

Instagram-Based Social Marketing for Animal Welfare: Donation and Adoption Strategies

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Abstrak

Animal-welfare organizations rely on public support, but being visible online does not guaranty donations or responsible adoptions. This study examines how Natha Satwa Nusantara (NSN), an Indonesian nonprofit, uses Instagram and related offline activities to engage Generation Z in animal donations and adoption. Guided by the social marketing mix, the study applies an interpretive, qualitative single-case design. Evidence was gathered through interviews with organizational personnel, an animal-welfare communication practitioner, and Generation Z followers, together with observation and documentation of campaign communication. The data were analysed thematically and checked through source and method triangulation. The findings show that NSN combines seven marketing-mix elements: rescue, rehabilitation, adoption, and foster-parent programs define the social offer; flexible donation options and alternative forms of support reduce participation barriers; Instagram, the website, and events provide access; storytelling and visual updates explain the cause; staff, volunteers, and partners deliver the campaign; structured adoption and content workflows organize participation; and documentation, consistent visual identity, and updates provide visible evidence of activity. Generation Z interviewees described stories and recovery updates as emotionally engaging and informative, while housing and readiness constrained some adoption decisions. They also wanted more regular, more transparent information on donation totals and how funds are spent. The case indicates that social marketing engagement is based on a connected service experience, not only promotion. The evidence is anecdotal and case-specific so it does not establish donations or adoptions were caused by content from Instagram.

Kata Kunci: social marketing; nonprofit organization; animal welfare; Instagram; Generation Z

Introduction

Animal rescue organizations are faced with a practical marketing problem: making the needs of animals visible, gaining confidence in the use of support and enabling donation or adoption without reducing a complex welfare issue to a short appeal. Social media offers cheap reach and quick interaction but exposure, likes or emotional reactions don't necessarily translate into sustained support. Recent reviews indicate a shift in social marketing in digital channels from one-way communication to more personalized and participatory approaches. However, caveats include that platforms do not necessarily lead to behavior change.

In Indonesia, animal-welfare organizations operate under complex socio-cultural and systemic communication challenges. Despite national regulatory frameworks aligned with international standards such as the World Organisation for Animal Health (WOAH) Animal Welfare National Strategic Plan, domestic animal abandonment, overpopulation of stray dogs and cats, low sterilization rates, and instances of animal cruelty remain widespread. Public awareness regarding

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animal adoption and responsible pet ownership continues to face barriers, including cultural preferences for purebred pets and limited legal enforcement against mistreatment.

In addressing these issues, non-profit animal rescue organizations rely heavily on public donations and volunteer-driven efforts, as government subsidies for companion animal welfare remain scarce. Consequently, effective strategic communication becomes vital for organizational survival and social impact. While digital media—particularly social media—offers unprecedented reach for non-profits, animal-welfare organizations in Indonesia struggle with specific communication bottlenecks: overcoming donor fatigue, counteracting skepticism surrounding financial transparency, and bridging the gap between passive online engagement (*likes* and *shares*) and active prosocial actions (*donations* and *adoptions*).

This challenge is important for Indonesia where animal-welfare organizations use digital channels to report rescue cases, explain needs and invite public contributions. Natha Satwa Nusantara (NSN) is a non-profit organization which holds education, rescue, rehabilitation, adoption and foster parent program for companion animals. The Instagram account, @nathasatwanusantara, is one of the visible ways to communicate these programs. Case evidence indicates that followers were aware of regular updates about animals and campaign information, but also experienced practical limitations on adoption, such as housing suitability and willingness to care for another animal. These stories highlight an important difference: awareness and empathy can help facilitate engagement, but participation still requires resources, trust, and actionability.

Literature on nonprofit social media, online fundraising and animal-adoption communication is dispersed. Previous studies on nonprofit communication have examined message interactivity, emotion, visuals, platform use, and donor trust (Albanna et al., 2022; Tao et al., 2021; Zhang et al., 2022). Similarly, in the setting of fundraising, online communication is associated with trust and donor intention, but the importance of transparency and platform credibility is also underlined (Bilgin & Kethüda, 2022; Obadã et al., 2024; Utomo et al., 2023). Studies of animal shelters have investigated the engagement generated by adoptable-animal posts and the way in which animal profiles are presented (Lamb et al., 2021; Morrison et al., 2024). However, little is known about an Indonesian animal-welfare nonprofit's linkage of its social marketing offer, perceived costs, channels, people, participation processes, and visible evidence into one campaign experience for young followers.

