



Applying The AIDA Framework to Website-Based Digital Communication: Public Engagement in Islamic Philanthropy

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Abstract

Digital transformation has fundamentally reshaped communication practices in nonprofit organizations, requiring Islamic philanthropic institutions to adopt effective digital communication strategies to strengthen public engagement and sustain donor participation. Although previous studies have extensively examined digital fundraising and social media communication, limited attention has been given to the strategic role of organizational websites as integrated communication and engagement platforms. Addressing this gap, this study investigates how Dompot Dhuafa's official website facilitates public engagement through digital communication strategies. A qualitative case study approach was employed using secondary data collected from academic literature, institutional reports, and systematic digital observation of the website. Data were analyzed through thematic analysis guided by the Attention–Interest–Desire–Action (AIDA) framework and the concept of public engagement. The findings reveal that the website functions not only as an information repository but also as an integrated engagement ecosystem that combines persuasive communication, transparent program reporting, interactive features, and seamless digital donation services. The implementation of AIDA is reflected in compelling visual content, well-structured program information, emotionally engaging narratives, and accessible call-to-action mechanisms that encourage user participation. Furthermore, financial transparency, impact reporting, and interactive communication channels including FAQs, contact forms, WhatsApp services, and social media integration enhance organizational credibility and foster public trust. The study contributes to the literature by extending the application of digital communication theory to website-based engagement within the context of Islamic philanthropy, an area that remains underexplored. Practically, the findings provide strategic insights for nonprofit organizations seeking to optimize websites as digital communication infrastructures that promote sustainable public engagement and strengthen long-term donor relationships.

Keywords: digital communication strategy; public engagement; Islamic philanthropy; website; AIDA model; Dompot Dhuafa.



PUBLIC INTEREST STATEMENT

Digital technologies are transforming how philanthropic organizations communicate with the public and encourage charitable participation. This study demonstrates that an organizational website can serve not only as a platform for online donations but also as an effective tool for building public trust through transparent information, interactive communication, and accessible digital services. By examining the official website of Dompot Dhuafa, this research shows that integrating persuasive communication, financial transparency, and user-friendly digital features can strengthen public engagement and support sustainable philanthropy. The findings provide practical insights for nonprofit organizations, policymakers, and digital communication practitioners seeking to improve public participation and accountability in the rapidly evolving digital philanthropic ecosystem.

INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the communication landscape of nonprofit organizations worldwide. Digital platforms have evolved beyond information dissemination channels into strategic infrastructures that facilitate stakeholder engagement, organizational transparency, and sustainable resource mobilization. In the context of nonprofit management, digital communication enables organizations to establish interactive relationships with diverse stakeholders while enhancing accountability and public trust. Consequently, websites, social media, mobile applications, and digital payment systems have become integral components of organizational communication strategies designed to increase participation and strengthen long-term stakeholder relationships.

This transformation has been particularly significant for Islamic philanthropic organizations, whose sustainability depends heavily on public trust and voluntary financial contributions through zakat, sadaqah, waqf, and other charitable donations. As digital literacy continues to increase, donors increasingly expect transparent, accessible, and interactive communication throughout the donation process. Rather than functioning merely as fundraising instruments, digital platforms are expected to communicate organizational values, demonstrate accountability, provide evidence of social impact, and facilitate continuous engagement between organizations and the public. Accordingly, digital communication has become a strategic capability that influences both organizational legitimacy and donor commitment.

Among various digital platforms, organizational websites occupy a distinctive position because they provide greater control over information architecture, user experience, institutional branding, and service integration than third-party social media platforms. Unlike social media, where communication is largely constrained by platform algorithms, websites enable nonprofit organizations to integrate institutional information, digital donation services, financial transparency, program documentation, and stakeholder interaction within a single digital ecosystem. This integration allows organizations to simultaneously perform informational, relational, and transactional functions that collectively contribute to stronger public engagement.

Existing literature has demonstrated that digital communication contributes positively to fundraising performance, donor trust, and organizational reputation. Previous studies have examined digital fundraising strategies, social media campaigns, crowdfunding platforms, and online donor behavior in nonprofit organizations. Research has also highlighted the effectiveness of persuasive communication strategies, emotional storytelling, and transparency in encouraging charitable giving. Furthermore, the Attention–Interest–Desire–Action (AIDA) model has frequently been adopted to explain how digital communication stimulates audience attention and eventually encourages donation behavior. Similarly, public engagement theory

emphasizes that meaningful stakeholder relationships are built through participation, interaction, dialogue, and reciprocal communication rather than one-way information delivery.

