

## Affordances Platform and Strategy Game Content Creator on Tiktok @Eanis

Habib Al Anshor<sup>1</sup>, Aghnia Dian Lestari<sup>2\*</sup>

Universitas Swadaya Gunung Jati

**Corresponding Author:** Aghnia Dian Lestari [aghnia.dianl@ugj.ac.id](mailto:aghnia.dianl@ugj.ac.id)

---

### ARTICLE INFO

*Keywords:* Affordances, Audience Engagement, Content Strategy, TikTok, Visibility

*Received :* 18, December

*Revised :* 20, February

*Accepted:* 22, April

©2026 Anshor, Lestari: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

Creators have leveraged features of the platform to become highly visible and engaged audience on Tik Tok but dedication to investigating this practice is still lacked. This qualitative case study focuses on content strategies and platform affordances (especially captions and hashtags) of the Tik Tok profile @eanis, an extraction shooter game content creator. This study aims to identify content strategies, describe how captions and hashtags are used, and understand how creators and audiences interpret these practices by shaping visibility and engagement. Data were collected through in-depth interviews with the main informant and four supporting informants, observation of posts, and literature review. The results show that @eanis's strategy continues to follow trends, especially among extraction shooter players, and that consistency in posting is the basis for establishing the channel's identity.

---

## INTRODUCTION

In recent years, gaming content on short-form platforms such as TikTok has not only served as brief entertainment, but has also increasingly contributed to shaping gaming norms, media preferences, and the identity of the gaming community (Ardiansyah et al., 2024; Arya et al., 2022)

Changes in time can significantly affect the distribution and interaction of content, so it is important to note the temporal context when collecting data, such as game release seasons, holidays, or temporary viral trends. Changes to TikTok's algorithms or policies (such as how viewing time is calculated or which features are prioritized) can affect how engagement signals are converted into visibility. Therefore, a significant increase in views during a certain period of time may be due to changes in platform policy as well as the creator's own strategy. Thus, this study will document the timestamp of each video and note important temporal events (trends, game patches or algorithm updates) so that analysis can compare pre-/post-change periods or control for time variables.

Digital affordances emphasize that platform features such as captions and hashtags are not merely technical elements that exist, but become opportunities for action when actualized by users through real-world practices (Hopkins, 2020). The combination of affordances and platform logic perspectives is important for understanding how creators formulate content strategies designed to attract audience attention and interaction (van Dijck et al., 2018)

Short video platforms prioritize content distribution based on interaction patterns, often referred to as content graphs. In practice, these patterns are manifested through various engagement signals, such as the number of views, average watch time, likes, comments, and shares, which collectively serve as indicators of content relevance for recommendation systems. Therefore, this study does not focus on the numerical measurement of interaction signals, but rather on examining how creators understand, interpret, and utilize these forms of engagement through the use of captions and hashtags as content strategies (Athaya Nadjla Azzariaputrie & Fitria Avicenna, 2023; Stokel-walker, 2021).

The TikTok account @eanis is a gaming content creator with around 58,400 followers who consistently produces extraction shooter genre gaming content, such as *Escape from Tarkov*, *ARC Raiders*, and *Arena Breakout*. Mostly their sliced video experience contains gameplay snippets, tutorials and situational pieces. The creator makes use of certain affordances offered by the platform in their production process such as captions or hashtags. These qualities render the @eanis account a relevant subject of analysis as a case study for understanding the relationship between strategies around content from game creators and ways in which they make use of affordances associated with short-form video platforms.

This study seeks to explore and outline the specific content strategies leveraged by TikTok creator @eanis, especially those related to iconic affordances of the platform like captions and hashtags. Moreover, this article investigates how creators judicate visibility and engagement patterns from audiences as a component of content distribution practices on TikTok.