Within this context, Natha Satwa Nusantara (NSN) serves as an exceptionally informative case study rather than merely a generic example of a non-profit utilizing Instagram. Founded in 2011, NSN is one of Indonesia's most prominent animal welfare organizations, managing structured rescue, rehabilitation, sterilization, and re-homing programs. Strategically utilizing its Instagram platform (@nathasatwanusantara) with over 239,000 followers, NSN actively navigates these communication barriers through structured visual storytelling, transparent updates of medical recoveries, and clear participation pathways designed to appeal to younger audiences, specifically Generation Z. Examining NSN provides crucial empirical insights into how a Southeast Asian animal-welfare non-profit strategically orchestrates a multi-element social marketing approach to cultivate trust, mitigate adoption barriers, and drive sustainable public engagement.

Beyond merely applying the traditional 7P social marketing framework to a non-profit context, this study extends the 7P model by re-conceptualizing its components within a digital-first, social-media-driven environment for animal welfare. Specifically, this research theoretical contribution lies in adapting the conventional product-centric and transactional nature of the 7P framework into an empathy-driven and participatory engagement model.

- **Product & Price Redefinition:** First, "Product" is expanded beyond physical adoption or rescue to encompass behavioral shifts, systemic advocacy, and emotional value. Correspondingly, "Price" is reframed from monetary cost to emotional labor, cognitive resistance, and lifestyle adjustments required from adopters and supporters.
- **Place & Promotion Integration:** Second, "Place" and "Promotion" are synthesized through Instagram's interactive features (@nathasatwanusantara), transforming a passive channel into a two-way digital ecosystem where visual storytelling serves as both distribution platform and advocacy space.
- **People, Process, & Physical Evidence Adaptation:** Finally, "People," "Process," and "Physical Evidence" are operationalized to address the unique challenges of Southeast Asian non-profits, such as building digital trust through transparent medical updates and navigating donor fatigue.

By bridging these dimensions, this case study offers an extended 7P framework that demonstrates how resource-constrained non-profits in developing nations can leverage digital social marketing to convert passive social media engagement into sustained prosocial behavioral outcomes.

This study addresses that gap through an in-depth case analysis of NSN. It contributes by integrating the seven elements of the social marketing mix with organizational accounts, Generation Z audience interpretations, and observed digital and offline communication. The aim is to describe how NSN designs and delivers donation and adoption campaigns and how Generation Z followers interpret the strategies and participation barriers. The study is not designed to estimate campaign effects or adoption rates; rather, it explains the practices and meanings evident in one organizational case.

Literature Review and Research Proposition

Social marketing and behavioral value

Social marketing is the use of marketing analysis and planning by voluntary behavior to benefit individuals and society. It is not only about message exposure and positive attitudes; it is also about value delivered, costs perceived by audiences and conditions that enable a behaviour (Budiyanto et al., 2026). Recent research has emphasized the necessity of social marketing being based on clear behavioral goals and understanding of the audience, rather than social media activity as an intervention in itself (Flaherty et al., 2021; Shawky et al., 2022; Werke & Bogale, 2024). Obinomen and Juntunen (2025) also showed the need for communication to be situated and to match the behavior being promoted. For NSN, the relevant social behaviors include donating, adopting responsibly, supporting a foster-parent program, and sharing accurate welfare information.

The 7P social marketing mix

The 7P framework offers a practical way to examine how an organization makes a social offer accessible and credible. Product refers to the behavior and associated benefits being promoted; price includes financial, practical, psychological, and time costs; place concerns access points; and promotion concerns how the offer is communicated. People includes the staff, volunteers, partners, and intended participants who shape delivery. Process concerns the procedures through which participation occurs, while physical evidence refers to tangible or visible cues that make service quality and organizational activity more credible. The application of social marketing is still concerned with the interaction of audience needs, exchange, competition, and marketing mix (Arif et al., 2026; Shawky et al., 2022; Soares & Sousa, 2022). The framework is used here as an organizing lens, not as a claim that all seven elements have equal influence.

