The Influence of Sentiment on Social Media Mentions on National Board of Zakat (BAZNAS) Fundraising During the Palestine War

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Abstract: *This study aims to evaluate the effect of sentiment in social media mentions on the success of BAZNAS fundraising efforts related to the Palestinian issue. The sentiment analysis method was employed to measure the sentiments expressed in social media mentions related to the Palestinian issue and BAZNAS fundraising. All mentions made between October 7 and December 31, 2023, were collected to be classified based on positive and negative sentiments using the Astramaya platform. The results of this sentiment classification were then analyzed using the Pearson correlation test method. The results showed that positive sentiment on social media mentions had a significant positive influence on the success rate of BAZNAS fundraising. Conversely, negative sentiment hurts fundraising success. This review can serve as a strategic reference for non-profit organizations in managing their brand and image through social media during sensitive or controversial situations.*

Introduction

In the current global context, social media has become a very influential platform for shaping public opinion and perception on various social and humanitarian issues (Arif et al., 2022; Sangsawang & Yang, 2025). The speed and reach of information spread through social media allow the public to express their views and form collective opinions on a massive scale (Li et al., 2025). One of the issues that triggered a strong emotional response on social media was the Israeli attack on Palestinians in the Gaza Strip that has been going on since October 7, 2023 (Wienanto, 2025). This conflict has caused a large number of casualties and severe infrastructure damage. The International Court of Justice has even investigated Israel for crimes against humanity and genocide against Palestinians (Priambada, 2024). This humanitarian tragedy has sparked a wave of global solidarity, including from the Indonesian people, which was realized through humanitarian fundraising by the National Zakat Agency (BAZNAS). Until early 2024, the total donations for Palestine collected by BAZNAS had reached more than IDR 328 billion (Ralian, 2025). The funds are distributed for food, health services, and protection support (BAZNAS, 2024).

Fundraising is a crucial mechanism for responding to humanitarian crises, for instance, the conflict in Gaza (Buheji et al., 2024). In the digital era, the effectiveness of fundraising is greatly influenced by several factors, including including the dynamics of communication on

social media, such as the sentiments expressed by users (Gandía & Huguet, 2024). Public sentiment towards institutions such as BAZNAS and the Palestinian issue, as conveyed through comments, posts, and hashtags on social media, has the potential to influence the success of donation campaigns (Nasereddin, 2024). In this case, the concept of social media sentiment includes the expression of positive, negative, or neutral emotions associated with a particular entity or issue (Yuan et al., 2021). Then, social media also plays a crucial role in fostering public trust and participation in crowdfunding activities, including zakat-based fundraising and philanthropy (Buheji et al., 2024). The stronger the positive sentiment and social network around the campaign, the greater the likelihood of its success (Aprilia & Wibowo, 2017).

Although numerous studies have explored the impact of social media sentiment on donation behavior, most of these studies still focus on the general context of crowdfunding rather than the specific context of humanitarian crises. For example, a study by Yuan et al. (2021) showed that positive sentiment in campaign narratives strengthens the influence of motivational cues, such as urgency and social benefits, in increasing donations. Similarly, (Gandía & Huguet, 2024) highlighted the importance of positive sentiment in increasing donations to non-profit organizations. However, empirical research that explicitly analyzes the relationship between social media sentiment and BAZNAS' fundraising levels in the context of the Palestinian crisis remains limited. This creates a gap in the scientific literature regarding the effectiveness of social media in zakat and humanitarian campaigns amidst conflict.

Several recent studies have demonstrated that social media is not only a tool for disseminating information but also a platform for promoting donation participation and fostering humanitarian solidarity. Buheji et al. (2024) explained that the public's empathetic involvement in Gaza, reinforced by social media narratives, significantly boosted global fundraising campaigns. A study (Nasereddin, 2024) demonstrated that digital campaigns and pro-Palestine hashtags on social media effectively influenced international public opinion and directed the flow of donations to humanitarian institutions. This is supported by the results of a study by Insirah (2025) which shows that religiosity, viral content, and positive sentiment have a significant correlation with donation intentions. Therefore, this study aims to fill the gap in the literature by examining the relationship between social media sentiment related to Palestine and BAZNAS and the success of fundraising, employing a quantitative approach through Pearson correlation analysis based on social media data from October 2023 to December 2024.

Method

This study employs a mixed quantitative and qualitative approach to provide a comprehensive understanding of the impact of social media sentiment on BAZNAS fundraising activities during the Palestinian conflict. This method allows researchers to combine the power of numerical data and in-depth information from the perspective of social media users. From the quantitative perspective, the study population comprises all social media mentions containing the keywords "BAZNAS" and/or "Palestine" on platforms such as Twitter, Facebook, and other online media sources during the period from October 7 to December 31, 2023. The sampling technique used is total sampling, namely the use of all available data during the observation period. For the qualitative aspect, the population

consists of social media users who actively interact (such as liking, commenting, sharing, or retweeting) with BAZNAS content related to Palestine. Qualitative samples were selected purposively, with the following criteria: (1) actively interacting with BAZNAS posts about Palestine and (2) having at least five interactions related to BAZNAS' humanitarian campaigns. A total of 10 respondents who met the criteria and were willing to participate were selected as participants.

