

INDONESIAN CHILDREN'S CANCER FOUNDATION'S PUBLIC RELATIONS STRATEGY ON DONATION DECISIONS

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Abstract

Public Relations Strategy is a function of management's duties in carrying out communication, so the core objective is the communication goal to attract the public and companies to donate. There are many public relations strategies that can be done to get sympathy and attention from the public, one of which is by using social media. By using social media, companies can provide information and create posts that can attract the public and the company. Through this strategy, the Indonesian Child Cancer Foundation aims to touch the hearts of the community to donate. Carrying out this PR strategy can encourage decisions from the public and companies to make donations. The donor's decision to donate is the choice of each individual to choose where they will give their Public Relations funds to a company or voluntary foundation without expecting any feedback for them. This research aims to see the influence of Public Relations strategies on the decision to donate. This research uses quantitative data, namely by distributing questionnaires to donors of the Indonesian Child Cancer Foundation. This study had a population of 200 peoples and a sample of 67 peoples which was obtained from the Taro Yamane formula. This research uses simple regression analysis, validity test, reliability test, normality test and hypothesis test. The research results state that Public Relations strategies have a significant and positive influence on the decision to donate.

Keywords: PR Strategy, Donation Decision, YKAI, Quantitative

1. INTRODUCTION

Cancer is one of the deadliest diseases in the world. The WHO argues that most of these diseases begin in almost any organ or tissue of our body, when abnormal cells grow uncontrollably, out of control and usually invade adjacent parts of the body and spread to other organs. According to information from the Ministry of Health in 2019 Indonesia is ranked 8th in Southeast Asia and 23rd in Asia with the number of people affected by cancer. Cancer itself can affect young children and not just adults. Children who contract cancer start from infancy to 18 years of age. cancer in adults.

Cancer in adults can be prevented, but in children until now there is no prevention that can be done. According to data from the Indonesian Pediatric Center Registry, according to dataindonesia.id (2023), there were 3,834 new cases of pediatric cancer in Indonesia in 2021-2022 and continues to increase every year. The number was spread across 11 hospitals in Indonesia in that period. A total of 1,373 children with cancer were in treatment in December 2022. A total of 833 children with cancer were declared dead. The most common cancer in children is Leukemia. Cancer treatment is expensive, and only a few hospitals in provincial capitals have cancer services.

Therefore, individuals from the community and corporations can contribute and take a role in assisting health financing. The assistance provided is not directly given to people in need but through intermediary institutions, one of which is the foundation. A foundation is a legal entity that has assets that are separated and intended for social, religious, and humanitarian purposes (Law No.16/2001 concerning Foundations, Article

1 paragraph 1). Foundations can run their business directly or can establish business entities in achieving their goals. Foundations that organize education can establish schools or universities, while those that organize social activities can establish hospitals and/or universities.

Thus a foundation that has a business entity will obtain funding or income from the business entity's business. Funding from foundations can be sourced from various types of non-binding assistance, waqf, grants, and other acquisitions as long as they do not conflict with the foundation's articles of association or applicable laws and regulations (Article 26 paragraph 2 of Law No.16/2001 on Foundations). This means that foundations that do not have a business strategy unit (business unit) depend on their funding sources from the community, either individuals or corporations in the form of donations. So in this case the foundation functions as an intermediary institution between the owner of funds (called donors) and those who need funds or services (victims or patients).

Yayasan Kanker Anak Indonesia (YKAI) is a foundation that works in the health and humanitarian field by helping children with cancer (called children with cancer) from underprivileged families to get access to hospitals that have oncology units and also uses various ways to get donations to finance its activities. As an intermediary organization, Yayasan Kanker Anak Indonesia (YKAI) seeks donations, manages them, and then distributes them to families who have children with cancer.

The method of collecting donations is carried out in various forms, among others: creating attractive social media, for example, such as Instagram, carrying out events with donors, awareness campaigns with the same goal of inviting the public to donate to ease the burden on children with cancer and their families. Given the large costs needed by children with cancer while the source of funds is very dependent on the community, YKAI makes various efforts so that people want to donate, of course this requires concepts and strategies in attracting public interest in donating. So that the role of Public Relations (PR) is needed to provide information and knowledge to donors. Through Public Relations strategies, it is expected to influence donors in forming good perceptions.

