

Empowering creativity and competence to become successful digital content creators

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Abstract

This community service program was designed to enhance students' understanding, competence, and creativity in becoming content creators in the digital era. The rapid advancement of technology has transformed communication, business, finance, and education, creating both opportunities and challenges for younger generations. The activity introduced participants to the concepts of digital media, digital marketing, and content creation, emphasizing adaptability, innovation, and originality as key elements of success. Implemented online via Zoom, the program included presentations on "Gila Marketing," which embodies STIE Pancasetia's ethos of resilience, adaptability, and creativity, as well as discussions on the digital media landscape and practical strategies for content development. Students actively engaged in interactive sessions and demonstrated enthusiasm for exploring digital marketing and content creation techniques. The results showed that participants not only gained a deeper understanding of digital communication trends but also improved their ability to produce authentic and engaging content. The program concluded that community service activities of this kind are highly beneficial for preparing students to face the challenges of digital transformation. Future initiatives are recommended to include more advanced training on YouTube content development, channel management, and digital marketing strategies to support business growth and expand community engagement.

Keywords: digital era, digital marketing, content creator, competence, community service, Gila Marketing

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1. Introduction

The rapid advancement of technology over the past half-century has transformed nearly every aspect of human life. The traditional 9-to-5 work structure has evolved into a globally integrated system that operates around the clock, driven by the growing need for efficiency and practicality. In this digital age, people have access to a vast range of products and services that were once unimaginable, enabling activities to be carried out in more sophisticated and efficient ways. The digital era refers to a period in which all aspects of life are facilitated by advanced technology, bringing significant changes in communication, business, finance, and commerce. Communication has evolved from basic mobile phones and SIM cards to internet-based smartphones that enable seamless interactions through video calls and instant messaging. In the business sector, digital transformation allows companies to reach and serve customers more efficiently through online platforms and applications, while those unable to adapt risk falling behind. The financial industry has also been reshaped by financial technology (FinTech), which offers convenient and efficient digital services such as e-wallets and mobile banking. Moreover, e-commerce has revolutionized how

people buy and sell products, allowing consumers to shop from home and businesses to expand their markets globally.

According to Iskandar Alisjahbana in “Teknopreneur Indonesia”, technological advancement aims to improve human comfort, prosperity, and well-being. The positive impacts of the digital era include easier access to and dissemination of information, the availability of entertainment through platforms like Instagram, Twitter, and YouTube, global communication via apps such as WhatsApp and LINE, and the enhancement of education through online learning resources. However, while the digital era brings many advantages, it also poses new challenges such as excessive dependence on technology, intellectual complacency resulting from easy access to data, impulsive consumer behavior, and superficial learning habits. To thrive in this environment, individuals and organizations must learn to utilize data effectively, continuously develop their skills, and enhance user experiences through creativity and innovation.

In this context, competence becomes an essential factor for success. According to Emron, Yohny, and Imas (2017, p.140), competence is an individual's ability to perform tasks correctly and excellently, based on knowledge, skills, and attitude. Competence encompasses observable abilities involving knowledge—understanding relevant to one's work and a willingness to learn; skills—technical expertise, problem-solving, and creativity; and attitude—initiative, politeness, and dedication. These elements are crucial in the business world, particularly for recruitment, performance evaluation, and professional development. Developing such competencies is also vital for those pursuing careers as digital content creators, a role that is no longer limited to celebrities but open to anyone with creativity, consistency, and skill in producing content such as text, images, videos, tutorials, vlogs, or podcasts. Content creators are responsible for generating ideas, conducting research, and producing engaging materials that align with brand identities and communication goals. They must understand media production, communication, and dissemination techniques, as well as master both soft and hard skills such as writing, collaboration, and multitasking.

Recognizing these developments, this community service program was designed to enhance students' understanding of digital transformation while developing their creative and technical competencies as aspiring content creators. Through this activity, students are encouraged to adapt to technological changes, explore creative expression, and gain practical insights into digital content production. Beyond skill development, this initiative also supports the fulfillment of the university's *Tridharma* mission by contributing to community empowerment and advancing knowledge in the digital era.

2. Community Service Design and Method

This community service program was designed to equip students of STIE Pancasetia Banjarmasin with the knowledge and practical skills necessary to become competent content creators in the digital era. The activity aimed to bridge the gap between theoretical understanding and real-world application by integrating digital marketing concepts, creative content production techniques, and the use of modern online platforms. The program also served as a platform for students to gain exposure to current trends in digital communication and marketing while fostering creativity and innovation in content creation.

The design of the activity emphasized participatory learning, where students were not only passive listeners but also active participants through interactive discussions and Q&A sessions. The implementation method followed a structured sequence to ensure an effective learning experience. The activity was carried out online via Zoom to enable broader participation and accessibility, especially considering the flexibility offered by digital platforms.

The program began with an opening session led by a moderator, followed by a keynote presentation on the implementation of “Gila Marketing” through digital marketing strategies. This session aimed to inspire participants by illustrating how creativity and unconventional marketing approaches can lead to

successful digital campaigns. Subsequently, a guest speaker delivered a session introducing digital marketing and the broader digital media landscape, highlighting the significance of content creation in contemporary marketing practices.