Quantitative data collection was conducted by accessing a database of social media mentions related to BAZNAS fundraising during the Palestine issue. Data were obtained from various social media platforms, including Twitter, Facebook, and Instagram, which were selected based on their level of relevance and volume of activity. The information collected included the number of daily mentions, types of interactions (such as likes, retweets, and comments), and the time of mention. Sentiment analysis was conducted using Python-based text processing software, which utilized libraries such as NLTK and TextBlob to classify sentiment into positive, negative, or neutral categories. The purpose of this analysis was to determine the extent to which public sentiment influences the number of daily donation transactions collected by BAZNAS. The analysis was conducted by the BAZNAS Data Optimization Division using internal data from the Astramaya platform, covering the period from October 1 to December 31, 2023. The variables analyzed included the number of daily fundraising transactions and the number of mentions of the word "baznas" on social media (online media, Facebook, and Twitter).

Meanwhile, qualitative data were collected through in-depth interviews with social media users who were actively involved in BAZNAS' fundraising campaign. Participants were selected based on their visible involvement through online activities, such as the frequency of uploads or interactions with donation content. Interviews were conducted in a semi-structured manner, providing flexibility to reveal respondents' views and experiences while guiding the discussion toward the research focus. The purpose of these interviews was to explore the motivations, perceptions, and emotional experiences of social media users related to BAZNAS' campaign during the Palestinian conflict. Interview topics included perceptions of BAZNAS' humanitarian campaign, the influence of social media information on donation decisions, and the impact of emotional sentiment on donation behavior. The information obtained is expected to enrich the quantitative analysis with a deeper social context and explain non-numerical factors that influence people's donation behavior.

Table 1. Operational Definition of Variables and Indicators

Variables	Operational Definition	Indicator
Sentiment in Social Media Mentions	Positive, negative or neutral feelings or attitudes in content mentions towards BAZNAS on social media.	1. Number of positive mentions 2. Number of negative mentions 3. Number of neutral mentions
Fundraising BAZNAS	The number of daily donation transactions received by BAZNAS related to the Palestine campaign.	1. Daily donation transaction amount (IDR) 2. Aggregate donation volume during the study period

After all quantitative and qualitative data were successfully collected, the next stage involved conducting a comprehensive data analysis to gain an in-depth understanding of the influence of social media sentiment on the effectiveness of BAZNAS fundraising during the conflict in Palestine. Quantitative data analysis was conducted using descriptive and inferential statistics to identify patterns and relationships between social media sentiment and the amount of donations collected. Two types of statistical tests were used in this analysis. First, the Pearson correlation test was used to determine the relationship between the amount and type of sentiment (positive, negative, or neutral) on social media and the number of daily fundraising transactions. Second, a simple linear regression analysis was conducted to measure the influence of the number of mentions and the type of sentiment on the fluctuation in the number of donation transactions recorded during the observation period.

Meanwhile, qualitative data were analyzed using a thematic analysis approach, namely by identifying thematic patterns from the results of in-depth interviews conducted with respondents. This analysis aims to delve deeper into the social and psychological factors that influence community participation in BAZNAS donation activities, particularly in the context of their involvement on social media. Through this combination approach, this study aims to provide more comprehensive insights into how sentiments that develop on social media influence the effectiveness of fundraising strategies during humanitarian crises, as well as the factors that can enhance the success of these strategies in the ever-evolving digital landscape.

Results and Discussion

Results

Number of Transactions vs Total Mention

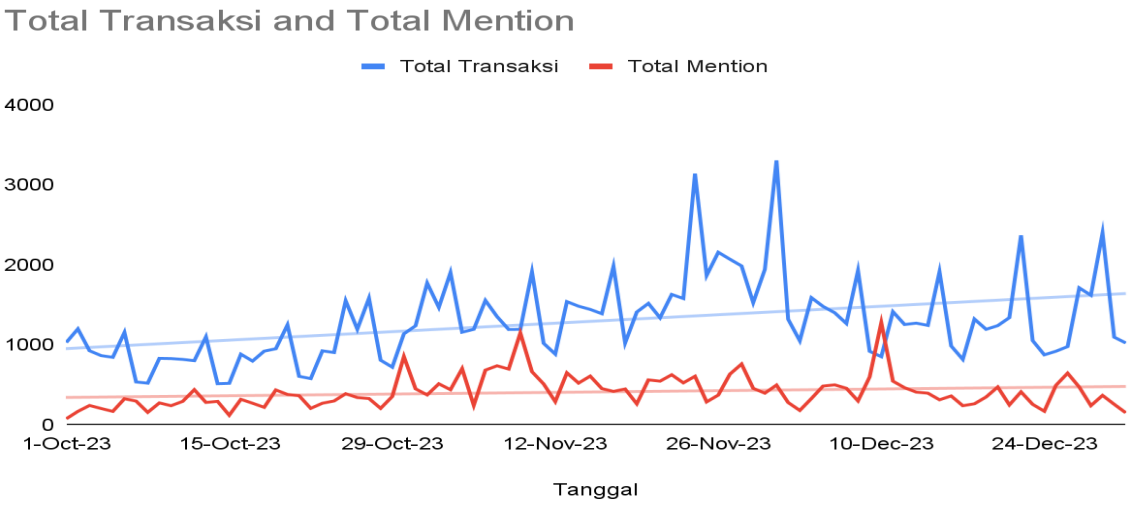

Figure 1. Total Transactions and Total Mentions

Figure 1 illustrates that an increase in the total number of sentiment mentions corresponds to the upward trend in the number of collection transactions. The increase in mentions was driven by the news of the Handover of Donations by Ust Adi Hidayat and the video of the aid for Palestine that has reached the gates of Rafah.