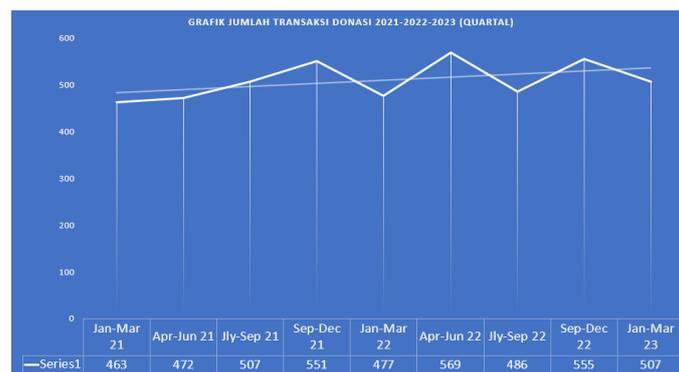


Figure 1. YKAI donation graph 2021-2022

It can be seen in the graph that the number of YKAI donations has a positive trend even though it still experiences ups and downs, a decrease in the number of donations occurred in the first quarter of 2022 and the third quarter of 2022, while the highest number of donations occurred in the second quarter of 2022 which amounted to 569 million, from the graph we can see that YKAI has their strategy to attract

people/companies to donate to YKAI. One of the Public Relations strategies carried out from YKAI is by using social media to provide information on activities from YKAI and other information to the public.



Figure 2. Content Instagram YKAI

Through the explanation above, the researcher chose to study more deeply so that it can be used by YKAI and by other foundations to attract donors to donate to the Foundation. This study has a problem formulation, namely "Does the influence of the Public Relations Strategy of the Indonesian Child Cancer Foundation on Donation Decisions?". The study aims to determine whether the Public Relations Strategy of the Indonesian Children's Cancer Foundation affects the Donation Decision. There are two benefits that can be obtained from this research, namely 1. theoretical benefits, namely as a reference and reference for other research related to the field of public relations; 2. practical benefits, is as a reference material for Public Relations Strategies to the Indonesian Children's Cancer Foundation to develop means and ways to get donations so that the continuity of funding for the Indonesian Children's Cancer Foundation can always be maintained and also to other social foundations that want to develop and increase their funding.

2. LITERATURE REVIEW

2.1. Previous Research

Quoting from several journals in recent years, such as the journal researched by Kevin Ernes A. et al Manado. The study aims to determine how much influence Public Relations (PR) and also strategies on individual or corporate decision-making mechanisms for purchasing a product. The method uses associative, by conducting multiple linear regression analysis, with classical assumption tests. The results show that purchasing decisions are positively and simultaneously influenced by Public Relations (PR) and advertising (Andries et al., 2016). Furthermore, Hari Mulia's research. This research is motivated by consumer purchasing decisions at CV. Ranjang 69 Garut has decreased in the last few years. Researchers use quantitative methods. The results of the analysis that the research instrument is declared valid, by showing the influence of Public Relations on purchasing decisions (Mulia, 2019). The similarity in this study is that it

uses the same methodology, namely quantitative and the difference lies in the research subject.

2.2. Public Relations

Public Relations is a function of management whose job is to carry out communication, therefore the core of its objectives is communication objectives (Krisyantono, 2016). Cutlip, Scott M (2006) argues that the public relations management function is useful between the network using the public that encourages it to have a positive impact that affects the success or non-success of the organizational network and maintains a good correlation (Kairupan & Yovanda, 2021). According to The Public Relations Society of America, Public Relations (PUBLIC RELATIONS) that the efforts of the company in order to gain the cooperation of a group of people, Public Relations supports the company to communicate effectively to the main public (Kustiny, 2017). The Public Relations department that the audience is expected to know fast information related to the company's products and vice versa, namely reading the needs of the community, establishing correlations, and becoming a trusted partner (Kairupan & Yovanda, 2021).

2.3. Strategi Public Relations

Strategy is often used by a communication worker to explain something important, for example in conveying strategic information, or a strategic direction that serves to inform an activity. Through thinking, strategy can also be seen, through indicators of logic. As an indicator of an organization's intended future, and to decide what might be done rather than how it should be done. This strategy requires the right choices and can establish a certain value of what the company/organization should provide to society (Rahmadani & Andrini, 2021). Public Relations is an action or step taken through a goal to create or maintain satisfaction. Satisfaction that is fulfilled will form or cause a positive image. In Public Relations, image can be defined as how the public perceives a person, company or committee or an activity, through the tasks given from the company to form an image, namely by trying to identify what the company wants to be formed in the community (Andrini, 2018)

Indicators in Public Relations are: 1). Publication is conveying information to the public, where the information can be conveyed properly through the media to the entire community. 2) Event is a design of activities to attract attention from the public. 3) Sponsorship is a way to promote by a company / organization, by participating in a sponsoring event and at the same time being able to introduce its products. 4) News / news is a news report (news) that is published which aims to inform the product, so that people are interested in the product.

