

ABSTRACT

One of the recent global focal points occurred during the Israeli assault on Palestine at the end of 2023, resulting in 14,800 fatalities, of which 10,000, or 68%, were children and women. Additionally, 36,000 individuals were injured, and there was extensive infrastructure damage. The suffering of the Palestinian people sparked outrage among Indonesians, prompting various groups to send aid, including the Rumah Zakat Foundation. The message appeal approach employed by the Rumah Zakat Foundation includes: a) using promotional media such as their website, WhatsApp, email, and YouTube, b) employing positive message framing by citing Hadith stories, and c) presenting information that engages emotional and intellectual aspects. However, it is suspected that the applied message appeal has not been highly effective, as evidenced by a decline in total donation acceptance from 2019 to 2022. This study aims to examine the impact of message appeal on collective action in providing aid to Palestine through the Rumah Zakat Foundation. Data collection was conducted by distributing questionnaires to 111 respondents by uses mix sampling technique both accidental and purposive. The findings of this study provide evidence that message appeal significantly influences the intention to donate to Palestine, yet there remains an unexplained portion by the message appeal. The emotional message approach was found to have the strongest influence on the motivation to donate, supported by the timeliness of the information presentation, and the adequate number of photos and videos depicting the situation in Palestine.

Keywords: collective action, donate motivation, and message appeal.