Content Design Model in Developing Creative Economy Digital Society

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ABSTRACT

This article will review content design in developing the creative economy of digital society for small entrepreneurs in Indonesia. The Covid-19 pandemic that was experienced globally impacted the economic decline, especially in Indonesia. Many large, medium, and small companies experienced problems, and some were even declared bankrupt. To survive this problem, many business actors have changed their business processes from offline to online. These changes are certainly not done quickly; many obstacles are experienced, such as the tools used, internet access, and content presented. Therefore, the model obtained from the results of this research is expected to help business actors to increase their income through content. The result is that content design is the primary key in the world of online business. Good content can attract the attention of online consumers to learn more about the product.

Keywords: content, creative economy, digital communication

1. INTRODUCTION

The Covid-19 pandemic that was experienced globally impacted the economic decline, especially in Indonesia. Many large, medium, and small companies experienced problems, and some were even declared bankrupt.

Previously, a lot of communication research discussed business through social media, such as social media in marketing batik products through content that utilizes features on Instagram; this method is beneficial in increasing batik marketing [1]. Another research related to the viral marketing of Kwang Koan's Coffee business tells about the use of social media influencers on Instagram to create brand awareness to develop the coffee business [2]. The rise of communication research that discusses the use of social media shows a trend in today's social reality. Therefore, business actors need to use social media to promote to the broader community, especially when there is an increase in e-commerce users by 28.3% during the pandemic [3]. This can be an opportunity for business actors to participate in digital business.

The most widely used social media in Indonesia is YouTube. As many as 88% of internet users in Indonesia use YouTube [4]. Youtube is gaining popularity because it prioritizes audiovisual features, is easy to use and can be measured. In addition, YouTube opens up new job opportunities for the digital generation, honing creativity and innovation in creating content. According to socialblade.com data, Atta Halilintar has the highest number of YouTube subscribers or followers in Indonesia. Currently, the account is followed by 25.8 million subscribers and is calculated to have a monthly income of between \$15.6 K- \$249.3 Kor Rp 234.00,000,000 – Rp 3,739.5 million with an exchange rate of Rp. 15,000 [5].

YouTube will assess whether the content has the potential to attract the attention of the viewer or not. If you pull automatically, YouTube will provide monetization for ads on that content. Tourism service industry players are currently using YouTube to attract tourists. Reino and Hay research that YouTube is useful as a communication and promotion tool. Bonifacio mentions social media, one of which is YouTube, as the most effective marketing channel today. Riera said that users who publish travel information online, including user-generated content on social media platforms, including YouTube, will help improve consumer decision-making. Marketing professionals in several industries have used YouTube to increase marketing efforts [6].

1.1. Content

YouTube is a platform where users can express opinions, share and build community. YouTube content creators are called YouTube creators. Users can express themselves by creating content or enjoying the content. YouTube has an algorithm that helps users what they want to watch. If people enjoy the video, then the algorithm will recommend it. YouTube provides an excellent opportunity for brands to practice content marketing. Marketers in companies are turning to content marketing to build brands and connect with consumers.

Content marketing is defined as a strategic marketing approach that focuses on creating and distributing content of value, relevance, and consistency. The goal is to attract

and retain the target audience, ultimately leading to a profitable audience [7]. Tourism service industry players are currently using YouTube to attract tourists. Reino and Hay research that YouTube is useful as a communication and promotion tool.

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Social media platforms create new job opportunities in the era of the digital workforce. For many YouTube content creators, advertising and product promotion are an essential source of finance and part of their daily work. However, emerging opportunities, challenges for a digitized society must also be considered. Research conducted by Schwemmer and Ziewiecki shows that product promotion on YouTube and other platforms tends to increase. The condition needs to be evaluated by researchers to what extent social media users accept the impact of the increasing role of monetization on social media sites [6].

Disruptive technological change is currently underway. Organizations have more interest in social media. Social media tends to prefer disruptive innovation compared to traditional media. In addition, social media is more concerned with offerings and less considering social consequences. This suggests that social media represents an uncritical communication channel and focuses more on innovation attributes than on its social effects. That is, social media tends to function as a communication channel that increases awareness of innovation. Meanwhile, traditional media focus on various information and associations about innovations made and disseminated [8].