2.4. Donation Decision

Donation is a forum for raising funds that is voluntary without any limits and does not expect rewards or profits. According to Schiffman and Kanuk in Antika (2020) that a decision is a choice between two or more alternatives. Decisions are also one of the behaviors of individual people. So that the donor's decision to donate is the choice of each individual to choose where they will give their personal funds to a company or foundation that is voluntary without expecting a reward. According to Kotler in Joesyiana (2018), the indicators of donation decisions are:

- a. The purpose of donating and choosing a social foundation / social platform
- b. The process of getting information until making a choice to donate
- c. The stabilization of a foundation to donate to
- d. Recommending the foundation to others
- e. Making a donation again

2.5. Framework of Thought

The proposed hypothesis is as follows:

H_0 = YKAI's Public Relations strategy has no effect on donation decisions

H_1 = YKAI's Public Relations strategy affects donation decisions

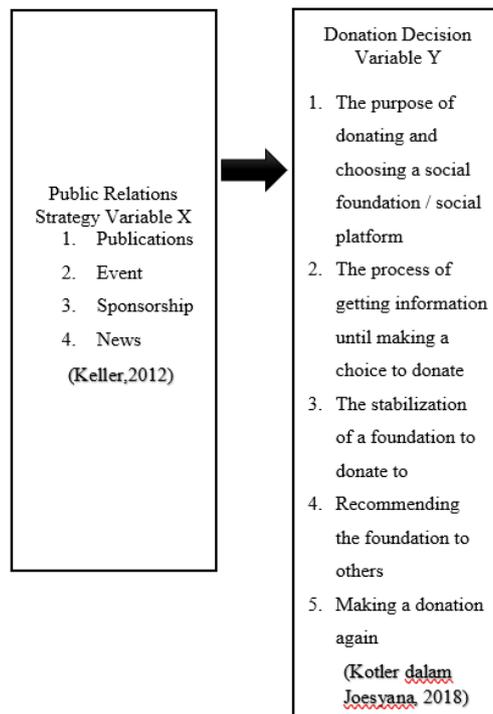


Figure 1. Conceptual Framework

3. RESEARCH METHODS

Research method is a way to obtain data scientifically aimed at defining, proving, developing and discovering a knowledge or theory in order to understand, solve and anticipate problems in human life (Sugiyono, 2013). This research uses quantitative methods, which start from collecting data then measured by mathematical or computational statistical techniques which are part of a series of systematic investigations into a phenomenon. Researchers use a positivistic paradigm to explain the relationship between variables, namely Public Relations strategies on donor decisions. The paradigm is widely used (Krisyantono, 2016) This paradigm creates a quantitative approach, which is factually based and specific and involves a number of variables (Muslim, 2016). With the survey method, namely distributing questionnaires and will be tested hypothesis (Bungin, 2011).

The questionnaire will be distributed to YKAI donors as a research sample and then the hypothesis will be tested. The hypothesis is an opinion, so it must be proven. According to Mufarrikhoh (2020) Hypothesis is an experimental process between sample values and data. The definition of Population in this study is YKAI Donors totaling 200 people. Population or population is the whole (universum) object of research (Krisyantono, 2016). The study used the Taro Yamane formula to obtain a sample, so a sample of 66.67 was rounded up to 67 people.

The sampling method uses nonprobability sampling with purposive sampling technique, not giving equal opportunities to each member of the population (Sugiyono, 2012). Sampling technique with certain criteria (Sugiyono, 2012). Criteria in this study:

- a. Respondents are active donors of YKAI
- b. Respondents have donated for the last 1 year (2021-2022)

Furthermore, this study uses data quality tests, namely validity and reliability tests, then goes through classical assumption tests such as normality tests and heteroscedasticity tests. Data analysis using simple regression. The scoring system uses a Likert scale The research variable is something that the researcher determines, in order to obtain this information and then draw conclusions (Sugiyono, 2012). The research variable consists of 2 operational variables, namely, the independent variable (X) Public Relations Strategy and the dependent variable (Y) Decision. Operational variables are Public Relations where the concept is rationalized, the result is constructs and variables along with their measuring indicators (Rosiana et al., 2013).