Despite these advances, the existing body of knowledge exhibits several important limitations. First, most previous studies concentrate on social media communication, digital fundraising campaigns, or mobile applications, while the strategic role of organizational websites remains comparatively underexplored. Second, studies often evaluate fundraising effectiveness using donation outcomes without examining how website design, information architecture, transparency mechanisms, and interactive communication features collectively shape public engagement. Third, research focusing on Islamic philanthropic organizations has primarily emphasized fundraising performance rather than understanding websites as integrated communication ecosystems capable of strengthening organizational legitimacy and sustaining stakeholder relationships. These limitations indicate that website-based digital communication has not yet received sufficient scholarly attention despite its increasing importance in contemporary nonprofit communication.

This study addresses these gaps by examining how the official website of Dompot Dhuafa implements digital communication strategies to foster public engagement. As one of Indonesia's leading Islamic philanthropic organizations, Dompot Dhuafa provides an appropriate case for investigating how nonprofit websites combine persuasive communication, institutional transparency, interactive services, and digital donation facilities within an integrated communication environment. Rather than evaluating fundraising outcomes alone, this research focuses on the communication mechanisms embedded within the website that facilitate stakeholder interaction and encourage sustained public participation.

The study adopts the AIDA model as its primary analytical framework because it explains how digital communication attracts audience attention, develops interest, generates desire, and encourages concrete behavioral action. To provide a more comprehensive understanding of stakeholder relationships, the study further integrates the concept of public engagement, which emphasizes dialogue, trust, participation, and long-term interaction between organizations and their stakeholders. Combining these theoretical perspectives enables a broader analysis of how communication strategies influence engagement within digital philanthropic environments.

The novelty of this research lies in three important aspects. First, it shifts scholarly attention from social media toward the strategic role of websites as comprehensive digital communication infrastructures. Second, it integrates the AIDA framework with public engagement theory to explain communication processes within Islamic philanthropy. Third, it provides empirical evidence from Indonesia, where digital Islamic philanthropy has experienced rapid growth but remains relatively underrepresented in international communication literature.

Accordingly, this study aims to analyze how Dompot Dhuafa's official website implements digital communication strategies to enhance public engagement. Specifically, the research investigates the implementation of persuasive communication based on the AIDA framework, examines the contribution of transparency and interactive website features to public trust, and explores the role of websites as integrated communication platforms for sustainable stakeholder engagement. The findings are expected to contribute to the literature on digital communication, nonprofit communication, and Islamic philanthropy while offering practical recommendations for philanthropic organizations seeking to optimize website-based communication strategies in the digital era.

LITERATURE REVIEW

This study is grounded in theories of digital communication, public engagement, and digital philanthropy, which provide the conceptual foundation for analyzing the digital communication strategy implemented by Dompeth Dhuafa through its official website, dompethdhuafa.org. The primary theoretical framework employed in this study is the Attention–Interest–Desire–Action (AIDA) model. The AIDA model explains the sequential stages of audience responses, beginning with attention, followed by interest, desire, and ultimately action (Kotler & Keller, 2016). Within the context of digital communication, this model provides a useful framework for understanding how digital messages and online content influence public participation and behavioral responses.

In addition, this study incorporates the concept of digital communication strategy, which refers to the systematic planning and implementation of communication activities through digital technologies to achieve organizational objectives. Digital communication strategies play a crucial role in philanthropic organizations by expanding information dissemination, strengthening relationships with stakeholders, and facilitating fundraising activities (Muntazah & Andhikasari, 2022). In practice, websites serve as one of the primary digital platforms for delivering program information, organizational reports, and online donation services to the public.

Another concept underpinning this research is public engagement, which refers to the active involvement of the public in continuous interactions with an organization through ongoing communication processes. Public engagement is reflected in participation, interaction, trust, and sustained support for organizational programs (Kumalasari et al., 2024). Within the context of digital philanthropy, public engagement extends beyond donation activities to include information seeking, feedback provision, and participation in social initiatives promoted by the organization.

The conceptual relationship among the variables assumes that the implementation of digital communication strategies through organizational websites influences the level of public engagement. Specifically, communication elements based on the AIDA model, transparent disclosure of program and financial information, and interactive communication features are expected to enhance public trust and encourage greater participation. Accordingly, the Dompeth Dhuafa website is positioned as a strategic communication platform that connects digital communication activities with public engagement in Islamic philanthropic initiatives.

