

Philanthropic Communication Strategy: A Case Study of Sahabat Yatim Dhuafa Community of South Oku Regency, South Sumatera

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ABSTRACT

Abstrak: Sahabat Yatim Dhuafa (Sahabat Anak Yatim dan Miskin) bergerak dalam pemberdayaan sosial agama bagi anak yatim piatu dan kurang mampu di Sumatera Selatan. Kesadaran publik yang rendah akan filantropi mendorong perlunya strategi komunikasi yang efektif dan berkelanjutan. Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang diterapkan untuk meningkatkan kesadaran masyarakat akan filantropi di Kabupaten Buay Pemaca dan mengkaji dampaknya terhadap perluasan jangkauan manfaat program. Pendekatan deskriptif kualitatif digunakan dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi, didukung oleh data sekunder berupa laporan kegiatan dan dokumen kebijakan. Hasil penelitian menunjukkan bahwa komunikasi berbasis nilai-nilai agama, transparansi dalam pengelolaan dana, dan kedekatan sosial antara administrator dan masyarakat mampu membangun kepercayaan publik dan mendorong partisipasi yang berkelanjutan. Strategi ini memperluas jangkauan penerima manfaat sementara Memperkuat keterlibatan masyarakat dalam kegiatan filantropi. Temuan ini berkontribusi pada pengembangan studi komunikasi filantropi berbasis masyarakat dan berfungsi sebagai acuan praktis bagi organisasi sosial dalam merancang strategi komunikasi yang adaptif dan efektif.

Abstract: Sahabat Yatim Dhuafa is engaged in socio-religious empowerment for orphans and the poor in South Sumatra. The low awareness of philanthropy in the community encourages the need for an effective and sustainable communication strategy. This study aims to analyze the communication strategies applied in increasing community philanthropic awareness in Buay Pemaca District and examine its impact on expanding the range of program benefits. A qualitative descriptive approach is used with data collection techniques through in-depth interviews, observations, and documentation, supported by secondary data in the form of activity reports and policy documents. The results of the study show that communication based on religious values, transparency in fund management, and social closeness between administrators and the community can build public trust and encourage participation in a sustainable manner. The strategy expands the reach of beneficiaries while strengthening community involvement in philanthropic activities. These findings contribute to the development of community-based philanthropic communication studies and become a practical reference for social organizations in designing adaptive and effective communication strategies.

I. Introduction

In recent years, the practice of Islamic philanthropy in Indonesia has shown significant development, both in terms of increasing activities and strengthening institutions. Islamic philanthropy through the instruments of zakat, infaq, almsgiving, and waqf not only functions as a religious practice, but also as a mechanism for the distribution of social welfare (Makhrus, 2024).

The growth of philanthropic institutions and social program innovations have also expanded the reach of services to the community (Indarningsih et al., 2025) (Mubasit & Nasution, 2025). This high potential even places Indonesia as the most generous country in the world based on the 2022 World Giving Index (Charities Aid Foundation, 2022).

However, despite this high potential, public participation in philanthropic activities has not shown strong consistency. Philanthropic awareness is still a major issue, especially in encouraging sustainable community involvement (Musafik et al., 2023). Participation that tends to fluctuate shows that community involvement is not only influenced by economic factors, but also by aspects of trust, understanding, and emotional closeness to philanthropic institutions. Thus, the main problem in philanthropic practice does not lie in the availability of resources, but in how to build awareness and community participation in a sustainable manner.

In this context, communication strategy is an important factor that determines the success of philanthropic institutions in building public awareness. Communication strategies allow institutions to manage messages, choose media, and determine approaches that suit the characteristics of the community (Effendy, 2009). Previous research has shown that effective communication contributes to increased donor trust and participation (Mukhyiddin & Musyafa, 2021). In addition, the use of digital media and interpersonal approaches has been proven to increase community involvement in philanthropic activities (Handayani, 2024). These findings confirm that communication serves not only as a means of conveying information, but also as an instrument for the formation of social awareness.

However, most research on Islamic philanthropy still focuses on aspects of fund management, accountability, and the effectiveness of aid distribution. Studies that specifically place communication strategies as the main factor in increasing philanthropic awareness, especially at the local community level, are still limited (Hamdan, Ladiku, 2024). In fact, community contexts have different social characteristics from formal institutions, especially in terms of interpersonal proximity, communication patterns, and community involvement. These limitations show that there is a research gap in understanding how communication strategies are applied contextually by the local philanthropic community in building public awareness.