## LITERATURE REVIEW

Communication strategies are perceived as a sequence of communicative decisions intentionally articulated to fulfil defined purpose. The communication strategies of digital content creators are not only oriented toward conveying messages, but also toward adapting to platform characteristics and audience responses (Fathurrohman et al., 2022; Moudy & Winduwati, 2023). This conceptual framework becomes relevant in regard to content creators as reflective and contextual communication practices.

social media is based on interactivity, co-participation, and networked content production. Within this context, TikTok facilitates a non-linear communication process between creators and audiences, where meaning is negotiated through back-and-forth interactions (Elleanor Sherren & Junaidi Ahmad, 2022). The new media perspective is used in this study as a context for understanding creator practices, not as the primary analytical tool.

The affordances approach in digital media studies refers to the way technical features of a platform are related to its users' social practices. Affordances are not automatic features that determine behavior, but rather invite action by users who interpret and actualize them in context (Hopkins, 2020). Thus, features such as captions and hashtags on TikTok take on strategic significance through the way creators use them as a means of framing messages, building identity, and interacting with audiences. Research in Indonesia confirms that the use of platform features is contextual and depends on the experience and objectives of the creator (Athaya Nadjla Azzariaputrie & Fitria Avicenna, 2023).

Audience engagement on short video platforms is understood as a form of social participation reflected through responses such as comments, likes, and content sharing. In a qualitative approach, this engagement is not treated as a mere quantitative measure, but rather as a meaningful practice interpreted by creators and audiences. Audience interaction plays a role in shaping the visibility of content and serves as a basis for creators to adjust their content strategies. Therefore, analysis of creator practices needs to place audience engagement in the social context that accompanies the process of content production and distribution (Christina & Aulia, 2025)

Research on social media content creators' places content strategy as a communicative practice that develops through interactions between creators, audiences, and platform characteristics. Content strategy encompasses not only visual and narrative aspects, but also creative decisions in utilizing platform features to build audience visibility and engagement. A number of studies in Indonesia show that content consistency, focus on specific niches, and creators' interpretation of audience responses are important factors in shaping content strategy on social media (Arya et al., 2022; Moudy & Winduwati, 2023).

Short video platforms such as TikTok, content strategy is not only determined by visual creativity, but also by the creator's ability to tailor content to audience characteristics and platform distribution logic. Studies in Indonesia show that consistency in uploading, niche segmentation, and utilization of platform features contribute to a sustainable increase in audience engagement (Arya et al., 2022; Moudy & Winduwati, 2023).

Affordances do not automatically determine user behavior, but rather depend on how users interpret and utilize platform features in their daily practices (Hopkins, 2020). On TikTok, affordances like captions, hashtags and recommendation systems give creators the power to project meaning into their content while also directed toward a greater audience. It is not only their technical nature but also the way that creators use these to underpin their communication and self-representation strategies (Athaya Nadjla Azzariaputrie & Fitria Avicenna, 2023).

Short video platforms, audience visibility and engagement are also interpreted as the outcome of interactions regarding creator practices, audience responses, and platform logic. Multiple studies have established that audience engagement, in the form of likes, comments and shares, is a type of social participation that guides the spread and significance of content, it does not simply function as a numerical marker (Rifkhan Alfaruqy & Puspadarmaja, 2024). In a qualitative approach, engagement metrics are treated as a context that is interpreted by creators and audiences, so that analysis is directed at how these interactions influence content strategy and visibility.

## **METHODOLOGY**

This research is qualitative in nature with a case study design on the TikTok account @eanis. This research uses a qualitative approach, which is a method that aims to understand phenomena in depth through data collection in a natural context. The qualitative approach emphasizes meaning, experience, and participant perspectives. According to (Creswell & Poth, 2018) Qualitative research focuses on understanding social phenomena through direct exploration of individual and group experiences.

The object of this study is the practice of content strategy and the utilization of platform affordances on the TikTok account @eanis as a game content creator. The research focuses on creative decisions that encompass visual and narrative aspects, as well as patterns of interaction between creators and audiences in the content production and distribution process. The case study in this research is analytically limited through the unit of analysis and practices examined, so that it remains clearly defined even though the research object is dynamic (Yin, n.d.). The selection of the @eanis account as a case study is not intended to suggest that the practices employed are unique or not carried out by other creators. The focus of this research is not a comparison of creators, but rather the analysis of meaningful content strategy practice in relation to the affordances offered by platforms in an individual context. The @eanis account is therefore taken as a case study for analyzing the interpretations of TikTok affordances in creator activities and artefacts.