Correlation between Social Media Mentions and Fundraising Transactions

This correlation test is conducted to determine whether there is a relationship between the total number of mentions and the total number of transactions.

Correlations

		Total Mention	Total Transaksi
Total Mention	Pearson Correlation	1	.269**
	Sig. (2-tailed)		.009
	N	92	92
Total Transaksi	Pearson Correlation	.269**	1
	Sig. (2-tailed)	.009	
	N	92	92

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 2. Correlation Test

Figure 3. Correlation Test

According to the analysis results, a correlation coefficient of 0.269 was obtained, indicating a significant correlation, which is reinforced by a p-value of 0.009, smaller than the alpha level of 0.05. So, when the total mentions increase, the total transactions generated

will also increase. Based on the correlation analysis conducted, it was found that there is a significant relationship between the number of mentions on social media and BAZNAS fundraising transactions during the period of the Palestinian war.

Table 2. Correlation between Social Media Mentions and Fundraising Transactions

Variables	Correlation (r)	P-value
Mention on Social Media	0,269	0,009

The correlation value obtained is r = 0.269, with p = 0.009. This indicates a significant positive correlation between the number of social media mentions and the number of fundraising transactions. This means that the more mentions that appear on social media, the higher the number of fundraising transactions recorded.

Regression Analysis of Mention and Fundraising Transactions

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1739009.871	1	1739009.871	7.046	.009[b]
	Residual	22213902.857	90	246821.143		
	Total	23952912.728	91			

a. Dependent Variable: Total Transaksi

b. Predictors: (Constant), Total Mention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1016.591	117.637		8.642	<.001
	Total Mention	.682	.257	.269	2.654	.009

a. Dependent Variable: Total Transaksi

Figure 4. Regression Test

From the analysis of variance results, the F-statistic of 7.046 is supported by a P-value of 0.009, which is smaller than the alpha level of 0.05. So, the variable mentioned has a significant effect on transactions. Transaction = 1016,591 + 0.682 mentions. From this model, it can be seen that if the mention is 0, the transaction is 1016,591. Moreover, if the mention increases by one mention, then the transaction will also increase by 0.682.

Table 3. Regression Analysis Results of Social Media Mentions and Fundraising Transactions

Free Variable	Coefficient	Std. Error	t-Statistic	P-value
Intercept	1016.591	150.234	6.769	<0.001
Mention	0.682	0.256	2.664	0.009

From the table above, it can be concluded that every one-unit increase in social media

mentions will result in a 0.682-unit increase in fundraising transactions, with a significant coefficient at the 0.01 level.

Online Media Mentions and Fundraising Transactions

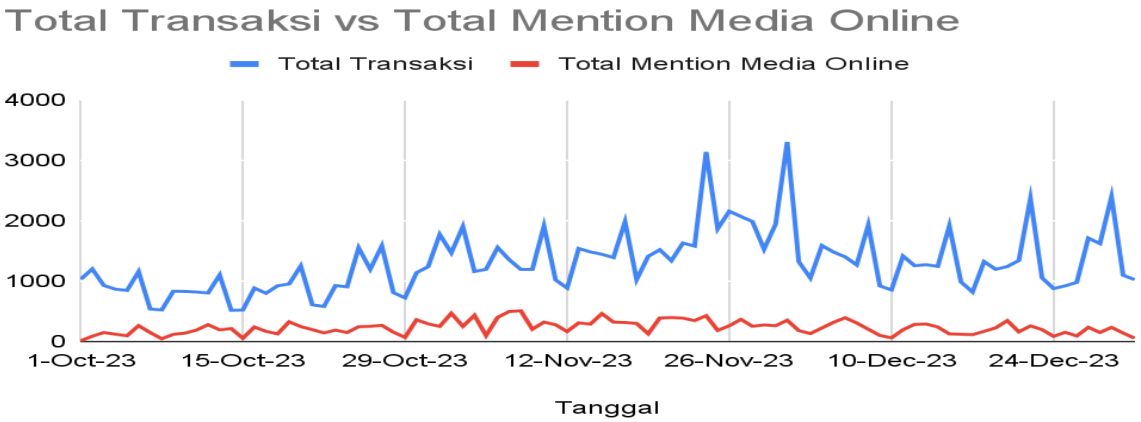

Figure 5. Number of Transactions vs Total Mentions

Correlations

		Mention Media Online	Total Transaksi
Mention Media Online	Pearson Correlation	1	.474**
	Sig. (2-tailed)		<.001
	N	92	92
Total Transaksi	Pearson Correlation	.474**	1
	Sig. (2-tailed)	<.001	
	N	92	92

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 6. Mention Correlation Test

According to the analysis results, a correlation coefficient of 0.474 was obtained, indicating a significant positive correlation, which is reinforced by a p-value of <0.001, which is smaller than the alpha value of 0.05. Therefore, as online media mentions increase, the total number of transactions generated will also increase. Further correlation tests were conducted for online media mentions (including Twitter and Facebook), which showed a stronger correlation with fundraising transactions.

