

Empowering Digital Philanthropy through the Development of a Social Media Application for Cross-Country Donations at PT. Lasari Kopi

Muh Riyaldi Pratama^{1*}, Neneng Awaliyah², Taufik Arsandi³, Muhammad Irfan Bin Zulkifli⁴,
Akbar Hendra⁵, Kamaruddin⁶,

^{1,3}Informatics Engineering, Universitas Teknologi Akba Makassar, Makassar, Indonesia

²Digital Business, Universitas Teknologi Akba Makassar, Makassar, Indonesia

⁴UNITAR International University, Selangor, Malaysia

⁵Information Systems, Universitas Teknologi Akba Makassar, Makassar, Indonesia

⁶Information Technology, Universitas Teknologi Akba Makassar, Makassar, Indonesia

Abstract

The rapid advancement of digital technology has changed how people interact and collaborate, positioning social media as a strategic medium for social engagement and humanitarian action. This community service project was conducted at PT. Lasari Kopi Makassar, aims to develop a social-media-based application for cross-country social donations that integrates technology, transparency, and social participation. Using a Research and Development (R&D) approach, the project began with a needs analysis involving interviews and surveys of employees, community partners, and digital volunteers. The data were used to design the application's main features, including segmented registration, campaign creation, and integration with secure cross-border payment systems. The application was built using the Flutter multiplatform framework to ensure responsive performance across devices. Testing was carried out directly at PT. Lasari Kopi's Digital Innovation Division served as the pilot site for training and user trials. The results show that the application effectively facilitated donation activities, simplified user access through a login-optional interface, and encouraged social participation through interactive campaign and collaboration features. Participants reported positive experiences regarding usability, security, and transaction flexibility. This program demonstrates the synergy between academia and industry in applying digital innovation to social empowerment. The collaboration with PT. Lasari Kopi illustrates how technology can support corporate social responsibility (CSR) initiatives and strengthen the culture of giving. The developed application has strong potential to become a scalable solution for promoting digital philanthropy and global social solidarity in the modern era.

Keywords: Social Media Application; Social Donation; Flutter; PT. Lasari Kopi; Digital Philanthropy.

Received: 2 July 2025

Revised: 30 August 2025

Accepted: 20 September 2025

Introduction

The advancement of digital technology has profoundly transformed how people communicate, collaborate, and participate in social activities (Agustina, 2023; Andzani, 2023; Yanti, 2023; Kaplan & Haenlein, 2010). One of the most significant impacts of this transformation is the emergence of social media, which serves as a global platform for interaction and information exchange (Fajriah & Ningsih, 2024; Fauzy & Ratnawati, 2024; Haryono & Hum, 2018; Ellison & boyd, 2013). Through these platforms, users can share experiences, build networks, and participate in digital communities without being constrained by geographical boundaries (Arianto & Handayani, 2023; Lestari et al., 2023; Usman, 2025; Kietzmann et al., 2011). This transformation has reshaped traditional communication models into faster, more dynamic, and interactive patterns that influence nearly all aspects of modern society (Mascrochah et al., 2024; Rantona et al., 2024; Saputra et al., 2023; Sinambela et al., 2025; Van Dijck, 2013).

In its early stages, social media was primarily used for entertainment and casual social interaction (Alyusi, 2019; Qadir & Ramli, 2024; Nadkarni & Hofmann, 2012). However, as the number of users and the diversity of needs increased, its function expanded into more strategic domains such as education, business, and social engagement (Suhendra & Selly Pratiwi, 2024). The ability of social media to distribute information rapidly and massively has made it a powerful medium for mobilizing public opinion and encouraging collective awareness of social, political, and humanitarian issues

*Corresponding author.

E-mail address: muhriyaldipratama@gmail.com (Muh Riyaldi Pratama)



(Randyca et al., 2024; Zempi et al., 2023). Consequently, social media has evolved into an important instrument of social transformation and civic participation (Cahyono, 2016).