The urgency of communication strategies is increasingly relevant when it is associated with the problem of poverty which is still a structural challenge in various regions. Islamic philanthropy has the potential as an alternative instrument in supporting poverty alleviation through a more inclusive redistribution of resources. Data from the Central Statistics Agency shows that the number of poor people in South OKU Regency has increased from 39,500 people in 2020 to 39,610 people in 2022 (South, 2022) Although the increase is not quantitatively significant, this condition reflects the lack of optimal social interventions in reducing poverty. In this context, optimizing ZISWAF funds is important, not only in terms of collection and distribution, but also in terms of increasing public awareness to actively participate. Research (Ayati, 2025) shows that the right distribution of philanthropic funds can encourage the productive economic activities of low-income communities. However, its effectiveness is greatly influenced by the level of public participation formed through the communication process.

At the practical level, this dynamic can be observed in the Community of Friends of Orphans in Buay Pemaca District, South OKU Regency, South Sumatra Province. This community developed from the Five Hundred Days of Alms (SEMARI) movement which was initiated in 2018 by the women of Raudhatul Athfal Insanul Amal. The transformation from a simple movement to a philanthropic community involving broader community participation shows that there is an interesting process of social awareness construction to study. The increase in the number of donors, the sustainability of the program, and the expansion of the reach of beneficiaries indicate that this community has not only succeeded in raising funds but also building social involvement of the community. This phenomenon shows the significant role of communication in shaping philanthropic awareness at the local community level.

Based on this description, this study aims to analyze in depth the communication strategies implemented by the Community of Friends of Orphans Dhuafa in increasing community philanthropic awareness in Buay Pemaca District, South OKU Regency. This research not only seeks to identify the forms and patterns of communication used but also examines how these strategies contribute to building trust and community participation. Theoretically, this research is expected to enrich the study of philanthropic communication by placing communication strategy as a key variable in the formation of social awareness. Practically, the findings of this research are expected to be a reference for communities and philanthropic institutions in designing more effective and contextual communication strategies in increasing community participation.

II. Method

This study uses a qualitative approach that generally aims to include information about the main phenomena (Central Phenomenon) explored in the study, study participants, and research locations (Creswell, 2024). The selection of this method allows researchers to understand the meaning and process of philanthropic communication carried out by Friends of Orphans of Dhuafa. The type of research used is field research (Field Research) which was held directly at Sahabat Yatim Dhuafa Buay Pemaca. Researchers are directly involved in the field to explore and understand the facts and processes that occur in the implementation of communication strategies.

A. Subjects and Objects of Research

The data collection technique used in this study is the purposive sampling technique, which is a technique for determining informants with consideration of certain criteria that have been compiled by the author. This technique was chosen because it allows the author to dig up information from parties who really know, understand and are actively involved in organizational communication activities in orphan friends in the reader's home.

The results obtained through the interview process with related informants are used as primary data in this study. According to Moleong, informants were chosen because they were considered to know the most information about the background and social situation being researched. Thus, the criteria for informants in this study are as follows:

- Individuals who are actively involved in the implementation of philanthropic programs or infak distribution at Sahabat Yatim Dhuafa for at least 1 year.
- Have an understanding of philanthropic programs, both from the aspects of planning, implementation, and reporting.
- Individuals who have given infak to the social programs of Friends of Yatim Dhuafa.
- Have experience interacting with infak administrators or managers, either directly or through social media.
- Willing to be an informant and able to express his or her experience openly.

Based on the purposive sampling criteria above, the informants in this study are as follows:

- Individuals who are actively involved in the collection or distribution of infak at Sahabat Yatim Dhuafa for at least 1 year.
- Routinely involved in activities, such as publications, donor data collection, implementation of distribution, and program reporting.
- Have participated or are participating as a donor in the infak program at Sahabat Yatim Dhuafa in the last 6 months.
- Have participated in or received program information through direct activities or social media of Friends of Yatim Dhuafa.

Based on the above criteria, 6 informants can be determined in this study, namely: 4 administrators, coaches and volunteers who are directly involved in the management of philanthropic programs and 2 donors as supporting informants to see the effectiveness of communication strategies in influencing participation in influencing participation in philanthropy.