Data sources included direct observation of TikTok posts (@eanis) and in-depth interviews with key informants. Data set was extracted from relevant journal articles, books and previous studies. The data was checked by confirming the consistency of interviews and content observation (source triangulation) to maintain the validity of the findings (Sugiyono, 2017).

## RESEARCH RESULT

The TikTok account @eanis was selected as a case study. This research analyzes the content strategy practices implemented by game content creators on short video platforms. This account was not selected because it represents all content creators, but as an example to see how a content creator's creative decisions and use of platform features are interrelated to increase audience engagement.



**Figure 1. Tiktok account profile @eanis**

*Source: Tiktok account @eanis*

Approximately 58.4 thousand people follow the account @eanis on TikTok, where extraction shooter game content like *Escape from Tarkov* sinks its knees along with titles like *ARC Raiders* or *Arena Breakout*. The content often constitutes gameplay streams or snippets, mini-tutorials and situational advice. The creator employs the affordances of the platform as part of their content strategy, particularly with respect to captions and hashtags.

### *Utilizing TikTok Affordances in Content Strategy*

The affordances of the TikTok platform are seen mostly in how @eanis uses captions and hashtags as content strategies. The 1st stage captions were long and informative, intended to state context about the game, game mechanics, or the situation shown in the video. This was also acknowledged by the creator, "I used to write long captions to explain the context of the game, but now they are shorter and focus on what is funny or exciting" (Daffa, interview 2025). This strategy was chosen because the target audience was not yet fully familiar with the game genre being featured. However, as the audience grew, the function of captions shifted to become shorter and more interactive, such as encouraging the audience to comment or continue watching.

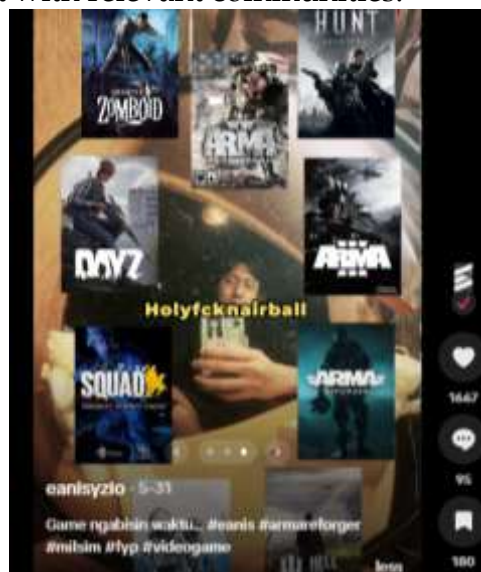


**Figure 2. Long Captions and Short Captions**

*Source: TikTok account @eanis*

Hashtags are used consistently by combining the game name, account identity, and popular hashtags such as #eanis #indonesia #escapefromtarkov. Kreton states, "Hashtags are very important in my opinion. If I change games, the hashtags change, and the audience changes too. I also use my own hashtag #eanis so that people know it's my video." (Daffa, Interview 2025).

Content creators do not claim to have a deep technical understanding of algorithms; the use of hashtags is perceived as a way to increase the connectivity of content with relevant communities.