Nonprofit communication, trust, and participation

Nonprofit communication takes place within relationships with several stakeholder groups and across multiple channels; strategy therefore involves coordination as well as message design (Albanna et al., 2022; Mato-Santiso et al., 2021). Empirical studies have found that interactive and emotionally framed messages can lead to public engagement, but the effects depend on the audience and organizational context (Tao et al., 2021; Zhang et al., 2022). Visual content can also attract attention and shape responses to organization-generated posts (Dhanesh et al., 2022), and Instagram studies show that nonprofit visual choices are related to patterns of audience response (Elvira-Lorilla et al., 2024a; Kim & Jang, 2022). These findings make storytelling relevant to animal-welfare communication, where an individual animal's rescue and recovery can help audiences understand an otherwise abstract need. Yet emotional response should not be confused with action: the audience must also understand how to participate and believe the organization will use support appropriately.

Fundraising transparency and animal adoption

Trust is a central consideration in online charitable giving. The researches show that communication strategies in social media marketing in nonprofit organizations are related to brand image, trust and intention to contribute (Bilgin & Kethüda, 2022). Trust has been identified as a significant mediator for the association of nonprofit social media strategy with donation intention in Indonesia (Utomo et al., 2023). They also assess the availability, integrity and accuracy of the informational organizational (Dethier et al., 2024). Other studies include the effects of online information, perceived risk, and organizational reputation on contribution decisions (Obadă et al., 2024; Xue & Zhou, 2023) and the interaction between donor motivation, trust, and attitudes to charity giving (Lee & Kim, 2023). Adopting an animal is not a transaction, it's a lifetime commitment. Previous studies on shelter dog profiles and public engagement have shown that online presentation can influence attention, but engagement metrics alone cannot provide evidence of successful adoption (Lamb et al., 2021; Morrison et al., 2024). The present analysis therefore treats donation and adoption as related but distinct behaviors, each with different costs and procedures.

Research focus

The literature offers evidence about nonprofit channel use, engagement, donation trust, and online animal profiles, but provides less integrated explanation of how these dimensions operate together in a Southeast Asian animal-welfare organization. Recent nonprofit marketing reviews also note that the field remains diverse across goals and methods (Jung et al., 2023; Kumar & Chakrabarti, 2023; Werke & Bogale, 2024). This study uses the 7Ps to answer two questions: (1) How does NSN organize its social marketing strategy for donations and animal adoption through Instagram and related activities? (2) How do Generation Z followers interpret the communication and the conditions that enable or constrain participation? No statistical hypotheses are proposed because the source study is qualitative and interpretive.

Methods

This study employed a purposive sampling strategy combined with criterion sampling to select 11 key informants across three distinct groups, ensuring a multi-perspectival understanding of Natha Satwa Nusantara's (NSN) social marketing strategy on Instagram. The inclusion of diverse informant groups allowed for data triangulation across strategy execution, professional practice, and audience reception.

Evidence was collected from February to May 2026 through in-depth interviews, observation, and document review. The named informant list comprises 11 interviewees: three NSN personnel involved in operations, fundraising and communication, and design; one animal-welfare communication practitioner; and seven Generation Z followers of NSN's social media account. The followers had followed the account for at least six months and had experience receiving or responding to its campaign content.

Observation covered Instagram posts, Reels, captions, Stories and Highlights, calls to donate or adopt, audience interaction, and relevant offline organizational activities. Documents included campaign materials and available organizational information. Evidence from interviews, observation, and documentation was coded and grouped thematically through the interactive process of data condensation, display, and conclusion verification. Themes were organized under the seven social marketing mix elements. Source triangulation compared NSN personnel and Generation Z perspectives; method triangulation compared interviews, observation, and documentation. No questionnaire, statistical test, or SPSS analysis was used in the underlying thesis, so the results are reported as qualitative themes rather than statistical outputs. The qualitative analysis and verification workflow documented in the thesis is summarized in Figure 1.