B. Data sources and Research Locations

1) Primary Data

The primary data source in this study is information obtained directly from informants involved in the philanthropic activities of Friends of Yatim Dhuafa in Buay Pemaca District, South Oku Regency. Primary data was obtained through in-depth interviews, observations, and documentation of administrators, trainers, volunteers, and donors participating in philanthropic programs

2) Secondary Data

Secondary data sources in this study were obtained from various relevant supporting sources, such as books, scientific journals, previous research results, institutional documents, and online sources related to Islamic philanthropy and communication strategies. Secondary data are used to strengthen the theoretical foundation and support the analysis of the findings of primary data.

3) Research Location

The location of this research was conducted in the Dhuafa Orphan Friends Community, Buay Pemaca District, South Oku Regency, South Sumatra Province

C. Data Collection Techniques

Data collection in this study was carried out directly in the field using interviews, observations, and documentation. Interviews are conducted in a semi-structured manner to selected informants guided by interview guidelines, so that researchers can explore information in depth and flexibly according to the flow of the conversation. Observation was carried out by directly observing the process of planning, implementing, and evaluating the communication strategy of Friends of Orphans Dhuafa Buay Pemaca, both through face-to-face activities and digital media, including interactions between administrators, volunteers, and the community. In addition, documentation is used to collect supporting data in the form of records, archives, photos of activities, and evidence of interviews and observations to strengthen the validity of research data.

Data analysis in this study is carried out through several stages, namely data decomposition, data presentation, conclusions drawn, and data verification. At the data parsing stage, the researcher screened and selected data from interviews, observations, and documentation by focusing on information relevant to the communication strategy of Sahabat Yatim Dhuafa Buay Pemaca in increasing philanthropic awareness, while unrelated data were excluded. Furthermore, the data that has been reduced is presented at the data presentation stage in the form of descriptive narratives, interview excerpts, tables, or matrices so that the information is organized systematically and easily understood. The next stage is drawing conclusions, which is carried out by identifying the patterns, themes, and meanings of the data that have been presented according to the purpose of the research. To ensure the validity of the findings, data verification is carried out through triangulation of sources and methods so that the conclusions produced are valid and accountable (Kriyantono, 2020). Furthermore, to ensure the validity of the data, verification was carried out with the triangulation technique, which is comparing information from various sources, methods, and data collection times.

III. Result and Discussion

This study confirms that the communication strategy implemented by the Dhuafa Orphan Friends Community in Buay Pemaca District is directed to support the implementation of philanthropic programs in a sustainable manner and build community trust. The communication approach carried out is not only limited to the delivery of activity information, but also as an effort to build social legitimacy through emotional closeness, program consistency, and religious values carried.

The communication strategy is carried out through systematic stages and is oriented towards forming public philanthropic awareness. The findings of the study show that the communication strategy of Sahabat Yatim Dhuafa is carried out through stages that are in line with the concept of

communication strategy as conveyed by Effendy (2009), namely communication planning which includes setting targets, messages, media, and evaluation to achieve communication goals effectively.

Table 1. Stages of communication strategy of Friends of Yatim Dhuafa in increasing philanthropic awareness

No.	Stages of Communication Strategy	Form of Implementation in the Field	Purpose
1.	Identification or Purpose	General public, regular donors, local volunteers	Determine potential groups to participate in philanthropy
2.	Message Formulation	Invitations to daily or routine monthly almsgiving, running orphan and poor programs, religious values	Fostering empathy and awareness of infaq
3.	Media Selection	Social media (WhatsApp, Facebook), direct communication, studies	Expanding the reach of philanthropic messages
4.	Evaluation and sustainability	Reports on the distribution of funds, documentation of activities, SEMARI programs	Maintain trust and ongoing participation

^a. Source : Primary Data Processing Results 2026

At the target identification stage, this community focuses on communicating to the public in Buay Pemaca District, especially individuals who have social and religious problems. This goal-setting is important because philanthropic awareness cannot be built evenly without understanding the characteristics of communicators (Lyu, 2023). This is in line with communication strategy theory that emphasizes the importance of recognizing the audience as the basis for message effectiveness.

The stages of formulating the philanthropic message are arranged with a persuasive and religious approach, such as a daily invitation to alms through the Five Hundred Days Alms program (SEMARI). The message not only emphasizes the aspect of material assistance, but also the value of worship and social care in Islam. This strategy reinforces the findings (Giacomin & Jones, 2022) that messages based on religious values are more easily accepted and able to form philanthropic awareness in a sustainable manner.