**Figure 3. Image Format Content**

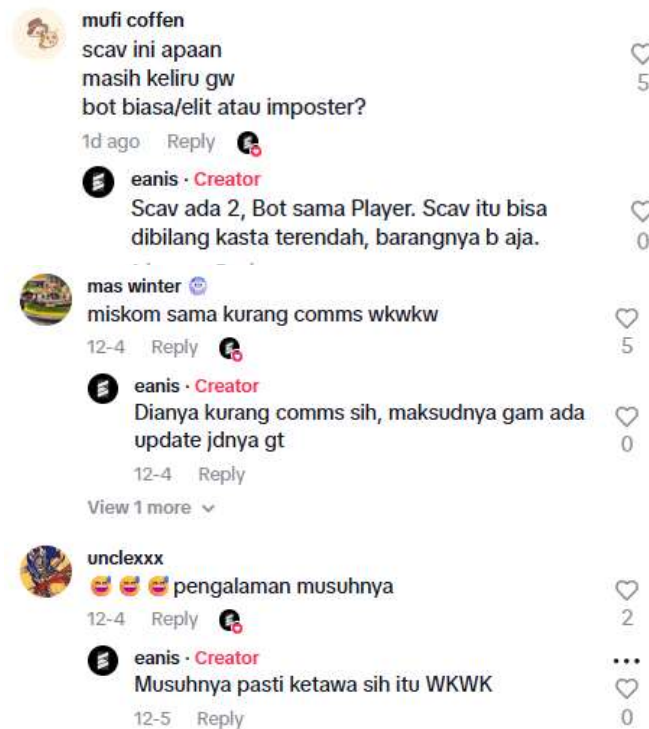
*Sourcer: TikTok account @eanis*

In addition to video formats, creator @eanis has also uploaded image content. However, the use of this format is not a key strategy, but rather a spontaneous action taken on a whim to follow trends that are popular on the platform. In the creator's words, "at that time, it was just for fun because it was trending." (Daffa, Interview 2025). Image content was created not as part of long-term content planning, but as a casual, non-recurring experiment that was not intended to build channel identity.

The creator revealed that he had previously done live streaming on TikTok, but stopped because he was repeatedly banned by TikTok for reasons that did not match his activities. Additionally, the creator never used TikTok's Story feature, as it was deemed irrelevant to their content production strategy. As the creator stated, "I did go live, but stopped because I kept getting banned, so it wasn't comfortable. I also didn't use Stories because they didn't support my content needs." (Daffa, Interview 2025).

### *Audience Visibility and Engagement Patterns*

Interviews with supporting informants show that the visibility of @eanis content is formed through two main channels, namely its appearance on the For You Page (FYP) and direct access through the creator's profile. The audience generally first discovers content through the FYP, then continues exploring the profile if the content is considered relevant or interesting. As stated by the informant, "I usually find the content through the FYP. If the video is interesting, then I continue watching or check out their other videos." (Umar, Interview 2025).

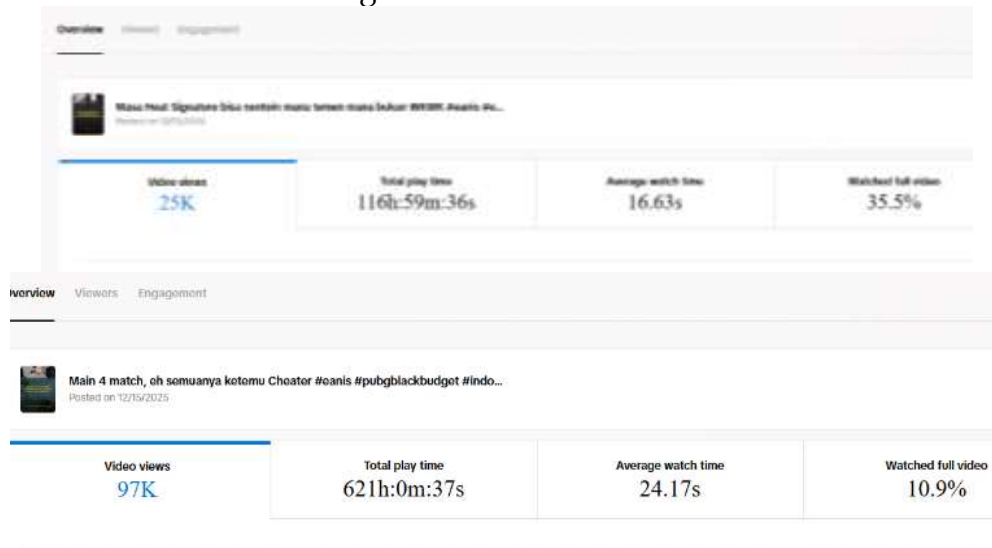


**Figure 4. Interaction Between Creator and Audience**

*Source: TikTok account @eanis*

Audience engagement is manifested in the form of likes, comments, and shares, which are interpreted as forms of social participation. Comments provide a space for direct interaction between creators and viewers, while also helping creators gather ideas or direction for future content. In this study, engagement is not assessed based on numbers, but rather on how viewers respond and how creators respond to them. This is in line with (Rach, 2021) which explains that popular content on TikTok emerges due to interactions between creators, viewers, and the platform's recommendation system, not just because of the content itself.