Research Propositions

Based on the theoretical framework and previous empirical findings, this study formulates several research propositions to guide the analytical process. Previous studies have demonstrated that digital communication strategies significantly improve fundraising effectiveness and public engagement within philanthropic organizations (Sofiyawati, 2021). Moreover, the integration of digital media with transparent information disclosure has been shown to strengthen public trust in nonprofit organizations managing charitable funds (Khairuddin et al., 2024). Other studies have found that communication messages combining emotional and rational appeals significantly influence individuals' decisions to donate or pay zakat (Nasution et al., 2023). Furthermore, transparent reporting of organizational programs and financial performance through digital media has been identified as a key determinant of donor loyalty and long-term participation.

Nevertheless, existing studies have primarily focused on social media communication and digital fundraising platforms, while research specifically examining organizational websites as instruments of public engagement remains limited. Therefore, this study proposes the following propositions: P1: The implementation of website-based digital communication strategies using the AIDA model enhances public engagement. P2: Transparent disclosure of program information and financial reports through organizational websites strengthens public trust in philanthropic organizations. P3: Interactive communication features embedded in organizational websites facilitate two-way communication between organizations and the public. P4: The integration of informational services and digital donation facilities through organizational websites increases public participation in philanthropic activities. These propositions serve as the analytical framework for examining how Dompét Dhuafa's website-based digital communication strategy contributes to strengthening public engagement.

Research Model

To ensure consistency between the theoretical framework and empirical analysis, this study develops a conceptual model illustrating the relationship between digital communication strategy and public engagement. The model assumes that public engagement is influenced by the implementation of digital communication strategies manifested through the AIDA model, information transparency, and interactive communication features embedded within the organizational website.

Table 1.
Research Variables and Indicators

Variable	Dimension	Indicators
Digital Communication Strategy	AIDA Model	Attention, Interest, Desire, Action
Website	Information Services	Program information, organizational news, online donation services
Transparency	Accountability	Financial reports, program reports, activity documentation
Interactive Communication	Two-Way Communication	Frequently Asked Questions (FAQ), contact forms, WhatsApp services, social media integration
Public Engagement	Public Participation	Participation, interaction, trust, and donation activities

The proposed conceptual model suggests that digital communication strategies implemented through organizational websites play a significant role in enhancing public engagement. The integration of the AIDA model, information transparency, and interactive communication features collectively fosters public trust and encourages participation in the philanthropic programs conducted by Dompét Dhuafa. Consequently, the conceptual model provides the analytical basis for understanding the strategic role of websites as platforms for public engagement within the broader context of digital philanthropy.

METHOD

This study employed a qualitative case study design to examine how website-based digital communication strategies facilitate public engagement within the context of Islamic philanthropy. A qualitative approach was considered appropriate because the research aimed to obtain an in-depth understanding of communication practices, website features, and organizational strategies rather than measuring causal relationships statistically. The case study

design enabled a comprehensive exploration of the official website of Dompét Dhuafa as a single case representing one of Indonesia's leading Islamic philanthropic organizations.

Dompét Dhuafa was selected because of its extensive adoption of digital communication technologies, integrated online fundraising system, and strong reputation for transparency and public accountability. The organization has continuously developed its digital ecosystem through website-based information services, online donation facilities, financial reporting, and interactive communication channels, making it an appropriate case for investigating digital public engagement.

The study relied exclusively on secondary qualitative data. The primary source of analysis was the official website of Dompét Dhuafa (<https://www.dompetdhuafa.org>), which served as the principal unit of analysis. Additional secondary data were obtained from peer-reviewed journal articles, academic books, institutional reports, official publications, and relevant scholarly literature concerning digital communication, nonprofit communication, Islamic philanthropy, digital fundraising, and public engagement. Using multiple secondary sources enabled data triangulation and enhanced the credibility of the findings by comparing website observations with evidence reported in previous academic studies and organizational documents.

Data collection was conducted between January and March 2026 using two complementary techniques. First, digital observation was performed to systematically examine the website's communication characteristics. The observation focused on website architecture, navigation structure, visual communication, persuasive content, digital donation services, transparency mechanisms, interactive communication features, and integration with external digital platforms. Particular attention was given to communication elements associated with the AIDA framework, including attention-generating visuals, information presentation, persuasive narratives, and call-to-action mechanisms. Second, document analysis was conducted to collect supporting evidence from scholarly publications, institutional reports, policy documents, and previous studies addressing digital communication strategies, nonprofit communication, digital fundraising, transparency, and public engagement. These documents were used to contextualize and validate the empirical observations obtained from the website.

