

## CHAPTER I

### INTRODUCTION

#### A. Background of the Research

There are several new media to find knowledge in the contemporary digital era. Social media is a popular new medium among the general population. Instagram, Youtube, and TikTok, which are popular among social media users, are examples of how quickly social media is evolving. Apart from social contact, social media is employed for commercial and corporate promotion. Companies and government organizations are currently competing to utilize social media to reach a bigger audience, not just with information but also with material that is obviously required by the community. According to the most recent Katadata research, Instagram was ranked fourth in 2020, with a proportion of 79 percent.

Content creator is an activity that disseminates information that is translated into a picture, video, or text, also known as content, and is then disseminated through platforms such as social media platforms such as Instagram, Youtube, and TikTok (Mohamad, 2020, pp.347-359). Based on this, each firm seeks content producers to create social media material as appealing as possible for spreading information. This procedure will be carried out by content creators on social media platforms such as

Instagram, YouTube, Tiktok, and others. Many factors must be considered when creating content for social media platforms such as Instagram, YouTube, and Tiktok, one of which is that the content must be packaged as attractively as possible, both in terms of content and appearance, so that the content posted can provide information and entertainment to the audience. As a result, generating content necessitates ideas, creativity, innovation, research to determine what material is now popular with the audience, and consistency in creating content, therefore content producers are required in creating content on Instagram, Youtube, and TikTok.

Social media is a requirement for people in this fast-changing era of globalization. The evolution of social media may be seen in the type of media utilized to notify the public about new items. The more social media there is, the easier it will be for businesses and the general public to share information and advertise new items.

The pandemic of COVID-19 has had a significant impact. The school sector is another area that is fast expanding. One of the causes is a considerable change in the community's educational demands.

Everything has been done online since the Covid-19 epidemic. Companies in all industries must be ready to adapt to the usage of internet media, as the bulk of business is now done online. STBA JIA is one of the universities that will need to adjust to the use of internet media. STBA JIA, which is involved in education, also takes advantage of this phenomena by promoting its university through social media.

Social media is one of the internet platforms that allows users to exhibit themselves, engage, and share with other people. Where it establishes a virtual bond (Chi, 2011, p.44). Social networking is becoming increasingly popular as technology advances. This is an excellent opportunity to sell products and services through social media.

Social media allows colleges to easily communicate with students and the general public online; the extra benefit of using social media is that there are no space or time constraints. Social media may also reach all demographics.

A content creator is a collection of people who generate and produce material or content that entertains and/or educates its intended audience. Material (content) can be developed in a variety of formats, including videos, photographs, infographics, e-books, and blog articles (McCracken, 2013, pp. 105–124).

STBA JIA, which is involved in education, also promotes its university through social media. This is where content creators come in. A content creator is someone who is in charge of developing informational material that is delivered via social media. The content produced can take the shape of photographs, videos, words, or a combination of these. Innovative practices are also adopted, such as advertising in numerous online media outlets popular among Indonesians.



### **A. The scope of the Problem**

Based on the above background, the research problem is formulated, namely the job description of content creator at STBA JIA in 2022

### **B. Question of the Research**

Based on the problem above, this research is conducted to answer the research questions, they are:

1. What are the obstacle that found in Content Creator in STBA JIA.
2. How is the solution of those obstacles.

### **C. The objective of the research**

The objective of the research is an answer for the question of the research:

1. to know the problem of content creator in STBA JIA.
2. to solve the problem during research.

### **D. Significance of the research**

This research is worthwhile, not only for the writer but also for the reader especially those who study English or have firm interest of Content Creator. From doing the research theoretically, it hopes could find the solution on how to know the critical situation of content creator in STBA JIA.

Virtually, this research is worthwhile for many intentions and

purposes depend on what field the learners are involve in:

1. For the Writer

The writer has to write a scientific paper to complete the final task in diploma program in School of Foreign Language JIA. The writer could get much more knowledge and increase his skill especially in Media production sector.

2. For the Readers

This paper can give the readers a beneficial thing in providing informative preference and knowledge for the readers who takes a job for diploma scientific paper in media production sector.

**E. Systematization of The Research**

The systematic of this paper is meant to make the writer easier in taking understanding this paper. This writing is divided into five chapters as follows:

Chapter I is introduction. This chapter contains the background of the research, the scope of the problem, the question of the research, the objective of the research, the significance of the research, and the systematization of the research.

Chapter II Theoretical description. This chapter explains the definition of content creator, social media, stages of production and relevance research.

Chapter III Company Profile. This chapter explains the historical background and profile of STBA JIA and the organization chart of STBA JIA.

Chapter IV Report of observation findings. This chapter explain the observation result in Content Creator in STBA JIA.

Chapter V Conclusion and Suggestion. This Chapter explains the conclusion and suggestion of this paper to STBA JIA.