However it has also highlighted the differences in how audiences attend to content on TikTok. Older games with established communities get much more stable views, while content for new releases naturally receives a spike in interest. Novelty in content, as it relates to social media studies is perceived here not necessarily as a direct measurement for virality (an automatic factor), but rather, as something that causes movement within an audience around what's popular and based on community discussions at the moment (Song et al., 2021). Research from Indonesia also demonstrates that visibility on short video platforms is not simply about the direct-logarithmic relationship between content titles and their formats to its reachability, but rather a series of interactions between characteristics of content with platform momentum as well as understanding distribution opportunities for creators (Arya et al., 2022). So in this case, the increase in views is known as the freshness effect of the game that has to be interpreted and leveraged by creators when making decisions about content strategies.



**Figure 5. Analytics Visibility of TikTok Account Uploads @eanis**

*Source: TikTok Studio (Internal Creator)*

The creator's main motive for playing and uploading newly released games stems from his identity as an extraction shooter enthusiast. His interest in Black Budget did not arise from a desire for virality, but rather from the game's alignment with his favorite genre. The creator explained, "I play newly released games not because I want to go viral, but because I really like the extraction shooter genre. Playtesting is an opportunity for me to try out new developments in my favorite genre." (Daffa, Interview 2025).

Information about the opening of the playtest session was interpreted by creators as an opportunity to try out new developments in their favorite genre while gaining experiences that felt authentic and relevant to their community. The playtest access he received was then understood as an added value in the eyes of the Tarkov gaming community, because he could share experiences that his followers did not yet have (Isroissholikhah, 2022). From an affordances perspective, the novelty of a game release does not automatically make the content go viral, but it becomes a momentum that creators can use to invite

conversation through captions and hashtags, so that the interactions that arise are organic and community-based (Athaya Nadjla Azzariaputrie & Fitria Avicenna, 2023; Hopkins, 2020). Thus, the uploading of newly released games to this account shows that the content strategy is built on genre suitability and platform opportunity interpretation, rather than on a definite or automatic algorithm.

## DISCUSSION

The content strategy implemented on the TikTok account @eanis illustrates the gradual evolution of creator practices. The content strategy implemented by TikTok creator @eanis is a developing and reflective model, as revealed through in-depth interviews and observation of content uploads on the account. Initially, content uploads were experimental and stemmed from an interest in gaming. The strategy used evolved into a more focused approach with the selection of relatively niche game genres such as *Escape from Tarkov*, *Arena Breakout*, and *ARC Raiders*. The content creator realized that this genre selection was a strategy to build a distinctive channel identity and that the gamer community was the target audience of the content creator.

Content creators must overcome the next challenge when more people start watching their content, such as adjusting their speaking style to remain relevant and attract attention. Captions that were originally used to provide detailed information have now become more concise, provocative, interactive, and oriented towards generating comments or conversations. This strategy shows how content creators are changing the function of captions from simply providing excessive information to facilitating interaction. The solutions implemented are not based on content creators' knowledge of technical algorithms, but rather on what creators observe from audience comments.

The upload schedule must also be consistent, and clips from live broadcasts must be interesting as part of the creator's content strategy. This practice reflects production efficiency and adaptation to the characteristics of the TikTok platform, which emphasizes short, repetitive videos. For gaming content creators, uploaded videos are not just recordings of gameplay, but also a place to interact with viewers in a relaxed and contextual manner. (Arya et al., 2022) That discovery supports research that says consistency as well as content segmentation are essential in creator visibility building on TikTok.

