

ABSTRACT

Kitabisa.com is a crowdfunding platform that ranks first and has successfully funded social projects. One of the campaigns named Rachel for the gala owned by influencers, Rachel Vennya, managed to collect a donation target of up to 101%, amounting to Rp. 804,357,444 with 7,064 donors. With the number of targets exceeded, the purpose of this study is to find out how the donors motive #Racheluntukdonggala campaign through their Rachel Vennya account on the Kitabisa.com platform. This research was conducted with qualitative research methods and used the post-positivism paradigm. In collecting data, researchers used interview methods for three primary informants and one secondary informant namely communication psychology. The results of the study were (1) Curiosity Motives, the informants learned information about disasters in Palu and Donggala through various media, one of them was Rachel Vennya's Instagram account. (2) Love Motives, the hearts of the informants were moved to donate. (3) Self-esteem Motives and the Need to Look for Identity, the informants shared their stories with the people closest to them. They have donated to disaster victims in Palu and Donggala. (4) Needs for Value, Desire,, and Meaning of Life, informants uphold social values that are used as the principle in traveling. (5) Self-fulfillment Needs, Satisfied satisfaction felt by informants after helping disaster victims in Palu and Donggala. (6) Trust, the informants have a fairly high sense of trust in Rachel Vennya.

Keywords : Motive, Psychology Communication, Crowdfunding, Influencer.