The Heartfelt Communication Model of the 'Gerakan Indonesia Membantu' in Enhancing Awareness Among Indonesian Students in China

Uspal Jandevi
Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia
Email: 253221019@student.upnyk.ac.id

Puji Lestari*
Pembangunan Nasional Veteran Yogyakarta, Indonesia
Email: puji.lestari@upnyk.ac.id

Prayudi
Pembangunan Nasional Veteran Yogyakarta, Indonesia
Email: prayudi@upnyk.ac.id

Abstract

This research aims to discover the latest philanthropic communication model employed by the Gerakan Indonesia Membantu (GIM) organization during their efforts to provide aid to Indonesian students in need in China. The spirit of providing tangible support to Indonesian students from lower-middle economic backgrounds, enabling them to continue their studies in China, inspired the formation of the GIM organization. In fulfilling its mission, GIM communicates with various parties so that Indonesian students in China can help one another, with the hope that all Indonesian students in the country can live decently and concentrate on completing their studies successfully This study evaluates and develops the efforts made by the GIM organization in providing assistance, awareness campaigns, and support to Indonesian students who need help to sustain their lives and complete their studies in China. The research adopts a qualitative approach with a phenomenological research type. Data were collected through interviews, focus group discussions, observations, and documentation. The collected data were then processed and conclusions were drawn. The results of this study show that GIM's awareness activities are not only focused on fundraising but also on building public trust in fund management and fostering a sense of belonging among donors towards Indonesian students in need in China. Further explanations are detailed in nine key points discussed in the findings and discussion chapter of this paper. This paper can serve as a reference for social organization activists with humanitarian visions and missions in conducting fundraising activities. It also provides new insights for scholars studying organizational communication, particularly in relation to philanthropic activities.
Keywords: philanthropy; heart communication, indonesia students; china

INTRODUCTION

China is indeed a country with one of the best scholarly traditions in Asia and the world. Therefore, it's no surprise that many Indonesian students come to study there. This is evidenced by China being one of the world's leading centers in various fields and emerging as a primary competitor to the United States in global competitions (Fadillah & Kumajaya, 2017). Not only Indonesian students come to China for further studies, but also international students from various countries around the world (Jandevi & Zareen, 2020).

Students receive scholarships during their studies in China. The types of scholarships vary, including school scholarships, provincial scholarships, and scholarships from the People's Republic of China. These scholarships facilitate students to study and live comfortably while pursuing their studies in the land of the bamboo curtain (Fadillah & Jandevi, 2020b). With that, international students, especially those from Indonesia, can study with full concentration to achieve their aspirations.

There are several Indonesian students who do not receive scholarships due to several factors, including coming from affluent families, so they do not receive any scholarship support. However, there are also some Indonesian students who do not receive scholarships because they become victims of scholarship agents. They are promised to receive scholarships when they arrive in China, but after arriving at their intended school, they do not receive the promised scholarship. This results in various difficulties, especially in terms of economics, while they are in China (Fadillah & Jandevi, 2020a).

This led some Indonesian students in China to establish an organization called the "Indonesia Helps Movement" (GIM), an independent organization outside of any organizational structure with its own vision, mission, and organizational structure. This organization is classified as a Non-Government Organization (NGO) aimed at providing support and assistance to all Indonesian students experiencing difficulties, especially in terms of finances, while pursuing their education in China. The organization was founded in 2016 in Nanjing, China. Therefore, the researcher was interested in conducting further research on the influence index of communication climate and organizational satisfaction levels on the success of the Indonesia Helps Movement (GIM) in fundraising activities to provide support and assistance to Indonesian students in China.

Fundraising plays a crucial role for social organizations, NGOs (Non-Governmental Organizations), and NPOs (Non-Profit Organizations). In this context, fundraising can be defined as the activity of collecting funds or financial resources to support various programs and projects run by the organization. The importance of fundraising is not limited to financial aspects but also includes positive impacts in addressing various challenges and expanding the social impact generated by the organization.

Some previous research relevant to philanthropic communication includes Setiawan's (2017) research on organizational communication in philanthropy at Dompet Ummat Kabupaten Sambas and philanthropy management at Dompet Ummat Kabupaten Sambas using management theory from Stephen P. Robbins and James A.F. Stoner and a qualitative-descriptive method. The results revealed the success of philanthropy management carried out by Dompet Ummat by applying four management elements. Wulandani (2021) also researched philanthropic communication and barriers experienced by Sat Brimob Polda Sumut during the pandemic using social welfare theory and a qualitative-descriptive approach. These studies differ from this research, especially in the theories and methods used. This research employs the Heart Communication Theory and research on philanthropy related to student activities conducted by Arifa (2022). The results of that research show that the forms of Islamic philanthropy within HMI in an effort to practice forms of Islamic philanthropy at the HMI UIN Raden Intan Lampung Branch are Care, Social Generosity, Happiness, and Social Welfare. The difference between that research and this one is that it uses an Islamic philanthropy approach, whereas this research employs a heart communication approach. Research using the Heart Communication Theory was conducted by Lestari et al. (2019), which resulted in a heart-to-heart communication approach within community groups. The difference between that research and this one is that it uses Heart-to-Heart Communication Theory to address disaster communication conflicts, whereas this research uses a heart communication approach for

philanthropic communication management in the GIM organization.

Then there is a research conducted by Anshari et al. (2014) Regarding organizational communication involving several aspects, including: The importance of effective organizational communication; The role of organizational culture that supports, for example, encouraging collaboration, participation, and innovation, can affect employee motivation and performance; The relationship between organizational communication, organizational culture, and performance which finds correlations or relationships between these factors. The difference in this research focuses on philanthropic communication within the GIM organization.

Meanwhile, the research conducted by Romadona & Setiawan (2020) Effective communication is shown to be key in managing the phenomenon of change in research and development institutions. Clear, open, and structured communication helps reduce uncertainty and confusion that may arise during periods of change; this research also highlights that good communication can influence the level of participation and support from organization members towards change. This research is relevant regarding the participation of members in the GIM organization is highly necessary.