Data were analyzed using thematic analysis, following the procedures proposed by Braun and Clarke (2006). The analysis consisted of six iterative stages: Data familiarization through repeated examination of website content and documentary sources, Initial coding, in which relevant communication features and engagement mechanisms were systematically identified, Theme generation, by grouping similar codes into broader analytical categories, Theme refinement, ensuring coherence and consistency among emerging themes, Theme definition and interpretation, linking empirical findings with the theoretical framework, Reporting, by synthesizing findings into an integrated explanation of website-based digital communication strategies.

The analytical process was guided by two complementary theoretical perspectives. The AIDA model (Attention, Interest, Desire, Action) was employed to evaluate persuasive communication strategies embedded within the website, while the concept of public engagement was used to examine how transparency, interaction, participation, and communication features contributed to stakeholder engagement. To enhance the rigor of qualitative inquiry, this study adopted several strategies to ensure trustworthiness. Data triangulation was achieved by integrating website observations with academic literature and organizational documents. Theoretical triangulation was conducted by combining the AIDA framework with public engagement theory to provide complementary analytical perspectives. Throughout the analysis, the researchers maintained analytical consistency by continuously comparing empirical observations with theoretical propositions and previously published findings.

This study exclusively utilized publicly accessible digital content and secondary documentary sources. No human participants were involved, and no personal or confidential information was collected. Consequently, formal ethical approval and informed consent were not required. The research nevertheless adhered to principles of academic integrity by ensuring accurate representation of organizational information, proper citation of all secondary sources, and transparent reporting of the analytical procedures.

RESULT

The Dompot Dhuafa Website as an Information and Digital Donation Hub

The official website of Dompot Dhuafa (dompetdhuafa.org) functions as an integrated platform for information dissemination and digital donation services. The website effectively introduces Dompot Dhuafa as one of Indonesia's leading Islamic philanthropic organizations by providing comprehensive and up-to-date information about its humanitarian initiatives. The homepage features current news on disaster relief operations, free healthcare programs, and other social welfare activities, complemented by interactive infographics that illustrate the impact of donations. In addition, the website offers multimedia content, including photographs of field activities, testimonial videos from beneficiaries with diverse backgrounds, and detailed descriptions of the organization's flagship programs.

The website also serves as a comprehensive information center by presenting the organization's profile, humanitarian activities, and donation outcomes through concise and visually engaging infographics. Furthermore, it includes photo galleries, beneficiary testimonials, and detailed explanations of its core programs covering healthcare, economic empowerment, education, social services, and Islamic outreach (*da'wah*). These features enable visitors to obtain a comprehensive understanding of the organization's mission, activities, and social impact while strengthening organizational transparency and credibility (Nurrohma, 2021).



Figure 1.
The Dompot Dhuafa Website

Beyond serving as a static information portal, the Dompot Dhuafa website functions as a digital platform that promotes organizational transparency and facilitates stakeholder engagement. The website provides publicly accessible financial reports, program documentation, and organizational information, reflecting the institution's commitment to

accountability. It also presents the organizational structure, an extensive network of provincial branches and strategic partners, as well as testimonials from donors and beneficiaries. Collectively, these features strengthen institutional credibility by demonstrating transparency, accountability, and the social impact of philanthropic activities (Dompét Dhuafa, 2024).

Regarding digital donation services, the website integrates several features designed to enhance user convenience and accessibility. These include an automated zakat calculator that estimates zakat obligations based on the current *nisab* threshold, online donation confirmation through email and WhatsApp Business, and multiple payment options, including national banks, electronic wallets (OVO, GoPay, DANA, and ShopeePay), Visa and Mastercard credit cards secured by 3D Secure authentication, and the Indonesian QRIS payment system. The integration of these services streamlines the donation process while accommodating diverse user preferences and digital payment behaviors.

The availability of integrated information services and secure digital payment facilities enables users to contribute Zakat, Infaq, Sadaqah, and Waqf (ZISWAF) efficiently without requiring physical interaction. Consequently, dompetdhuafa.org functions not only as an informational platform for Islamic philanthropy but also as a comprehensive digital service ecosystem that combines organizational communication, financial transparency, and online fundraising. This integration supports greater accessibility to philanthropic services while encouraging sustained public participation in the digital era (Nurrohma, 2021).



