Content Creators in the Digital Era (5.0): Phenomena and Its Benefits

Uci Widya Astuti[1], Hikmah Hikmah[2], Guntur Suryo Putro[3], Arfiany[4], Nurhidayanti
uciwidya04@gmail.com, Hikmahnurdin77@gmail.com gunturputro20@gmail.com
arfianyguntursp@gmail.com

Sekolah Tinggi Ilmu Manajemen Lasharan Jaya

Abstract

This study aims to determine the content creator phenomenon in the era of globalization 5.0 and see what benefits it brings to companies. In this study, several informants were used who were considered very capable in providing information about creator content in today's digital era. The research method used is qualitative with the phenomenological approach of Alferd Schutz. The way to collect data in this research is by way of interviews, observation and literature review. The results of this study are to describe the phenomenon of creator content in the digital 5.0 era which shows that in the current digital era there have been many new changes. These changes open up opportunities for users to try new things and be open to the outside world. Many people today are starting to open up to new things and slowly adjust to the development of existing technology. The digital era, provides convenience and human facilities to carry out activities or mobilize in everyday life. Being a content creator can be done as a side job. Being a content creator means being able to work anywhere and anytime. Content creators have the freedom to create a persona or discuss any topic they want. Content creators can provide new information and or facts to the public. The benefit of content creators for companies is to brand the company so that it can be recognized by the wider community. Therefore the use of digital media in the 5.0 era is expected to be able to make good use of it and be able to produce through digital media.

Keywords: Content Creators, Digital Era, Phenomena and Benefits

1. Introduction

Initially the industrial revolution 4.0 was sparked in 2000-2005 when the internet began to develop and had high speed. However, when the internet system began to penetrate all products, community services, cloud storage, and Big Data in 2010 and above, the name industrial revolution 4.0 grew. Indeed, industry 4.0 has made automation systems increasingly known and applied in various industries. Finally started a lot of lost work. But by looking at the progress of time and technology, this is one of the risks that must be faced. Yes, currently the concept of Industry 5.0 is slowly being introduced. When industry 4.0 focused on internet development, industry 5.0 saw more of the rise of society. Industry 5.0 has already been announced in Japan. This industrial concept wants to focus on a combination of human empowerment, technology and data. So people's welfare can be felt more than just talking about technology. In Indonesia itself, there are several companies that have implemented this concept, namely online motorcycle taxi companies and fundraising companies. You can see how the community feels a much greater impact from these two types of companies. In addition, the era of globalization (5.0) that is happening today has an influence on the rapid development of technology around the world, especially those who work as creators. The era of globalization has greatly impacted changes in the media in communication. At present all levels of society around the world have mostly switched to using digital media such as content creators, in this case the Creators themselves. For creators, this is a golden opportunity to brand themselves. In addition, the selection of digital media to be used as a means of communication is considered more effective and efficient, because it is fast and we can monitor what is happening in all parts of the world without any time and place limitations. Apart from functioning as a telecommunication medium, digital media can also function as a tool to build a community so that they can interact and share information. In addition, it can also function as a tool for selling or promotional media, playing games and media in finding pairs. There are several platforms that can function as a tool for promotion. Using digital media, we can get the latest information on social media. For example, their creators can use Instagram, Facebook, or the Website. Quoted from the website. The active Instagram user rating per February 2022 reaches 2 billion monthly active users and has 500 million

active users every 2 days. While the Facebook platform has 1.3 billion users. From this information it can be concludedthat using the Instagram platform for promotion is the right choice. By using Instagram, we can promote products to all parts of the world without any time or place restrictions. Instagram is a platform that content creators function as a place for various information from all corners of the world. Instagram already has a certain classification based on the interests of the user, therefore the content provided on Instagram is more targeted. Apart from that, Instagram also offers interesting features, namely IG Ads, whose function is to carry out promotions on Instagram. By using IG Ads we can reach a wider audience and users can increase brand exposure, website traffic, or collect new leads whose function is to introduceproducts to potential buyers. The use of IG Ads is considered to be able to cut advertising costs, but the results to be obtained are very large. There are several production platforms that we can use today, namely Instagram, YouTube, TikTok, Shopee, and Facebook. To become a content creator, you don't have to have many followers, and you don't have to have sophisticated or expensive gadgets. As content creators, they must have content characteristics that society/companies canaccept, such as comedian content, motivation, tutorials and so on [1].