Table 1. Strategi Public Relations and Decision to Donate

No	Variable	Explanation	Parameter	Statement	Measurement Scale
1	Strategi Public Relations	Public Relations is a management task function in carrying out communication, so the core objectives are communication objectives	Publication	<ol style="list-style-type: none"> 1. In my opinion, the photo/video/instastory contained in the YKAI Instagram is always updated. 2. YKAI's Instagram provides information that your company needs when it wants to run a csr program 3. The content contained in YKAI's social media is interesting and creative 	Skala Likert
			Event	<ol style="list-style-type: none"> 1. I am interested in the events held by YKAI 2. I know and follow every development of events held by YKAI 	Skala Likert

No	Variable	Explanation	Parameter	Statement	Measurement Scale
				3. Events held by YKAI are very useful and interesting	
			<i>Sponsorship</i>	1. I know YKAI from other companies that work with YKAI 2. YKAI often collaborates with other companies in organizing events	Skala Likert
			News	1. I am interested in YKAI's e-news letter 2. I benefit from reading YKAI's e-news letter	Skala Likert
2	Decision to Donate	Donors' decision to donate is the choice of each individual to choose where they will give their personal public relations funds to a company or foundation that is voluntary without expecting a feedback for them.	The purpose of donating and choosing a social foundation/platform	1. I can help children with cancer 2. My goals and satisfaction in donating are fulfilled by YKAI	Skala Likert
			The process of getting information until making a choice for the donation	1. I get donation information from YKAI media 2. The information available about YKAI makes it easy for me to choose where to donate.	Skala Likert
			Solidification to a Foundation for donation	1. I am confident to donate to YKAI 2. I would rather donate to YKAI than other foundations.	Skala Likert
			Recommending the Foundation to others to make donations	1. I give recommendations to others to donate to YKAI 2. I would not hesitate to recommend YKAI over similar foundations	Skala Likert

No	Variable	Explanation	Parameter	Statement	Measurement Scale
			Make that donation back	1. I donate to YKAI repeatedly 2. I always budget my donation to YKAI periodically	Skala Likert

Source: Data processed, 2023

4. RESULTS AND DISCUSSION

4.1. Research Results

Table 1. Validity Test

Statement	Correlation Coefficient (r count)	Sig value (2-tailed) > r table	Description
X_1	0,907	0,237	Valid
X_2	0,935	0,237	Valid
X_3	0,922	0,237	Valid
X_4	0,901	0,237	Valid
X_5	0,803	0,237	Valid
X_6	0,811	0,237	Valid
X_7	0,528	0,237	Valid
X_8	0,861	0,237	Valid
X_9	0,857	0,237	Valid
X_10	0,847	0,237	Valid

Source: Data extracted (2023)

The results of the validity test of each question on the Public Relations strategy variable that $r_{count} > r_{table}$. Then each statement of the Public Relations strategy variable is declared valid.

Table 2. Pernyataan dari Variabel Strategi Public Relations

Statement	Correlation Coefficient (r count)	Sig value (2-tailed) > r table	Description
Y_1	0,891	0,237	Valid
Y_2	0,919	0,237	Valid
Y_3	0,873	0,237	Valid
Y_4	0,893	0,237	Valid
Y_5	0,912	0,237	Valid
Y_6	0,863	0,237	Valid
Y_7	0,928	0,237	Valid
Y_8	0,936	0,237	Valid

Statement	Correlation Coefficient (r count)	Sig value (2-tailed) > r table	Description
Y_9	0,760	0,237	Valid
Y_10	0,679	0,237	Valid

Source: Data extracted (2023)

The results of the validity test of each question on the donation decision variable that $r_{count} > r_{table}$. Then each statement from the donation decision variable is declared valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Alpha Coefficient	Description
Public Relations Strategy	0,953	0,7	Reliable
Donation Decision	0,963	0,7	Reliable

Source: Data extracted (2023)

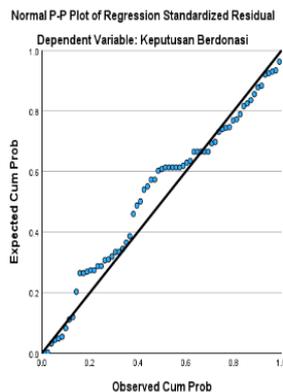
From the table above, it can be seen that all variables have a fairly large alpha coefficient of > 0.70 , therefore it can be concluded that all variable measuring concepts from the questionnaire used in this study are reliable.