This growing influence of digital platforms opens opportunities for employing social media as a collaborative tool in social and humanitarian initiatives (Anzani et al., 2024; Khaulah & Sekartaji, 2022; Tabrani et al., 2023). Through inclusive digital environments, people from different backgrounds can connect, collaborate, and contribute to collective causes. During natural disasters, for instance, social media is often used to share updates, coordinate donations, and link volunteers with those in need. These experiences demonstrate that social media can play a vital role in building community resilience and supporting philanthropic actions at both local and global levels.

Despite this potential, several challenges remain in managing cross-border donation activities, such as bureaucratic barriers, limited transparency, and unequal access to information (Maulana, 2023; Almaghrabi & Alhogail, 2022; Humas, 2025). A dedicated social media platform that integrates donation management, storytelling, and digital transactions could address these challenges by promoting real-time collaboration and accountability. By combining the viral nature of social media with the security of modern financial technology, such a platform can enhance participation in global philanthropy and encourage sustainable humanitarian efforts.

Based on this context, this community service project focuses on developing a social media-based donation application in collaboration with PT. Lasari Kopi, a local enterprise committed to digital innovation and community empowerment. The program aims not only to design a transparent and user-friendly donation system but also to strengthen social awareness through digital philanthropy. The collaboration between academia and industry demonstrates how technology can be applied to serve social needs, reflecting a broader mission to promote global solidarity and social responsibility in the digital era.

Method

This study adopted a Research and Development (R&D) approach to design, develop, and evaluate a social media-based donation application aimed at facilitating cross-country philanthropic collaboration (Safitri et al., 2020; Waruwu, 2024). The R&D model was selected because it allows a systematic process of product design and improvement through iterative stages of planning, development, and evaluation. This community service project was conducted in collaboration with PT. Lasari Kopi Makassar, which served as both the implementation site and industrial partner for testing and validation.

The development process consisted of several key stages. The first stage was the needs analysis, conducted through interviews and online surveys involving potential users such as community members, company staff, and social organization representatives. This phase aimed to identify user preferences, technological readiness, and perceived barriers to online donation activities. The findings from this analysis were used as the foundation for defining the system's functional requirements and design specifications.

The second stage involved application design and prototyping. The design phase utilized the Flutter multiplatform framework, allowing the application to operate seamlessly on Android and iOS devices. The prototype incorporated essential features such as segmented user registration (for individuals and organizations), campaign creation, and integration with secure cross-border payment gateways. The design process emphasized usability, transparency, and accessibility to ensure that users could easily navigate donation and campaign processes.

The third stage was application testing and validation. Functional testing was conducted to assess performance, interface responsiveness, and system security. User Experience (UX) testing was performed by involving selected users from PT. Lasari Kopi and partner communities to evaluate intuitiveness, satisfaction, and overall interaction quality. Feedback collected during this stage was analyzed qualitatively to identify areas for improvement before final implementation.

The fourth stage involved evaluation and impact analysis, which focused on assessing the social and behavioral outcomes of the application. Researchers conducted observations and interviews to explore how users engaged with the application and how it influenced their willingness to participate in digital philanthropy. Qualitative data analysis was employed to interpret responses and identify emerging themes related to trust, collaboration, and participation in cross-border donations.

The final stage was revision and dissemination. Based on user feedback and evaluation results, the application was refined to improve functionality, security, and interface design. The improved version was then presented and discussed with stakeholders from PT. Lasari Kopi, university partners, and local communities to ensure sustainability and scalability. Through these systematic stages, the R&D process not only produced a technically functional application but also created a socially responsive digital innovation that strengthens collaboration between academia, industry, and society. The integration of participatory evaluation ensured that the developed product aligned with community needs while promoting transparency and trust in the donation ecosystem.

Results and Discussion

The development of a social media–based application for cross-border social donations was successfully completed using the Flutter multiplatform framework, enabling the creation of a responsive, interactive, and efficient system accessible from various devices. The design process prioritized ease of use, transparency, and data security, aiming to meet the needs of users from diverse social and geographical backgrounds. The implementation of this program at PT. Lasari Kopi demonstrated how collaboration between universities and industry can promote digital innovation in community-based social responsibility initiatives.