1.2. Creative Economy

The creative economy is all forms of creativity to produce knowledge with potential economic value. The creative economy also includes ideas and ideas [9]. Overall, Toffler divides human civilization into three economic groups. The first group is caused by a paradigm shift in economic change on a global scale. The second group is marked by economic development changes from the agricultural, industrial, and information sectors to the creative economy sector. The third group is developing a nation's creative financial industry that will compete and impact social life if appropriately managed.

Therefore, the rise of new economic groups triggers the development of innovation and creativity in the community, thus requiring human resources for creative economic actors. Therefore, the concept of the creative economy must be by the ability of innovation and creativity in managing the existing local potential.

Based on the above background regarding social media capabilities, this paper will provide new knowledge regarding the solutions offered in the development of content design in developing the creative economy of the Indonesian people.

1.3. Digital Communication

To find out about digital communication, researchers will invite readers to look at the character of digital communication users. Marc Prensky has conducted research related to technological developments in society. The results of this study show that there is a gap between sophisticated people. Furthermore, Prensky added that the gap divides the community into two parts: digital natives or people who are proficient in using new media and digital immigrants or people who are not experienced in using technology [10]. Gasser and Palfrey have also conducted similar studies on teenagers who consume technology. Gasser and Palfrey found that teens in the digital age were seen walking while listening to the iPod, doing text messages, and living communicating in the online world rather than offline. Gasser and Palfrey add that digital native has the following interaction patterns:

a. They study, work, write and interact with others in different ways from the previous generation.
b. They prefer to read blogs compared to newspapers.
c. They prefer to meet other people online before meeting in person directly.
d. They get music online, often for free and illegally than buying it in a music store.
e. Most aspects of their lives are social interactions, friendships. Activities society is mediated by digital technology. They never know the real-life [11].

2. DISCUSSIONS

The solution to these problems is to assist in designing content that includes input, process, and output for business actors. So that business actors can independently create exciting content in publishing their products to the public. MSME Partner Problems The following are the problems faced by partners:

1. Partners do not have promotional tools to publicize their products and services. Promotions that have been run so far are word of mouth based. The term of mouth method was considered adequate before the Covid-19 pandemic.
2. After Covid-19, word of mouth is no longer able to be a means of promotion. Therefore, partners feel the need to use social media to promote products and services.
3. The available human resources have not been able to create engaging content to be used as a means of promotion.
4. The available human resources have not been able to carry out the content editing process.
5. The available human resources have not been able to manage social media correctly.

2.1. Problem Solution

It is undeniable that technology plays a vital role in communication during an industrial society that is transforming into an information society [8]. The business world is the largest group of economic actors in the Indonesian economy. In times of crisis, it has proven to be a safety valve for the national economy, primarily the micro, small, and medium business sector, which has become a dynamist of economic growth after the financial crisis [9]. The Covid-19 pandemic has forced the business world to continue to secure the national economy, one of which is online.

Consumer behavior is behavior to make decisions, activities, ideas, or experiences that satisfy the needs and desires of consumers [12]. Currently, social media is one of the proper channels for consumers to get needed goods. Social media users are overgrowing all over the world, including in Indonesia. For individuals, the motivation to use social media is seeking information, sharing information, entertainment, relaxation, and social interaction [13]. Social media was created to support people's lives to make it easier to communicate and disseminate all the information they encounter [14]. Therefore, a strong brand or branding is needed as a distinguishing symbol to identify a seller or group [15].

From the solutions offered by the community service team in the previous discussion, it is necessary to design the correct implementation method for partners to handle the problems faced so far. The implementation process is related to issues in production and issues in the field of marketing.

The production sector, at this stage, will be carried out by the chairman and other team members. They have competence in the field of Communication Science from the Faculty of Communication Studies, Tarumanagara University. This team will focus more on content development, especially in the e-commerce ecosystem developed by target partners. The following is a model in the development of a digital society's creative economy.

Figure 1. An example of a film storyboard.

Solutions to problems in community service activities are divided into three stages, namely input, process, and output. The first part will provide a briefing and easily create a storyboard of the product you want to turn into content. The input stage of the problem solution includes three aspects related to the product's potential from an audiovisual point of view, the use of gadgets as a means of recording products and related to simple storyboard concepts in creating content. A storyboard or storyboard in Indonesian is a tool in making a video or film; a storyboard is a collection of sketches or images that visualize the script in the form of a storyline in the movie. Furthermore, the storyboard is a formal language process for describing the taking of pictures by including sentence descriptions [16].

