The Role of Content Creators in Creating Innovative Content at GMF Aero Asia TBK

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The journal aims to investigate the important role played by content creators in creating innovative content for GMF Aero Asia company. In the rapidly growing digital era, now many social media are places to create innovative content, which is the main key in showing brand image and attracting customers. GMF Aero Asia, as a major player in the aviation industry, faces pressure to continuously innovate in their content to maintain competitiveness and relevance in a rapidly changing market. This research uses a qualitative approach with in-depth interviews with content creators working at GMF Aero Asia. The research findings highlight that content creators play an important role in identifying innovation opportunities, formulating creative ideas, and producing content that meets market needs and company goals. They also play a role in building an emotional connection with the audience and increasing brand interaction. However, challenges are also faced in this process, such as time pressures, resource constraints, and changing market dynamics. Therefore, companies need to provide adequate support and create an environment that facilitates creativity and innovation for their content creators. Thus, this study concludes that the growth and progress of GMF Aero Asia company is due to the contribution of a content creator in creating innovative content on social media.
INTRODUCTION
Currently, technology is growing, with the presence of technology today, people cannot be separated from technology, especially the system presented can make it easier for people as if spoiled to carry out various activities. Technology is very useful for society, because it can facilitate communication to remain established even though it is long distance. Over time, technology is now growing by creating technological and information advances, this is marked by the presence of smartphones and the internet. With smartphones and the internet, communicating has become easier.

According to (Stephanie, 2021) The results of research conducted by a British media company, We Are Social, they said that now people always rely on the internet and spend more time in cyberspace since the Covid-19 pandemic hit the world. This is very much in accordance with the report of the Association of Internet Service Providers (APJII) regarding the 2022 Indonesian Internet Profile released on June 9, 2022. In the report, it is stated that internet penetration in Indonesia is currently 77.02% in 2021-2022. The ratio of internet users when compared to the population in Indonesia from year to year continues to increase from 64.8% in 2018 to 73.7% in 2019-2020. The highest internet increase is still centralized in Java Island with a percentage of 43.92% (Nur, n.d. 2022.) and Now in 2024 from the report of the Indonesian Internet Service Providers Association (APJII) states that internet users in Indonesia in 2023 will reach 79.5 percent, showing an increase of 1.31 percent from the previous year.

The internet has also created a wide variety of media (Hajar, 2018). Social media is a means to communicate or interact with others regardless of space and time. Social media is now widely used by the community, and now social media is not only a means of interacting with others but also a place of creativity. Social media that is often used by the public to innovate, create and attract is Tiktok, Instagram and Youtube. TikTok social media is one of the fastest growing and growing media in the world. TikTok can make its users create or create short content videos that are 15 seconds to 60 seconds long accompanied by music, filters, and several other creative features. Instagram is an image-based social media that provides online photo or video sharing services. Instagram comes from the understanding of the overall function of this application (Lammenett, 2021). YouTube as one of the social media is a popular video sharing blog where consumers can load, watch, and give away video clips for free (Kola, 2018)

We Are Social company in collaboration with Hottsuite, states that Indonesian people will spend an average of 3 (three) hours 14 (fourteen) minutes a day. Where active social media users reach 170 million people from the total population in Indonesia which amounts to 274.9 million people. 170 million This means that social media users in Indonesia in January 2021 are equivalent to 61.8% of the total population. Even in terms of social media addiction, Indonesia is a country that is ranked ninth (Stephanie, 2021)