During the system development phase, several key features were integrated to enhance user engagement and accountability. One of the essential components is the login interface, which provides users the flexibility to explore the application without immediate registration. This approach encourages new users to familiarize themselves with donation campaigns before committing to registration, thereby lowering the entry barrier. As shown in Figure 1, the login page displays the feed section accessible to guest users, while a bottom sheet appears only when non-registered users perform interactive actions such as liking or sharing content.

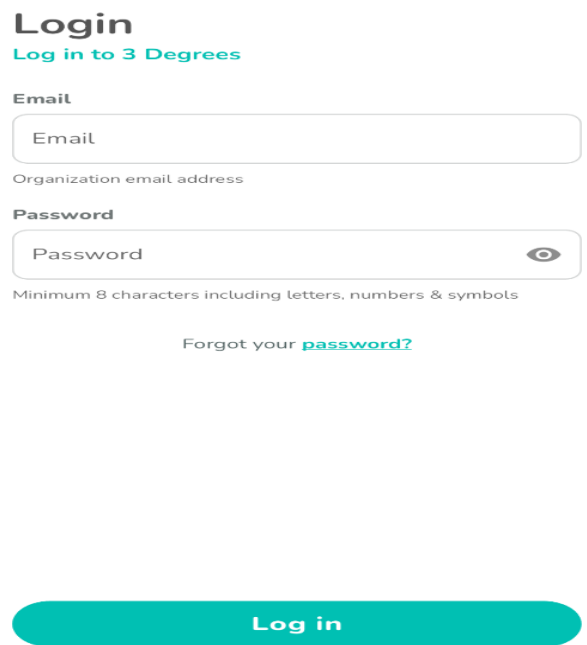


Figure 1. Login Page of the Social Media Donation Application

The sign-up module, illustrated in Figure 2, enables users to register as either individual donors or verified social organizations. The registration process includes entering personal information, uploading a profile photo, and selecting preferred donation topics. This segmented registration flow personalizes the onboarding experience, ensuring that each user receives relevant content and recommended campaigns based on their interests.

1 Account — 2 Picture — 3 Causes — 4 Socials

Add your account information!

First name

Last name

Username
taufik+300

+65 Contact Number

Date of Birth
01/January/2000

Address Line 1

Address Line 2 (Optional)

Country

Next

Figure 2. Sign-Up Page for Individual and Organizational Users

Following registration, users are directed to the feed page, as presented in Figure 3, where donation campaigns are displayed dynamically through photos and short videos. The full-screen layout mimics modern visual trends popularized by platforms such as TikTok and Instagram Reels, providing an engaging and emotionally resonant experience. This design supports storytelling-based philanthropy, allowing organizations to share visual narratives about their social missions and attract a wider audience.

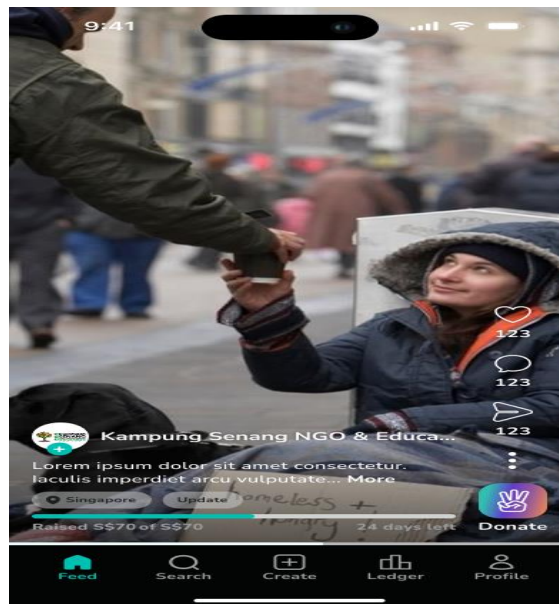


Figure 3. Feed Page Displaying Donation Campaign Content

Another key component of the system is the donation page, which integrates multiple payment methods to accommodate both local and international contributors. As shown in Figure 4, the platform supports transactions through Midtrans for domestic users and Stripe for international users, offering payment options via QRIS, virtual accounts, and credit cards. All financial transactions are protected by HTTPS encryption and comply with PCI-DSS security standards, ensuring that donors can contribute safely and conveniently.

