

## **The Business Value of Non-Profit Organization: Organizational Communication's Perspective**

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**Abstract:** *This article aims to elaborate strategy of Integrated Marketing Communication (IMC) of PKPU Yogyakarta as non-profit organization. That is anomaly phenomena. According to organizational communication's point of view, this study used many theories as tools to describe any practical marketing communications. That is about unique issues. My assumption is whatever non-profit organization did depend on their drive and how to survive in the competition. Communication was really important thing. That is ultimate factor to seems-evident that organization is a product of communication, and totally dependent on symbolic expression. There is system value on organizations.*

*This article use secondary data to find out the theoretical bases on non-profit organization. All of marketing communication tools used by PKPU will elaborated as strategic in one side, and as practical guide in other. The data are collected by documentation. I assume that non-profit organization engaged in humanitarian sphere and spin off management. Many organizational communication theories give some way to create and analysis of integrated marketing communication. By elaborate the every step of IMC, depend on how the managers ideology position. The functional manager will see the organization as process, impact, and evaluation of marketing communication strategic. The critical managers will see the organization as symbol production. They stand out for share of value and spirit of ideology.*

**Keywords:** *Integrated Marketing Communication (IMC) Strategy, Non-profit Organization, share value, production of organization culture.*

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### **I. Introduction**

Non-profit organization was really interesting to analysis. The non-profit organization, like NGO declares they are not got the profit so much. The profit was not their orientation. Although not oriented to profit, undeniable that non-profits need the support of the audience or consumer for "building" of the organization. As long as I now, they can get support from many element of society. We found them as individuals, communities, companies, or the government. It's mean whether the organization claims they are have no profit orientation, but they do many thing as a business activities. They need support funds rising. This time can be found non-profit organizations that implement various marketing concepts adopted the marketing concept of profit organization. According to Lazarevski S & Dolnicar D (2009), try explaining due to non-profit organizations have been faced with type of market withdrawal profit organizations, such as the competition to collect donations and to earn money to achieve its mission.

PKPU (Pos Keadilan Peduli Umat – The Justice Element for Society Care) was non-profit organization in Yogyakarta. PKPU is one of the great humanitarian organizations in Indonesia. PKPU care for zakat. They receive and collect zakat funds from the public as the Institute Amil Zakat (LAZ) before 2016. They have over 6000 regular donators. Zakat was one of element Islamic's duty. But, in 2016 the organization's policy to spin off the management of zakat will become a 'terrible', otherwise has managed well by the organization. One of the risks identified as a result of the spin-off is the loss of the donor charity. The changing of Government's regulations made them to adapt for survive.

The competition among non-profit organizations was not avoided given the increasing number of non-profit organizations that raise funds from the public. Thus, the government should set a non-profit organization that regulation up, especially charity managers become more professional in managing community funds. Post-enactment No. 23 of 2011 on the management of zakat, PKPU "spin off" the management of zakat to the IZI foundation.

PKPU Yogyakarta needs to communicate information about *spin off* in order to the community, especially donors aware of the new policy of the government and the organization. Thus, donors can be moved to tithe through IZI foundation and not to other similar charity organizations. Communication between marketers (PKPU Yogyakarta) with the target audience can be reached by using marketing communication. Marketing communication is one of the marketing activities that tries to spread information, influence, or remind the target audience that is willing to accept, purchase, and loyal to the products offered marketers.

PKPU Yogyakarta implementing Integrated Marketing Communication (IMC) to promote the IZI foundation. IMC has tools that contain elements of the marketing communications mix consists of advertising, sales promotion, public relations and publicity, direct marketing, and personal selling. The choice IMC should come from management decision making. As a non-profit organization, PKPU should keep the religious signs (because zakat was one of ultimate element in Islamic value). But, as management function, PKPU should implement the marketing communication tools like profit organization did. In one side, the organization must get profit for survive. In the other side, PKPU should declare as Islamic organization for not profit orientation. we need theoretical frame to analysis and describe that's phenomena.

I try to use qualitative approach to try elaborating the theory of organizational communication. There are two perspectives to explain and describe the phenomena that occur. *First*, I used management function's perspective as a tool of analysis. *Secondly*, I saw critical perspective of organizational communication as ideological apparatus which is they used. Through this article, I attempted to explain and describe in detail the IMC strategy implemented PKPU Yogyakarta in order to promote the foundation IZI. I assume this nonprofit organization did integrated marketing strategy based from theoretical point of view. The nonprofit organization has special reason to implemented management functions for some time, and implemented critical perspective anytime. Data collected by elaborating documentation of significant references. All of data processes by triangulation phases with data reduction, presentation, and conclusion.