Several previous studies have investigated the phenomenon of philanthropic communication, while the research conducted by the researcher focuses on finding a philanthropic communication model with a heart communication approach. The gap in this research is the lack of studies specifically examining philanthropic communication models in the context of fundraising activities to provide assistance to Indonesian students in China conducted by the Indonesia Helps Movement (GIM). Although there are many studies related to organizational communication and philanthropic communication in various contexts, there has been no research specifically exploring philanthropic communication models applied by organizations focusing on charitable activities such as GIM. Previous research also tends to use a qualitative-descriptive approach, while this research uses a phenomenological qualitative method to discover philanthropic communication models in GIM fundraising. This research offers a new contribution in the form of a philanthropic communication model using a heart communication approach to support the success of fundraising programs for Indonesian students in China.

Based on the above exposition, the research question in this study is how does the philanthropic communication model of the Indonesia Helps Movement enhance fundraising programs to provide assistance to Indonesian students in China? The aim of this research is to find the Philanthropy Communication model in the Indonesia Helps Movement to Enhance Fundraising to Provide Assistance to Indonesian Students in China.

LITERATURE REVIEW

The Heart Communication Theory in Viewing Philanthropic Communication

The Heart Communication Theory was proposed by Lestari (2023). In general, this theory assumes that humans engage in thought and emotion processing with their minds and hearts. Cognitive processing generates feelings as the basis of human attitudes and actions. The heart, as the human soul, can create various emotions such as joy, sadness, peace, guilt, and others. This relates to thoughts, actions, and words processed by the heart. Conscience plays a crucial role in shaping human attitudes and actions, both in the past, present, and future.

The concept of heart communication creates uniqueness and complexity in human communication. The role of conscience, closely related to goodness, creates an understanding of positive human attitudes related to philanthropic activities. Some concepts within the Heart Communication Theory are; (1) Thought processing, where humans in various activities, including organizational activities, are directed to think positively about various events. (2) Emotional processing, which means that humans always process feelings from negative feelings into positive energy. In the GIM organization, this can be interpreted as communication that originates from feelings and emotions processed positively with sincerity in providing services in the organization. In the context of interpersonal relationships or interpersonal communication, "heart communication" often refers to

genuine expressions of feelings, honesty, and various positive attitudes in communication. This may involve the following concepts of heart communication: (3) Dispose of heart trash, meaning that organization members must immediately get rid of negative thoughts and feelings to not disrupt the organization's flow. The result of disposing of heart trash leads to the following concept of heart communication: (4) Sympathy towards organization members and individuals involved in the organization, and (5) Empathy behavior involving sensitivity to others' feelings, as well as communication closely linked to organizational values and principles. Heart communication can result in (6) peaceful living, where comfortable organizational communication can form cohesion within the organization, and (7) happiness is the goal of everyone involved in the organization. These are some concepts of heart communication that can be used to analyze organizational communication as an effort to understand and empathize with the feelings of others inside and outside the organization (Lestari, 2023). In this context, heart communication is often associated with the formation of positive attitudes and behaviors, and its impact can create closer and more meaningful relationships in building relations within the GIM organization. This is relevant to the heart communication model illustrated in Figure 1.

Figure 1 Heart Communication Model (Lestari, 2023)

The Heart Communication Model explains that humans have both hearts and minds that can have positive and negative impacts. This model directs individuals to use their hearts and minds positively. Positive hearts and minds will lead to positive attitudes and behaviors, while negative hearts and minds will lead to negative attitudes and behaviors. Negative attitudes and behaviors must always be controlled using heart communication, which directs thoughts and feelings towards positivity through reflection, emotional processing, letting go of negativity, sympathy, and empathy to live peacefully and happily.

The Heart Communication Theory is relevant to this research as it serves as a positive force for the Gerakan Indonesia Membantu organization, which constantly engages in reflection and emotional processing to prioritize sympathy and empathy in managing negative feelings and transforming them into positivity among Indonesian students in China. This ensures that Indonesian students in China remain peaceful and happy throughout their studies there.

The Theory of Communication Management

The theory of communication management has strong historical roots in management and organizational concepts. One of the key figures in the development of communication management theory is Chester I. Barnard, a prominent management expert in the 20th century. Barnard emphasized the importance of communication in achieving organizational goals and viewed management as a social process heavily reliant on interaction and exchange of messages among individuals (Chassagnon et al., 2022).

The theory of communication management emphasizes the crucial role of communication in decision-making processes, activity coordination, and organizational goal achievement. Concepts such as formal and informal communication flows, communication networks, and channels are seen as key elements in understanding organizational dynamics. Communication management also considers the impact of

communication technology on organizational interactions and recognizes the role of leaders in effectively managing information flow.

Thus, the theory of communication management provides a conceptual framework for leaders and managers to understand the strategic role of communication in managing organizations and optimizing individual and team performance through effective communicative interactions. In all business practices, change is inevitable. No organization can sustain itself solely with the same type or typical business efforts. If an organization wants to continue to survive the challenges of time, it must take new steps, and not just new ones but also strategic ones. In doing so, the organization will not only survive but also strengthen its existence (Saxena & McDonagh, 2021).

The same applies to organizations like GIM. GIM must be able to develop its philanthropic communication style to enhance its assistance to Indonesian students in China. In all business practices, change is inevitable. No organization can sustain itself solely with the same type or typical business efforts. If an organization wants to continue to survive the challenges of time, it must take new steps, and not just new ones but also strategic ones. In doing so, the organization will not only survive but also strengthen its existence (Saxena & McDonagh, 2021). The same should be done by organizations like GIM. GIM must be able to develop its organizational communication style to enhance its assistance to Indonesian students in China.

Communication Planning Theory

Organizations function well when their managerial processes are executed properly, which is why we need organizational management. No organization can do without effective management because it is only through good organizational management that the goals of the organization can be achieved. Simply put, according to Nugroho (2017), Management is the process of planning, organizing, implementing, and controlling the resources owned by an organization. These resources can include manpower, finances, natural resources, knowledge, and others. The main goal of management is to achieve the organization's targeted goals in an effective and efficient manner.

Meanwhile, the organizing function is the most important function in the management process because organizing facilitates management in coordinating and supervising ongoing organizational activities. This allows the organization to automatically diagnose internal issues within the organizational structure. The organization can identify any irregularities within its environment, enabling preventive measures and system recovery to be promptly implemented, thereby not impeding the organization's progress towards its goals. (Joseph, 2020b).