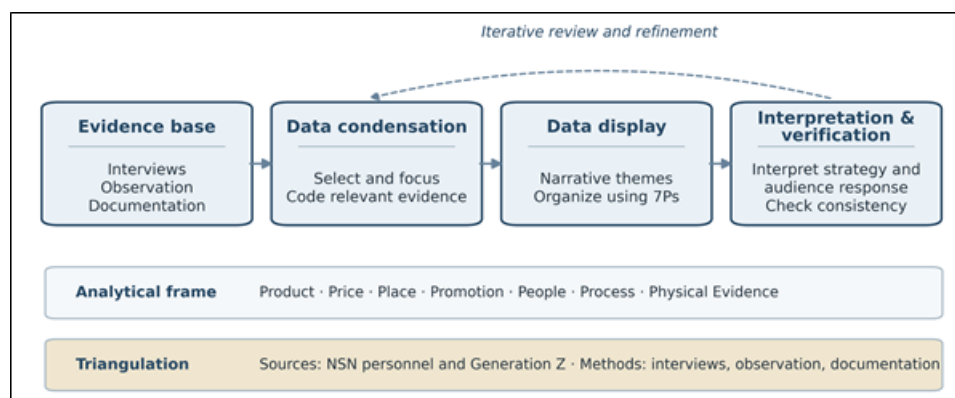


Figure 1. Qualitative Data Analysis and Verification Workflow

Data condensation involved selecting, focusing, simplifying, abstracting, and transforming relevant evidence before coding. The coding focus included campaign messages, visual strategies, calls for donation or adoption, and audience responses. Codes from interviews, observations, and documents were grouped into themes. In the display stage, thematic material was presented in narrative form and organized under the seven social marketing mix elements, providing a consistent way to describe the strategy's components. The researcher then interpreted how NSN implemented its strategy and how Generation Z understood it. Conclusion drawing and verification were continuous: findings were checked against accounts from NSN personnel and Generation Z followers (source triangulation) and across interviews, observation, and documentation (method triangulation). The researcher revisited the evidence to check that interpretations remained consistent with the data, as represented by the return arrow.

Ethical Considerations and Anonymity Protection

Ethical protocols were strictly enforced throughout all stages of data collection and reporting. Prior to conducting semi-structured interviews, informed consent was obtained from all participants—either digitally via signed consent forms or verbally recorded at the start of online interviews. Participants were explicitly informed of the study's purpose, the voluntary nature of their participation, and their right to withdraw at any point without penalty.

To safeguard participant confidentiality, all personal identifiers were removed during the transcription process. Informants were assigned alphanumeric codes based on their stakeholder group (e.g., Informants 1–3 for NSN Management, Informant 4 for Communication Practitioner, and Informants 5–11 for Gen Z Followers). Publicly available Instagram content (@nathasatwanusantara) utilized for observational analysis was restricted to organizational posts and public metrics, ensuring no private user data or direct personal profiles were exposed.

Results and Discussion

The analysis identified a connected 7P strategy. NSN’s social offer combined education, rescue, rehabilitation, adoption, and its Orang Tua Asuh (foster-parent) program. Flexible donations and the foster-parent option offered alternatives when a follower was not ready or able to adopt. The most visible channel was Instagram supported by the organization’s website and offline activities. The promotion was built on animal-cantered storytelling, rescue and recovery updates, short video, clear captions, friendly language and timely links to current issues. Content and campaigns were coordinated by internal staff and volunteers, sometimes working with external partners. Participation processes included instruction for donation and a structured adoption procedure including application, interview or home visit and post adoption updates. Visible evidence included animal-care updates, documentation of rescue and rehabilitation, consistent visual identity, and reports or receipts shared with donors when applicable.

Generation Z followers described storytelling and visual updates as helpful for understanding an animal’s circumstances and the reasons support was needed. Several interviewees said such content could prompt empathy or small supportive actions, but these statements are reported perceptions, not measured behavioral effects. Adoption remained constrained by personal readiness, housing, existing pets, and household capacity. Donor transparency was mostly acknowledged with updates and visible animal results but some followers requested more frequent information on campaign totals and spending. The thematic synthesis is presented in Table 1.

Table 1. Qualitative synthesis of NSN’s social marketing mix

7P element	Synthesis of reported case evidence
Product	Education, rescue, rehabilitation, adoption, and foster-parent support framed animal welfare as an opportunity for practical participation.
Price	Flexible donation amounts and non-adoption support options reduced some financial or readiness barriers; adoption still required time, suitable housing, and long-term care.
Place	Instagram was the main channel for followers, while the website and offline activities extended access.
Promotion	Storytelling, visual updates, short videos, clear captions, friendly language, and topical framing all helped to support understanding and emotional engagement.
People	Organizational staff, creative volunteers, followers and external collaborators helped plan, deliver and amplify the campaign.
Process	Content planning and approval helped ensure consistent messaging, while donation information and screening, visits and follow-up structured participation.
Physical evidence	Rescue and recovery documentation, campaign updates, a consistent visual identity and donor communication were visible signs of agency activity and accountability.