The integrated marketing communication strategy is designed by the area of the Partnership. This article has two focus of interest. *First*, explain the strategy of integrated marketing communication (IMC) implemented by PKPU Yogyakarta since the adoption of IZI foundation until the launching (January to May 2016). *Secondly*, describe which one theoretical bases conducted by PKPU Yogyakarta in order to promote the foundation IZI as an institution that succeeded in managing zakat. The primary data of this article comes from thesis's conclusion of Wisataone (2016). I try to analysis what basic concept and theoretical point of view the PKPU as non-profit organization.

## **II. Marketing Communication In Non-Profit Organization: Finding & Discussion**

Organizational communication theories are explanations developed by researchers to describe and account for how organizational communication occurs in practice. Nascent theories of organizational communication have existed for millennia, but were introduced more formally in the first half of the 20th century following the industrial revolutions in Europe and the United States (Jablin & Putnam, 2001; Littlejohn & Foss, 2009). Since then, the perceived importance of communication in promoting organizational effectiveness has grown, while conceptions of what it means for an organization to be effective have broadened considerably. Theories of organizational communication have developed from narrow conduit models aimed solely at improving the bottom line of corporations to more diverse formulations that emphasize the importance of participation by multiple stakeholders in the development of public, private, and nonprofit institutions.

Complexity of organizational theory comes from how and why relations with or by stakeholders could be more confusing and unpredictable (Putnam & Pacanowsky, 1983; Miller, 2012). This complexity was not well managed—or well explained—by transmission models of hierarchical organization. The received notion of an organization as a pyramid of roles and reporting relationships sustained through orders delivered through an unequivocal chain of command was challenged by different, more holistic models borrowed from biology (systems) and anthropology (culture). Communication aspects become significant problem.

Communication is the glue of the organization. A productive organization, therefore, is good communication system- one that achieves coordination with the least effort and minimal control cost. An unproductive organization, by the same logic, is a poor communication system. It follows that achieving better productivity is equivalent to reducing communication cost- the major promise of the new media technologies. Most organization should be growing communication with stakeholder, whatever internal publics or external publics. The organizations need publics to survive. In cases profit organization, they sell something to get money. The customers enjoy getting utilities and hedonically functions of good and services. In cases of non-profit organization, they got publics loyalty with share value and ideology, not good and services only. But, how the value and loyalty invite the big money?

The successes and failures of organizations have been prominent themes in business administration literature and organizational communications for decades. Almost all scientific research in the subfield of strategic management has examined these two closely interrelated topics. *On the one hand*, scholars want to comprehend why some companies perform better than others (Grunert and Ellegaard, 1993; Grunert and Hildebrandt, 2004), and *on the other hand*, they want to understand why companies fail (Hager et al. 1996; Duckles et al. 2005). To accomplish these objectives, researchers model organizational success and failure as dependent variables whose determinants can be identified by applying statistical techniques or the case study method (Cameron et al. 1988; Lampel and Shapira, 1995; March and Sutton, 1997; Grunert and Hildebrandt, 2004; Mellahi and Wilkinson, 2004).

The dynamics of organizational success and failure is a complex problem for nonprofit organizations (NPOs). There is not just about money, but according to many points of view (Anheier, 2000; Jegers, 2008). NPOs are characterized by their orientation toward the accomplishment of social objectives and the nondistribution constraint (Hansmann, 1980, 1986; Salamon and Anheier, 1997), and their focus on social goals is part of their mission statement (Brown and Slivinski, 2006; Oster, 1995). Serving some public purpose, they are often actively supported by the state through favorable tax treatments or public funds (Salamon and Anheier, 1997). Therefore, they cannot distribute surplus revenues as profits or dividends but reinvest them into the organization to ensure mission accomplishment (Sandler and Hudson 1998). Thus, in contrast with for-profit enterprises, whose main goal is to maximize profits (Varian, 1992; Brown and Slivinski, 2006; Mankiw, 2011:), the ultimate indicator of NPO success is the realization of mission objectives (Sawhill and Williamson, 2001).