Figure 2.
Access to Digital Donation Services

Digital Communication Elements Supporting Public Engagement

The digital communication elements embedded within the Dompet Dhuafa website play a crucial role in fostering dynamic and sustainable public engagement. Rather than functioning solely as an informational platform, dompetdhuafa.org serves as an interactive communication environment that facilitates public access to organizational programs, donation reports, and humanitarian initiatives. This integrated digital environment enables users to engage with the organization's activities while encouraging meaningful participation through online donations and volunteer registration (Izza et al., 2023). Previous studies on digital fundraising have similarly emphasized that organizational websites represent strategic communication channels capable of strengthening emotional connections, enhancing information transparency, and encouraging donor participation by providing accessible and well-organized information (Saumi, 2025).

The website's design and content are structured according to the principles of digital communication embodied in the Attention–Interest–Desire–Action (AIDA) framework. The

homepage prominently displays campaign banners, multimedia content, and persuasive call-to-action buttons, including "Donate Now," "Online Zakat," and "Waqf," which facilitate immediate user participation. These communication elements are intended to capture users' attention, stimulate interest in the organization's humanitarian programs, cultivate a desire to contribute, and ultimately encourage concrete donation behavior. Such findings reinforce the strategic role of organizational websites in implementing persuasive digital communication that supports public engagement (Izza et al., 2023). Furthermore, previous research suggests that integrating website-based communication with social media platforms enhances both donor engagement and long-term organizational loyalty.

From a public engagement perspective, the website incorporates various interactive communication features that facilitate two-way communication between the organization and its stakeholders. These features include contact forms, newsletter subscriptions, direct links to social media platforms, and other communication channels that collectively establish an integrated digital interaction ecosystem (Ghayati et al., 2025). In addition, publicly accessible program reports, beneficiary profiles, and transparent explanations of fund management contribute to strengthening organizational credibility and public trust. Such transparency not only improves institutional accountability but also encourages sustained donor confidence and long-term stakeholder engagement (Aurell et al., 2025).

Table 2.
Features of the Dompét Dhuafa Website Supporting Public Engagement

Feature	Function	Contribution
Program Information	Provides information on humanitarian programs	Enhances public understanding
Online Donation	Facilitates digital donation transactions	Encourages public participation
Financial Reports	Presents reports on fund management	Strengthens public trust
Interactive Features	Provides FAQs, contact forms, and WhatsApp services	Supports two-way communication

Source: Authors' digital observation of dompetdhuafa.org (2026).

The Website as a Platform for Two-Way Interaction Between the Organization and the Public

The findings indicate that the Dompét Dhuafa website has considerable potential to function as a platform for two-way communication between the organization and its stakeholders. Rather than serving solely as a one-way information channel, the website facilitates dialogue, participation, and direct feedback, thereby supporting more interactive relationships with the public. This communication-oriented design reflects the evolving role of nonprofit websites from static information repositories to interactive digital engagement platforms.

Specifically, dompetdhuafa.org extends beyond presenting organizational profiles, program information, financial reports, and donation procedures by providing communication channels through which users can submit inquiries, express concerns, and verify donation transactions in real time. Interactive features such as the Frequently Asked Questions (FAQ) section, contact forms, and integrated WhatsApp services enable users to communicate directly with the organization, thereby improving accessibility and responsiveness.

Furthermore, Dompét Dhuafa's digital communication strategy positions the website as the central hub of an integrated communication ecosystem that connects multiple digital channels, including social media platforms, email marketing, and online donation services (Fahrudin, 2021). This integration facilitates continuous interaction between the organization and its stakeholders while ensuring communication consistency across digital platforms.

The implementation of two-way communication is reflected in the organization's responsiveness to public inquiries, digital donation confirmations, and direct links to customer service channels that facilitate interaction among donors, prospective donors, and organizational representatives. From a public engagement perspective, these communication mechanisms contribute to stronger stakeholder relationships by enhancing transparency, responsiveness, and organizational accessibility. Consequently, the website performs not only informational and transactional functions but also relational functions that are essential for building long-term trust and sustaining public participation in digital philanthropy.



