# Response of Content Creators Towards Kreator Pass as a Learning Media

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## Abstract

As time goes, humans kept on finding new ways to make their everyday job easier. New technologies are invented and plays an important role in the modern era. One of the example of technologies are internet, to make transactions easier. New job opportunities involving technology are created, such as content creator. They are individuals or companies who create contents on the internet, specially social media. As time goes, more content creators shows up. Kreator Pass is a startup that help content creators compete in the market. This article is to decide whether kreator pass can be useful or not for content creators.

**Keywords:** Content Creator, Startup, Technology, Internet, Social Media

## 1. Introduction

As time goes by, humans continue to find ways to speed up their activities. From here new technologies began to emerge. Technology is very helpful for humans, both in their daily activities and in their work. Today, almost everything in human daily life requires technology. Conventional work and activities have also been forced to shift to online media. A technological development that can be enjoyed to make long-distance activities easier is the internet. The existence of the internet makes it easier for people to communicate, access information and get entertainment.

Statistics data shows that Indonesia is included in the 10 countries with the largest internet users in the world. Indonesia is in fifth place with 143.26 million internet users as of March 2019. (Jayani, 2021)
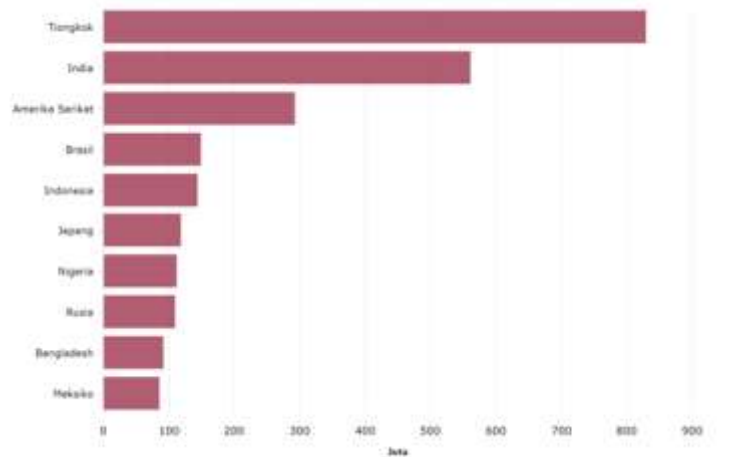
**Figure 1. Conference on Management Combines (Font Tahoma 10 Bold)**

According to the data, China has the most internet users at 829 million, to the fifth place, which is Indonesia with internet users at 143.26 million. Therefore Indonesia is still included in the top five in the world based on the most internet users.

Social media is one that is widely used on the internet. Examples of social media are YouTube, Instagram, Tiktok, Whatsapp and others. The number of users accessing YouTube is around 88% and this is followed by social media Whatsapp with 84% access, Instagram with 79% and followed by social media Facebook with 79%. During the corona virus pandemic, 64% of people were able to access the internet for an average duration of 7 hours 59 minutes to 8 hours. (Junawan & Laugu, 2020)

YouTube is an example of a platform that was founded in 2005. This company continues to experience development from year to year, starting from limited access to YouTube because it could only be accessed via computer, until now YouTube can be accessed anywhere and at any time . Initially YouTube was only used to share videos, now YouTube has many functions ranging from shorts, live streaming, music, and even as social media. (Ramadhani, 2020)

The large number of social media users has created change. If previously online content was mostly produced by certain agencies, now the general public can produce their own content. This gave birth to a profession called content creator.

A content creator is someone who regularly uploads videos to social media platforms and earns income. In general, a content creator's income comes from Google Adsense, endorsements and affiliates. Not only uploading videos, a content creator must be good at analyzing the market to get maximum income. The more engagement a piece of content generates, the more income it will earn.