To ensure that the organization's organizational process runs smoothly, the organization must at least do the following (Joseph, 2020a):

1. Planning is a key aspect of organizational management, which involves goal setting, strategy development, and plan implementation to achieve organizational objectives.
2. Organizing involves establishing relationships among individuals within the organization as well as managing resources to achieve organizational goals.
3. Human resources management, which involves recruitment, selection, training, and employee evaluation, is a key factor in the success of an organization.
4. Direction, carried out by managers, involves giving instructions, mentoring, and reviewing employee performance to achieve organizational goals.
5. Motivation is necessary to encourage employees to perform their jobs well in order to achieve organizational goals.
6. Implementation is the execution of plans that have been established beforehand to achieve organizational goals.
7. Supervision involves overseeing the process of activities carried out by employees and determining

whether organizational goals can be achieved according to the established plans.

As a manifestation of the above seven main points, organizations can develop an organizational management structure that emphasizes the cause-and-effect relationships between departments, thereby clarifying the communication patterns that should be established, as shown in Figure 2 (Domańska-Szaruga, 2020).
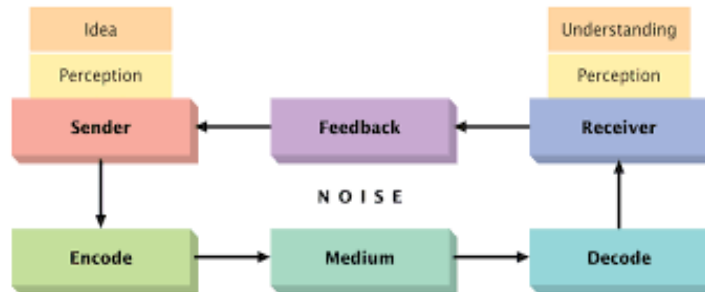

Figure 2 The pattern of message delivery in the communication process within the Organizational Culture Formation Communication Strategy (Fadillah, 2014)

Clear communication patterns among sections within the organizational management structure can clearly indicate which parts of the organization are experiencing performance issues. Consequently, the problematic areas can promptly be addressed and solutions can be swiftly sought by the organizational management.

METHOD

The researcher employed a qualitative approach with a phenomenological approach. The aim was to gain a deep understanding of the way of life, worldviews, and social context of the studied group (Sugiyono & Lestari, 2021). The steps of phenomenological research according to Nasir et al. (2023) include determining the location and individuals, the approach process, selection of informants, data collection and recording, analysis of field issues, and data storage for the concluding phase and reporting.

This research was conducted on the subject of the phenomenon of an organization called "Gerakan Indonesia Membantu" (GIM), while the research object was its communication behavior, with the location being in Nanjing, China. The study focused on finding the philanthropy communication model of Gerakan Indonesia Membantu in its Fundraising Program, which has provided significant assistance and support to Indonesian students in Nanjing. The research approach utilized the process of heart communication, especially cognitive processing, emotional processing, sympathetic attitude, and empathetic behavior within GIM. Informant selection was done through purposive sampling of several individuals involved in GIM. Data collection involved participatory observation, covert observation, and in-depth interviews. Participatory observation was conducted by observing and engaging in the daily lives of the research subjects, in this case, the Gerakan Indonesia Membantu organization.

The researcher carefully noted all observations, including behaviors, social interactions, and cultural contexts. Covert observation was also performed without the knowledge of the Gerakan Indonesia Membantu organization as the observed subject. This could provide a more objective insight into daily behaviors without the researcher's presence influencing them. In-depth interviews were conducted with several GIM executives: Agus Supriyadi, Ph.D., as the organization's founder; Kukuh Pamuji, M.A., as the chairman of the GIM organization; and Dhona Putri, S.Pd., as the organization's secretary.

The data analysis technique used in this study was narrative analysis, where the researcher compiled a narrative that explained the journey or process observed during the research. This aided in providing deep context and meaning to the findings

RESULTS AND DISCUSSION

GIM is a non-profit organization focused on providing assistance to Indonesian students abroad who need economic support, and the fundraising process is a crucial aspect. Fundraising is not only a financial step to support the organization's mission but also an opportunity to build awareness, engagement, and support from the wider community. Several aspects related to organizational management, such as planning, organizing, implementing, and evaluating, are discussed in this research regarding GIM's fundraising efforts.

1. Planning through Goal Setting and Strategic Planning

Setting goals and strategic planning play a central role in the fundraising process for non-profit organizations. Firstly, clarity of purpose is a fundamental pillar that provides a clear direction for fundraising efforts. Without clearly defined goals, fundraising efforts become less focused and vulnerable to confusion and uncertainty. Setting specific financial targets helps organizations focus on the desired outcomes. It also allows for regular evaluation of performance and progress towards the established goals.

> *" We invite the Indonesian community in China and around the world to unite and contribute, no matter how small, to help our brothers and sisters in need in China. Together, we can make a big difference. With clear goal-setting and a solid strategic plan, the researchers believe that the Indonesian Movement in China will succeed in its humanitarian mission."* (Interview with Kukuh Pamuji, Chairman of the GIM Organization on April 7, 2024)

Furthermore, setting measurable goals allows organizations to measure the success of fundraising efforts. By having measurable targets, organizations can monitor the progress of fundraising projects regularly. Continuous evaluation provides a clear picture of the effectiveness of the strategies used. It determines whether the strategies employed have successfully achieved the set targets or if adjustments are needed to achieve the desired results. Thirdly, setting goals and strategic plans not only provide direction and evaluation but also enhance motivation and involvement of all stakeholders. Clear and measurable goals can provide additional motivation for the internal team of the organization and encourage greater participation from donors and other stakeholders. Their involvement becomes more significant when they have a clear understanding of the goals to be achieved and how their contributions will impact the achievement of those goals.

> *"A crucial initial step is to establish clear goals for fundraising. GIM formulates realistic financial targets needed to assist Indonesian students abroad. Subsequently, GIM designs detailed strategic plans, including specific steps, donation targets, and implementation timelines."* (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024)

Moreover, setting goals and strategic plans enables organizations to allocate resources more efficiently. By knowing the financial targets needed and the steps to achieve them, organizations can plan the use of resources more accurately and efficiently. This includes the use of time, budget, manpower, and other available resources to support the success of fundraising efforts.