Table 4. Correlation of Online Media Mentions with Fundraising Transactions

Media	Correlation (r)	P-value
Online Media	0.474	<0.001
Facebook	0.425	<0.001

The correlation results show that mentions on online media have a higher correlation (r=0.474r = 0.474r= 0.474) compared to mentions on Facebook (r=0.425r = 0.425r= 0.425),

both of which are significant at the p<0.001 level <0.001p< 0.001.

Regression Analysis of Online Media Mentions and Fundraising Transactions

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5375533.051	1	5375533.051	26.042	<.001[b]
	Residual	18577379.677	90	206415.330		
	Total	23952912.728	91			

a. Dependent Variable: Total Transaksi

b. Predictors: (Constant), Mention Media Online

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	799.691	108.343		7.381	<.001
	Mention Media Online	2.178	.427	.474	5.103	<.001

a. Dependent Variable: Total Transaksi

Figure 7. Mention Regression Test

From the analysis of variance results, the F-statistics of 26.042 is reinforced with a P-value <0.001, which is smaller than the alpha of 0.05. So, the online media mention variable has a significant effect on transactions. Transactions = 799,691 + 2,179 online media mentions. From this model, it can be seen that if the online media mention is 0, the transaction is 799.691. Moreover, if online media mentions increase by one mention, then transactions will also increase by 2,179.

Table 5. Regression Analysis Results of Online Media Mentions and Fundraising Transactions

Media	Regression Equation	Coefficient	Std. Error	t-statistic	P-value
Online Media	Transaction= 799,691+ 2,179 Mention×	2.179	0.421	5.175	<0.001
Facebook	Transaction= 873.268+ 1.3773 Mention×	1.3773	0.319	0.319	<0.001

The regression model shows that every increase of one mention in online media will increase the transaction by 2.179 units. In comparison, every increase of one mention in Facebook will increase the transaction by 1.3773 units, both significant at the level of p<0.001p <0.001p< 0.001.

Sentiment towards Fundraising Transactions

Sentiment analysis reveals that positive sentiments have a significant impact on fundraising transactions, whereas negative and neutral sentiments have no significant influence.

Table 6. Correlation of Sentiment with Fundraising Transactions

Sentiment	Correlation (r)	P-value
Positive	0.275	0.008
Negative	-0.022	0.834
Neutral	-0.066	0.531

The results of the analysis show that positive sentiment has a positive correlation (r = 0.275, p = 0.008) with fundraising transactions, indicating that an increase in positive sentiment correlates with an increase in fundraising transactions. The regression model indicates that a one-unit increase in positive sentiment will result in a 0.690-unit increase in transactions. No significant correlation was found between negative sentiment and neutral sentiment with fundraising transactions. The correlation values for negative sentiment and neutral sentiment are -0.022 and -0.066, respectively, with p-values of 0.834 and 0.531.

Regression Analysis of Sentiment and Fundraising Transactions

To see the effect of positive sentiment on fundraising transactions, a regression analysis was conducted:

Table 7. Regression Analysis Results of Positive Sentiment and Fundraising Transactions

Free Variable	Coefficient	Std. Error	t-statistic	P-value
Intercept	950.276	143.821	6.606	<0.001
Positive Sentiment	0.690	0.257	2.683	0.008

From the regression results, it can be concluded that every one unit increase in positive sentiment will increase transactions by 0.690 units, significant at the level of p=0.008p = 0.008p= 0.008.