In the selection of communication media, Friends of Yatim Dhuafa utilizes a combination of digital media and direct communication. The use of social media such as WhatsApp and Facebook serves to spread information quickly and widely. In line with research (Muntazah & Andhikasari, 2022) The digital advertising activities of Islamic Philanthropic Institutions in Indonesia are mostly carried out through social media such as Facebook, Instagram or YouTube. that social media in Indonesia is growing very rapidly, as shown by the increasing number of active social media users.

Meanwhile, face-to-face communication is carried out to build emotional closeness and trust with the community. This strategy shows that the effectiveness of philanthropic communication depends not only on technology, but also on the social relationships established between communicators and communicators.

The evaluation and sustainability stage is carried out through reporting on the distribution of funds and documentation of social activities. This transparency is an important factor in maintaining public trust, which ultimately has an impact on increasing public participation in philanthropic programs (Mubasit & Nasution, 2025). These findings reinforce the view that sustainable communication strategies are capable of transforming momentary care into consistent philanthropic awareness. Thus, the stages of communication strategies implemented by the Dhuafa Orphan Community not only function as a means of conveying messages, but also as an effective social da'wah instrument in increasing the awareness of Islamic philanthropy at the local level.

A. *Communication Strategy of Friends of Orphans in Increasing Community Philanthropy Awareness*

The results of the interviews show that poor orphan friends use three main strategies to increase community philanthropic awareness

1) *Interpersonal Approach*

The interpersonal communication approach is used by Friends of Orphans to build closeness and trust with the community and potential donors. In accordance with Social Penetration Theory, it describes patterns in the development of relationships between individuals. The concept of social penetration refers to the process of forming closeness, in which the people involved in the relationship move from communication that is superficial or unfamiliar to a more in-depth and intimate communication, the intimacy in question is not only limited to the physical aspect, but also includes the intellectual, emotional dimensions, to the extent to which the individual is involved in joint activities. In other words, the process of social penetration involves verbal behavior (such as the words used), nonverbal behavior (such as body movements and facial expressions), as well as actions related to the surrounding environment (Febryanti et al., 2025).

Community administrators consistently engage in direct interaction, starting from initial introductions, gatherings, to involvement in compensation activities. This approach not only conveys information, but also emphasizes openness and audience engagement at every stage of the program. Through repeated and consistent interactions, the community began to get to know the administrators personally and felt comfortable participating. This stage is in line with the principles of Social Penetration Theory, which emphasizes the importance of gradual self-disclosure, from general information to more intimate information, to build stable closeness and trust.

2) *Strengthening Messages Based on Religious Values*

In every compensation activity carried out by the Dhuafa Orphan Friends Community, the activity is not only limited to the delivery of assistance in the form of school supplies or basic needs, but also equipped with a short lecture session by ustadz who are included in the management of Dhuafa Orphan Friends or Ustadz from outside the community. These lectures usually discuss religious values that are relevant to social care, such as the virtue of giving alms, responsibility for orphans and poor people, and Islamic teachings on caring for others. In addition to lectures, the activity also presented contextual explanations of the socio-economic conditions of the beneficiaries, so that the audience could understand the urgency and real impact of their participation.

This communication strategy that integrates religious values has been proven to strengthen persuasive messages. Field observations show that the spiritual aspect such as lectures, encourages more intense community involvement. One of the donors stated in an interview:

"I usually participate in this compensation program because the ustadz's lectures are touching. When he explained the virtues of alms and how they bring blessings, I felt compelled to contribute more."



Fig. 1. Lecture Delivery

Thus, the insertion of religious values in the communication message not only makes the audience understand the program intellectually but also triggers moral and spiritual motivation to actively participate.

3) Social Media Use

The Friends of Orphans Community not only relies on face-to-face communication in delivering its programs, but also uses social media as an effective means of persuasion. Platforms such as Whatsapp and Facebook are used to disseminate information on activities, display beneficiary testimonials, and visually document activities that touch the emotions of the audience. This strategy is in line with the principles of persuasive communication theory where persuasive messages are effective when they are able to influence attitudes, evoke emotions, and motivate the audience to act.