As in a journal entitled Content Creator Effectiveness in Promotion Strategies in theDigital Age (Effectiveness of Content Creators in Promotion Strategies in this Digital Age).Today's use of social media greatly influences the role of content creators in the creative industry. Content creators use social media as a platform for work and also promotion (endorsement). The advantage of using social media is its ability to quickly spread to the community or what is known as viral and also the promotional price is cheaper compared to traditional promotions. Viral marketing is a marketing technique with the help of socialnetworks to convey messages or advertisements to target consumers [2]. Through social media such as Facebook, Instagram, Youtube, Twitter, Tiktok, and so on, content creatorscan show personal branding in appropriate containers. with the expertise and interests possessed by the content creator. A content creator must adapt his work to the medium theyare interested in and to match the target.

2. Literature Review

The benefits obtained from social media benefit all parties, both from content creators, from brands, and also the community. A content creator gets the number of likes, followers, andprofits from the brand. People get goods that are useful for their lives. Brands get sales profits purchased by the public. Analysis of the Impact of Content Creator Involvement InIndonesia, the role of content creators has begun to be realized by most people, who are also affected by the involvement of content creators in promoting goods or services. Mostpeople will see the forms of promotions and reviews made by content creators, both from references to lifestyle trends, food, fashion, art, gadgets and so on. Following are the resultsof the data and responses of respondents to a survey regarding content creators: [3]

Furthermore, in the journal Content Creator Phenomenon in the Digital Age (Content Creator Phenomenon In Digital Era). For these content creators, every project they have ever worked on is a valuable experience and one that will not be forgotten, because according to Schutz the world of everyday life is the most fundamental world and the mostimportant world for humans[4]. However, some of the most valuable experiences were when they created content to show the natural beauty of their hometown, BandungRegency. In addition, they have also flown drones to three different islands. In addition, they have also been invited as speakers at seminars to share knowledge in the field of content creation to students. Stories about the experiences of content creators in forming corporate branding, through their activities creating content on social media Instagram aresocial actions in the everyday world. These social actions function as small elements whichthen reconstruct each other into meaningful experiences. From these various experiences these content creators found that with content creators they could form something new forthe company in the eyes of the audience which would create a deeper affinity with the audience. In line with what was conveyed [5]. Additionally, various tools of social media,such as Facebook, Twitter, Slideshare and Blogs, have been the subject of increasing interest for corporate marketing and branding because they provide faster and morepersonalized between customers and suppliers and, thus, deepen relationships. With the existence of social media, the content creators said that content activities on Instagram could be used as a new promotional medium with a budget that is not too expensive for companies. With content creators, companies get new promotional media where themessage content can be made as attractive as possible and can be used as a company branding medium. According to [6] that press conferences are one of the old ways for companies to convey messages through the mass media.

Then the contents of the messageare packaged in their own language style. In essence, how can we convey information through trusted third parties. What matters is how other people talk about our message to consumers. The main goal is to make the communication message we want to be "talk of the town" and VIRAL [7].

3. Research Methodology

Types and Types of Research

The type of research applied to this research is qualitative research. [8] stated that, "Qualitative research is research that seeks to understand the phenomenon of what is experienced by research participants, such as behavior, perceptions, motives, actions, and so on through descriptions or descriptions in the form of words and language, in specific rules and naturally by using various natural methods.