Total Transactions vs Total Facebook Mentions

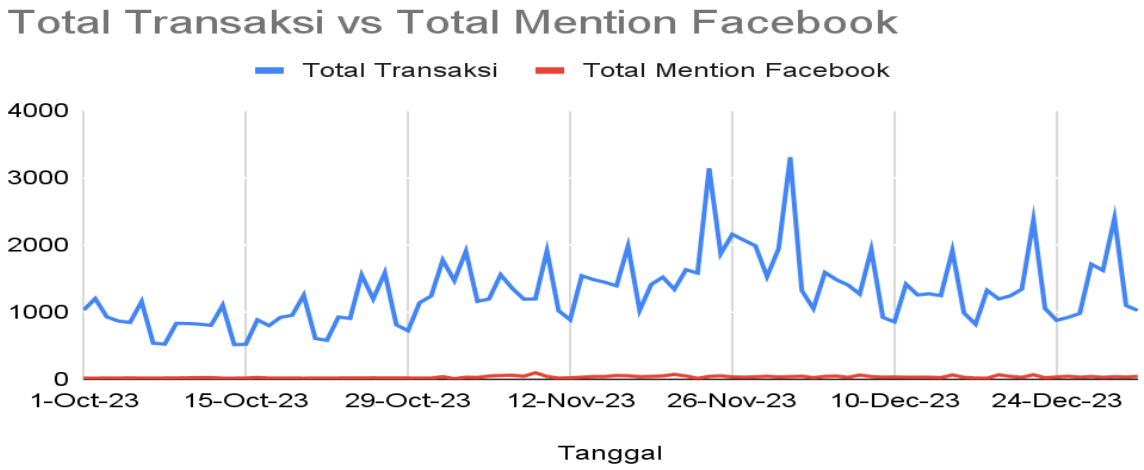

Figure 8. Total Transactions vs Total Facebook Mentions

Correlation Test of Total Transactions vs Total Facebook Mentions

Correlations

		Mention Facebook	Total Transaksi
Mention Facebook	Pearson Correlation	1	.425**
	Sig. (2-tailed)		<.001
	N	92	92
Total Transaksi	Pearson Correlation	.425**	1
	Sig. (2-tailed)	<.001	
	N	92	92

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 9. Facebook Mention Correlation Test

From the analysis results, a correlation value of 0.425 was obtained, indicating a significant correlation, which is reinforced by a p-value of <0.001, which is smaller than the alpha value of 0.05. So, when Facebook mentions increase, the total transactions generated will also increase.

Regression Test of Total Transactions vs Total Facebook Mentions

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4331055.359	1	4331055.359	19.865	<.001[b]
	Residual	19621857.369	90	218020.637		
	Total	23952912.728	91			

a. Dependent Variable: Total Transaksi

b. Predictors: (Constant), Mention Facebook

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	873.268	106.798		8.177	<.001
	Mention Facebook	13.773	3.090	.425	4.457	<.001

a. Dependent Variable: Total Transaksi

Figure 10. Facebook Mention Regression Test

From the analysis of variance results, the F-statistics of 19.865 is reinforced with a P-value <0.001, which is smaller than the alpha of 0.05. So, the variable mentioned in Facebook

has a significant effect on transactions. Transaction = 873,268 + 13,773 Facebook mentions. From this model, it can be seen that if the Facebook mention is 0, the transaction is 873,268. Moreover, if the Facebook mention increases by one mention, the transaction will also increase by 13.773.

Number of Transactions vs Total Twitter Mentions

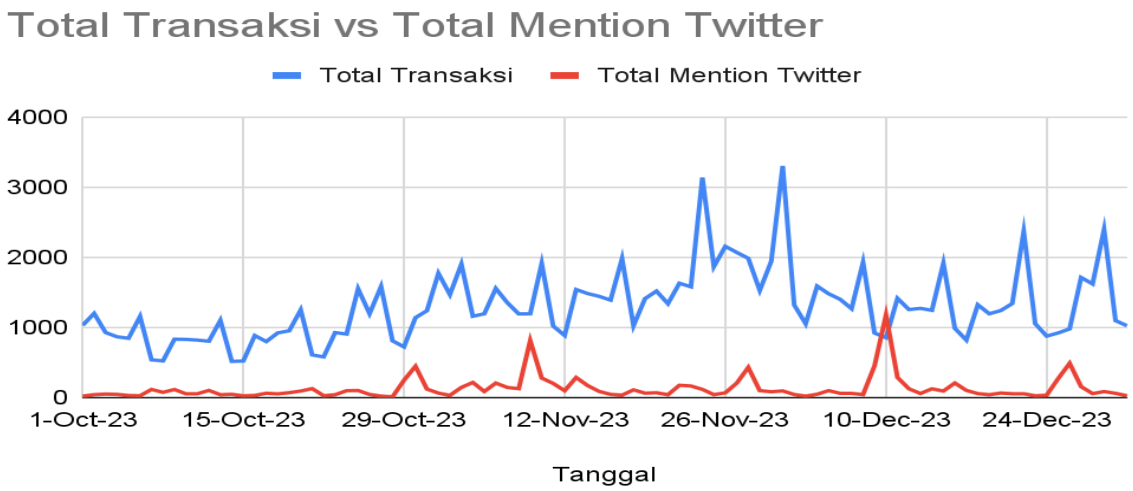

Figure 11. Total Transactions vs Total Twitter Mentions

Correlation Test of Total Transactions vs Total Twitter Mentions

Correlations

		Mention Twitter	Total Transaksi
Mention Twitter	Pearson Correlation	1	.476
	Sig. (2-tailed)		.085
	N	14	14
Total Transaksi	Pearson Correlation	.476	1
	Sig. (2-tailed)	.085	
	N	14	14

Figure 12. Twitter Mention Correlation Test

From the analysis results, a correlation value of 0.476 was obtained, indicating a significant correlation—reinforced by a p-value of 0.085, which is smaller than the alpha value of 0.05. So, it can be concluded that when Twitter mentions increase, the total transactions generated will also increase.