← **3 DEGREES**

Amount Currency: SGD

5 10 20 50

100 500 1,000 5,000

Minimum Tax Donation Amount is S\$0

S\$ Or enter a custom amount

Tip 3 Degrees
3 Degrees will continue improve its services and give back to the community thanks to donors who will leave an optional amount here:

0% 5% 10% 15% 20% 25% 30%

Custom amount

Send a message to the NGO (optional)

0/100 characters

Anonymous Donation
Anonymous donations are not eligible for tax deductions.

Tax Deduction
This donation is not tax deductible.

First Name: Alicia Last Name: Ong

NRIC/FIN: S1230123

Summary

Donation Amount	S\$5.00
Transaction Fee	S\$1.50
Total Due Today	S\$6.50

Donate

Figure 4. Donation Page with Multi-Country Payment Integration

The final core feature is the profile and personalization page, depicted in Figure 5, where users can manage their personal information, view donation history, and adjust thematic preferences related to social causes. This personalization system tailors the content appearing in each user’s feed, ensuring that displayed campaigns align with their selected interests. It also fosters stronger emotional engagement, as users are consistently presented with causes that resonate with their values.

Profile

10 Followers 1 Following [Edit](#)

Alicia Ng
aliciaong223 | Singapore

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean gravida a arcu non laoreet. Aliquam elit ipsum, elementum ut aliquet vitae.

I have made **45 donations** to **over 10 charities**. Here are some of my interests:

[Elderly](#) [Animal Welfare](#) [Show all](#)

Donations [Show All](#)

- Kampung Senang NGO** **S\$500** 1d
Join our kids in the Every Child Matters playpods to explore the enchanting world of the Rainbow Fish! 🐟 Our playpods offer a fun and educational environment w...
- Kampung Senang NGO** **S\$20** 1d
Our mission is to empower underserved communities by providing essential resourc...
- Kampung Senang NGO** **S\$500** 1d
Join our kids in the Every Child Matters playpods to explore the enchanting world of the Rainbow Fish! 🐟 Our playpods offer a fun and educational environment w...

Figure 5. Profile and Personalization Page with User Preferences

In addition to these core features, verified social organizations can independently create fundraising campaigns complete with descriptions, funding goals, deadlines, and supporting media. The collaboration tools built into the system allow individuals to promote specific campaigns through unique referral links, thereby expanding the reach of social initiatives organically. The application also implements token-based authentication, encrypted APIs, and secure cloud storage with daily backups to ensure data confidentiality and system reliability.

The evaluation and testing stages demonstrated positive user responses to the application's functionality and user experience. Participants from PT. Lasari Kopi and the surrounding community reported that the login-free access made it easier to explore donation campaigns, leading to higher engagement levels. Many users appreciated the segmented registration system, which simplified onboarding and created a sense of personalization. Qualitative data from interviews and surveys revealed that the modern interface and visual storytelling approach encouraged empathy and trust, motivating users to participate in donation activities.

Furthermore, organizations involved in testing the platform noted an increase in donation interactions after utilizing the campaign and collaboration features. The variety of payment methods available also improved flexibility and user confidence in conducting transactions. These findings indicate that the integration of user-centered design, secure technology, and social collaboration successfully addressed the main challenges of cross-border philanthropy, namely transparency, accessibility, and trust.

Overall, the developed application represents a meaningful innovation that bridges technological capability and social purpose. It demonstrates how digital platforms can enhance the culture of giving by connecting donors, communities, and organizations in a secure and engaging environment. This community service initiative not only produced a functional product but also contributed to building a sustainable model for digital philanthropy. The collaboration with PT. Lasari Kopi further proved that synergy between academic research and industry practice can create real social impact, aligning technological development with community empowerment in the era of global digital transformation.