Based on the affordances perspective, the caption and hashtag features are not viewed as mere technical elements, but rather as opportunities for action that creators actualize in accordance with their communicative goals. This is in line with the findings (Athaya Nadjla Azzariaputrie & Fitria Avicenna, 2023) which emphasizes that TikTok's features acquire strategic meaning through creators' practices in specific social contexts.

In addition to video formats, creator @eanis has also uploaded image content. From a digital affordances perspective, this choice of format shows that platform features and formats can be used situationally in response to trends, rather than as a stable strategic practice (Hopkins, 2016). These findings indicate that affordances are mobilized selectively, based on the creator's capacity, platform experience, and suitability to the content's purpose, rather than solely on the availability of features (Hopkins, 2020; Moudu & Winduwati, 2023).

Creators' limited capacity to utilize all TikTok features optimally. Creator @eanis does not use the Story feature and has stopped live streaming due to repeated bans that have diminished the experience. The solution that has been adopted, rather than forcing the use of all features available, is to choose the contours chosen for their relevance and sustainability, namely short videos with captions and hashtags. This highlights the importance of remembering that a content strategy does not always mean working towards leveraging all platform features to its maximum but rather picking what/which depends on creator experience, risk and communication goals.

Novelty in social media studies, novelty acts as a factor that shifts audience attention due to trends and audience conversations during a certain period, not as the sole factor determining views (Abadi & Ivoniasari, 2024). Visibility on short video platforms is greatly influenced by the interaction between content characteristics, platform momentum, and creators' decisions in utilizing opportunities when uploading content, rather than being determined solely by the title or format of the content itself. (Fathurrohman et al., 2022). Therefore, the increase in views on the @eanis TikTok account is understood as a situational context, not as evidence that the algorithm is always reliable.

The choices made by creators regarding content strategy on the @eanis account are adaptive and evolve based on experience, rather than following fixed rules or specific algorithmic formulas. Creators develop strategies by interpreting platform features, paying attention to audience responses, and adapting them to the identity of the game genre they are working on. This finding confirms that in the practice of game creators on TikTok, audience visibility and engagement are more determined by the ability to understand the social context and community, rather than simply relying on the use of the platform's technical features.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study illustrates that the content strategy on the @eanis TikTok account is an alignment between game genre, platform affordances, and audience dynamics, not built solely through viral formulas. What makes the content of creator @eanis unique is that he is a fan of the first-person shooter game genre, the tone of conversation, and the interpretation of the momentum of new game releases as a means for discussion with new audiences.

The identification conducted reveals that content creator @eanis maximizes the use of TikTok's existing affordances and understands why he uses it. @eanis' decision to stop live streaming on TikTok and not utilize the Stories feature is because he believes it is unnecessary and due to various other considerations.

Content visibility on the @eanis account is also influenced by the interaction between creators and viewers in the comments section. Therefore, differences in the number of views between one post and another can be concluded as the result of interaction, content, and viewer response, not solely due to TikTok's unpredictable algorithm.

Theoretically, this research further reinforces the idea that the success of their content going viral on TikTok is not solely due to algorithmic factors, but also the suitability of the target audience and content with the interpretation of certain TikTok affordances used, as well as the interaction between content creators and viewers in the comments section. Therefore, these affordances function not only because they are available, but because they are used and their users understand how to maximize them.

## ADVANCED RESEARCH

Each study has limitations; thus, you can describe it here and briefly provide suggestions for further research.

## ACKNOWLEDGMENT

This section gives you the opportunity to thank your colleagues who provided suggestions for your paper. You can also express your appreciation for the financial assistance you received, in completing this research.