Lastly, setting goals and strategic plans help organizations identify the most effective tactics in achieving fundraising goals. With a structured plan, organizations can test various strategies and tactics to see which ones yield the best results. This evaluation allows organizations to adjust their tactics according to changing conditions or donor responses, thus becoming more effective in achieving the set goals.

Overall, setting goals and strategic plans is a crucial step in fundraising for non-profit organizations. By having clear, measurable goals, and structured plans, organizations can improve efficiency, gain greater support, and measure their success in achieving fundraising goals. This forms a solid foundation for organizations to fulfill their mission of making a significant contribution to the communities they serve.

2. Coordination through Donor Target Identification and Networking

Identifying Donor Targets and Networking Development are vital aspects of fundraising success for non-profit organizations. Firstly, understanding who the potential donors are is a key step in designing effective fundraising strategies. Various sources of donations, such as individuals, organizations, foundations, or philanthropic institutions, have different preferences and tendencies in giving contributions. By identifying and understanding the characteristics and interests of each type of donor, organizations can develop more specific and relevant approaches according to their preferences, increasing the likelihood of financial support.

Furthermore, building strong networks is crucial in expanding fundraising outreach. Leveraging existing relationships and expanding them is an important strategy in reaching previously untapped potential donors. Involving alumni, business partners, local communities, public figures, or even diplomatic representatives can be an effective way to increase access to potential donors. Developing a solid network also opens up opportunities for sustainable collaboration, providing possibilities to access larger funding sources and expand the impact that organizations can achieve.

When organizations have a deep understanding of the profiles and preferences of donor targets, they can develop more targeted and personalized approaches. Developing communication strategies tailored to the preferences and values of each donor group is key to eliciting a positive response to donation requests. This personalized approach also fosters closer relationships between the organization and donors, which, in turn, can build long-term trust and loyalty.

> *"GIM identifies various potential sources for fundraising, such as individuals, companies, foundations, or philanthropic institutions. Additionally, leveraging existing networks and expanding them is a crucial step. Involving school or university alumni abroad, diplomatic representatives, Indonesian communities abroad, and others can be an effective strategy."*
> (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024

At the same time, the development of a wide network can open doors for beneficial collaborations and partnerships. Collaborating with companies, institutions, or individuals who share similar interests in social or educational fields can result in stronger and more effective fundraising campaigns. Such partnerships not only provide access to additional resources but also open doors to access new donor networks that may not have been reached before.

> *"We identify several groups as potential donor targets, including: (1) The Indonesian Community in China, We invite the Indonesian community in China to support our humanitarian mission. They have strong emotional and cultural ties with Indonesia and may be willing to contribute; (2) Indonesian and International Companies, We reach out to Indonesian companies with a presence in China, as well as international companies with an interest in corporate social responsibility. We offer them the opportunity to participate in our fundraising campaigns as part of their CSR initiatives; (3) Individuals and Community Groups who Care, We target individuals and community groups who care about humanitarian issues and have the ability to donate. This includes people who have personal relationships with members of the community we serve or have a special interest in humanitarian aid."* (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

> *"Regarding strengthening networking connections, we strengthen Partnerships with Humanitarian Institutions. We establish partnerships with local and international humanitarian institutions that have experience and expertise in providing emergency aid and long-term recovery. These partnerships will help us access additional resources and expand our network. Currently, those with strong communication with us include the Muhammadiyah Zakat Amil Institute (LAZIZMU) in China and the Association for Scientific Computing Electronics and*

Engineering (ASCEE). By carefully identifying donor targets and building strong networking connections, we believe we can successfully achieve our fundraising goals." (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024).

Overall, Identifying Donor Targets and Networking Development is a crucial step in fundraising for non-profit organizations. Understanding who the potential donor targets are and expanding networking connections not only helps increase access to funding sources but also opens opportunities to build closer relationships, gain sustainable support, and achieve greater impact in the communities they serve.

3. Partnerships and Collaborations as Coordination Tools

Partnerships and collaborations play a crucial role in the success of fundraising for non-profit organizations. Firstly, through partnerships with companies, institutions, or individuals with aligned interests, organizations can expand their fundraising reach. Such collaborations open doors to accessing additional resources, including financial, technical, or networking resources that may not be available when working alone. These partnerships also provide organizations access to new audiences, reaching donors that may not have been previously considered or difficult to reach.

Furthermore, partnerships and collaborations allow organizations to unite their strengths toward a greater goal. In some cases, combining forces with other organizations or external parties with aligned visions can result in larger and more effective fundraising campaigns. By uniting in a common goal, organizations can have a greater impact on the social or educational issues they aim to support and garner support from various stakeholders.

Additionally, partnerships and collaborations bring innovation and new ideas to fundraising efforts. When organizations collaborate with external parties, they bring different perspectives and diverse experiences. This can spark the creation of creative ideas and new strategies in fundraising, which may not have been considered previously. By sharing knowledge and experiences, organizations can enhance the effectiveness of their fundraising and achieve optimal results.

"Building partnerships with companies, institutions, or public figures interested in education or social affairs can enhance the reach of fundraising efforts. Collaboration with educational institutions or related organizations can also provide broader access to potential donors." (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

Partnerships and collaborations play an important role in building strong and sustainable relationships with stakeholders. Through good cooperation with various external parties, organizations can build trust, establish closer relationships, and expand their network of contacts. These good relationships can create opportunities for long-term cooperation, even after fundraising campaigns are completed, allowing organizations to receive ongoing support from proven reliable partners.

"We have formed partnerships with local and international humanitarian institutions that have experience and expertise in providing emergency aid and long-term recovery. These partnerships allow us to share resources, knowledge, and experiences, and expand our reach to raise funds." (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

Lastly, partnerships and collaborations offer opportunities for organizations to learn and grow. Through interactions with external parties, organizations can gain new insights, knowledge, and skills needed to enhance their capacity in managing fundraising campaigns. This experience enriches organizations, enabling them to develop and adapt to the dynamic environmental changes in the fundraising world.

"Through solid partnerships and collaborations with various stakeholders, GIM can enhance the effectiveness of our fundraising campaigns and obtain the support needed to provide assistance to those in need in China." (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

Overall, partnerships and collaborations are extremely important elements in fundraising for non-profit organizations. Through strong partnerships and effective collaborations, organizations can expand their reach, unite their strengths, innovate, build sustainable relationships, and continue to grow. By integrating this external cooperation into fundraising strategies, organizations have a greater chance of achieving their goals in supporting the social or educational missions they undertake.