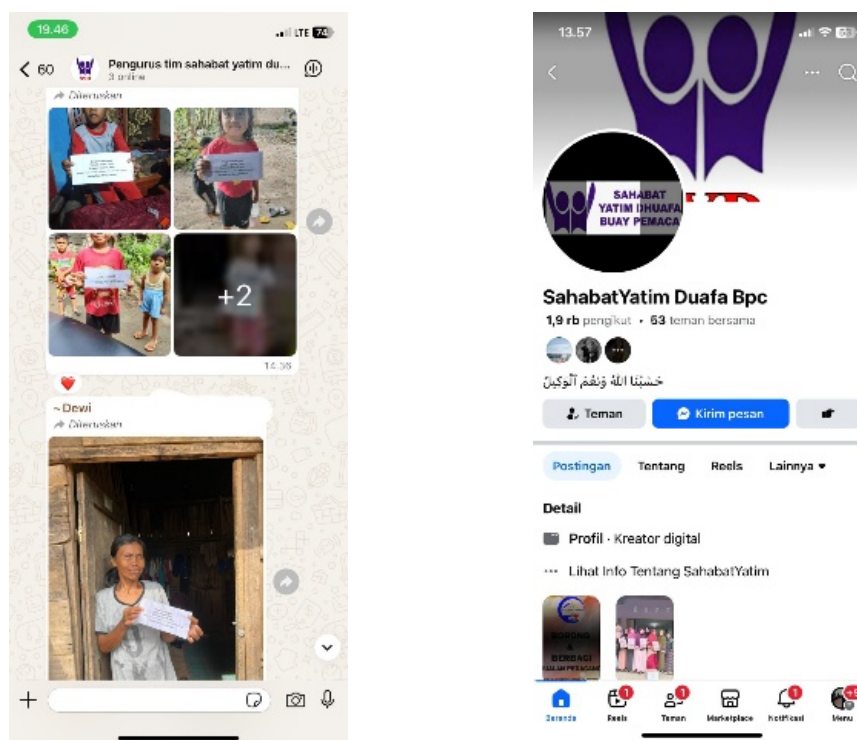


Fig. 2. Social Media of Friends of Orphans

The informant stated:

"Through Whatsapp and Facebook, we can reach all generations who rarely attend the mosque in person. and some donors who are outside the island with simple but meaningful visual content can make them donate and spread the message of kindness."

Thus, social media serves not only as an information channel, but also as a strategic tool to build awareness, motivate participation, and strengthen the social impact of community philanthropic programs. This approach shows the synergy between persuasive communication theory and real practice in the context of modern social da'wah.

B. Types of Communication Strategies Used in Raising Philanthropy Awareness

The results of the study showed that the Dhuafa Buay Pemaca Orphan Friends Community used several types of communication strategies in running philanthropic programs. The strategy is tailored to the character of the target community, program goals, and evolving social context. The use of more than one type of communication strategy is carried out so that the message of philanthropy can be widely accepted and gradually form public awareness.

Based on the analysis of interviews with 6 informants, it was revealed that the types of communication strategies found included persuasive communication, informative communication, and interpersonal communication. These three strategies complement each other and are used flexibly according to the situation and needs of the philanthropic program.

As conveyed by informant 1, a 38-year-old teacher and coach of poor orphans: "We cannot convey an invitation to alms in just one way, because the character of the community is different. Some are just a short message, some require a direct approach."

The findings of this study are in line with (Santoso et al., 2023) which identifies that communication strategies can be carried out by disseminating information through sharing channels in the form of media, means, or channels used by communicators to convey messages to the audience.

Based on an in-depth analysis of interviews with 3 informants, it was revealed that the types of communication that are often used and most affect the level of philanthropic awareness of the community are persuasive communication, informative communication and interpersonal communication.

Persuasive communication is the most dominant strategy used in raising public philanthropic awareness. This strategy is realized through an invitation to alms which is packaged with a narrative of concern for orphans and the poor and associated with religious values. This approach is in line with the concept of persuasive communication which aims to influence the communicator's attitudes and behaviors voluntarily.

Informative communication also plays an important role in philanthropic activities. The submission of information related to the use and distribution of funds is carried out openly through activity reports and social documentation. The transparency of this information serves to increase public trust, which is an important factor in the sustainability of philanthropic programs. These findings reinforce the view that informative communication plays a role as a pillar of philanthropic institutions' credibility.

Interpersonal communication is used to reach out to regular donors and community leaders through a direct and personalized approach. This type of communication allows for more intense two-way interactions, so that the public can understand the donor's expectations, input, and level of trust. This interpersonal approach is in accordance with communication theory that emphasizes the importance of social relationships and emotional closeness in building communicative loyalty.