The social offer joined animal welfare to feasible participation

The findings show that NSN presented a portfolio of social offers rather than a single request for money. Rescue and rehabilitation made immediate needs visible; adoption offered a permanent home; and the foster-parent program allowed ongoing support without taking an animal home. This is consistent with social marketing's emphasis on defining a behavior and its value for specific audiences, rather than equating promotion with awareness (Flaherty et al., 2021; Shawky et al., 2022). It also clarifies why donation and adoption should not be treated as interchangeable outcomes. Donations can be made in small amounts and on a campaign basis, whereas adoption entails sustained care, household agreement, space, time, and financial capacity. The case therefore supports a portfolio approach: multiple routes can preserve participation when one route is not feasible.

The price of adoption includes practical and ethical responsibility

The audience accounts provide a useful counterpoint to the idea that stronger emotional appeals will necessarily generate more adoptions. Some followers were moved by rescue stories but did not consider their homes suitable for another animal. This is not simply resistance to a campaign; it reflects a real welfare constraint. Social marketing has to take into account the perceived costs and competing demands. The 7P framework contributes to the understanding of such constraints and communication choices (Arif et al., 2026; Soares & Sousa, 2022). NSN's screening steps and follow-up requirements can be understood as safeguards for animal welfare, even though they add effort for prospective adopters. The practical task is to explain why those steps matter and to make them clear early, so that procedural rigor is experienced as responsible care rather than an unexpected obstacle. Furthermore, online searches of animal profiles have shown that the display might attract attention, but it cannot replace the proper match or responsible adoption process (Lamb et al., 2021; Morrison et al., 2024).

Storytelling and visual evidence work together

Storytelling and visual evidence go hand-in-hand Individual animal stories and updates on their recovery were mentioned by followers as easy to relate to and emotional. This pattern is compatible with nonprofit communication research showing that message appeal, interactivity, and audience involvement shape responses, and that visual characteristics are related to engagement (Dhanesh et al., 2022; Tao et al., 2021; Zhang et al., 2022). In NSN's case, however, visuals served two functions. They invited attention through stories and also documented organizational activity through rescue, treatment, and recovery updates. The latter role matters because compassion can elicit interest while evidence can help audiences judge whether the organization is acting on the need presented. Similarly, past research on nonprofit Instagram use has linked visual decisions and account activity to follower engagement (Elvira-Lorilla et al., 2024a; Kim & Jang, 2022). The case adds that the persuasive value of an animal story is strongest when it is connected to a clear participation route and follow-up evidence.

Trust requires accessible and sufficiently complete information

Interviewees recognized updates as evidence that animals were being cared for, yet some asked for clearer totals and allocation information. That mixed assessment should not be reduced to either "transparent" or "not transparent." It indicates that visible care outcomes and financial accountability are related but distinct signals. Donor research treats transparency as involving information accessibility, completeness, and accuracy (Dethier et al., 2024). Research on nonprofit social media fundraising likewise identifies trust, transaction safety, disclosure, and organizational reputation as consequential to online giving (Bilgin & Kethüda, 2022; Obadä et al., 2024; Utomo et al., 2023). The practical implication is to retain human, case-based updates while adding a simple

recurring financial summary: amount raised, main expense categories, remaining balance or next use, and reporting date. This recommendation follows the audience's expressed request; it should not be misrepresented as a proven causal intervention. It also recognizes that detailed reporting can be costly for small organizations, so transparency formats should be proportionate and consistent.