4. Crafting Strong Narratives and Storytelling for GIM Fundraising Execution

Building a strong narrative and story is a crucial foundation in fundraising for non-profit organizations. Firstly, a strong story has the power to inspire, evoke emotions, and touch the hearts of potential donors. A good story can convey the organization's message in a way that emotionally connects people, making them personally involved with the mission and goals of the organization. When a story can evoke empathy and motivation, donors are more likely to be motivated to provide the needed financial support.

Furthermore, a strong narrative helps organizations differentiate themselves and stand out among the many fundraising efforts. In a world where there are numerous non-profit organizations competing for donor attention, a unique and compelling story can be the key to attracting attention and distinguishing oneself from others. When organizations have a distinctive and compelling story, they tend to be more successful in attracting the interest and attention of potential donors.

"GIM crafts emotionally stirring stories that depict the struggles and needs of Indonesian students studying abroad. Conveying a strong and authentic narrative can motivate people to get involved and support the organization's mission." (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

Strong stories and narratives also play an important role in building trust and confidence. When organizations can deliver honest, authentic, and relevant stories, it can build trust among donors. The alignment between the story conveyed and the reality experienced by the organization can create confidence that the donations given will be used for the intended and needed purposes.

Not only that, but a strong story also allows organizations to convey complex information in an easily understandable manner. Non-profit organizations often have complex missions or social issues that are difficult to communicate to the public. By building touching stories and compelling narratives, organizations can convey their message in a way that is easily understood by everyone, from various backgrounds and levels of understanding.

The narrative stories crafted by GIM emphasize the urgency and direct impact of the assistance we provide. We will present real-life stories of individuals and communities who have been affected by disasters or other humanitarian needs in China. By showing the urgent situations and how donors' contributions can make a real difference, we will inspire them to take action.

"GIM also builds a narrative about the overall journey of the Indonesian Aid Movement, from its initial plans to its realization and the impact we have achieved. We will highlight the transformations that have occurred in the lives of those who have received our assistance, as well as the collaborative efforts of our team and local partners in providing effective assistance." (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

Finally, a strong story also has the potential to create long-term relationships between the organization and donors. Emotionally stirring and deep narratives can make the relationship between the organization and

donors more personal. This can create closer and more sustainable relationships, where donors are more likely to stay engaged and provide long-term support to the organization.

> *"We introduce the volunteers, field officers, and beneficiaries who are part of the Indonesian Aid Movement. By presenting their stories, we create an emotional connection between donors and the people directly involved in our humanitarian mission. By building strong stories and narratives, we can inspire potential donors to join the Indonesian Aid Movement and support our humanitarian mission in China."* (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

Overall, Building a Strong Narrative and Story is a key element in fundraising for non-profit organizations. A strong story can inspire, differentiate, build trust, convey complex information, and create sustainable relationships. By having a strong story and compelling narrative, organizations can enhance their potential to receive the necessary financial support to continue their mission and goals,

5. Implementation of Online and Offline Fundraising Campaigns

Campaigning for fundraising both online and offline is a crucial and complementary strategy in fundraising efforts for non-profit organizations. Firstly, online fundraising campaigns allow organizations to reach a wider audience globally. By leveraging technology, organizations can use crowdfunding platforms, websites, social media, and email to reach audiences scattered across different parts of the world. The ease of access and widespread use of social media enable organizations to reach potential donors who may not be reachable through conventional fundraising methods. Online platforms also provide opportunities for donors to easily and quickly make contributions with just a few clicks, increasing engagement and participation in fundraising.

> *"We use various social media platforms to expand our reach and build awareness of our fundraising campaigns. We share engaging content, including stories, images, and videos, and encourage our followers to participate in fundraising campaigns. We also hold online events and webinars to provide further information about our mission, highlight our successes, and motivate people to donate."* (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

On the other hand, offline fundraising campaigns also play an important role in creating more personal and direct engagement with donors. Events such as gala dinners, charity auctions, or other fundraising activities provide opportunities for organizations to interact directly with the local community or stakeholders. Physical presence at such events allows organizations to build closer relationships with potential donors, providing opportunities to explain the organization's mission and goals directly and to answer questions face-to-face. These face-to-face interactions are often more effective in inspiring and moving donors to make larger and sustainable contributions.

> *"We organize offline fundraising events, such as book launches and educational seminars, to raise funds and increase awareness of our mission among the local community. We collaborate with schools, universities, and local community organizations to hold fundraising events, seminars, and other activities involving participation from various age groups and segments of society."* (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

Furthermore, combining online and offline fundraising campaigns provides opportunities to leverage the strengths of each platform. Online fundraising campaigns allow organizations to expand their reach and gain wider attention, while offline fundraising campaigns provide opportunities to build more personal and deep relationships. This strategy also allows organizations to deliver consistent and integrated messages to

donors, whether through online or offline channels, creating a stronger and more convincing impression.

> *"The utilization of technology is key in modern fundraising. Researchers will create online fundraising campaigns through crowdfunding platforms, organizational websites, social media, and email. Additionally, organizing offline fundraising events such as gala dinners, charity events, or charity concerts can also be an effective way to reach potential donors."* (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

The importance of combining online and offline campaigns in fundraising is also evident in terms of flexibility. The combination of these two strategies gives organizations the opportunity to tailor their approach according to the preferences and needs of various donor segments. For example, for younger generations who tend to be more connected to the digital world, online fundraising campaigns could be the main focus. However, for older generations or more traditional communities, offline fundraising campaigns may be more effective in attracting attention and gaining support.

Overall, online and offline fundraising campaigns play important roles in the success of fundraising for non-profit organizations. Through smart integration of these two strategies, organizations can enhance reach, engagement, and effectiveness in raising the necessary funds to support their missions and goals

6. Crafting Strong Narratives and Storytelling for GIM Fundraising Execution

Transparency in reporting is a crucial aspect of every fundraising effort for non-profit organizations. Firstly, transparency plays a key role in building trust between the organization and potential donors. When organizations conduct fundraising transparently by providing clear information about goals, fund usage, and achieved successes, it helps to affirm that the organization is committed to managing funds wisely and responsibly. The trust built from this transparency is the main foundation in fostering long-term relationships between the organization and donors.