After these presentations, participants completed attendance registration to document engagement and participation. The main session of the webinar focused on practical insights into becoming a content creator in the digital era. This session explored essential skills such as idea generation, brand alignment, media production, and the use of digital tools for creative content development. The program also provided opportunities for participants to engage in a Q&A session, allowing them to clarify concepts and discuss challenges directly with the speakers. The event concluded with a group photo and closing remarks as a symbolic gesture of collaboration and shared learning.

The community service took place online via Zoom on Monday, from 14:00 to 15:30 WITA. All learning materials, including presentation slides, were provided to participants and are included in the appendix. The online format not only accommodated a larger audience but also reflected the very essence of the digital transformation being discussed—leveraging technology to facilitate education, communication, and collaboration in the digital age.

3. Results and Discussion

The purpose of this community service activity was to enhance students' knowledge, develop their competencies, and boost their creativity to become content creators in the digital era. Through this program, participants were introduced to the fundamental concepts of digital media, digital marketing, and content creation, which are essential skills in today's technology-driven society. Digital media refers to electronic platforms used to store, transmit, and receive digitized information, such as e-books, videos, audio files, and software. These platforms have become integral to modern communication, business, and entertainment, allowing users to interact and exchange information seamlessly across the globe.

Dable, a South Korea-based tech startup, published the Digital Media Landscape 2021, a report that provides an overview of online media environments and content consumption behaviors in Indonesia. The report includes infographics highlighting media groups, categories, and a "Top 30 Media" list based on data from Comscore, Alexa, and Red Volcano. It also presents an analysis of media consumption behavior derived from over 200 media partners in Indonesia. These findings illustrate how Indonesians increasingly rely on digital platforms for news, entertainment, and education, reinforcing the importance of digital literacy and creative skills among young people.

"Gila Marketing" Implementation through Digital Marketing

The concept of "Gila Marketing" represents the ethos of STIE Pancasetia, emphasizing that marketing serves as the soul of the organization. It encourages students to adopt active, creative, and sometimes unconventional strategies to remain competitive and deliver effective services. This philosophy is encapsulated in the acronym "TAKTIK," which stands for *Tangguh* (Resilient), *Adaptif* (Adaptive), *Komunikatif* (Communicative), *Totalitas* (Total Commitment), *Inovatif* (Innovative), and *Kreatif* (Creative). These principles aim to instill an entrepreneurial spirit and promote innovative thinking in marketing practices.

Digital marketing, as defined by Ridwan Sanjaya and Josua Tarigan (2009), involves branding and promotional activities conducted through various digital channels such as blogs, websites, email, AdWords, and social media platforms. In this program, students learned how digital marketing plays a vital role in connecting businesses with their audiences through engaging and targeted online campaigns. The session also demonstrated how "Gila Marketing" strategies can be effectively applied in the digital context by leveraging technology to create strong brand identities and enhance audience engagement.



Figure 1. Implementation of Community Service Activities via Zoom Application

Becoming a Content Creator in the Digital Era

A content creator is an individual who utilizes digital platforms to produce and share educational, informational, or entertaining materials—such as photos, videos, podcasts, articles, or digital artwork—through social media and other online channels. In today’s digital ecosystem, content creators play a crucial role in shaping public discourse and influencing consumer behavior. To succeed in this field, aspiring creators must identify content areas that align with their passions and interests, as passion-driven content tends to be more authentic and inspiring. Authenticity is a defining feature of successful creators, as originality fosters trust and engagement among audiences.

Moreover, staying updated with current trends and global issues is essential for maintaining relevance and capturing audience attention. Successful content creators continuously monitor trending topics through various sources such as news portals, social media platforms, and tools like Google Trends. They analyze audience behavior, adapt to changes in digital algorithms, and experiment with new formats to keep their content fresh and engaging. Ultimately, originality and creativity remain at the heart of effective content creation. The ability to generate innovative ideas and transform them into meaningful digital expressions distinguishes outstanding creators from the rest. Through this program, students were encouraged to cultivate these attributes, preparing them to thrive as digital content creators capable of contributing positively to the evolving digital landscape.

4. Conclusions

The conclusions drawn from this community service activity indicate that the participants showed great enthusiasm in learning and understanding how to become content creators in the digital era. The program effectively increased their knowledge and enhanced their practical skills in digital content creation. Through interactive sessions and expert guidance, students gained valuable insights into the principles of digital marketing, the importance of creativity, and the strategies necessary to produce engaging and authentic content. Overall, the activity successfully met its objectives by fostering digital competence and inspiring participants to explore creative opportunities in the growing field of content creation.

Based on the outcomes of this activity, several suggestions can be made for future community service programs. It is recommended that upcoming activities include more specialized training sessions, such as workshops on YouTube development techniques and effective channel management strategies to ensure content consistency. Additionally, future programs could focus on advanced digital marketing practices to support business growth through online platforms. To further strengthen the impact and sustainability of such initiatives, collaboration with the Institute for Research and Community Service is also encouraged, enabling the integration of academic expertise, community engagement, and practical application in the digital field.

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