The 7Ps reveal a service system, not seven independent tactics

The elements in this case reinforce one another. Product and price determine what participation is being asked of people and what it costs them. Place and promotion make that offer findable and understandable. People and process determine whether the promise can be delivered responsibly. Physical evidence lets audiences assess activity and reliability. This inter-relational interpretation aligns with nonprofit research that sees social media as part of larger communication and stakeholder systems, not isolated broadcasting tools (Albanna et al., 2022; Jung et al., 2023; Mato-Santiso et al., 2021). It is also consistent with work showing that nonprofit Instagram engagement depends on organizational activity and content features together (Elvira-Lorilla et al., 2024a), and that fundraising performance is shaped by platform and post strategy rather than by social media presence alone (Elvira-Lorilla et al., 2024b). NSN's use of planning, content approval, campaign coordination, and evaluation suggests that continuity of process matters as much as creative execution.

Empirical Grounding of the 7P Social Marketing Framework

1. Product (Core Advocacy & Emotional Value) Beyond physical rescue, NSN's "product" consists of promoting responsible pet ownership, animal welfare advocacy, and emotional connection. As an NSN internal team member noted:

"We don't just put animals up for adoption; we sell the idea that every stray deserves dignity. Our main product on Instagram is empathy paired with actionable responsibility." (Informant 1, NSN Management)

2. Price (Non-Monetary & Psychological Costs) The perceived "price" for target adopters and supporters involves not only monetary donations but also the psychological weight of witnessing animal abuse and the rigorous administrative requirements for adoption. A Gen Z follower highlighted this friction:

"Sometimes I feel overwhelmed scrolling past severe rescue cases—it feels emotionally heavy. But NSN reduces that cognitive barrier by showing step-by-step rehabilitation progress rather than just shocking images." (Informant 6, Gen Z Follower)

3. Place (Interactive Digital Ecosystem) Instagram serves as the primary distribution channel ("place") where interactions take place natively through features like Stories, Linktree, and direct messages. An independent communication practitioner observed:

"NSN strategically uses Instagram as a complete ecosystem—from awareness via Reels to conversion through bio links leading directly to adoption forms and donation gateways." (Informant 4, Communication Practitioner)

4. Promotion (Translucent Visual Storytelling) Promotion relies heavily on narrative-driven reels and carousel posts featuring "before and after" rescue transformations. Observational analysis of Instagram post @nathasatwanusantara (dated May 12) revealed over 15,000 likes and 400 comments on a single medical recovery Reel, demonstrating strong narrative resonance.

5. People (Community & Screening Teams) The human element encompasses NSN's field rescue team, vetting officers, and active community volunteers. A Gen Z informant who applied for adoption shared:

"The screening team asked detailed questions about my living space and family consent. It felt strict at first, but it proved to me how deeply they care about long-term animal safety." (Informant 8, Gen Z Adopter)

6. Process (Standardized Rescue & Adoption Pipelines) Process clarity is critical for trust. NSN outlines explicit operational steps for reporting strays, making emergency medical contributions, and completing post-adoption follow-ups. As stated by internal staff:

"We post clear step-by-step graphics explaining how donations are routed to specific clinic accounts. Transparency in process prevents public skepticism." (Informant 2, NSN Operations)

7. Physical Evidence (Digital Proof & Medical Verification) In a digital-first campaign, "physical evidence" is translated into verifiable digital documentation, such as clinic bill receipts, veterinary diagnosis letters, and video updates of recovering animals. A follower noted:

"Seeing scanned clinic invoices and video updates of a rescued dog walking again after surgery makes me confident that my donation was used legitimately." (Informant 10, Gen Z Donor)

Systemic Interplay: Reinforcement and Constraints Among 7P Elements

Rather than operating as isolated strategies, NSN's marketing-mix elements dynamically reinforce and constrain one another:

- Reinforcement Loops (Promotion → Physical Evidence → People/Donations): Engaging Promotion (emotional rescue Reels) relies directly on transparent Physical Evidence (itemized clinic invoices and video updates). This verification builds public trust (People), directly boosting short-term micro-donations.
- Operational Constraints (Price → Process → Product/Adoption): Conversely, a stringent vetting Process (home visits and questionnaires) elevates the psychological Price (perceived effort and loss of privacy) for potential adopters. While this constraint deliberately slows down adoption conversion rates (Product), it safeguards animal welfare outcomes in the long run.
- Channel Friction (Place vs. Process): Using Instagram (Place) creates high top-of-funnel reach, but redirecting users to external forms and off-platform screening (Process) introduces friction, causing drop-offs between initial interest and completed applications.

Mapping these interdependencies demonstrates that optimizing NSN's social marketing requires balancing channel accessibility with operational rigor.