The following is the second stage in the process at this stage. The team will assist in designing content execution, editing straightforward content, and creating a content publication ecosystem. The expected output at this stage of the process is a product content video indicated by a link. The following is the product and service content.

Figure 2. Example of food review YouTube content. (Source: MGDALENAF account)

The third stage is output. At this stage, the team will assist in designing attractive digital storefronts, viewing content, and creating exciting ideas for content development. The expected production at this stage of the process is the e-commerce ecosystem indicated by product storefront links.
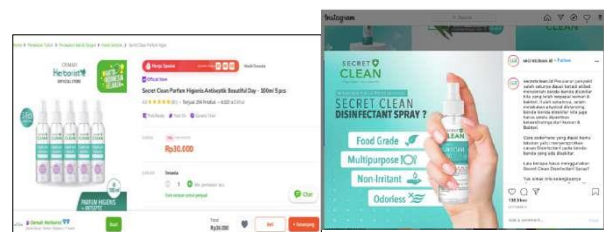

Figure 3. Example of a Digital Content Storefront.
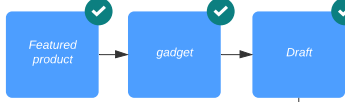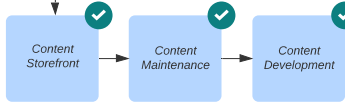
2.2. Content Design Model

Partner Problem	Solution	Process		outside
• Unable to understand the advantages of products and services in audio visual form • Unable to maximize the function of the device • Haven't been able to create interesting content concepts	• Provide briefing regarding product potential from an audio visual point of view • Provide assistance to use the device as a product recording tool • provide training related to simple storyboard concepts in creating content	• **Product:** *The product to be marketed* • **Device:** *In the form of a smartphone that is used to take product pictures* • **Concept:**Designing the concept storiboard of the product	Featured product → gadget → Draft	• **Product Strotyboard concept**
• Unable to design and create executable content • Unable to do editing using simple content applications • unable to create an ecosystem for publishing content through social media	• Provide assistance in designing content execution • provide assistance in doing simple content editing • provide assistance in designing the content publication ecosystem	• **Content Execution:**Product shooting • **Content Editing:**The process of adding sound effects and product logos to the main data • **Content Publishing Ecosystem:**Publish via social media	Content Publishing Ecosystem ← Content Editing ← Content Execution	• **Product Content Videos**
• Can't design a content storefront yet • Unable to perform content maintenance • haven't been able to design ideas for content development	• Provide assistance in designing attractive digital storefronts • provide assistance in viewing content • Provide assistance in designing interesting ideas for content development	• **Storefront Content:** Storefront in the form of a collection of products that have been published • **Content Maintenance:**Keep interacting with digital consumers • **Content Development:** Designing new ideas in creating content	Content Storefront → Content Maintenance → Content Development	• **E-Commerce ecosystem**

Figure 3: Content Design Model

Input, the input stage partners begin to design and understand the product's advantages that you want to make content. Take advantage of the devices you have and start developing simple concepts.

Partner Problem:
1) Unable to understand the advantages of products and services in audiovisual form
2) Unable to maximize the function of the device
3) I haven't been able to create exciting content concepts
Solutions:
1) Provide briefing regarding product potential from an audiovisual point of view
2) Provide assistance to use the device as a means of recording products
3) Provide training related to simple storyboard concepts in creating content
Expected results:
1) Generate a simple storyboard concept
2) It can be shown with a concept drawing

Process, the partner process stage performs content execution, edits content, and knows the content publication ecosystem.

Partner Problem:
1) Unable to design and create executable content
2) Unable to do editing using simple content applications
3) unable to create an ecosystem for publishing content through social media

Solutions:
1) Assist in designing content execution
2) Assist in editing straightforward content
3) Assist in designing the content publication ecosystem

Expected results:
1) Produce product content videos
2) Can be shown with product video link

Output, Digital storefront designing of products, content maintenance, and designing sustainable ideas.

Partner Problem:
1) I can't design a content storefront yet
2) Unable to perform content maintenance
3) haven't been able to develop ideas for content development
Solutions:
1) Assist in maintaining content
2) Assist in designing exciting ideas for content development
Expected results:
1) Generating an e-commerce ecosystem
2) Can be shown by product storefront link

3. CONCLUSIONS

This article provides solutions for business actors who are experiencing difficulties in running their businesses. by following the Content Design Model stage. It is expected to be able to Develop a Creative Economy digital society.

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