> *"We are committed to maintaining high transparency in the use of funds we receive from donors. Every donation received will be allocated according to the established goals, such as financial aid in cash, aid in the form of goods, or educational scholarships. We provide detailed information on how the funds are used and the impact achieved to donors and the general public through regular reports. We will compile periodic reports that explain the use of funds, activities carried out, and achievements we have made in providing assistance to communities in need. These reports are then published transparently to donors and other stakeholders."* (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

Furthermore, transparency also helps in maintaining the organization's integrity. By clearly and openly disclosing the use of accumulated funds, organizations demonstrate their commitment to ethical principles and honesty. This is important because donors want to be assured that their contributions will be used appropriately and efficiently for the intended purposes, and not for personal gain or improper use. Regular reporting on fund usage is also a crucial element in maintaining transparency. By providing clear and detailed reports to donors and other stakeholders about how funds are used, achievements attained, and impacts generated, organizations ensure that donors are directly involved in the success of projects and programs they support. Timely and accurate reporting demonstrates the organization's responsibility for managing funds provided by donors and allows donors to assess the impact of their contributions.

> *"Maintaining transparency is key in maintaining donor trust. Researchers will provide periodic reports to donors and other stakeholders on the use of accumulated funds and the positive impacts that have been achieved."* (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

In addition to building trust and maintaining integrity, transparency and reporting can also motivate

donors to continue supporting the organization. Donors want to see tangible evidence that their contributions are making a significant difference. Through detailed reporting, organizations can concretely demonstrate how contributions have produced positive impacts, creating a greater sense of engagement from donors. When donors feel that their contributions are valued and effective, they are more likely to be motivated to engage in long-term fundraising.

Lastly, transparency and reporting are key elements in retaining support and building long-term relationships with donors. By providing honest and open information, organizations can build strong and sustainable relationships with donors. Donors satisfied with the transparency and reporting provided are more likely to continue supporting the organization, perhaps even expanding their contributions in the future.

> *"We always prioritize open communication with donors, community members, and other stakeholders. We respond to questions and feedback quickly, provide clarification when needed, and strive to build relationships based on trust and integrity. By prioritizing clear transparency and reporting in every aspect of our fundraising, we aim to build strong trust with donors and ensure that their contributions truly make a positive impact on the Indonesian students we serve in China."* (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

In conclusion, transparency and reporting play a very important role in fundraising for non-profit organizations. Both aspects build trust, maintain integrity, motivate donors, and retain long-term support. By continuing to prioritize transparency and good reporting, organizations can obtain sustainable support, ensure efficient use of funds, and continue to grow in achieving their goals

7. Crafting Strong Narratives and Storytelling for GIM Fundraising Execution

Awards and recognition play a crucial role in fundraising for non-profit organizations. Firstly, awards are an effective way to appreciate the contributions and dedication of donors and other stakeholders who have participated in fundraising efforts. Through sincere recognition, organizations show their gratitude for the support given, which in turn can enhance donor loyalty. This not only fosters closer relationships between the organization and donors but also builds a sense of pride among donors for the contributions they have made.

> *"We invite donors to participate in special events or awards organized by the Indonesian Aid Movement, such as fundraising events, humanitarian seminars, or community meetings. This is an opportunity for us to express our gratitude directly to donors and strengthen our relationship with them."* (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

Furthermore, awards and recognition can be tools to encourage greater involvement from donors and other stakeholders. When someone's contribution is acknowledged and appreciated, it provides a positive boost for them to continue supporting the organization. Feeling valued for their involvement in a project or fundraising campaign can increase motivation to remain engaged or even increase their contributions in the future. These awards also create awareness of the importance of individual roles in helping organizations achieve their goals.

> *"We provide updates and regular reports to donors on how the funds they have provided are used and the impact that has been achieved. This is a way to demonstrate our transparency and accountability and show appreciation for the trust given by donors. By giving awards and recognition to each donor, we want to affirm our values in appreciating their contributions and building sustainable relationships with our community. This is also our way to inspire more people to join our humanitarian mission in China."* (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

Recognition given to donors can also provide additional benefits in terms of increased visibility. Non-profit organizations often use awards as a way to publicize the names of donors who have made significant contributions. This not only provides recognition to donors but also gives them an opportunity to gain exposure and public acknowledgment. Thus, donors can feel that their contributions are not only important to the organization but also recognized and appreciated by the wider community.

> *"Giving awards and recognition to donors is a way to appreciate their contributions. This could be public acknowledgment through social media, official awards from the organization, or invitations to special events as a token of gratitude for their contributions."* (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

Not only to donors, but awards can also be given to volunteers, internal organizational teams, or other external parties involved in the success of fundraising campaigns. Appreciating the contributions of these various parties can motivate them to continue providing support, whether in the form of time, effort, or other resources. Recognition of outstanding performance or high dedication can also inspire other individuals to contribute to fundraising efforts.

Overall, awards and recognition play an important role in fundraising for non-profit organizations. By sincerely appreciating donors, volunteers, and other involved parties, organizations can build close relationships, motivate greater participation, increase visibility, and strengthen their positive image in society. This helps organizations to continue growing and achieving their fundraising goals more effectively

8. Crafting Strong Narratives and Storytelling for GIM Fundraising Execution

Expanding support through education and guidance plays a crucial role in fundraising for non-profit organizations. Firstly, education plays a vital role in raising awareness of the issues supported by the organization. In fundraising efforts, providing a deeper understanding of the issues or goals supported can inspire potential donors to contribute. This education helps build public awareness of the urgency and relevance of the issues faced, evoking empathy and increasing the tendency to participate in fundraising efforts.

> *"We provide comprehensive information about our mission, goals, and programs to every donor. We clearly explain what we do, whom we assist, and how their contributions will be used to make a positive impact. We educate donors about the social, economic, and cultural conditions in China that are the focus of our work. This helps them understand the context in which we operate and the importance of the assistance they provide in helping the needy communities in that country."* (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

Furthermore, guidance helps direct potential donors on how they can contribute effectively. Through proper guidance, organizations can explain in detail how the contributions given will be used to achieve desired goals. Clear and transparent explanations about how funds will be managed and how their impact will be felt are crucial elements in guiding donors to make informed decisions and consider their contributions.