Regression Test of Total Transactions vs Total Twitter Mentions

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30161690.627	1	30161690.627	3.522	.085[b]
	Residual	102779113.73	12	8564926.144		
	Total	132940804.36	13			

a. Dependent Variable: Total Transaksi

b. Predictors: (Constant), Mention Twitter

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6407.084	1372.178		4.669	<.001
	Mention Twitter	2.584	1.377	.476	1.877	.085

a. Dependent Variable: Total Transaksi

Figure 13. Twitter Mention Regression Test

The analysis of variance results indicates that the F-statistic of 3.522 is supported by a P-value of 0.085, which is smaller than the alpha level of 0.05. So, the Twitter mention variable has a significant effect on transactions. Transaction = 6407.084 + 2.584 twitter mentions. From this model, it can be seen that if the Twitter mention is 0, the transaction value is $ 6,407.84. Moreover, if Twitter mentions increase by one mention, then transactions will also increase by 2.584.

Sentiment towards BAZNAS Fundraising Transactions

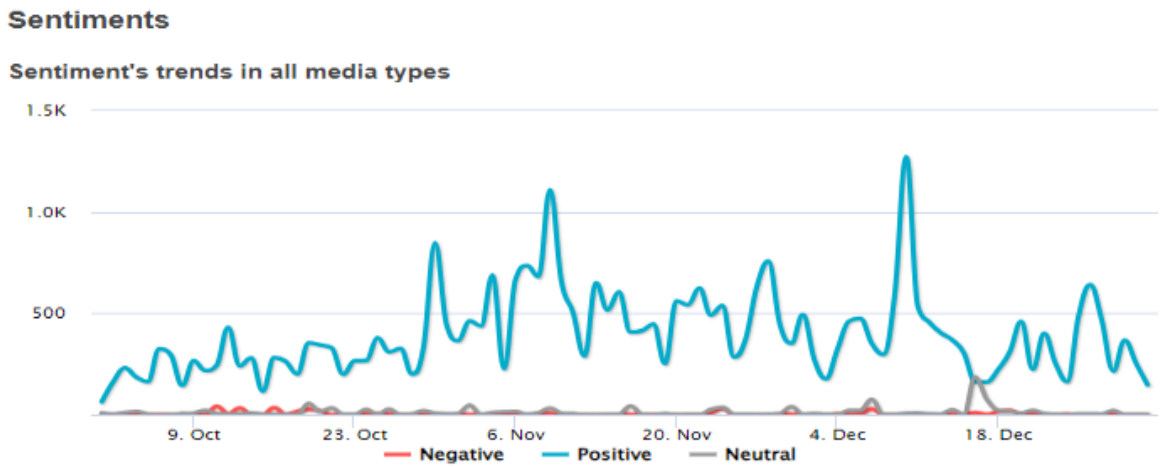

Figure 14. Sentiment towards BAZNAS Funddraising Transactions

Positive Sentiment Correlation Test

Correlations

		Positif	Transaksi
Positif	Pearson Correlation	1	.275**
	Sig. (2-tailed)		.008
	N	92	92
Transaksi	Pearson Correlation	.275**	1
	Sig. (2-tailed)	.008	
	N	92	92

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 15. Positive Sentiment Correlation Test

From the analysis results, a correlation value of 0.275 was obtained, indicating a significant correlation—reinforced by a p-value of <0.008, which is smaller than alpha 0.05. Therefore, it can be concluded that when positive sentiment increases, the total number of transactions generated also increases.

Positive Sentiment Regression Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1815680.600	1	1815680.600	7.382	.008[b]
	Residual	22137232.128	90	245969.246		
	Total	23952912.728	91			

a. Dependent Variable: Transaksi

b. Predictors: (Constant), Positif

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1025.951	112.349		9.132	<.001
	Positif	.690	.254	.275	2.717	.008

a. Dependent Variable: Transaksi

Figure 16. Positive Sentiment Regression Test

From the results of the analysis of variance, the F-statistics of 7.382 is reinforced with a P-value <0.001, which is smaller than the alpha of 0.05. So, the positive sentiment variable has a significant effect on transactions. Transaction = 1025,951 + 0.690 positive sentiment. From the model on the side, it can be seen that if the positive sentiment is 0, the transaction is 1025,951. Moreover, if the positive sentiment increases by one sentiment, the transaction will also increase by 0.690.

Negative Sentiment Correlation Test

Correlations

		Negatif	Transaksi
Negatif	Pearson Correlation	1	-.022
	Sig. (2-tailed)		.834
	N	92	92
Transaksi	Pearson Correlation	-.022	1
	Sig. (2-tailed)	.834	
	N	92	92

Figure 17. Negative Sentiment Correlation Test

According to the analysis results, the correlation value is -0.022, indicating no correlation. Reinforced by a p-value of 0.834 greater than alpha 0.05. So, there is no relationship between negative sentiment and the number of fundraising transactions.

Negative Sentiment Regression Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11780.115	1	11780.115	.044	.834[b]
	Residual	23941132.613	90	266012.585		
	Total	23952912.728	91			

a. Dependent Variable: Transaksi

b. Predictors: (Constant), Negatif

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1302.869	60.693		21.466	<.001
	Negatif	-1.285	6.107	-.022	-.210	.834

a. Dependent Variable: Transaksi

Figure 18. Negative Sentiment Regression Test

From the analysis of variance results, the F-statistic of 0.044, reinforced by a P-value of 0.834, is greater than the alpha level of 0.05. So, the negative sentiment variable has no significant effect on transactions.