The emergence of social media is one of the drivers to become an innovator and creative, for that social media is currently used as a place to create cool and interesting ideas. For this reason, now there is a new profession that is in demand by teenagers, namely as a content creator. In the past, the content creator profession was very limited, such as only influencers and artists, but now everyone can become a content creator who is active on social media with expertise in the field of creativity. Nowadays, there is a lot of content popping up. In the past, the content presented was more dominant about videos of activities carried out by artists, while now the content presented is broader, such as cooking content, entertaining children's toys, short story content and others. Content creator is an activity in creating images, videos, and writing in the form of content which is then disseminated through various social media platforms. The task of the content creator himself is to collect ideas and conduct research and create concepts to produce content. For example for promotional, educational, entertainment or informational purposes to then adapt it to the chosen platform (N.D, 2022)
By looking at current conditions, social media has also been used as the right promotional place to attract public attention, because social media can build a good image on social media, one of which is PT GMF AeroAsia which is an aircraft aviation company. Initially, GMF AeroAsia felt that it did not need social media to interact with the wider community because it would not affect the Company's sales level, but over time PT GMF AeroAsia is now slowly adapting to social media. PT GMF AeroAsia, which is one of the leading aircraft maintenance service providers in Asia, is now starting to invite content creators to create creative and innovative content. Innovative content has the potential to attract customers, increase engagement, and strengthen brand relationships with consumers. Therefore, understanding the role of content creators in creating innovative content is important for GMF Aero Asia in an effort to maintain and improve its position in the market. However, despite the importance of the creator's role, there is still a lack of deep understanding of how they operate within the company and how their contributions impact the content strategy and overall success of the company. Therefore, this study aims to explore the role of content creators in the process of creating innovative content at GMF AeroAsia, as well as the factors that influence their performance.

By gaining a better understanding of these dynamics, GMF Aero Asia can improve their content strategy, maximize the impact of innovative content, and remain relevant in an ever-changing market in the global aviation industry.

**METHODS**

This research uses qualitative research, using a case study approach. This study describes and explains the role of a content creator in creating content on social media to attract attention and build a good image of GMF AeroAsia Company. In this study, researchers hope that using case studies can create a clear and in-depth understanding of the phenomenon under study. The subject in this study is Content creator, Robbi. The data collection techniques in this study used in-depth interviews with content creators at GMF AeroAsia to find out the process of creating innovative content, challenges faced and strategies used, observation techniques and documentation that collected several screenshots from social media @gmfheores to strengthen data collection.

Qualitative in (Y, 2023) is research that explains and understands the phenomena that are happening and experienced by the subject under study. In this case, researchers will analyze the role of a content creator, the tasks carried out by content creators in creating innovative content and compiling research results in accordance with existing ones. Therefore, the right method for this research is the descriptive method, where the descriptive method can be used to describe in detail the role of content creators, the content creation process, and its impact on innovation in the company. Data collection techniques used in research are techniques, Literature Review, Observations, and interviews at (Marzali, 2016) Literature review is a search in literature research by finding out through sharing books, journals and other publications that are in accordance with the research topic studied, in order to create and produce papers related to certain topics or issues. A literature review will connect the studies we do. Researchers conduct research that examines journals, and books related to the topic used.

According to (Sugiyono, 2021a) Observation is a data collection technique that has special characteristics when compared to other techniques. The term observation refers more to the activity of observing in detail and accurately, to know the current phenomenon, and consider the relationship between aspects of the phenomenon. Observation is always part of research. Through observation activities, researchers can learn about behavior and the meaning of that behavior. According to Joseph in (Rizki, 2022) The key to successful observation as a technique in data collection is largely determined by the researcher himself, because the researcher sees and listens to the researcher's object and then the researcher infers from what interests.

According to (Sugiyono, 2021b) Observation is a data collection technique that has special characteristics when compared to other techniques. The term observation is directed at the activity of observing accurately, recording emerging phenomena, and considering relationships between aspects of phenomena. Observation has always been part of research. Interview is a data collection technique, and interviews are a direct data collection method that aims to collect information related to the problem. Interviews are mostly conducted using open questions, and the researcher can actively guide or control the interview to obtain the desired results.
technique by conducting a series of interviews or questions and answers with sources. According to Estenberg in interviews, it is defined as a meeting of two people to exchange information, and ideas through questions and answers, so that meaning can be constructed in a particular topic. One of the two acted as an interviewer.