## REFERENCES

- Abadisd, T. W., & Ivoniasari, O. (2024). TikTok Live Streaming as a Digital Marketing Communication Media. *Jurnal Komunikasi dan Mdia Digital*, 8(2), 394–423. <https://doi.org/10.26740/jsm.v8n2.p394-423>.
- Ardiansyah, F., Ashori, M. A., Aditya, R., Khumayah, S. & Wihayati, W. (2024). The Effect of Using the Tiktok Social Platform on the Communication Behavior of Modern Society. *Jurnal Polisci*, 2(4), 230–245. <https://doi.org/10.62885/polisci.v2i4.528>.
- Arya, S. M., Wahid, R., & Purnamasari, E. D. (2022). Pemasarasan Melalui Media Sosial di TikTok: Apakah Waktu dan Tipe Konten Memengaruhi Tingkat Keviralan? *Jurnal Ilmu Manajemen*, 12(1), 17–34. <https://doi.org/10.32502/jimn.v12i1.4439>.
- Athaya Nadjla Azzariaputrie, & Fitria Avicenna. (2023). Pengaruh Content Marketing TikTok terhadap Customer Engagement (Studi Kuantitatif pada Akun TikTok SilverQueen Selama Masa Campaign Banyak Makna Cinta). *Jurnal Netnografi Komunikasi*, 1(2), 20–25. <https://doi.org/10.59408/netnografi.v1i2.11>.
- Christina, C., & Aulia, S. (2025). Strategi Komunikasi Konten Kreator Edsa Estella di TikTok. *Koneksi*, 9(2), 458–465. <https://doi.org/10.24912/kn.v9i2.33335>.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (4th ed.). SAGE Publications, Inc. <https://us.sagepub.com/en-us/nam/qualitative-inquiry-and-research-design/book245684>.
- Elleanor Sherren, & Junaidi Ahmad. (2022). Pengaruh Konten Mobile Legends di TikTok terhadap Popularitas Games Mobile Legends. *Kiwari*, 1(3), 467–474. <https://doi.org/https://doi.org/10.24912/ki.v1i3.15773>.

- Fathurrohman, R., Halim, A., & Imawan, K. (2022). Pengaruh Komunikasi Virtual Terhadap Komunikasi Interpersonal Dikalangan Game Online Di Aronet Plumbon. *Jurnal Signal Unswagati Cirebon*, 6(1), 93-101. <https://doi.org/10.23887/jppsh.v6i1.45828>.
- Hopkins, J. (2020). *Handbuch Soziale Praktiken und Digitale Alltagswelten*. Handbuch Soziale Praktiken Und Digitale Alltagswelten, October. <https://doi.org/10.1007/978-3-658-08357-1>.
- Isroissholikhah, W. O. (2022). Efektivitas Content Creator Dalam Strategi Promosi di Era Digital. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 2(1), 121-128. <https://doi.org/10.54443/sibatik.v2i1.507>.
- Moudy, C. D., & Winduwati, S. (2023). Strategi Personal Branding Kreator Konten TikTok dalam Mengembangkan Citra Diri Positif. *Kiwari*, 2(2), 215-221. <https://doi.org/10.24912/ki.v2i2.24001>.
- Rach, M. (2021). A Qualitative Study on the Behavioral Impact of TikTok's Platform Mechanics on Economically Driven Content Creators. *International Journal of Social Science and Humanity*, 11(4), 146-150. <https://doi.org/10.18178/ijssh.2021.v11.1055>.
- Rifkhan Alfaruqy, M., & Puspadarmaja, N. (2024). The Effect of Online Game Streaming on Tiktok Accounts @Serveretherblade on the Level of Audience Satisfaction. *Sosial Humaniora Komunikasi Dan Kebijakan Review*, 1(1), 19-28. <https://doi.org/10.61292/shkr.94>.
- Song, S., Zhao, Y. C., Yao, X., Ba, Z., & Zhu, Q. (2021). Short video apps as a health information source: an investigation of affordances, user experience and users' intention to continue the use of TikTok. *Internet Research*, 31(6), 2120-2142. <https://doi.org/10.1108/INTR-10-2020-0593>.
- Stokel-walker, C. (2021). TikTok Boom: China's dynamite app and the superpower race for social media. 32(3), 167-186.
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Cetakan ke). Alfabeta.
- van Dijck, J., Poell, T., & de Waal, M. (2018). *The Platform Society: Public Values in a Connective World*. Oxford University Press.
- Yin, R. K. (n.d.). *Case study research: Design and methods* (5th ed.).