The combination of persuasive, informative, and interpersonal communication shows that Orphan Friends do not rely on only one type of communication strategy. The use of these diverse strategies allows philanthropic messages to not only be received as information, but also understood, trusted, and driven by tangible actions in the form of community participation in philanthropic activities. Thus, the diversity of types of communication strategies is an important factor in increasing the awareness of Islamic philanthropy in a sustainable manner at the local level.

C. Factors Influencing the Success of Communication Strategies

Based on the results of the research, the success of the communication strategy of Sahabat Yatim Dhuafa Buay Pemaca Komunitas in increasing public philanthropic awareness is influenced by several main factors. These factors do not stand alone, but are interrelated and reinforce the effectiveness of delivering philanthropic messages to the community.

Table 2. Factors Influencing the Success of Communication Strategies

No	Factors	Form of Findings in the Field	Influence on Philanthropy Awareness
1.	Communicator Credibility	Its management is known to be active, transparent, and close to the community	Increase donor trust and participation)

2.	Message Characteristics	Religious messages and social empathy	Raising awareness of involuntary infidelity
3.	Communication Media	Social media and direct communication	Expand reach and strengthen proximity
4.	Social Conditions	Poverty and natural disasters	Strengthening empathy and social solidarity

^b. Source : Primary Data Processing Results 2026

The findings of the study show that the credibility of communicators is a fundamental factor in the success of philanthropic communication strategies. Public trust in the management of Friends of Orphans Dhuafa is formed through consistency of activities, transparency in fund management, and social closeness with the community. This is in line with (Ferina & Sari, 2025) which emphasizes that the credibility of the communicator greatly determines the reception of the message by the communicator.

The characteristic factors of the message also have a significant effect in raising philanthropic awareness. The philanthropic message conveyed is not only informative, but packed with a religious approach and social empathy. The delivery of messages that connect alms as worship and a form of social concern has proven to be able to touch people's awareness. These findings reinforce the view that messages relevant to communicators' values and beliefs are more effective in shaping attitude change.

The selection of communication media is the next factor that supports the success of the communication strategy. The use of social media allows for the rapid and wide spread of philanthropic messages (Kailani & Slama, 2020), while direct communication serves to build emotional connections and two-way dialogue. The combination of these two media shows that the effectiveness of philanthropic communication strategies is not only determined by the sophistication of the media, but also by the quality of the social interaction built.

In addition to internal factors, the social conditions of the community also affect the increase in philanthropic awareness. Poverty and natural disasters in various regions, such as the floods in Aceh and North Sumatra, have shaped a stronger climate of social empathy in the community (Kaseng, 2024). This condition is an important momentum for philanthropic institutions to communicate messages of care more effectively. Thus, the communication strategy carried out by Friends of Orphans Dhuafa does not stand apart from the developing social context, but adapts to the situation to encourage community participation.

D. *The Role of Communication Strategy in the Implementation of Islamic Philanthropy*

Communication strategies are not only used for momentary fundraising but are directed to build community philanthropic awareness in a sustainable manner through various social programs that are implemented consistently. The philanthropic program managed by Friends of Orphans Dhuafa includes compensation for orphans and poor people, the implementation of cheap food bazaars, the implementation of free mass circumcision, the distribution of natural disaster aid, and medical assistance for people in need. The diversity of this program shows that Islamic philanthropic practices are not limited to one form of activity but rather target various aspects of social needs and community welfare. Communication strategies play a role in introducing these programs to the community, building social empathy, and keeping donor participation sustainable.

Table 3. Table 3 Implementation of Islamic Philanthropy Programs for Orphans

Yes	Program Type	Target Beneficiaries	Form of Assistance	The Role of Communication Strategy
1.	Compensation for orphans and the poor	Orphans and underprivileged families	Assistance with funds and basic needs	Message of empathy and religious values
2.	Cheap food bazaar	Low-income communities	Basic necessities and affordable prices	Socialization of programs and community mobilization
3.	Free mass circumcision	Children from underprivileged families	Free healthcare	Program information and invitations to participate

4.	Natural disaster relief	Communities affected by disasters	Funds and logistical assistance	Emergency communication and social solidarity
5.	Medical assistance	People who need medical care	Healthcare fundraising	Narrative of humanity and transparency

The findings of the study show that communication strategies play an important role in directing the implementation of Islamic philanthropy in a sustainable direction. Through the delivery of a consistent and religious message, philanthropy is positioned as part of the social worship inherent in people's lives, not just a response to certain conditions. This is in line with (Faiza et al., 2025) which emphasizes the virtues of alms, infaq, and concern for vulnerable groups as a form of strengthening social solidarity.