Observation and Content Sampling Procedures

Observational and documentary data were gathered from @nathasatwanusantara's official Instagram account over a 6-month period (January–June 2023). Sampling followed a purposive campaign-based approach, capturing content across three core themes: emergency medical rescue, routine sterilization/vaccination drives, and adoption calls. A total of 142 posts were archived and analyzed using digital screen capture and text extraction, consisting of:

- Reels (\$n = 48\$): Rescues and medical transformations.
- Feed Carousels (\$n = 35\$): Adoption profiles and educational carousels.
- Static Posts (\$n = 29\$): Financial donation transparency reports and clinic receipts.
- Saved Story Highlights (\$n = 30\$ sets): Operational procedures, FAQ screenings, and offline event archives.

Content was selected based on user engagement levels (high comment/share volume) and explicit alignment with 7P social marketing components.

Divergence Between Organizational Intent and Audience Expectations

While NSN management views their frequent posting of veterinary receipts and rescue updates as sufficient proof of transparency, findings reveal a critical communication gap regarding financial accountability. From the organization's perspective, posting raw clinic bills serves as immediate, decentralized proof of donation usage. However, Gen Z followers expressed that individual receipts fail to provide a holistic view of overall operational funds, leading to residual skepticism and donor fatigue.

"We post clinic invoices right away so donors know their money went straight to the vet."
(Informant 2, NSN Operations)

"Posting single vet bills is fine for emergency cases, but I still don't know where the monthly general pool of donations actually goes. I want to see an audited monthly summary."
(Informant 9, Gen Z Follower)

This contrast demonstrates a friction between transactional transparency (itemized rescue receipts) and systemic transparency (aggregated financial reporting). Addressing this gap requires NSN to evolve its "Physical Evidence" strategy from piecemeal proof to structured, periodical financial summaries. When evaluating Generation Z engagement, a clear distinction must be made between reported emotional reactions (empathy triggered by rescue stories), stated behavioral intentions (expressed willingness to adopt or donate in the future), and verified behavioral participation (confirmed past actions). While qualitative accounts confirm high levels of emotional resonance and stated willingness, converting these intentions into verified adoption or donation actions remains constrained by financial capacity and lifestyle friction. Thus, digital engagement (@nathasatwanusantara) functions primarily as a driver of prosocial disposition and brand trust, rather than an automatic guarantee of direct behavioral conversion.

NSN operationalizes its adoption pipeline through a structured three-tier communication model on Instagram:

1. Initial Screening & Requirement Communication: Adoption criteria (e.g., household consent, financial stability, secure housing) are systematically published via Instagram Feed Carousels and archived in Saved Story Highlights labeled "Adoption Flow" to set clear entry expectations. Prospective adopters access digital screening questionnaires directly via the bio link (Linktree).
2. Direct Interview & Home Visits: Qualified applicants undergo semi-structured interviews via WhatsApp/phone followed by virtual or in-person home inspections to verify living conditions.
3. Post-Adoption Follow-ups: Adopters sign a formal agreement committing to mandatory sterilization and periodic video updates during the initial adjustment period.

Communicating these stringent procedures transparently on social media serves a dual purpose: it filters out impulsive adopters while reassuring committed supporters of NSN's long-term responsibility, thereby aligning audience expectations with the reality of pet ownership.

Contribution, limitation, and interpretation

The study contributes an integrated account of a Southeast Asian animal-welfare nonprofit by combining organizational practice with follower interpretation under the 7P framework. The findings extend work on social marketing and nonprofit communication by showing how an emotional appeal, participation process, and accountability cue can coexist in a single Instagram-centered strategy. The evidence also cautions that likes and views or expressed empathy are no indication of donations or completed adoptions. Engagement and action are often studied separately in the literature (Priscilla et al., 2025). Studies on donor inspiration have focused mainly on the relationship between emotionally engaging stories and giving (Hesse & Boenigk, 2023; Lee & Kim, 2023; Tao et al., 2021; Xue & Zhou, 2023). The thesis is based on one case, a small purposefully selected group and a short observation period and mainly focused on Instagram. It does not quantify donation conversion, actual adoption outcomes, or the relative effectiveness of each 7P element. Its claims are therefore analytic and context-bound. Comparisons with other animal-welfare groups, campaign-level donation records, and follow-up with adopters could test whether the proposed links hold across settings. Recent literature on nonprofit marketing depicts a pluralistic research landscape and research on short-video platforms suggests that organizations need to adapt engagement practices to the channel (Arif et al., 2026; Kumar & Chakrabarti, 2023; Werke & Bogale, 2024; Wiley et al., 2023).

