

ABSTRACT
E-PHILANTHROPY INFORMATION AND COMMUNICATION
TECHNOLOGY (ICT) BUSINESS MODEL STRATEGY
DESIGNFORDREAM.COM IN DIFABLES EMPOWERMENT

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The purpose of this research is to find out how Designfordream.com using of information and communication technology (ICT) in philanthropic activities. As startup platform, as well as the form of business models that are raised on social campaigns. This study discusses philanthropic culture, online social campaigns, and social entrepreneurship business models. Designfordream.com as a platform (Non-Government Organization) receives a profit of 5% from each social campaign made and 20% of each product produced by a diffable person who is successfully sold.

The results showed that the Designfordream.com startup carried out difables empowerment with the concept of sociopreneurship. With conducts digital philanthropy (e-philanthropy) with the concept of social entrepreneurs. Designfordream.com supports disabled people to become entrepreneurs and professionals by implementing ICT strategies through crowdfunding programs, namely empowerment programs consisting of crowdfunding and e-commerce. Through the strategy of using ICT in philanthropic activities presents a diffable empowerment program that has a positive impact. In addition, the new media has also given rise to typical contemporary philanthropic trends and has revolutionized conventional generosity practices that philanthropists in Indonesia have been doing so far.

Keywords: Digital Philanthropy, Social Campaign, Sociopreneurship, Difable Empowerment, ICT

ABSTRAK

E-PHILANTHROPY TEKNOLOGI INFORMASI DAN KOMUNIKASI (ICT) BUSINESS MODEL STRATEGY DESIGNFORDREAM.COM DALAM PEMBERDAYAAN DIFABEL

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Fokus dari penelitian ini adalah pada munculnya penggunaan teknologi informasi dan komunikasi (ICT) dalam aktivitas filantropi. Yaitu melalui platform *startup* Designfordream.com, serta bentuk model bisnis yang dimunculkan pada kampanye sosialnya. Penelitian ini membahas tentang budaya filantropi, kampanye sosial online, dan model bisnis *social entrepreneurship*. Designfordream.com sebagai *platform (Non-Government Organization)* menerima keuntungan sebesar 5% dari tiap-tiap kampanye sosial yang dibuat dan 20% dari tiap produk hasil karya difabel yang berhasil terjual.

Hasil penelitian menunjukkan bahwa *platform Designfordream.com* melakukan aktivitas filantropi digital (*e-philanthropy*) dengan konsep *social entrepreneur*. Designfordream.com mendukung difabel menjadi pengusaha dan profesional dengan menerapkan strategi ICT melalui program *crowdhelping*, yaitu program pemberdayaan yang terdiri dari *crowdfunding* dan *e-commerce*. Melalui strategi penggunaan ICT dalam aktivitas filantropi menghadirkan program pemberdayaan difabel yang memberikan dampak positif. Selain itu, media baru juga telah memunculkan tren filantropi *kekinian* yang khas dan telah merevolusi praktek kedermawanan konvensional yang selama ini dilakukan para filantropis di Indonesia.

Kata Kunci : *Filantropi Digital, Kampanye Sosial, Sosiopreneurship, Pemberdayaan Difabel, IC*