The interview data collection technique conducted directly to GMF Aero Asia's content creator, Robbi, in the interview conducted is to provide questions that are relevant to what you want to research. In addition, researchers also collected documentation data to strengthen the study, which the author did was take screenshots of social media @gmffheroes.

RESULTS AND DISCUSSION

1. Social Media

Social media has an important role in supporting the creator profession. One of the advantages of social media is its ability to promote it through social media, investment for promotion will be much more efficient than using traditional promotional media (Hermawan, 2018). The selection of social media also plays an important role in content creation because each social media has different characteristics and characteristics according to the features owned by the social media. Content consistency, variety of content forms, and periodic ajdwal psoting will help a content creator be better known by the target market (Narada, 2016). Social media can allow everyone to interact as well as socialize and communicate without being hindered by space and time (Fitriani, 2017).

2. Content Creators

Content creators are content creators with a large number of followers on social media. Through content that inspires, entertains, or provides information that can unite them with their followers, content creators can build more optimal engagement with their followers (Larasati, 2021). Content creators choose to be more active in a particular community in two ways: (1) engaging in their interactions through comments, and (2) collecting content for future use where they "like" something created by other community members (Harlan, Ann Mary, 2012). for that Content creators must be able to create material or content that contains educational or entertainment value in their content (Hikmatul, 2022).

Sobur (2006) explains that information media is a graphic, photographic or electronic tool to capture, process, and rearrange visual information (Ditha, 2017). Currently, people have followed the changing times, namely social media that makes various information with innovative content contained in social media. To become a content creator, a person is required to be literate in the needs of the general audience so that the content produced has value for the wider community (Wulandani & Hesti Rochmat, 2021).

Current Opportunities and Challenges of Social Media Content Creators

Social media is now part of lifestyle as well as digital literacy for the majority of teenagers. They tend to prefer self-taught learning through various content on the internet and social media rather than direct learning through formal education at school or informally at various courses and trainings. This is both an opportunity and a challenge for content creators to create as much useful and engaging content as possible. A number of social media users use it not only to seek entertainment, therapy also to learn and learn new information. Not surprisingly, millennial young people are more familiar with content and creators on YouTube, Instagram, TikTok, and other social media than artists on television. This also makes them very fond of social media content creators. (Mufidah, 2023)

Challenges faced by content creators

Maintaining consistency. One of the challenges faced by content creators is maintaining consistency in creating content, where the content that must be presented is consistent in order to look directed and also able to have unique characteristics to be different from others, for that a content creator needs to maintain a balance of these two things. So the challenge of a content creator is to follow fewer trends. If it is known that even though content creators have interesting ideas but still have to follow the development of trends in the community, but if a
content creator lacks updates, sometimes the content created does not attract the attention of the community.

3. GMF Aero Asia Company

PT GMF Aero Asia is a state-owned company located in Banda Internasional Soekarno-Hatta, Cengkareng-Tangerang PO. BOX 19130. This company is a company engaged in maintenance services for various types of aircraft in the world. This company is an MRO company (Maintenance, Repair &; Overhaul) the largest in Indonesia. Long before the company became a subsidiary of PT Garuda Indonesia Tbk., the aircraft maintenance division or "workshop" had existed since the beginning of PT Garuda Indonesia in 1949 (in 1949 PT Garuda Indonesia was not yet Tbk.). This division was named the Technical Directorate of Garuda Indonesia and finally in 1984 this division changed to the Maintenance & Maintenance Division; Engineering (M&E Division) which was officially established and named "Garuda Maintenance Facility AeroAsia" or commonly abbreviated as "GMF AeroAsia". The idea of establishing this division is to support Garuda Indonesia's aircraft maintenance business interests and can be used for aircraft maintenance of other airlines. The M&E division is then expected to become an independent business unit capable of becoming a profit center to generate revenue and reduce the burden of PT Garuda Indonesia's corporate operational costs.

Below researchers include three content documentation created by content creator GMF AeroAsia on @gmfheroes account in the form of images from smartphone screenshots.