> *"We provide guidance to donors on various ways they can further engage in our mission, such as volunteering, organizing fundraising events, or contributing regularly through sustainable donation programs. By expanding support through education and guidance, we not only strengthen our relationship with donors but also build a deeper understanding of the conditions of Indonesian students in China and raise awareness of how their contributions can make a significant difference."* (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

Education and guidance also help address misconceptions or ignorance that may exist among the public

regarding the issues supported by the organization. In some cases, ignorance or limited understanding of certain social or educational issues can be barriers to gaining strong support. By providing accurate and relevant information, organizations can help dispel confusion or uncertainty that potential donors may have, help them better understand the issues, and motivate them to actively engage in fundraising.

Additionally, education and guidance allow organizations to build stronger relationships with donors. By providing in-depth and quality information about supported issues, organizations can build trust and deeper engagement with donors. Ongoing education about supported projects or programs can also help maintain long-term donor engagement.

"Researchers will also take the opportunity to raise public awareness about the importance of supporting education for Indonesian students abroad. Education about the positive impact of their support can be a powerful tool to increase long-term support." (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

Through education and guidance, organizations can also create stronger ties with the local community or other stakeholders. By helping the community understand the issues at hand and how they can contribute to solving them, organizations strengthen their support in achieving fundraising goals. Collaboration with local communities or other stakeholders with similar interests can also expand the reach and effectiveness of fundraising efforts.

Overall, expanding support through education and guidance is a highly important element in fundraising for non-profit organizations. By providing quality education about supported issues and offering proper guidance to potential donors, organizations can increase awareness, motivate participation, address ignorance, build close relationships with donors, and strengthen community support. This enables organizations to achieve their fundraising goals more effectively and increase the impact they can achieve in the communities they serve

9. Crafting Strong Narratives and Storytelling for GIM Fundraising Execution

Evaluating and adjusting play crucial roles in every fundraising process for non-profit organizations. Firstly, evaluation serves as an instrument that allows organizations to assess the success of their fundraising strategies. Through in-depth analysis of campaign performance, organizations can measure how well targets have been achieved, identify strengths and weaknesses of the strategies used, and evaluate their effectiveness. This evaluation provides critical insights and necessary data to understand how successful fundraising has been in achieving the set goals.

"We provide open communication channels for donors to ask questions, provide feedback, or express their concerns. We are committed to responding promptly and taking appropriate actions to meet their needs and expectations." (Interview with Kukuh Pamuji, Chairperson of the GIM organization on April 7, 2024)

Furthermore, evaluation allows organizations to adjust their strategies based on the results of the assessments. From the evaluation results, organizations can identify specific aspects that need to be adjusted or improved. This may include improvements in communication approaches, adjustments to donor targets, increased visibility of fundraising campaigns, or even restructuring of the entire fundraising strategy. The ability to respond quickly to evaluation results and flexibility in making adjustments is key to improving fundraising effectiveness.

"The fundraising process must be continuously evaluated to assess its effectiveness. If certain strategies do not yield the expected results, researchers will make the necessary adjustments and changes to improve fundraising performance. We involve donors in decision-making processes related to our programs and initiatives. We invite them to participate in discussions,

meetings, or surveys that allow them to contribute their ideas and provide input on the direction we should take." (Interview with Agus Supriyadi, founder and advisor of the GIM organization on March 31, 2024).

"By conducting ongoing evaluation and adjustment, we strive to ensure that our relationship with donors remains relevant, meaningful, and mutually beneficial. This is our way of showing appreciation for their support and ensuring that they feel valued and recognized as valuable partners in our humanitarian mission." (Interview with Dhona Putri Aditya, Secretary of the GIM organization on April 7, 2024)

Moreover, continuous evaluation helps organizations to learn lessons from past experiences. By examining what has worked and what has not, organizations gain valuable insights that can be applied in the future. Understanding what has succeeded and why, as well as identifying mistakes that have been made, helps organizations to continuously improve their fundraising strategies in the future. By learning lessons from each fundraising effort, organizations have the opportunity to grow and develop in enhancing the effectiveness of their fundraising.

Additionally, evaluation and adjustment also help in creating the necessary flexibility to deal with changes in the external environment. A dynamic external environment, such as changes in market trends or technological developments, can influence fundraising strategies. By conducting regular evaluations, organizations can identify the changes needed in their strategies to remain relevant and responsive to these changes.

Overall, evaluation and adjustment are integral parts of fundraising for non-profit organizations. By conducting regular evaluations, organizations gain critical insights, learn from experiences, and can adjust their strategies to achieve higher effectiveness. This helps organizations to continuously evolve, adapt to changes, and remain relevant in achieving their fundraising goals.

