

## Resiliensi dan Manajemen Strategi Content Creator = Resiliency and Strategy Management Content Creator

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### Abstrak

Tesis ini membahas resiliensi content creator di bidang komunikasi digital. Profesi content creator terancam dengan berbagai tantangan yang dialami berupa kecemasan sosial, inferioritas individu, kredibilitas, ketakutan tidak otentik karena tidak menjadi diri sendiri. Permasalahan penelitian ini berfokus pada apakah kerangka Resiliensi dan Manajemen Strategi Content Creator dapat terbukti pada konteks Indonesia yang diadaptasi dari Johnson et al. (2015). Tujuan penelitian ini mengeksplanasi cara meningkatkan resiliensi content creator di tengah tekanan dan kompetisi content creator di media sosial sehingga bisa bermanfaat dalam bermedia sosial. Penelitian ini memiliki lima variabel yaitu variabel eksogen berupa Sosok Model Resiliensi, Penyemangat Resiliensi, Resiliensi serta variabel endogen berupa Manajemen Strategi Content Creator dan Peningkatan Jumlah Pengikut. Penelitian ini menggunakan pendekatan kuantitatif terhadap 83 responden yang berprofesi sebagai content creator. Analisis data yang digunakan yaitu menggunakan Structural Equation Model (SEM) pada Smart PLS. Hasil penelitian adalah kerangka Resiliensi dan Manajemen Strategi Content Creator tidak terbukti di konteks Indonesia. Kerangka terakhir penelitian ini berkontribusi pada literatur teoritis mengenai pentingnya resiliensi dalam industri content creator. Sementara itu, penelitian ini diharapkan menjadi acuan bagi pelaku industri content creator dan pelaku kebijakan agar industri content creator terus berkembang.

.....This thesis discusses the resilience of content creators in the field of digital communication. The content creator profession is threatened with various challenges experienced in the form of social anxiety, individual inferiority, credibility, and fear of being inauthentic for not being yourself. The problem of this research focuses on whether the Resiliency and Strategy Management Content Creator framework can be proven in the Indonesian context, adapted from Johnson et al. (2015). The purpose of this research is to explain how to increase the resilience of content creators amid pressure and competition for content creators on social media so that they can be useful in social media. This study has five variables, namely exogenous variables in the form of Resilience Model Figure, Resilience Encouraging, Resiliency, and endogenous variables in the form of Strategy Management Content Creator and Increasing Number of Followers. This study uses a quantitative approach to 83 respondents who work as content creators. The data analysis used is using the Structural Equation Model (SEM) on Smart PLS. The result of the research is that the Resiliency and Strategy Management Content Creator framework is not proven in the Indonesian context. The final framework of this research contributes to the theoretical literature on the importance of resilience in the content creator industry. Meanwhile, this research is expected to be a reference for content creator industry players and policy makers so that the content creator industry continues to grow.