Conclusions

The development of the social media-based application for international charitable donations was successfully accomplished using the Flutter multiplatform technology, which enabled efficient performance across various devices. This innovation not only facilitates donation transactions but also strengthens social interaction, collaboration, and transparency in philanthropic activities. The platform goes beyond its transactional purpose by incorporating features that promote community engagement, such as login-free exploration, customized campaign creation for social organizations, and interactive visual feeds that combine photos and short videos to enhance user connection with social causes. The integration of cross-border payment systems, including QRIS, Virtual Accounts, and credit cards via Midtrans and Stripe, ensures secure and accessible transactions for users from different countries. Emphasis on data protection, token-based authentication, and encrypted communication channels enhances the platform's credibility and user trust. Moreover, the personalized experience supported by content curation and admin moderation helps maintain the integrity of donation campaigns and prevents misuse of the system.

From the implementation at PT. Lasari Kopi, it can be concluded that this application model has succeeded in bridging technology and social awareness, encouraging a culture of giving through digital means. The results indicate that such innovations can expand participation in global donation activities, especially by providing a transparent, secure, and user-friendly environment. Therefore, this project represents a significant contribution to community empowerment and demonstrates how higher education, through applied research and service, can generate real social impact in the digital era.

Acknowledgements: The authors would like to express their sincere gratitude to PT. Lasari Kopi for its active participation and collaboration in the implementation of this community service program. The support provided by the company, both in terms of facilities and practical insights, has been invaluable in testing and refining the developed

application. Appreciation is also extended to the Universitas Teknologi Akba Makassar (UNITAMA) for providing research and technical guidance throughout the process.

References

- Agustina, A. P. (2023). Perubahan pola komunikasi keluarga di era digital. *Global Komunika*, 6(2), 73–80. <https://doi.org/10.33822/gk.v6i2.6498>
- Almaghrabi, A., & Alhogail, A. (2022). Blockchain-based donations traceability framework. *Journal of King Saud University – Computer and Information Sciences*, 34(10), 9442–9454. <https://doi.org/10.1016/j.jksuci.2022.09.021>
- Alyusi, S. D. (2019). *Media sosial: Interaksi, identitas dan modal sosial*. Prenada Media.
- Andzani, D. (2023). Dinamika komunikasi digital: Tren, tantangan, dan prospek masa depan. *Jurnal Syntax Admiration*, 4(11), 1964–1976. <https://doi.org/10.46799/jsa.v4i11.743>
- Anzani, S., Sabrina, C., & Harahap, H. S. (2024). Media sosial sebagai sarana publikasi dan promosi kemanusiaan di era digital. *Arini: Jurnal Ilmiah dan Karya Inovasi Guru*, 1(2), 115–127.
- Arianto, B., & Handayani, B. (2023). *Media sosial sebagai saluran komunikasi*. [Unpublished manuscript].
- Cahyono, A. S. (2016). Pengaruh media sosial terhadap perubahan sosial masyarakat di Indonesia. *Jurnal Ilmu Sosial dan Humaniora*, 5(2), 140–153.*
- Ellison, N. B., & boyd, d. m. (2013). Sociality through social network sites. In W. H. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 151–172). Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199589074.013.0008>
- Fajriah, T., & Ningsih, E. R. (2024). Pengaruh teknologi komunikasi terhadap interaksi sosial di era digital. *Merdeka Indonesia Jurnal International*, 4(1), 149–158.
- Fauzy, A., & Ratnawati, E. (2024). Dampak sosial media terhadap perubahan sosial di masyarakat. *Jurnal Intelek dan Cendekiawan Nusantara*, 1(6), 10571–10581.
- Haryono, H. F., & Hum, S. (2018). *Pengaruh internet dan media sosial terhadap pola perilaku komunikasi di masyarakat*. Surabaya: Universitas Dr. Soetomo Press.
- Humas. (2025). Mengurai permasalahan birokrasi dalam pengelolaan program bantuan sosial. *Seputar Birokrasi*. <https://seputarbirokrasi.com/mengurai-permasalahan-birokrasi-dalam-pengelolaan-program-bantuan-sosial>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khaulah, K. A., & Sekartaji, S. (2022). Pemanfaatan media sosial sebagai sarana penggalangan dana oleh lembaga non-profit. *Communicator Sphere*, 2(2), 90–108.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Lestari, S. A. C., Agustin, N. P., & Ardina, R. E. (2023). Peran media sosial dalam pertukaran sosial remaja di media sosial. *PESHUM: Jurnal Pendidikan, Sosial dan Humaniora*, 3(1), 83–98. <https://doi.org/10.56799/peshum.v3i1.2490>
- Maulana, I. R. (2023). Kesenjangan sosial dalam distribusi kekayaan: Tantangan bagi pembangunan berkelanjutan. *Literacy Notes*, 1(2).
- Masrochah, S., Putra, Y. W. S., & Dirgantari, A. S. (2024). Perkembangan teknologi komunikasi. *Cendikia Mulia Mandiri*.
- Nadkarni, A., & Hofmann, S. G. (2012). Why do people use Facebook? *Personality and Individual Differences*, 52(3), 243–249. <https://doi.org/10.1016/j.paid.2011.11.007>
- Qadir, A., & Ramli, M. (2024). Media sosial: Definisi, sejarah, dan jenis-jenisnya. *Al-Furqan: Jurnal Agama, Sosial dan Budaya*, 3(6), 2713–2724.
- Randyca, P., Xaverius, F., Fernando, P., & Janson, C. (2024). Media sosial sebagai sarana komunikasi massa dan partisipasi politik masyarakat. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 1(2), 45–55.*
- Rantona, S., Solihin, O., & Abdullah, A. Z. (2024). Digitalisasi komunikasi: Dinamika teori dan transformasi di era digital. *Mimbar Administrasi*, 21(1), 407–419. <https://doi.org/10.56444/mia.v21i1.2162>