Table 4. Data Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			67
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		4.32233301
Most Extreme Differences	Absolute		.126
	Positive		.050
	Negative		-.126
Test Statistic			.126
Asymp. Sig. (2-tailed) ^c			.010
Monte Carlo Sig. (2-tailed) ^d	Sig.		.010
	99% Confidence Interval	Lower Bound	.007
		Upper Bound	.012

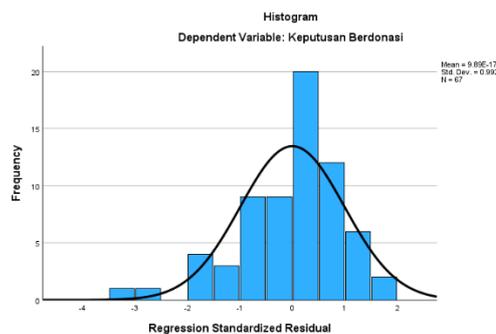
Source: Data extracted (2023)

From the table above, it can be seen that the value of significance (Asymp. Sig. (2-tailed)) is 0.10 which means it is greater than 0.05. Therefore the data is said to be normally distributed.



Source: Data extracted (2023)
Figure 1. P-Plot Graph

It can be seen from the graph above that the dots spread around the diagonal line. Therefore it can be explained that the data used shows normal indications.



Source: Data extracted (2023)
Figure 2. Graphics Histogram

It can be seen from the histogram graph above that it is in the form of an inverted bell, not tilted to the left and right, it can be explained that the data is said to be normally distributed.

Table 5. Heteroscedasticity Test

Model		Coefficient				
		Non-standardized coefficient		Standardized Coefficient	Nilai t	Nilai Sig.
		B	Std. Error	Beta		
1	(Constant)	3.682	1.515		2.430	.018
	Strategi Public Relations	-.010	.038	-.032	-.255	.800

a. Dependent Variable: RES_2

Source: Data extracted (2023)

It can be seen from the table above that the coefficient value is $0.8 > 0.5$. Which means that in this study there is no heteroscedasticity problem.

Table 6. Simple Regression Test

Coefficient						
Model		Non-standardized coefficient		Standardized Coefficient	Nilai t	Nilai Sig.
		B	Std. Error	Beta		
1	(Constant)	1.172	2.378		.493	.624
	Strategi Public Relations	.939	.059	.892	15.897	<,001

a. Dependent Variable: Decision to Donate

Source: Data extracted (2023)

The regression equation model in this study is:

$$Y = \alpha + \beta X$$

$$Y = 15,89 + 0,939X$$

The results of the Public Relations regression equation from simple regression analysis, namely the regression coefficient value of the Public Relations strategy variable is 0.939, which can be said that the Public Relations strategy has a positive effect on donation decisions, and can be explained if there is an increase in the Public Relations strategy so that the donation decision increases as well.

Table 7. Hypothesis Testing

Coefficient						
Model		Non-standardized coefficient		Standardized Coefficient	Nilai t	Nilai Sig.
		B	Std. Error	Beta		
1	(Constant)	1.172	2.378		.493	.624
	Strategi Public Relations	.939	.059	.892	15.897	<,001

Source: Data extracted (2023)

From the table above, it can be explained that:

- a. The coefficient value can be seen that the significance value is $0.001 < 0.05$, which states that the Public Relations strategy variable has a positive and significant effect on the donation decision variable.
- b. It can be seen that the t value of the research tcount is $15.89 > t$ table 1.996, so it can be interpreted that the Public Relations strategy variable has a positive and significant effect on the donation decision variable.

From the explanation above, it can be interpreted that the Public Relations strategy has a positive and significant effect on donation decisions.

5. CONCLUSION

Based on the results of research and discussion of "The Effect of Public Relations Strategy of the Indonesian Children's Cancer Foundation on Donation Decisions," the researcher draws the following conclusions: Public Relations strategy has a positive and significant effect on donation decisions. As a management task function in carrying out communication, Public Relations aims to attract public attention, which ultimately increases the number of people who choose to donate. The Public Relations strategy carried out by the Indonesian Child Cancer Foundation has succeeded in touching the public (donors) to donate to the foundation.

In addition, the Public Relations strategy has an influence of 93.9% on donation decisions, while 6.1% is influenced by other factors. Based on the research results, there are several suggestions that can be given. First, for the Foundation, the results showed that public relations strategies have an effect on donation decisions. Therefore, the foundation is expected to maintain the strategies that have been carried out to attract sympathy and empathy from the community and companies to make donations. Second, for future research, this research is expected to be useful and a reference study for future researchers related to public relations strategies and donation decisions.

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