

JUDUL : STRATEGI PRAKTIK CROWDFUNDING: STUDI
KASUS DI INDONESIA

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ABSTRAK

Skripsi ini bertujuan mengeksplorasi strategi dan prinsip dasar dalam menjalankan *crowdfunding*. Sejumlah studi kasus digunakan untuk menjawab rumusan permasalahan terkait bagaimana strategi *crowdfunding* dalam praktiknya. Konklusi dalam studi ini didapatkan dengan menggunakan pendekatan interpretatif, diikuti oleh rangkaian wawancara dan observasi. Temuan yang didapatkan mengidentifikasi (1) Aktivitas *crowdfunding* dimulai dengan menciptakan *project* ekonomi dengan tujuan khusus, (2) *crowdfunding* melakukan *resource exchange* dan promosi terkait aktivitasnya untuk mendapatkan *supporters*, (3) *crowdfunding* menyediakan transparansi selama *project* berlangsung dan setelahnya untuk mendapatkan kepercayaan, dan (4) *support community* diperlukan dalam aktivitas *crowdfunding* agar aktivitasnya dapat berkelanjutan (*sustainable*). Studi ini mengembangkan diskusi mengenai konsepsi pertumbuhan dari *crowdfunding*.

Kata kunci: *crowdfunding*, *project* ekonomi, *resource exchange*, transparansi, *support community*

*TITLE : STRATEGY OF CROWDFUNDING PRACTICES IN
INDONESIA*

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ABSTRACT

This study intends to explore the strategy and main principles of crowdfunding activities. The multiple case study approach was used to answer the research question on how to carry out crowdfunding. This study draw a conclusion with interpretative approach following the series of interview and observations. The findings indicate that (1) the crowdfunding initiative begins with economic project with specific purposes, (2) crowdfunding brings about the resource exchange and promoting the relevant activities for gaining supporters, (3) crowdfunding provides transparency during and after project to gain trust, and (4) support community is essential for crowdfunding activities to achieve sustainable activities. This study extends the discussion on the growing concept of crowdfunding.

Keywords: crowdfunding, economic project, resource exchange, transparency, support community