Neutral Sentiment Correlation Test

Correlations

		Netral	Transaksi
Netral	Pearson Correlation	1	-.066
	Sig. (2-tailed)		.531
	N	92	92
Transaksi	Pearson Correlation	-.066	1
	Sig. (2-tailed)	.531	
	N	92	92

Figure 19. Neutral Sentiment Correlation Test

According to the analysis results, the correlation value is -0.066, indicating no correlation. Reinforced by a p-value of 0.531 greater than alpha 0.05. So, it can be concluded that there is no relationship between neutral sentiment and the number of fundraising transactions.

Neutral Sentiment Regression Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104869.399	1	104869.399	.396	.531[b]
	Residual	23848043.329	90	264978.259		
	Total	23952912.728	91			

a. Dependent Variable: Transaksi

b. Predictors: (Constant), Netral

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1316.417	61.953		21.249	<.001
	Netral	-1.435	2.282	-.066	-.629	.531

a. Dependent Variable: Transaksi

Figure 20. Neutral Sentiment Regression Test

From the analysis of variance results, the F-statistic of 0.396 is supported by a P-value of 0.531, which is greater than the alpha level of 0.05. So, the neutral sentiment variable has no significant effect on transactions.

Qualitative Data

Qualitative data were collected through interviews with social media users who were actively involved in BAZNAS fundraising activities. These interviews revealed that public participation and support for BAZNAS' fundraising campaigns increased during the period of the Palestinian war. Interviewees mentioned that the continuous information and updates provided through BAZNAS' social media helped increase trust and willingness to donate. The positive sentiment generated from the news and updates also influenced people's intention to contribute to the fundraising campaign. Qualitative data were collected through interviews with social media users who are actively involved in BAZNAS fundraising activities.

Some of the key findings from these interviews include Support and Participation: Interviewees revealed that community participation increased during the Palestinian war period. They felt more encouraged to donate due to the continuous updates of information by BAZNAS through social media. Trust and transparency demonstrate that the information provided by BAZNAS on the use of funds and its achievements helps increase public trust. One interviewee stated, "I feel more confident to donate after seeing updates from BAZNAS on how funds are used to help war victims." Positive sentiments from BAZNAS campaigns and social media updates also play a significant role. One interviewee mentioned, "The positive sentiments I see on social media make me more motivated to contribute."

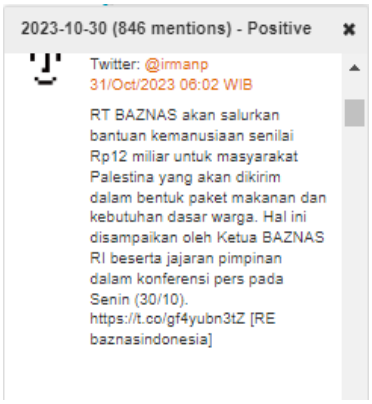

Figure 21. Positive Sentiment

Figure 22. Positive Sentiment

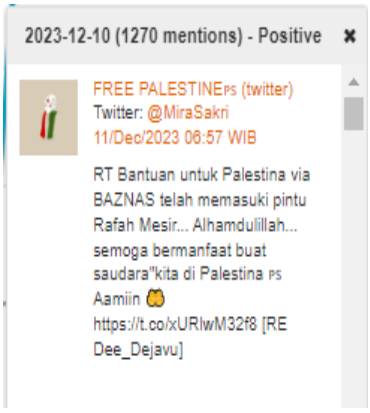

Figure 23. Positive Sentiment

There is a significant relationship between the number of social media mentions and BAZNAS fundraising transactions during the period of the Palestinian war. Mentions on online media, especially on Twitter and Facebook, have a more substantial influence than other platforms. Additionally, positive sentiments on social media play a significant role in increasing fundraising transactions, while negative and neutral sentiments have no notable influence.

Figure 24. Negative Sentiment

Figure 25. Negative Sentiment

Figure 26. Negative Sentiment

Figure 27. Neutral Sentiment

Figure 28. Neutral Sentiment

Figure 29. Neutral Sentiment

To increase fundraising transactions, it is recommended that BAZNAS continue to actively interact on social media and provide regular updates on their activities and achievements. Building positive sentiment through transparent and accurate information can increase public trust and participation in fundraising campaigns.

Discussion

Correlation between Social Media Mentions and Fundraising Transactions

The results showed a significant positive correlation between the number of social media mentions and BAZNAS fundraising transactions during the Palestinian war period. This positive correlation indicates that the more mentions that appear on social media, the higher the transactions that occur. This finding aligns with the research of Kurniansyah et al. (2024), who found that extensive coverage by online media, such as Republika.co.id and Kompas.com, regarding the collection of humanitarian aid for Palestine from October 13 to November 4, 2023, helped strengthen public Awareness of the issue. News framing that emphasizes community solidarity and the active role of the government strengthens collective Awareness, which is reflected in the surge in mentions on social media and leads to increased donation participation.

The existence of this relationship can be understood through several main factors. First, Awareness Raising: More mentions on social media can increase public Awareness about the fundraising campaign conducted by BAZNAS. When more people discuss an issue or campaign, the information is more likely to spread widely, attract the attention of a larger

audience, and ultimately encourage participation in the form of donations.