![Figure 1. Instagram Account @gmfheroes](https://www.instagram.com/reel/CzpnNhcSIVG/?igsh=MW1wZ3FrY3VoeHJ5Ng==)

Source: https://www.instagram.com/reel/CzpnNhcSIVG/?igsh=MW1wZ3FrY3VoeHJ5Ng==
Figure 2. Instagram Account @gmheroes
Source: https://www.instagram.com/reel/C0iQmrLS20B/?igsh=bm42b2hrZWsd2Zv

Figure 3. Instagram Account @gmheroes
Source: https://www.instagram.com/reel/C1V6-BkSayE/?igsh=MW95b2xzYzRvd3oybg==
From the documentation above, content creators create their own content based on their expertise and the needs of the public. Judging from the results of the research survey of Putu Karin Pradnya Larasati et al (2021), it shows that respondents like content creators who are informative, have interesting natures, and are honest, so that content creators are able to influence society. From the variety of content created by content creators, it can have a positive impact on GMF Aero Asia.

Robbi is a 25-year-old man who started as a content creator in 2020 on his personal TikTok platform. During creating content, he followed viral videos on TikTok and also from his own ideas. According to him, the idea of creating content came about because he had been interested since college majoring in communication science. Currently, Robbi is the content creator of GMF Aero Asia. Based on the results of an interview with Robbi, what is the important role to produce innovative content of GMF Aero Asia company on social media, namely:

1. Content creators can play a role in building a good image of GMF Aero Asia, not only a good image but can introduce the company's name to be better known among generation z.
2. Content creators play a role as the main key in creating content by starting raw creations such as content briefs before starting production and in making content briefs, consideration is needed so that the resulting video content can trigger public interest in the GMF Aero Asia company.
3. When the idea is agreed, content creation will begin by looking for cool footage, so that when in the video it looks good.
4. After that the content creator is able to create a scriptwriter, because the content presented will contain information related to the GMF Aero Asia company.
5. Content creators can act as editors. Where innovation content must be edited as carefully as possible so that the audience can be satisfied seeing the innovation content created.
6. Content creators in producing content on social media must be able to voice over, so that innovative video content feels fresh and cool.
7. Content creators can play a role in increasing GMF Aero Asia's social media viewers, because that's where content creators are considered successful or not.
8. Content creators play a role in content posted on social media that aims to educate the audience, while from the commercial side can build branding on GMF Aero Asia's social media.

From the results of the content creator's answer above, it can be seen that creating content is not easy, because all fields must be taken by a content creator, such as making a content brief (idea), looking for footage by looking at the right angle, being able to become a scriptwriter, becoming an editor, and being a voice over. For this reason, the role of content creators is closely related to describing how GMF Aero Asia's image through innovative content, which will be watched by the public without any circle restrictions. By uploading content on social media, viewers can see, read and discuss with content creators or other viewers in the comments column on the topic of content. So this can be used as an opportunity for content creators to find out the shortcomings that must be corrected. From the explanation presented above, there is a relationship between the role of content creators and GMF Aero Asia.

CONCLUSION

This study has investigated the role played by content creators in creating innovative content at GMF Aero Asia. Through descriptive methods that include interviews, surveys, and content analysis, we managed to identify various relevant aspects.

The results of this study show that content creators have an important role in influencing innovation in the company. Responsible for creating engaging and informative content, but also instrumental in initiating new ideas and creating creative solutions to meet the needs of the company and customers. The content creation process involving collaboration between content creators and
related senior business strategy specialists contributes significantly to innovation.

In addition, the researchers' findings suggest that challenges such as time pressure, the need for adequate resources, and the need to stay relevant to industry trends are factors that can affect a creator's ability to create innovative content. Nevertheless, companies' efforts to provide the necessary support and resources, along with a work culture that supports creativity and experimentation, can help address those challenges.

Thus, content creators play a very important role in creating innovative content at GMF AeroAsia. In the context of an ever-changing and competitive industry, understanding and supporting the role of content creators is a valuable investment for companies to remain relevant and sustainable in producing innovations needed by the market.

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