Figure 3.
FAQ Dompot Dhuafa

From the perspective of public engagement, the interactive features embedded within the website including contact forms, Frequently Asked Questions (FAQs), WhatsApp service links, and digital donation confirmation channels strengthen two-way communication between the organization and its stakeholders. These communication mechanisms facilitate information exchange while providing users with accessible channels to seek clarification, verify donations, and interact directly with the organization. Such findings are consistent with previous studies in public relations management and nonprofit digital marketing, which emphasize that dialogic communication is fundamental to building public trust, donor loyalty, and organizational transparency (Nizam & Christabella, 2022). Consequently, the Dompot Dhuafa website has evolved beyond a promotional medium into a comprehensive public engagement platform that integrates organizational information, donor services, and stakeholder feedback within a unified digital communication ecosystem.

DISCUSSION

The Dompot Dhuafa Website Reflects the Implementation of an AIDA-Based Digital Communication Strategy

The findings indicate that the digital communication strategy implemented through the Dompot Dhuafa website closely aligns with the Attention–Interest–Desire–Action (AIDA) framework. Rodgers and Thorson (2012) describe AIDA as a communication model that explains how persuasive messages guide audiences through sequential cognitive and behavioral stages. Similarly, Kotler and Keller (2015) argue that consumers progress through cognitive, affective, and behavioral processes before making decisions. Consequently, the AIDA framework conceptualizes persuasive communication as a hierarchical process in which messages first capture attention, generate interest, stimulate desire, and ultimately encourage action (Rifka Alkhilyatul Ma'rifat & Suraharta, 2024).

Within nonprofit digital communication, the AIDA model provides a valuable framework for understanding how digital platforms encourage philanthropic participation. The findings demonstrate that the design, content structure, and communication features of the Dompét Dhuafa website systematically reflect each stage of the AIDA process.

The attention stage is achieved through visually prominent campaign banners, compelling headlines, multimedia content, and humanitarian imagery that immediately attract visitors' attention. Interactive infographics, field documentation, and beneficiary testimonial videos further reinforce users' initial engagement by presenting the organization's humanitarian impact in an accessible and visually appealing manner. The interest stage is reflected in the systematic presentation of organizational information. Rather than focusing exclusively on fundraising appeals, the website provides comprehensive explanations of programs in education, healthcare, economic empowerment, social welfare, and Islamic outreach (*da'wah*). This extensive information encourages visitors to continue exploring the website and develop a deeper understanding of the organization's mission and activities.

The desire stage emerges through emotionally engaging narratives, beneficiary stories, and transparent reporting of program outcomes. These communication elements establish emotional connections between prospective donors and beneficiaries, thereby strengthening users' willingness to contribute. Consistent with previous studies on philanthropic communication, emotional engagement remains one of the most influential determinants of charitable giving.

Finally, the action stage is facilitated through clearly visible call-to-action buttons such as "Donate Now," "Online Zakat," and "Waqf." These features are complemented by a simplified donation process, multiple digital payment options, and automated confirmation systems, reducing transactional barriers and encouraging immediate participation. Collectively, these findings suggest that the implementation of the AIDA framework extends beyond persuasive messaging to create a seamless digital user experience that supports public engagement and online fundraising.

Transparency and Program Presentation as Foundations of Public Trust

The findings further demonstrate that transparency and systematic program presentation constitute essential components of digital communication within Islamic philanthropic organizations. Increased fundraising performance alone does not guarantee organizational sustainability unless accompanied by transparent governance and accountable communication. Previous research has consistently shown that public trust in zakat institutions is strongly influenced by the accessibility, accuracy, and transparency of financial reporting and program implementation. Conversely, limited transparency may create information asymmetry, reducing donor confidence and discouraging long-term participation (Lulud Wijayanti, 2025).

In the case of Dompét Dhuafa, organizational transparency is reflected through publicly accessible financial statements, program reports, beneficiary documentation, and evidence of humanitarian activities. These communication practices demonstrate organizational accountability while providing stakeholders with tangible evidence regarding the utilization and impact of donated funds.

The publication of financial reports reduces uncertainty regarding fund management, whereas comprehensive program reports illustrate the measurable outcomes of philanthropic initiatives. Moreover, beneficiary testimonials and field documentation provide additional evidence of organizational effectiveness, enabling donors to directly observe the social impact of their contributions. Such communication practices strengthen institutional legitimacy and increase the likelihood of sustained donor participation.

From a digital communication perspective, transparency should not be understood merely as information disclosure but rather as a strategic mechanism for cultivating long-term stakeholder relationships. The findings indicate that the Dompét Dhuafa website successfully integrates transparency into its communication strategy, thereby reinforcing organizational reputation, credibility, and donor loyalty.