Indonesia is a country with a large number of content creators. This can be seen from the number of Indonesian YouTubers who received the Golden Play Button award, which is only given to those with 1 million subscribers. Some have even got the Diamond Play Button. Also content creators who received the Tiktok Award. The large income potential places content creator as a job that has promising prospects. Content creator appears as a job option that provides wide creative space but has quite large financial benefits.

Even though you only need to regularly upload content, becoming a content creator actually requires no less sacrifice and effort than other professions such as doctors, architects,

etc. There are many factors that must be considered, such as video quality, thumbnail or capital that must be spent to make a video.

Often those who want to start a career as a content creator forget the things mentioned above. This research focuses on developing learning media startups based on the responses of novice content creators. The model used is 4D which shows the process carried out by Pass Creators in making learning videos and designing the curriculum. To answer the problem above, the author took the title "Response of Content Creators to Kreator Pass as a Learning Media."

### 1.1. Problem Formulation

Based on the background above, it can be concluded that the problem formulation is as follows:

1. How do I create Kreator Pass learning media based on responses from content creators?
2. How do you create Kreator Pass learning media using a 4D model?
3. State of the art: recommend videos and curriculum with learning assessments that are acceptable to novice content creators.

### 1.2. Delimination of the Problem

The following are the limitations of the problems in the research "Response of Content Creators to Creator Pass as a Learning Media" so as not to deviate from the research objectives:

1. The author's target in designing learning media is the Kreator Pass startup.
2. Designing learning media uses quantitative methods in the form of questionnaires and 4D models.

### 1.3. Research Purposes

The objectives of the research "Response of Content Creators to Kreator Pass as a Learning Media" are as follows:

1. Know how to design learning media for beginner content creators (with the Kreator Pass startup case study) using the 4D model.
2. Obligations that students must carry out to obtain a bachelor's degree in computer science, Batam International University.
3. Proof of expertise in the field of computer science in the Kreator Pass startup.

### 1.4. Research Benefits

For IT Education Practitioners:
a. Makes it easier to design learning media based on consumer satisfaction.

For students who want to develop a startup:
a. Provides an overview of the entrepreneurship model to motivate students.
b. Providing strategies to students who want to set up a startup, especially in the fields of education and social media.
c. Provide input to students who want to establish a startup in the fields of education and social media.

For Researchers:

a. As a requirement for graduation from the undergraduate level of computer science, Batam International University.
b. Proof of expertise in the field of computer science in the Kreator Pass startup as a material designer.

For Academics:
a. As a reference for further research.
b. As the author's contribution to knowledge in the field of computer science in the startup sector.

## 2. Literature Review

This research is based on the results of (Sari, 2020) who developed a vlog on reaction rate material in class XI SMA. The research was carried out as an effort to create the latest innovation in chemistry learning, and to create alternatives for students in learning activities. The research was carried out using the Research and Development method and using a 4D model. The research results obtained 80% with valid criteria. 96.13% of students interviewed answered that the use of vlogs in learning was very practical, while 90% of teachers answered that it was very practical.

This research is also based on the results of (Juitania & Indrawan, 2020) which examined the impact of using YouTube content on students' learning interest. The research aims to analyze the influence of YouTube content on students' interest in learning at Pamulang University. The research uses quantitative methods. The results of the research show that YouTube content has a positive influence.

Research (Humaidi et al., 2021) examines students' responses to the use of YouTube videos as online mathematics learning media. The aim of this research is to determine students' responses to the use of YouTube videos as a mathematics learning medium at SMKN 1 Malang. The research uses quantitative methods. The results show that the average percentage score for overall student responses to the use of YouTube video media reached 82%, or very positive.

Research (Meifitri, 2020) examines the phenomenon of the dream of becoming an influencer in the modern era, aiming to see how the Gen Z group utilizes technology and social media to pursue their dream of becoming an influencer. The research uses qualitative methods. The results show that being an influencer is a promising job for Gen Z, but there are also those who consider becoming an influencer to be an accident, not a dream or job that can be sought.