Theoretical Nuances and Deviations from Existing Literature

While prior studies on non-profit social marketing emphasize the universal efficacy of emotional storytelling and visual transparency, the NSN case reveals critical boundary conditions within emerging market animal welfare. Divergence in Donor Trust & Transparency: Previous literature asserts that posting real-time financial proofs builds unreserved donor confidence. However, NSN's experience demonstrates a transparency mismatch: micro-level proof (clinic receipts) fails to satisfy Gen Z expectations for macro-level accountability (audited monthly pools), showing that itemized digital evidence can inadvertently trigger skepticism if decoupled from systemic reporting. Intentional Friction in the Adoption Pipeline: Contrary to traditional social marketing models that advocate minimizing user friction to maximize product adoption, NSN intentionally elevates cognitive and procedural friction (Price and Process). By introducing stringent screening protocols on Instagram, NSN deliberately restricts short-term conversion rates to guarantee long-term retention

and animal safety—extending social marketing theory by showing how operational barriers can be strategically leveraged as quality-assurance mechanisms.

Conclusion

The research discussed the use of social marketing in an effort to promote the donation and the responsible adoption of the animals in Natha Satwa Nusantara through Instagram and activities. The case combines a coordinated menu of programmes, flexible support choices, accessible pathways, narrative and visual promotion, staff and partner buy-in, structured participation procedures, and visible signs of rescue and care. Animal stories and updates were easy to understand and emotionally engaging to Gen Z followers, but practical readiness and household conditions continued to shape adoption decisions. Their requests for more regular information about donation totals and fund use point to an opportunity to complement visual proof of care with concise financial reporting. The main contribution is an integrated, case-based account of how the 7Ps operate together in animal-welfare communication.

The study underlines that nonprofit social marketing relies on the match between the social offer and audience capacity, clear steps of participation, credible evidence and adequate follow-up. In theoretical terms it demonstrates how the marketing mix can be used to organise an analysis of both communication and service delivery in a non-profit context. For practice, NSN and similar organizations can maintain story-led updates, provide concise donation instructions, explain adoption requirements before application, offer alternatives such as recurring or foster-parent support, and publish regular campaign-level summaries of funds received and used. Such suggestions arise from the case evidence and should be evaluated before being generalized. The findings are limited by a single organization, purposive informant selection, a short data-collection period, and an Instagram-cantered scope. Interview accounts suggest perceived engagement but not confirmed donation/adoption effects. Future research could compare multiple animal-welfare organisations, track campaign-level engagement through verified donation and adoption outcomes, and use mixed methods to explore which parts of the 7P system are useful for different audiences. Further, research might explore whether transparency formats and communication about the adoption process help to foster sustained donor relationships, while ensuring animal-welfare safeguards.

Empirical Findings and Practical Implications

This study demonstrates how Natha Satwa Nusantara (NSN) adapts the 7P social marketing framework on Instagram to address key animal welfare communication challenges in Indonesia. Empirically, the research reveals that while NSN successfully leverages visual storytelling (Promotion) and direct digital channels (Place) to cultivate empathy, an operational tension exists between organizational intent and audience expectations. Specifically, providing itemized veterinary receipts (Physical Evidence) proves effective for immediate, campaign-level verification but fails to satisfy Generation Z's demand for aggregated, systemic financial accountability. Furthermore, the study shows that stringent adoption vetting (Process) functions as an intentional barrier (Price), deliberately slowing short-term conversion to ensure long-term animal safety.

Practical Recommendations

Based on these empirical insights—rather than demonstrated outcomes—non-profit organizations should consider transitioning from purely transactional proofs (e.g., individual receipts) toward periodical, aggregated financial dashboards to mitigate donor fatigue and strengthen systemic trust. Additionally, organizations can optimize their digital onboarding by integrating interactive FAQs and pre-screening guides on social media to reduce procedural drop-offs while maintaining ethical adoption standards.

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