intrigued them to keep following the flow of the program to know more on what is happening inside Bali WISE and how their support and donation are being used. Yao and Huang (2017), stated that attitude refers to a specific observed subject's evaluation and state of likes and dislikes. The informant's attitude in expressing positive feelings towards these women journey is reflected on their action intention of agreeing to see more of the program. By showing the program journey from day one until semester graduation has also indirectly show evaluation of the program as a whole. Through the content given, supporter and donator could observe the massive impact that has been bestowed upon these women.

> "I was thinking more of the six months programs include, something along the line of what they will gain at the end of the six months. So, they will have gain be able to speak English, they will gain being able to do spa treatment or they will gain learning waitressing and cooking skills. The context of that, this will enable them to work in hotel or restaurant. So, you can see what they money is for and how it's being used."

The finding provided by the interview shown a great number of interests towards the Bali WISE program as a whole. Informants loved the concept of the program and the impact it gave to the community. By bringing those informants on a journey that put them on the same spot or made them feel like they are on the same shoes as these women who are currently struggling in poverty, it had impacted their emotions and leads them towards the supporter or donator ladder. The impact it created just from a single video is shocking and to see that it only needs two and a

half minutes to show Bali WISE as a whole program is astonishing.

Encapsulate from these research informants interview session. Bali WISE program is quite amusing to be followed and they have shown great interest in researching more of what is the program about; how it can help the communities; and what kind of impact their support and donation would make. Content wise, Bali WISE stories and journey videos is in huge demand by these informants, a video shows quick and hard proof of the program running and what are these women currently studying.

Informative video is like watching a documentary on television but somehow attract your interest to keep watching, instead of changing the channel. That is the kind of informative video Bali WISE should make. This is a great way to bring awareness for Bali WISE program. Through the short video, Bali WISE can show all the information prospect supporters and donators should know to convince them in doing more research about the skills training program. Producing stunning and impactful images is prerequisite. Showing video every day is not a good idea and images with relevant and touching stories can be a breath of fresh air. This image content is for those who do not have the time to look at video. With a powerful image, it could attract the audience attention. The flow of their attention will start from the image and goes back up to the text after, so the first image impression will hold the key towards them reading more about the program. This video and image content, however, should have consistent style and format and relevant to the program. This format is also to create an image of Bali WISE as a brand, in line with Ruffolo (2017), content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content. Video and image is the content marketing key and it needs to have its own style and format so it can stick to audiences mind.

Content produce for video and image should not be random, we do not want to follow millennial style of irrelevance images and video that does not even have anything to do with them in the first place. The content for Bali WISE should be created along the journey of the program itself. It can show stories of the student before they join the program and from that it will follow through their journey. This way, Bali WISE can be consistent of the content they produce and keep everyone in the loop of the program. By the end of the semester it is good to keep track of the program success rate, creating updated statistic of the whole skills training program. This statistic later can be show in the video content about Bali WISE, this statistic is part of the key to reach audiences hearth. Statistic number is not mere information about the program, but also proof that the program is ongoing and made progress throughout the year. The moment prospect supporters or donators saw the statistic number, it grows their intention towards supporting the program because of the significant success rate. As maintained by Smith (2018), that consumer intention is mainly concerned with psychology, motivations, and behavior. Creating relevant content mixed with the program journey, statistic, and success stories that can get inside their psychological condition, motivate them, and change their behavior towards the program is the strategy that Bali WISE should implement.

Gaining the supporter and donator interest, written content should also be the main key point, short and interesting paragraph would do the tricks. Sure, a powerful images and videos might work when they see it first, but after looking at the written content, if it is too long, they will definitely scroll down, especially to those who do not have the time to read long text. One paragraph is the minimum and two paragraphs is the maximum. One paragraph

ensures all the important information that needs to be shared and the second paragraph is only needed if there is a need to add supporting information to make the first paragraph more relevance.

Bali WISE should maintain their consistency and avoid quick short paragraph that are not relevance to the program. The lack of information for current and future supporter or donator might mislead them into thinking Bali WISE has shifted to something else or make them confuse on what is the program actually about. The written content should not be only one sentence and make sure that the text is relevance to the image or video that being share. The same goes to image and video as well. The image and video need to be in line with Bali WISE current program. Image or video that is not even relevance to Bali WISE should not be shared at all cost to maintain the good standing of Bali WISE skills education program

V. CONCLUSION

This research concludes that following media trends could be a good move to gather new supporter or donator. Following trends does not mean to stop following the old one and move entirely to a new one, but being able to fuse the old and new method together is not only beneficial to gain new supporter or donator, but also keep the current one on the circle. Below are the points conclusion gathered from the interviews: (1) Bali WISE has not shared enough content to please their current and future supporter or donator, (2) from all kind of content created by Bali WISE, short explanatory video is popular, (3) video content that bring the supporter and donator through the same journey as the women who are facing poverty, played a huge part on their intention and emotion to support or donate, (4) a content that has not given proper explanation of an images is less popular, (5) less informative content could mislead supporter and donator of the actual meaning of the content itself, (6) more videos of daily activities are preferred, while having images on the side as well, (7) profile stories of the students are also intriguing to show the impact it given through the six months program.

In general, there are a lot of people who are interested in the Bali WISE program. Bali WISE provide a one kind of education program that not only beneficial for individual, but also the whole communities. Just as like their motto suggest, "Breaking the poverty cycle, through skills education as a means to develop sustainable communities." Bali WISE had given a fresh air in the NGOs industries that usually only focusing on awareness, without actually giving sustainable living for their subjects. Give a woman a fish and she will eat for a day. Teach a woman how to fish and she will feed her families and communities for eternity.

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