

CREATOR CONTENT CAPACITY INCREASE AT MADRASAH ALIYAH BY MADANI WEST BANDUNG REGENCY

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ABSTRACT

In the development of the current digital era, content plays a very important role that is supported by internet technology so that the process of spreading information is faster. Internet technology brings significant changes to learning patterns that help the communication process between students and the school more interactively. The high dependence of society on the use of the internet is able to open up new opportunities to pursue various professions, one of which is becoming a content creator. Based on the phenomenon above, the community service team takes a role in providing guidance and assistance to the students of Madrasah Aliyah Karya Madani regarding the improvement of content creator capacity due to lack of knowledge and advantages about the internet so that they can be used with the content creator profession, get positive things to be a content creator, and lack of ability to create content.

Keywords: Content Creator, Digitl Era, Internet

A. Introduction

In today's era of globalization, all activities use digital aspects, because access to information is very fast and life competition is getting tougher so that everyone is trying to improve their abilities and human resources who are able to compete and defend themselves from the impact of global competition significantly. One of them is education as a means and infrastructure designed to improve human abilities and qualities through a quality learning process. In keeping up with the current development of the times, students are required to have creativity and innovation in giving or receiving information through the internet, one of which is content creation.

Content is the core, model, unit and digital information in the form of text, audio, visual, and graphics.

(Simarmata, 2011). In the development of the current digital era, content plays a very important role that is supported by internet technology so that the process of spreading information is faster. The digitalization era today is interpreted as the convergence of information from traditional to digital, namely the use of devices such as cellphones, laptops to convert information and the internet (Westerman, 2014). Internet technology brings significant changes to learning patterns that help the communication process between students and the school more interactively (Husain, 2014).

The high dependence of society on the use of the internet is able to open up new opportunities to pursue various professions, one of whic As revealed by Huotari that content creators are

activities in spreading information through content that can be uploaded in a certain platform (2015).h is becoming a content creator.

Madrasah Aliyah Karya Madani Students are educational institutions that provide training and scientific disciplines. In their daily lives, students use the internet as a tool for information exchange and easy and effective access to learning media, but the problem faced by Madrasah Aliyah Karya Madani students is the lack of knowledge and advantages about the internet so that they can be used with the content creator profession, get positive things to be a content creator, and lack of ability to create content.

This situation illustrates both directly and indirectly that with the existence of the Creator Content Capacity Building program at Aliyah Karya Madani Madrasah West Bandung Regency, it is expected to be able to increase knowledge of the content creator profession, be proficient in creating content and aware of the positive things of being a content creator.

Referring to the situation analysis and previous research, one of the content creator training activities is expected to improve content production capabilities. So that the service team sees that the partner has the following problems:

1. Partners do not have knowledge of the content creator profession.
2. Partners do not have an awareness of the positive things of being a content creator.
3. Partners do not have the ability to create content.

Therefore, the team decides an agreement in finding a solution to each problem such as:

1. Providing basic introduction materials about creator content and digital content that is trending among the public as knowledge.
2. Providing guidance in the form of materials, techniques for producing content and positive impact as a content creator by generating creative ideas for themes, writing materials and interesting content.
3. Assisting in the practice of producing content that is done with simulation.

B. Method of Implementation

Method is a method used in implementing a plan that has been prepared to achieve goals (Sudjana, 2010). The activity method used by the team has three stages, namely the instruction method, the guidance and facilitation method, including:

1. Briefing Method: This method is in the form of material debriefing in the form of techniques, practicing and building skills by conveying the direction of making strategies in the preparation of interesting materials so that it can be used in content production training activities.
2. Assistance method: content production practice material in the content creator profession, the goal is to make communication more effective.
3. Facilitation: The facilitation method in this activity is focused on social media as a tool for documenting activities when content production training takes place.

C. Result and Discussion

Monday, May (27/2024) team carried out a sharing activity with the

theme "Increator Content Capacity Improving" by lecturers and also alumni who are located precisely in Madrasah Aliyah Karya Madani, Ciroyom Village, Cipeundeuy District, West Bandung Regency, which was carried out by two FISIP Communication Science lecturers (Faculty of Social and Political Sciences), two active students, and one of the Pasundan University Class of 2019 alumni.



Picture 1. Opening and Supplying of Community Service Materials in the Improvement of Creator Content Capacity

This activity is also a general class attended by several Madrasah students and Mr. Ery Suhaery, S. Pd.I as the Principal of Madrasah Aliyah Karya Madani School and the party from Pasundan University Fissip Communication Science is represented by the Head of PKM, namely M. Fazri Candra S.I.Kom., M.I.Kom accompanied by H. Ersyad Muttaqien S.Kom.I., M.I.Kom. As well as the alumni of Communication Science class of 2019, namely Himyar Hilmy Putri, S.I.Kom, as a speaker in the general class.



Picture 2. Greetings from Mr. Ery Suhaery, S. Pd.I as the Principal of Madrasah Aliyah Karya Madani to the PKM Communication Science team FISIP UNPAS

On this occasion, first of all, the principal expressed his gratitude for the implementation of PKM activities carried out by the PKM team of the Unpas Fisip Communication Science Study Program because it was considered capable of increasing the capacity of the creator's content and inviting students to know more about social media and use it more wisely. In this activity, the team not only conducts visits and provides materials, but also follows up on activities so that they can be implemented in real so that students have a superior capacity in utilizing social media so that they can become famous content creators.

Presentation of the material done by H. Ersyad Muttaqien and also M. Fazri Candra in the general class said that we must be able to apply a 360° pattern where we must be able to see various opportunities in social media and be able to utilize social media to be an alternative so that we can be whoever we want to be because social media has its own fangs.



Picture 3. Presentation of the material by H. Ersyad Muttaqien, also M. Fazri Candra, and Himyar in general class

M.Fazri Candra explained that in creating a content must be lived consistently and follow the interests or passion of yourself so that it is easy to do. He emphasized, if you do something happily, it will be the key and always innovate in creating social media content. Likewise what Himyar said that as a content creator, we need to have a portfolio and CV filled with experience and creative content as a reference for flying hours. So in this case, as a content creator, a good level

of emotional stabilization and gestures is required.



Picture 4. Material about making a content plan for example in making a podcast

Apart from the general class activities, students of Madrasah Aliyah Karya Madani are also invited to be able to make a content plan from what has been described and happened around them accompanied by their creativity in making content planning, besides that they are also invited to be able to try to express themselves through role-playing games and presentations of group discussion results in making a content plan.



Picture 5. It is observed that the partner is quite cooperative and does a game session that is quite enthusiastic.

Communication Science Fisip Unpas and Madrasah Aliyah Karya Madani jointly agreed to be able to optimize the relationship in this activity so that it can provide benefits for both parties, especially the students of Madrasah Aliyah Karya Madani. This

Community Service (PKM) activity was closed with a game session that was enthusiastically followed by students of Madrasah Aliyah Karya Madani.

D. Conclusion

As a result of the activities we have done, students of Madrasah Aliyah Karya Madani, Ciroyom Village, Kec Cipeundeuy West Bandung Regency must know more about social media in an effort to increase the capacity of content creators. In the development of the current digital era, content plays a very important role that is supported by the existence of internet technology so that the process of spreading information is faster and used as a business media and branding formation. Increasing the capacity of creative content is very important for students, especially Madrasah Aliyah Karya Madani.

The implementing team gives advice on periodic assistance so that partners can properly understand content creation and reduce the risk of content abuse caused by it. Providing materials about social media, various types of content and benefits as a content creator can recognize the chosen social media, awareness of benefits as a content creator, and planning to create content.

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