Mohamad Mahsun defines non-profit organizations as organizations that are not aimed at seeking profits. Thus, profit is not the main purpose of the organization. Nonprofit organization dedicated to a wide range of marketing concepts in order to meet the interests of the organization's vision and mission. Prof. Dr. Emil Salim (Hermawan, 2006) argues, non-profit organizations can use social marketing strategies to influence the target audience to voluntarily accept, reject, repudiate or change an attitude and behavior to the advancement of individuals, groups and entire communities.

Marketing in non-profit organizations is an innovation of management is growing rapidly. Although, many nonprofit organizations looking at marketing as a business activity, Kotler and Levy (in Dolnicar S & Lazarevski D: 2009) believe that marketing plays a very important in regulating the survival life of nonprofit organizations. This statement became the answer that the importance of marketing in nonprofit environments.

In the early development nonprofit marketing difficult to accept, because it is based on the public mindset that suggests that good health does not need to be marketed, litigious behavior also does not need to be advertised. However, the outlook began to fade, due to the potential marketing and others faced with the choice to use it (Kotler and Andreasen: 1995). In its development, the mission of each non-profit organization varies depending on the type of request that is affected and the type of activity. Kotler and Andreasen (1995) summarizes the initial steps to consider marketing strategies in nonprofit organizations is the perception and understanding of the special environment that we run.

### **III. Integrated Marketing Communication (IMC) Strategy in Concept of Non-profit Marketing**

Non-profit organization needs to do marketing for the type of organization tend to be on collecting donations to achieve its vision and mission. For non-profit organizations engaged in humanitarian, donor is one of the life of the driving activity. It is important for non-profits to use marketing communication strategy, because the positive potential in terms of growing interest in the target audience and the decision to use the services of the organization. Lazarevski Dolnicar S & D reveals that legitimate if non-profits adopt the marketing concept used to market conventional organization a profit-oriented. Therefore, in order to implement the objectives of marketing communications, nonprofit organizations need to make their own marketing communication strategy, although improvising from conventional marketing. A good strategy, according Ferdhiany (2014) is a strategy that is not easily duplicated and unique that such a strategy will last a long time. According to Kaye and Allison (2005) is a priority strategy or comprehensive overall direction taken by the organization: strategy is the choices about how best to achieve the organization's mission. The strategy is essentially planning and management to achieve a goal.

In preparing the strategy and planning of marketing, marketers must perform a careful analysis of the existing competition in a segment of the market and pay attention to the concept of marketing. One of the marketing concept used conventional organizations to gain a higher profit is Integrated Marketing Communication (IMC).

Terence A. Shimp (2003) define IMC as the process of development and implementation of various forms of persuasive communication program to customers and prospective customers on an ongoing basis, which aims to influence or give direct effect to the behavior of its target audience. Kotler and Armstrong (2001) defines IMC as a concept in which a company is careful to integrate and coordinate the many communication channels to convey a clear, consistent, and convincing about the company and its products. Being an important record of these two definitions is 'sustainable' and 'integrated'. The meaning is how the marketing programs that have been designed to be sustainable and integrated with one another. How many integrated messages in a marketing program that is used to convince the target audience of the product offered the organization. Furthermore, the message is also delivered with earnest order to be credible and convincing target. In this study, IMC strategy with regard to things that are assumed to be chosen activities, including; planning, implementation, and evaluation in order to promote the IZI foundation.

Three selected activities include, *first*, planning of Integrated Marketing Communication (IMC) strategy. IMC's planning of the marketing mix was the basics of the overall design of integrated marketing communications. Larry Percy (2008) formulated five steps IMC, targeting, positioning, choose the marketing mix, setting objectives, selecting the media. *Second*, the implementation of the Integrated Marketing Communication (IMC), the company communicates to consumers collectively using the marketing communications mix. Marketing mix in marketing communications consist of 4Ps product (product), price (price), where (place), and promotion (promotion). IMC can help the company in order to create a coordinated message clearly and consistently in a wide range of communication channel, so it is important to use for promotion. Promotion in the marketing communications mix is used to convey the message to the target audience. Activity convey a message to promote a brand, according to Kotler and Armstrong (2001) through five elements of the promotion mix marketing, namely advertising, sales of personal, sales promotion, public relations and publicity, and direct marketing. *Third*, evaluate the result of IMC programs that have been implemented. In measuring the evaluation, marketers need to know the results of the correlation between the target audiences with a goal in the messages. The success of the program covers the implementation of communications objectives that help achieve its marketing objectives.