Figure 3 The model of philanthropic communication management for GIM fundraising
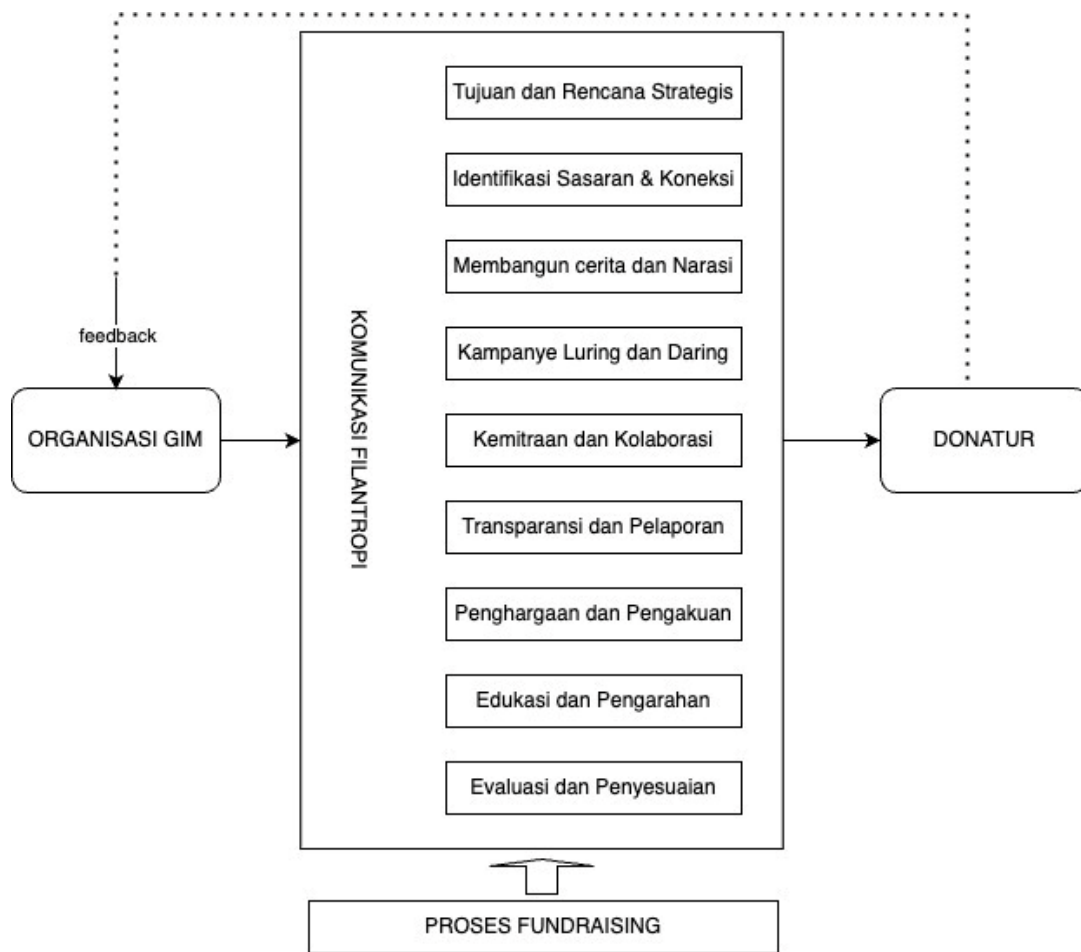
In managing philanthropic communication, GIM employs a heartfelt communication approach throughout the planning, organization, execution, and evaluation processes. The "heartfelt communication" perspective in the context of philanthropic communication emphasizes thoughtfulness, empathy, sympathy, and empathetic behavior as key elements in interacting with others within and outside the organization with the aim of achieving a peaceful and happy life for students while residing in China. This approach encourages the development of empathy skills and emotional openness so that organizational members can feel and understand each other's feelings more deeply. Additionally, this model advocates for active engagement and participation of organizational members as expressions of their hearts within the organizational environment. Honesty and openness are valued as core principles, creating an environment where members feel comfortable speaking openly about their feelings and views. Recognition of individual contributions, appreciation of efforts, and leadership grounded in sympathy and empathy are integral parts of this approach (Lestari, 2023). Furthermore, the development of an organizational culture that supports heartfelt communication brings values such as trust, mutual respect, care, and sincerity to help the needs of students and the GIM organization. This approach aims to create a more positive organizational climate, motivate organizational members, and enhance satisfaction in interacting within the organization, particularly in the context of philanthropic communication for the GIM organization.

In essence, the philanthropic communication model that utilizes the heartfelt communication approach highlights the following elements:

Tabel 1 Philanthropy Communication Model in GIM Organization Using Heartfelt Communication Approach

Item	Mean
Positive Thinking	a. Always think positively to help alleviate the burden of others. b. Thinking positively in the process of decision-making in giving assistance. c. Thinking positively about various events, including even the bad ones, can have positive aspects taken from them. d. hinking positively for the continuity of GIM organization.
Emotional Management (Turning Negative Feelings into Positive Energy)	a. Turning feelings of unhappiness into feelings of joy in sharing. b. Transforming feelings of sadness in a foreign country into joy in adventure. c. Transforming feelings of laziness in organizing into joy in organizing. d. Transforming feelings of being burdened by helping others into joy in experiencing life in another country. e. Sincerely carrying out philanthropy.
Throw Away Garbage Heart	a. Eliminating jealousy, hatred, resentment, and various negative perceptions harbored during one's stay in another country. b. Quickly forgetting any disruptive attitudes, whether from within oneself or from others, during the process of giving aid.
Sympathy in Philanthropy	a. Cultivating empathy towards Indonesian students in China. b. Cultivating a spirit of sharing. c. There is a willingness to lighten the burden of others.
Empathy and Emotional Openness	a. Focus on developing the ability to feel and understand the feelings of others within the organization. b. Encouraging emotional openness to build deeper relationships among organization members.
Engagement and Participation	a. Encouraging active involvement and participation of organization members. b. Providing space for opinions, feelings, and ideas that come from the hearts of organization members.
Honesty and Openness in sharing information with family, media, and friends	a. Prioritizing the principle of honesty in organizational communication. b. Creating an environment where people feel safe to speak openly about their feelings and perspectives.
Recognition and Appreciation	a. Providing recognition for the contributions and achievements of individuals or teamsim. b. Appreciating the feelings and efforts of others openly.

Leadership Based on a Heart of Peace and Happiness	a. Paying attention to leadership aspects grounded in positive thinking, emotional processing, sympathy, empathy, honesty, and awareness of the members' conditions. b. Encouraging leaders to set an example in expressing emotions and understanding the feelings of others. c. Peace of mind becomes the key to the organization's success. d. Peace of mind creates happiness for the organization's members and stakeholders involved
Organizational Culture Development	a. Creating an organizational culture based on heartfelt communication. b. Encouraging values such as sincerity, trust, mutual respect, and attention to individual emotional needs. c. Heartfelt communication is able to sustain organizational culture.

This approach creates an environment where philanthropic communication is not just about exchanging information but also involves a deeper emotional dimension. A philanthropic communication model that considers the concept of heartfelt communication can contribute positively to the work climate, motivation, and satisfaction of organizational members, particularly in GIM, within the Indonesian Movement Assistance program, in enhancing fundraising for Indonesian students in China.

CONCLUSION

This research produces a model of Philanthropic Communication in the Indonesian Movement Assistance to Enhance Fundraising for Providing Assistance to Indonesian Students in China. The novelty in this research lies in the philanthropic communication model that employs a heartfelt communication approach in the planning, organization, implementation, and evaluation of fundraising programs. Setting goals and strategic plans, identifying donor targets and networking, building compelling stories and narratives, online and offline fundraising campaigns, partnerships and collaborations, transparency and reporting, recognition and appreciation, education and guidance, as well as evaluation and adaptation, are crucial in nonprofit organizational fundraising. By effectively utilizing all these methods, organizations can strengthen their position in fundraising, enhance effectiveness, gain greater support, and better achieve social or educational goals for students.

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