## 3. Research Methods

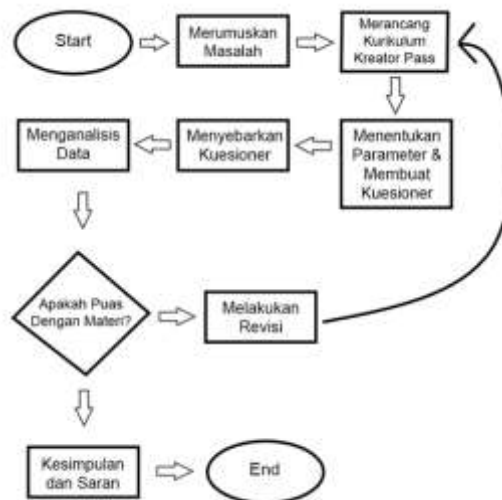Below are the research flow of this paper:

**Image 3.1 Research Flow**

The following is an explanation of the research flow above:

1. The first stage of the writer starts from formulating the problem based on the topic raised to determine the direction and objectives of this research. so that the author can determine what will result from the problem where the author conducts research to find the answer.
2. In the second stage, the author makes learning videos and designs the curriculum at the Kreator Pass startup using the 4D model.
3. In the third stage, the author determines the parameters needed to design learning media in Kreator Pass to determine the response of novice creators' content, according to the title of the thesis. The parameters used by the author to determine the response from novice content creators are responses and reactions while watching Kreator Pass videos.
4. In the fourth stage, the author designs questionnaire questions to be distributed to Content Creators who already know the Kreator Pass.
5. The fifth stage, from the questions that the author has prepared through the distributed questionnaire. The results of the questionnaire are used to make revisions to a video or the entire curriculum if necessary. If there are deficiencies, revisions will be made.
6. The final stage is after the final revision, the author will draw conclusions according to the implementation that has been carried out and provide recommendations to the reader.

### 3.1. Quantitative Method

Quantitative research methods are research that is planned, systematic and clearly structured from the beginning to the end of the research. When creating a questionnaire, the intended target is content creators, especially those who are just starting out. The questionnaire is made in the form of Google Forms and can be filled in by the target audience with their responses and reactions to the Kreator Pass to find out whether or not revisions are needed to a video or the entire curriculum. By using quantitative methods, the author can

utilize data to find out how to design good and acceptable learning media, with a case study of the Kreator Pass startup.

## 3.2. R&D & 4D Model

Research & Development or R&D is a research method used for further development of a research result or research product. (Samsu, S.Ag., M.Pd.I., 2021)

The 4D Development Model produces a product by researching, designing, creating and testing validity. The 4-D development model consists of 4 development stages, namely define, design, develop and disseminate. The following are attached to the stages of the 4-D development model:
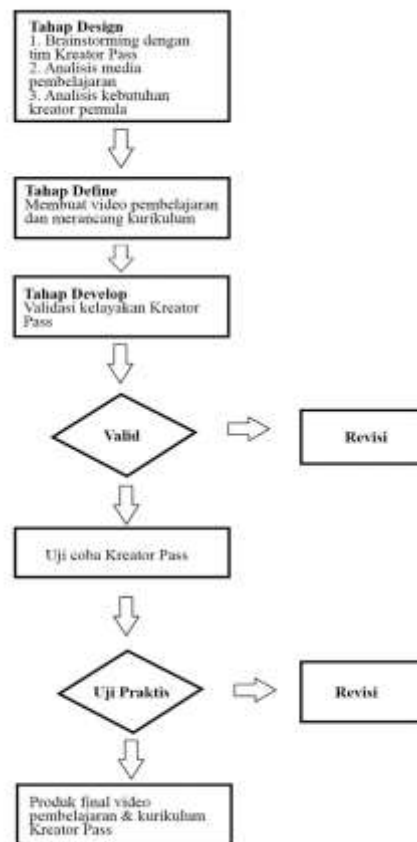


**Image 3.2 4D Model flow**

## 3.3. Collection of Data

The following are the questions asked in the questionnaire:

1. Are you a content creator?
a. Yes
b. No

2. Sound quality, video resolution and ease of understanding Kreator Pass material
a. Very good

b. Good
c. Enough
d. Not good

3. How useful it is and how it suits your needs
a. Very good
b. Good
c. Enough
d. Not good

4. Curiosity and interest in Kreator Pass
a. Very good
b. Good
c. Enough
d. Not good

5. Positive feelings towards experiences during learning.
a. Very good
b. Good
c. Enough
d. Not good

6. Expectations after using the Kreator Pass
a. Very good
b. Good
c. Enough
d. Not good

For each statement, a score will be obtained using a Likert scale, namely: Very Good (Score 4), Good (Score 3), Fair (Score 2) and Not Good (Score 1). For each indicator on the questionnaire, the percentage of scores obtained will be calculated using the formula:

$$PS = \frac{S}{T} \; x \; 100\%$$

Keterangan:
PS: Score Percentage
S: Score Received
T: Total Score

The score received are divided into categories as shown in Table 3.1.

| Persentase Skor | Kategori |
|---|---|
| 81 − 100% | Very Positive |
| 61 − 80% | Positive |
| 41 − 60% | Quite Positive |

| 21 − 40% | Negative |
|---|---|
| 0 − 20% | Very Negative |

## 4. Results and Discussion

In the first stage the author starts to look for what is the problem in the field. While attending the YEA Virtual class, the author was asked to conduct interviews with 20 people and obtain written conclusions regarding the problem formulation. Based on the research flow, after completing the problem formulation stage, the author began designing the Kreator Pass. The purpose of the design is to find out the response from content creators after using or trying Kreator Pass. Creation of pass creators is by using the 4D Model and R&D Model, and using quantitative methods to collect feedback.

The first thing the author did during the process of creating a creator pass was to think about the name and logo that would be used at the startup. After discussing with the team, a Kreator Pass logo appeared in the form of a logo with three stairs symbolizing 3 stages: Silver, Gold, Diamond, with a play button logo in the middle.



With the use of technology and internet, the author had created Kreator Pass with landing page shown below:



**Image 4.1 Kreator Pass Landing Page**

In the implementation stage, the author designed a material slide for Kreator Pass which consisted of level 0-10. The slides is then recorded into video using Open Broadcaster Software, and recorded audio using Audacity. After the recording is complete, enter the process of editing the audio and recording results. The audio was edited using the Audacity application. After

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completing the audio editing process, proceed to the video editing process using Adobe Premiere.

The team darkened the background sound with noise reduction, then refined the sound with the effects of Graphic EQ, Bass boost, Treble boost, and finally Compressor to make the sound not come out of the sound waves. After completing audio editing, the audio will be exported into Adobe Premiere Pro.

In the video editing application, the green screen background is removed and replaced with a material slide. The video was edited into two versions: Long and short. Short videos will be posted on the Pass Creator's social media, while long ones will be posted on the Pass Creator's own website.

The video is finished, with clean audio and the green screen removed. The video is then posted to the pass creator's social media. After the video is posted on social media, then the marketing division does the marketing and the IT division does the design. Finished products shown below:
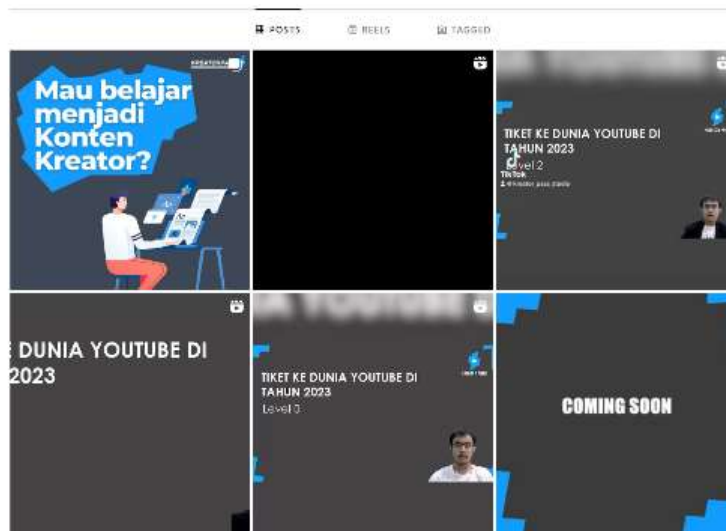