According to Miller (2012) we saw how organizational communication to gain their objective by two perspectives. *First*, classical approaches which are try analysis organization as machine metaphor. There is how marketing communication could be different by others. In classical organizations, communication about task is very narrowly focused. For example, Farace, Monge, and Russell (1977) talk about three kinds of communication that often flow in organizational settings:

task-related communication, innovation-related communication (communication about new ideas), and maintenance-related communication (communication on social topics that maintains human relationships). Obviously, social communication would be strongly discouraged in the organizations represented by classical theories.

Secondly, *critical approaches* adopt a radical frame of reference by considering organizations as *sites of domination*. Furthermore, these approaches see theory as a force that can emancipate individuals from these dominating organizational forces or consider how employees resist organizational dominance (Morgan, 1986; White & Mazur, 1995). Thus, the theorist takes an activist role in instigating and encouraging organizational transformation. At the risk of oversimplifying, however, critical theorists tend to agree on the following: *First*, critical theorists believe that certain societal structures and processes lead to fundamental imbalances of power. *Second*, these imbalances of power lead to alienation and oppression for certain social classes and groups. *Third*, the role of the critical theorist is to explore and uncover these imbalances and bring them to the attention of the oppressed group. Emancipation is then possible, either through direct political action, individual resistance, or awareness of the oppressed individuals. For example, Mcphee & Poole (2001) discussion about structures and configurations of organizations was determinant factor to disclosure power relations. They suggest many key research issues to find out how the format structure of organization had relations to communication.

The relations of implemented integrated marketing communication and the organizational communications could be analysis from PKPU's story. This organization declares as non-profit orientations. They service all of Indonesian Muslim to give their zakat as religious duty. That's not talk about business motives. In reality, PKPU should care for their employers, management system, and organization growth for the future. For many reasons, they should do business activity for everyday live. They made connections with stakeholders as financial funding. They use communications strategy in marketing promotion for take mutual understanding with their customers.

#### **IV. Planning of Integrated Marketing Communication (IMC) Strategy**

PKPU Yogyakarta choose public, regular donors, and donors as the target audience is not through a selection process based on the concept of Terence A. Shimp, where there are three variables in determining the target group of consumers; demographic variables, psychographic variables and variable geodemografis. PKPU Yogyakarta determines the target audience in general without the use of data, so it does not obtain specific results about the distribution of age, income, lifestyle, and the activity of the target audience. The next step, PKPU Yogyakarta ascertain how the target audience make choices, namely by forming a positioning as a trustworthy organization (trustworthy), so it is to uphold the integrity of itself as a nonprofit organization. The trick is to account for the money that comes in and out through a report. The strategy thereby building confidence in the minds of donors.

Then, PKPU Yogyakarta selecting marketing communications mix by IMC tools in every marketing program. They were implementations of IMC tools that relies on previous activities (Wisataone, 2016). In the integrated marketing communications activities, many researchers divided them into three categories, consisting of seven courses and Integrated Concurrent (BT), six integrated program, but not the same time (T), and five courses Not Integrated (TT). Meanwhile, an integrated marketing communications activities, but did not coincide (T) there are four courses.

PKPU Yogyakarta establishes the purpose of communication to inform the activity of a spinoff of zakat management of IZI PKPU Yogyakarta to the foundation in order to change the behavior of donors to be moved to tithing to the IZI foundation. By knowing the communication objectives of the organization, it will be easier to determine through what the most appropriate media to load marketing message. Thus, the last step used in the planning of the IMC is to determine media.

#### **V. Implementation of Integrated Marketing Communication (IMC) Strategy**

In implementing of IMC strategy conducted by PKPU Yogyakarta is not entirely the same as conventional organizations. There are things that seem very different, especially when practices in order to promote the foundation IZI. PKPU Yogyakarta promotes IZI foundation for five months,

from January to May 2016. PKPU Yogyakarta introduced foundation IZI as a new entity managing the ZIS that had been managed by PKPU using a Integrated Marketing Communication (IMC) strategy, which is composed of five elements of the promotional mix IMC marketing; (1) advertising, (2) sales promotion, (3) public relations and publicity, (4) direct marketing, and (5) personal selling.

