

ABSTRACT

The shift in fundraising methods in the digital era, utilizing online platforms and social media, has created new opportunities for individuals and organizations to collect donations more broadly and effectively. However, fundraising through digital platforms raises public concerns, particularly regarding transparency and accountability. This condition compels crowdfunding platforms to continuously adapt through innovative approaches to maintain public trust while expanding community participation. This study examines the application of Digital Storytelling theory in the digital communication strategies of crowdfunding platforms in Indonesia, focusing on Kitabisa's digital campaigns through its Instagram account, @kitabisa.com. Using a qualitative approach, this research combines visual and narrative content analysis from Instagram posts with interviews conducted with Kitabisa.com's copywriter and followers of the @kitabisa.com Instagram account. The analysis centers on how storytelling elements are utilized to convey relevant and emotional campaign messages. The research results show that the use of positive diction and documentation that tends to showcase smiles and enthusiasm in applying the four main storytelling elements (character, conflict, goal, and resolution) can create emotional, authentic, and relevant narratives with a more positive tone, increasing audience engagement. Beyond donating, the audience is also encouraged to share campaign information through their social media, expanding the message's reach organically.

Keywords: Communication Strategy, Crowdfunding, Digital Storytelling, Instagram.