The diversity of philanthropic programs run by Sahabat Yatim Dhuafa shows that communication strategies are used to reach various levels of community needs. Compensation for orphans and the poor and medical assistance are forms of charitable philanthropy, while cheap food bazaars and free mass circumcision reflect efforts to meet basic needs and health services. Disaster relief complements philanthropic practices in response to social emergency situations.

Communication strategies also play a role in maintaining public trust through information, transparency, and documentation of activities. The submission of reports on the distribution of funds and the publication of social activities strengthens the credibility of the community, so that community participation is not only temporary, but develops into sustainable support. These findings show that the successful implementation of Islamic philanthropy is greatly influenced by the institution's ability to manage effective, transparent, and long-term oriented communication strategies. Informant 5, one of the donors revealed:

"I regularly participate in alms because I often see reports and stories of beneficiaries. So not only do you know what you're doing, but you also feel emotionally engaged."

Thus, communication strategies are not only a means of delivering program information, but also a social da'wah instrument that is able to internalize Islamic philanthropic values in the practice of people's lives. The practice carried out by Sahabat Yatim Dhuafa Buay Pemaca shows that local philanthropic institutions are able to implement sharia philanthropic programs in a sustainable manner through the right communication strategy.



Fig. 3. Orphan Friends Program

The results of the study show that the Dhuafa Buay Pemaca Orphan Community not only runs philanthropic programs in a sustainable manner but is also able to increase community participation from year to year. This increase can be seen from the increase in the number of donors, the increase in funds collected, and the expansion of the beneficiary village area. These findings show that the communication strategy implemented is able to foster community philanthropic awareness

gradually and sustainably. The development of the number of donors and philanthropic funds collected in the 2022–2025 period as well as the distribution of benefits to several villages can be seen in the following table.

Table 4. Beneficiary village data

Year	Number of Donors	Total Funds Raised	Beneficiary Villages
2022	70	20.229,000	Srimenanti, Talang Padang, Karet Jaya
2023	100	25.751,000	Srimenanti, Talang Padang, Karet Jaya, Kotaway
2024	120	30.453,000	Srimenanti, Talang Padang, Kotaway, Karet Jaya, Sipin
2025	145	34.795,000	Srimenanti, Talang Padang, Kotaway, Karet Jaya, Sipin, Talang Kromo

The data in the table shows a significant increase in the number of donors from 70 people in 2022 to 145 people in 2025. This increase was followed by an increase in the coverage of beneficiary villages, which indicates that philanthropic practices are thriving not only in terms of community participation, but also in terms of social impact reach.

The increase in the number of donors and the expansion of beneficiary villages reflect the effectiveness of the communication strategy carried out by Friends of Orphans Dhuafa in building community philanthropic awareness. A consistent communication strategy, based on religious values, and prioritizing transparency in fund management has succeeded in shaping public trust. This trust is an important social capital in encouraging people to participate sustainably in philanthropic activities. These findings reinforce the argument that effective communication strategies can foster awareness of philanthropy as a social habit, not just a response to certain conditions.

Thus, Sahabat Yatim Dhuafa Buay Pemaca can be positioned as a model of local philanthropy. This success is greatly influenced by communication strategies that can build trust, expand participation, and ensure equitable distribution of benefits to people in need.

IV. Conclusion

The conclusion of this study shows that the communication strategy implemented by the Dhuafa Buay Pemaca Orphan Community plays a significant role in building community philanthropic awareness through the integration of religious values, persuasive approaches, and consistency and transparency of information. Public trust is formed through social closeness between the management and the community, open fund management, and communication messages based on religious values, which then encourage sustainable community participation. These findings contribute to the development of the study of da'wah communication and philanthropy by emphasizing the importance of values-based approaches and social relations in the context of local communities. Implicitly, this study shows that communication strategies that are adaptive to the social characteristics of society can strengthen philanthropic practices as part of a collective culture. Therefore, further research is suggested to examine more deeply the wider use of digital media and test the model of philanthropic communication strategies in the context of different regions and community characters to enrich the generalization of findings.

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