The implementation of the implementation of IMC strategy, among others; First, the advertising element, PKPU Yogyakarta using MQ FM radio 93.2 FM as its media partner in promoting the foundation IZI. Unique strategies used PKPU Yogyakarta is to replace talk show which was originally used PKPU Yogyakarta to convey the theme of Islamic studies with a talk show that contains a spin-off activity zakat management from PKPU Yogyakarta to the foundation IZI. It is considered to save the promotion budget, because PKPU Yogyakarta does not add airtime, but only to replace the existing program. That is, Yogyakarta PKPU not pay the broadcast room is specifically designed to promote the foundation IZI. PKPU Yogyakarta only use the broadcast time talk show that has been contracted earlier.

Second, the elements of sales promotion, PKPU Yogyakarta rely on its partners to communicate the spinoff of zakat management of PKPU Yogyakarta to the IZI foundation. PKPU Yogyakarta in cooperation with Indonesia Madani Foundation (YIM) on month of Ramadan. YIM would collect tithes from members of the organization and the surrounding community. When YIM collect tithes, they take advantage of this moment to introduce the IZI foundation as a new institution that replaces PKPU Yogyakarta to manage zakat.

In the public relations and publicity elements, PKPU use pres-conference strategy with donors, as well as the delivery of consolidated statements and open letters. In all forms of marketing communication elements, only pres-conference the only program designed (held) foundation dedicated to promoting IZI. When held pres-conference, PKPU Yogyakarta inviting regular donors and various media. Unique strategies used PKPU Yogyakarta when pres-conference is to hold it together with donations to the orphans. PKPU Yogyakarta invite orphans to receive compensation through a surrogate for PKPU Yogyakarta directly witnessed by the donor at the same time the media were invited. Social activities put in pres-conference order to add more value to the news published by the media. PKPU Yogyakarta manipulate the atmosphere in ways that affect the good image, because Jafkins (2013) states that the image formed is a result of a variety of incoming information. Giving donation to orphan when the conference have done. This strategy is used in order to get publicity and give a good impression.

PKPU Yogyakarta also has a consolidated report and the program sends open letter. The open letter written by President PKPU and unique strategies undertaken by PKPU Yogyakarta is distributing an open letter in conjunction with the consolidated report. One of the unique things contained in the consolidated report is the prayer written on the employee PKPU Yogyakarta to donors. Prayer containing donor so blessed family, given good health, and donations can be beneficial for the poor. Consolidated reports sent by courier mail only to the donors who make transactions in the previous month. Delivery consolidated reports used to build PKPU Yogyakarta position as a trustworthy organization.

Shipping open letter in conjunction with the consolidated report could affect donors to believe that the new place in the payment of zakat (IZI foundation) can be taken as what they believe PKPU Yogyakarta. Additionally, PKPU Yogyakarta also co-branded with the foundation IZI. The media used are billboards, banners and brochures. In the co-branding activities, IZI foundations juxtaposing its logo with the logo of PKPU in order to create awareness among people that the IZI foundation is a spin off from PKPU institutions. Then, PKPU Yogyakarta also use lobbying strategies socialization. PKPU Yogyakarta socialize spin off to its stakeholders. Stakeholders who directly visited by PKPU Yogyakarta and foundations IZI including from government agencies and education.

PKPU Yogyakarta conducts direct marketing by means of selling phone and via internet. Phone selling is a program that aims to inform about the humanitarian programs that PKPU Yogyakarta to do in the next month and a call to support the program by making a donation. The strategy used when promoting the IZI foundation is contacting donors to offer its humanitarian programs. PKPU Yogyakarta promote humanitarian programs by phone selling as well use it for "all" promotes the foundation IZI. In addition to using the phone selling, PKPU Yogyakarta also uses

online media to direct marketing. Online media used by PKPU Yogyakarta is a web site and fans page.

Furthermore, PKPU Yogyakarta use elements of personal selling in a way to kept in touch and use e-mail. PKPU Yogyakarta has a donation shuttle program; this program is used by PKPU Yogyakarta to stay in touch at the same time to promote the foundation IZI. That is, the sale of personal use by PKPU Yogyakarta in order to promote the IZI foundation is to "ride" shuttle program donation. In addition to stay in touch with donors, PKPU Yogyakarta using e-mail to do personal selling. Strategies that do PKPU Yogyakarta when promoting the foundation IZI by e-mail is to send an e-brochure (catalog), sent an open letter, and write the message by e-mail body of e-mail directly to private donors.