- Safitri, V. A., Sari, L., & Gamayuni, R. R. (2020). Research and development (R&D), environmental investments, to eco-efficiency, and firm value. *The Indonesian Journal of Accounting Research*, 22(3). <https://doi.org/10.33312/ijar.446>
- Saputra, A. M. A., Kharisma, L. P. I., Rizal, A. A., Burhan, M. I., & Purnawati, N. W. (2023). *Teknologi informasi: Peranan TI dalam berbagai bidang*. PT Sonpedia Publishing Indonesia.
- Sinambela, S. M., Saragih, M. D., Lumbantobing, J. N. Y., Lase, M., & Iqbal, M. (2025). Dinamika kebudayaan dan perubahan sosial dalam masyarakat modern. *Katalis Pendidikan: Jurnal Ilmu Pendidikan dan Matematika*, 2(2), 65–75. <https://doi.org/10.55606/jubpi.v2i3.3002>
- Suhendra, S., & Selly Pratiwi, F. (2024). Peran komunikasi digital dalam pembentukan opini publik: Studi kasus media sosial. *IAPA Proceedings Conference*, 293–301. <https://doi.org/10.30589/proceedings.2024.1059>
- Tabrani, M., Suhardi, S., & Nurrahman, D. (2023). Pemanfaatan media sosial sebagai platform informasi berbasis digital. *PRAWARA Jurnal Abdimas*, 2(4), 129–135.
- Usman, I. (2025). Sosialisasi pemanfaatan media sosial sebagai sarana interaksi belajar siswa di sekolah menengah. *Jurnal Pengabdian Masyarakat (J-AbMas)*, 1(1), 36–43.
- Van Dijck, J. (2013). *The culture of connectivity: A critical history of social media*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780199970773.001.0001>
- Waruwu, M. (2024). Metode penelitian dan pengembangan (R&D): Konsep, jenis, tahapan dan kelebihan. *Jurnal Ilmiah Profesi Pendidikan*.
- Yanti, N. (2023). *Teknologi dan perubahan sosial: Dampak revolusi digital terhadap pola interaksi manusia*. Literacy Notes, 1(2).
- Zempi, C. N., Kuswanti, A., & Maryam, S. (2023). Analisis peran media sosial dalam pembentukan pengetahuan politik masyarakat. *Ekspresi dan Persepsi: Jurnal Ilmu Komunikasi*, 6(1), 116–123. <https://doi.org/10.33822/jep.v6i1.5286>