The Strategic Role of Websites in Fostering Public Engagement in Digital Philanthropy

The findings also demonstrate that organizational websites have evolved from static information repositories into strategic platforms for public engagement. Previous communication research argues that the value of interactive media lies not merely in increasing organizational visibility but in facilitating meaningful stakeholder participation and relationship building (Moriarty, Mitchell, & Wells, 2012). Likewise, sustained interaction enables organizations to better understand stakeholder expectations while strengthening organizational legitimacy through continuous engagement (Rohadian & Amir, 2019; Shelin Vherlian, 2016).

Within the context of digital philanthropy, the Dompét Dhuafa website illustrates this transformation by integrating multiple communication functions into a single digital platform. Interactive features including FAQs, contact forms, WhatsApp services, newsletters, and direct social media integration enable stakeholders to obtain information, communicate with the organization, and complete donation transactions efficiently.

These findings indicate that the organization's communication strategy extends beyond one-way information dissemination toward dialogic communication. The integration of website services with social media platforms and digital transaction systems further positions the website as the central hub of the organization's digital communication ecosystem. Such integration broadens communication reach while maintaining consistency across multiple digital channels.

From an organizational communication perspective, dialogic interaction represents a critical determinant of public trust and stakeholder loyalty. When stakeholders perceive that organizations provide transparent information, respond promptly to inquiries, and facilitate meaningful participation, they are more likely to develop trust and maintain long-term engagement. Therefore, the findings suggest that the Dompét Dhuafa website performs not only informational and transactional functions but also relational functions that are fundamental to sustaining public engagement within the evolving landscape of digital Islamic philanthropy.

CONCLUSION

This study demonstrates that the official Dompét Dhuafa website functions not only as a digital fundraising platform but also as a strategic communication infrastructure that strengthens public engagement within the context of Islamic philanthropy. The findings reveal that the integration of the Attention–Interest–Desire–Action (AIDA) framework, transparent disclosure of financial and program information, and interactive communication features collectively enhance organizational credibility, stakeholder trust, and public participation. The website effectively combines informational, transactional, and relational functions by providing comprehensive program information, accessible digital donation services, and multiple communication channels that facilitate continuous interaction between the organization and its stakeholders. These findings extend the literature on digital communication by demonstrating that organizational websites can serve as integrated engagement ecosystems rather than merely information repositories or fundraising tools. Practically, the study offers strategic insights for nonprofit and philanthropic organizations seeking to optimize website-based communication to strengthen stakeholder relationships, improve transparency, and foster sustainable donor engagement in the digital era.

Despite these contributions, the study has several limitations. First, the analysis is based exclusively on qualitative observations of the official website and secondary documentary sources, without incorporating primary data from donors, website users, or organizational managers. Consequently, the findings reflect the communication strategies embedded within the website rather than users' actual perceptions or behavioral responses. Second, the study focuses on a single case organization, which may limit the generalizability of the findings to other philanthropic contexts. Future research could adopt mixed-method or quantitative approaches to examine the relationships between website communication quality, public trust, and donation behavior using empirical user data. Comparative studies across different nonprofit organizations or cross-country contexts would also provide broader insights into the effectiveness of website-based digital communication strategies in promoting public engagement and organizational sustainability.

Author Contributions

Conceptualization, A.M. and S.A.; methodology, A.M., S.A., and N.; software, S.A.; validation, A.M., H.N., and A.L.; formal analysis, A.M. and S.A.; investigation, S.A., N., and H.N.; resources, A.M.; data curation, S.A. and N.; writing—original draft preparation, A.M., S.A., N., H.N., and A.L.; writing—review and editing, A.M. and A.L.; visualization, S.A.; supervision, A.M.; project administration, A.M.; funding acquisition, Not applicable. All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

Ethical review and approval were waived for this study because it relied exclusively on publicly available secondary data and digital observation of the official website of Dompot Dhuafa. No human participants were directly involved, and no personal or sensitive data were collected.

Informed Consent Statement

Not applicable.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this manuscript, the authors used ChatGPT to improve the organization of the manuscript and refine the academic language. After using this tool, the authors carefully reviewed, revised, and validated all content and accept full responsibility for the accuracy, originality, and integrity of the published work.

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Conflicts of Interest

The authors declare no conflict of interest.

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