PKPU Yogyakarta maximize itself to promote the foundation IZI using various media owned. Of the various marketing elements in question, the most effective strategy in promoting the IZI foundation is a direct marketing by using the phone selling and public relations by using the consolidated statements and open letters. Pres-conference is a public relations and publicity programs to reach the entire target audience, namely the public and donors.

## **VI. Evaluation of Integrated Marketing Communication (IMC) Strategy**

Measure of the success of marketing communications conducted by PKPU Yogyakarta is when the number of donors zakat of PKPU Yogyakarta reduced, with increased donor charity IZI foundation. It can be concluded that, PKPU Yogyakarta quite successfully pursuing a strategy of IMC her because donors zakat PKPU drastically reduced (less than 10% of the 30% tithe commonly entered into PKPU Yogyakarta), making 2/3 has been moved to the IZI foundation.

In implementing the strategy of implementation of IMC, PKPU Yogyakarta introducing IZI foundation as a new entity managing the ZIS that had been managed by PKPU using a strategy of Integrated Marketing Communication (IMC), the which is composed of five elements of the promotional mix marketing of IMC in the form of (1) advertising, (2) sales promotion, (3) public relations and publications, (4) direct marketing, and (5) personal selling. The implementation of the strategy implementation of IMC, among others; first, the advertising element, PKPU Yogyakarta using MQ FM radio 93.2 FM as its media partner in promoting the foundation IZI. Unique strategies used PKPU Yogyakarta is to replace talk show. Second, the elements of sales promotion, relying on partners Indonesia Madani Foundation (YIM) to inform about spin off of zakat management of PKPU Yogyakarta to IZI foundation. Thirdly, on the element of public relations and publicity, PKPU use pres-conference strategy with donors, as well as the delivery of consolidated statements, open letters, and co-branding. Fourth, PKPU Yogyakarta conducts direct marketing by means of selling phone and via the internet (web site and fans page). Fifth, PKPU Yogyakarta use elements of personal selling in a way to stay in touch and use e-mail.

PKPU Yogyakarta used business activities in for kept their customers loyalty. That's really interesting because they were non-profit organization. IMC strategy used by PKPU Yogyakarta do not all produce the same activities as most conventional organizations (profit). The ultimate drive was relationship with customers or donators. That is communication issues. I call it relationship-oriented of non-profit organization. That is fundamental spirit for non-profit organization in the future. The strategy did not just how to get fund rising, but to manage organizational relationship for long time. The difference of the IMC practice occurs that cannot be separated because of influence of PKPU Yogyakarta as a nonprofit organization, communication in relationship oriented, trust as core business, and humanitarian programs as its product.

## **VII. Conclusion**

The focus of interest in this article is implementation of organizational communication theory and the complexity two models of communications be implemented. I saw one example from nonprofit organization in Yogyakarta, Indonesia have a switch orientation in their marketing communication strategy. The purpose of analysis implementation of marketing communications is the idea to introduce the IZI foundation as a new institution. They manages the zakat charity that had been managed PKPU Yogyakarta, in order to change the behavior of donors who have previously paid zakat of PKPU Yogyakarta moved to the IZI foundation. In order to promote the IZI foundation,

PKPU Yogyakarta using a strategy of Integrated Marketing Communication (IMC) by combining system. The promotions strategy in IZI foundation based from the system approaches of organizational in one side, and based from critical model in the other side.

Implementation of the IMC strategic planning undertaken PKPU Yogyakarta in order to promote the foundation IZI, Among others; *First*, define the general public, regular donors and donor accidental PKPU Yogyakarta as the target audience. *Second*, Yogyakarta PKPU its brand positioning as an organization that can be trusted. *Third*, I saw PKPU as non-profit organization selecting various marketing mix; advertising, sales promotion, public relations and publicity, direct marketing and personal selling. Fourth, setting objectives set PKPU Yogyakarta, where the purpose of marketing communication is to inform the public that there is a new amil zakat institutions established by PKPU Yogyakarta, the which is a foundation IZI. Fifth, PKPU Yogyakarta choose the right media as a medium to promote the foundation IZI, Including; print media (brochures, billboards, and banners), electronic media (radio) and online media (web site and fans page).

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