Second, Social Influence: Mentions on social media often come from individuals or groups that have a particular influence on their community. When people see that others, especially those they perceive as influential, are supporting or engaging in BAZNAS campaigns, they are likely to feel encouraged to join in. This aligns with social influence theory, which posits that individuals are frequently influenced by the actions and opinions of others in their social environment.

Regression Analysis of Mention and Fundraising Transactions

Regression analysis shows that social media mentions have a significant influence on BAZNAS fundraising transactions. The positive regression coefficient of 0.682 indicates that every one-unit increase in social media mentions is associated with a 0.682-unit increase in the number of fundraising transactions. In addition, the intercept value of 1016.591 indicates that without additional mentions, fundraising transactions are still predicted at 1016.591 units. The p-value for the number of mentions variable is 0.009, which is smaller than the significance level of 0.05, thereby strengthening the conclusion that the number of mentions has a significant effect on fundraising transactions. However, it is essential to note that while there is a significant relationship, social media mentions are not the sole factor influencing fundraising transactions. There are many other factors, such as campaign quality, fundraising methods, and public sentiment towards the issues raised, which also contribute to the outcome.

Online Media Mentions and Fundraising Transactions

Online mentions, especially on platforms like Twitter and Facebook, show a stronger correlation with fundraising transactions than mentions on social media in general. This could be due to several factors. First, Wider Reach. Online media such as Twitter and Facebook have an extensive reach and are used by various demographic groups. Information shared on these platforms can quickly spread to a large audience, increasing the likelihood of participation in a fundraising campaign. Second, Interactivity. Platforms like Twitter and Facebook allow for direct interaction between users and organizations. This means BAZNAS can quickly respond to queries, provide clarifications, and build relationships with potential donors, all of which can increase trust and intent to donate.

The Effect of Sentiment on Fundraising Transactions

In this study, the proposed hypothesis consists of the null hypothesis (H_o), which states that sentiment on social media mentions does not affect BAZNAS fundraising transactions, and the alternative hypothesis (H_1), which states that sentiment on social media mentions does affect BAZNAS fundraising transactions. Based on the regression test results, which show a p-value of less than 0.05, the null hypothesis (H_o) is rejected, and the alternative hypothesis (H_1) is accepted. Thus, it can be concluded that sentiment on social media mentions has a significant influence on BAZNAS fundraising transactions during the Palestinian war.

The results of the analysis indicate that positive sentiment has a significant impact on fundraising transactions, whereas negative and neutral sentiments do not exhibit a significant influence. This suggests that how the public perceives issues and campaigns plays an important role in fundraising success. First, Positive Sentiment. Positive sentiment can create an optimistic and supportive atmosphere, which encourages people to contribute. Positive information about the impact of donations, success stories, and transparency in the use of funds can increase people's intention to donate. As one of the interviewees noted, the

positive sentiment conveyed through the updates provided by BAZNAS motivated them to contribute more—second, Negative and Neutral Sentiment. Hostile and neutral sentiment did not show a significant correlation with fundraising transactions. This could be due to several factors, including the possibility that negative sentiment may decrease motivation to donate. In contrast, neutral sentiment may not have a strong enough influence to drive action.

The results of this study align with existing theory and previous research. Planned Behavior theory developed by Ajzen et al. (2011) states that a positive attitude reinforced by public opinion will increase the intention to behave, in this case, donating. Positive sentiment on social media fosters a supportive attitude towards BAZNAS fundraising. Research by Gandía & Huguet (2024) suggests that positive sentiment on social media can increase the amount of donations received by non-profit organizations, aligning with the findings of this study, which indicates that positive mentions contribute to an increase in BAZNAS fundraising transactions. Additionally, research by Yuan et al. (2021) found that positive sentiment enhances the impact of motivational messages on donation behavior in crowdfunding campaigns. This finding is also consistent with the results of this study, where the more positive mentions, the higher the number of donation transactions that occur. Thus, the results of this study support theories and previous research that emphasize the importance of building positive sentiment on social media to increase the effectiveness of fundraising campaigns in the context of humanitarian crises.

Conclusion

This study has analyzed the influence of sentiment in social media mentions on BAZNAS donation transactions during the Palestinian conflict (October 7–December 31, 2023). The regression results show that positive sentiment has a significant and positive influence on the number of donation transactions, with a coefficient of 0.682 and a p-value of 0.009 (<0.05). This supports the hypothesis that social media sentiment influences donation transactions. Social media communication strategies are crucial for non-profit organizations like BAZNAS to foster a positive sentiment, for example, through inspirational content, transparency of funds, and success stories of beneficiaries. The use of real-time sentiment monitoring platforms such as Astramaya is also recommended to respond quickly to public opinion. Focus needs to be given to platforms with high engagement, such as Twitter and Facebook. This study also strengthens the Planned Behavior theory by demonstrating that social sentiment, as a subjective norm, influences prosocial intentions and behavior, thereby enriching the literature on the relationship between social media sentiment analysis and the effectiveness of non-profit fundraising in humanitarian crises.

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