**Image 4.2 Kreator Pass Result**

Kreator Pass is finished, the author begin to spread surveys using Google Forms. Respondends tells the author about how satisfied they are with Kreator Pass. A total of 49 respondends are collected, with the result shown below:

| Sound quality, video resolution and ease of understanding Kreator Pass material | How useful it is and how it suits your needs | Curiosity and interest in Kreator Pass | Positive feelings towards experiences during learning. | Expectations after using the Kreator Pass |
|---|---|---|---|---|
| 3 | 3 | 3 | 3 | 2 |
| 4 | 2 | 4 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 2 | 3 |

| | | | | |
|---|---|---|---|---|
| 2 | 2 | 3 | 2 | 1 |
| 2 | 2 | 1 | 2 | 2 |
| 3 | 2 | 3 | 2 | 2 |
| 4 | 3 | 4 | 2 | 2 |
| 3 | 3 | 4 | 2 | 2 |
| 4 | 2 | 3 | 2 | 1 |
| 2 | 2 | 4 | 2 | 2 |
| 2 | 3 | 4 | 2 | 2 |
| 1 | 4 | 3 | 1 | 4 |
| 2 | 1 | 3 | 2 | 1 |
| 3 | 3 | 3 | 2 | 2 |
| 2 | 2 | 2 | 1 | 2 |
| 4 | 3 | 4 | 4 | 2 |
| 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 |
| 2 | 2 | 3 | 2 | 3 |
| 4 | 2 | 2 | 1 | 2 |
| 3 | 2 | 3 | 3 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 1 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 3 | 3 |
| 2 | 3 | 3 | 2 | 3 |
| 3 | 1 | 4 | 4 | 3 |
| 2 | 2 | 2 | 3 | 3 |
| 3 | 1 | 2 | 1 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 3 | 3 |
| 2 | 3 | 3 | 2 | 2 |
| 2 | 2 | 2 | 2 | 1 |
| 2 | 2 | 2 | 3 | 2 |
| 4 | 4 | 3 | 2 | 2 |
| 1 | 1 | 4 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |

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| 3 | 4 | 2 | 1 | 1 |
|---|---|---|---|---|
| 3 | 3 | 2 | 2 | 3 |
| 3 | 3 | 3 | 3 | 2 |
| 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 1 | 2 |
| 3 | 3 | 2 | 4 | 4 |
| 3 | 3 | 3 | 2 | 3 |
| 2 | 2 | 3 | 3 | 4 |
| 4 | 3 | 3 | 3 | 4 |
| 4 | 2 | 2 | 2 | 4 |
| 4 | 3 | 3 | 2 | 4 |
| 2.847826087 | 2.673913043 | 3.02173913 | 2.369565217 | 2.47826087 |

**Table 4 Response**

Based on the table above, it can be concluded that "Sound quality, video resolution and ease of understanding the material" got a score of 2.84, "How useful and suited to needs" got a score of 2.67, "Curiosity and participation of novice content creators" got a score of 3.02 , "Positive feelings towards the experience while studying" got a score of 2.36 and "Hope after using Kreator Pass" got a score of 2.47. If totaled using the formula PS = S/T (13.36/20 x 100), the auther got the result of 66.8%, which shows the category of Positive (61%-80%)

## 5. Conclusions

Content creator is a promising job in this modern era. However, not everyone can compete, that's why the author created a platform called Kreator Pass. After distributing the questionnaire, it can be concluded that the response from novice content creators to Kreator Pass as a learning medium has been positive.

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