Meanwhile, the type of research used in this research is descriptive qualitative research. Descriptiveresearch seeks to describe, summarize or describe various conditions, situations or phenomena of reality that exist in society as objects of study, and seeks to emerge these realities as characters, traits, models or descriptions of certain events, events or phenomena [9].

Research Informants

Informants are people who can provide information about the focus being researched. The approachused to determine informants is snowball sampling, which is the process of determining informants based on previous informants without having to determine the actual number by obtaining appropriate information about the research problem needed in order to produce comprehensive andreliable information.

Data collection technique

To collect research data, it is necessary to apply data collection techniques based on research guidelines. Data collection techniques in this study are observation, interviews, and documentation.
1. Observation

Observation is a way of collecting data by coming to observe something being studied, either directly or indirectly [10]. If the scope of the investigation is limited to human behavior, work procedures, natural phenomena, and things that are seen, then data collection techniques based on observation are used.
2. Interview

[11] describes that an interview is a meeting between two or more people to share information andideas with questions and answers to develop meaning in a particular problem. Interviews are appliedas a data collection approach when the researcher wants to examine the problem under study by learning more about the informant in depth.
3. Documentation Study

Documents are records of events that have occurred. Documents can be in the form of writing, pictures, or monumental creations made by someone. Written documents may include diaries, life histories, archives, biographies, rules and policies. Documents in the form of images such as photos, live images, and so on. Documents in the form of works, such as works of art which can be in the form of paintings, sculptures, videos, and so on. Document studies are useful for supplementing data from observation and interview approaches in qualitative research.
4. Data analysis technique

This study applies data analysis techniques from [12] namely that qualitative data analysis activities are carried out continuously until they are complete until the data is saturated. Activities in analyzing data are:
1. Data reduction

Data reduction is defined as the process of summarizing, selecting and focusing on things that are considered basic and important for patterns and themes to be drawn up. As a result, the reduced data will present a clear picture and make it easier for researchers to collect data and look for it if needed. The essence of data reduction is the act of combiningand standardizing all types of data into a textual form so that it can be studied.
2. Data Presentation

Data is presented in the form of brief explanations, charts, correlations between categories, flowcharts, and other visual aids. In qualitative research, the presentation of datathat is often applied is in the form of narrative text. Researchers can better understand whathappened and can design

further work based on what is known if the data is presented.

3. Conclusion Drawing and Verification

The conclusion in this study is a new discovery and has not existed before. This finding canbe in the form of a description or depiction of an object that was previously unclear and becomes clear after research. Conclusions must be confirmed to ensure that these conclusions can be accounted for properly. As a consequence, repeated activities are required for verification purposes,tracing data back quickly, as a result of thoughts that can develop in the minds of researchers whencompiling data presentations by briefly reviewing field notes.

4. Findings

For these content creators, every project they have ever worked on is a valuable experience and onethat will not be forgotten, because according to Schutz the world of everyday life is the most fundamental world and the most important world for humans[13]. However, some of the most valuable experiences were when they created content to show the natural beauty of their city of appearances, namely Bandung Regency. In addition, they have also flown drones to three different islands. In addition, they have also been invited as speakers at seminars to share knowledge in the field of content creation to students. Stories about the experiences of content creators in forming corporate branding, through their activities creating content on social media Instagram are social actions in the everyday world. These social actions function as small elements which then reconstruct each other into meaningful experiences. From these various experiences, these content creators found that with content creators, they could form something new for the company in the eyes of their audience, which would create a deeper closeness with their audience. In line with what was said that: Additionally, diverse tools of social media, such as Facebook, Twitter, Slideshare and Blogs, have been the subject of increasing interest for corporate marketing and branding because they provide faster and more personalized between customers and suppliers and, thus, deepen relationship. With the existence of social media, the content creators said that content activities on Instagram could be used as a new promotional medium with a budget that is not too expensive for companies. With content creators, companies get new promotional media where themessage content can be made as attractive as possible and can be used as a company branding medium.

5. Conclusion

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