

Abstract

Indonesia has been named the most generous country in the world by the British charity Charities Aid Foundation (CAF). This makes NGOs in Indonesia compete with each other to accommodate by forming various donation concepts. However, these various forms become a problem whether donations are successfully interpreted by donors. YCAB Foundation forms donations with the action of exercising, namely running, walking and cycling which is intended to provide a different donation experience by targeting people who do not want to give materially. In addition, this form of donation also increases the organization's branding. This research was conducted with a qualitative approach with phenomenological methods related to the donor experience in the Hero4Edu campaign conducted by the YCAB Foundation. The results of this study are that the concept of donation with action was successfully organized and received a lot of donations and was interpreted by the donors. In the implementation process, YCAB Foundation touches the emotional aspects of the community, namely by giving appreciation and a challenge system or racing to collect many kilometers. In addition to being able to donate while exercising, this approach succeeded in making donors participate in this campaign. YCAB Foundation seeks to build interesting experiences to help increase its branding in accordance with the concepts of Customer Experience and Emotional Branding. And supported by Phenomenology Theory and Symbolic Interaction Theory. This concept is called social sport. By paying attention to the glasses of customers, researchers are interested in conducting research "Analysis of Emotional Branding in Constructing Meaning in YCAB Foundation's #Hero4Edu Campaign."

Keywords: *Emotional Branding, Phenomenology, Social Sport.*