

Digital Content Creator

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Goals

- Apa itu content creator
- Tentang aplikasi content creator
- Tahapan content creator
- Pengenalan CMS (*minggu depan*)
- Praktikum content creator



Skill Digital Literasi

4 Modul Literasi Digital

Kementerian Komunikasi dan Informatika membangun strategi dalam memaksimalkan literasi digital dengan menyusun **Peta Jalan Literasi Digital periode 2021-2024**

Terdiri dari empat kerangka

-  **Digital Skills**
(Cakap Bermedia Digital)
-  **Digital Ethics**
(Etis Bermedia Digital)
-  **Digital Safety**
(Aman Bermedia Digital)
-  **Digital Culture**
(Budaya Bermedia Digital)

Tiga kerangka untuk tiga komponen masyarakat

-  **Digital Society**
-  **Digital Economy**
-  **Digital Government**

Dikembangkan menjadi **Modul Literasi Digital** disusun oleh:

- Tim penulis dari Jaringan Pegiat Literasi Digital (JAPELIDI)
- Tim Literasi Digital Kementerian Kominfo
- Para pegiat literasi digital GNLD Siberkreasi

Kementerian Kominfo 20-05-2021

Riset Yuli N Grafis Ananda Syaifullah

IndonesiaBaik.id IndonesiaBaikID

FMB GPR JURNAL DIALOG KOMINFO INDONESIA GO.ID InfoPublik Indonesia Baik.id GPR TV KOMINFO newsroom

Apa itu digital content creator?

Menurut State of Digital Publishing, content creator adalah **seseorang** yang bertanggung jawab untuk setiap informasi yang ada di media, terutama media digital.

Content creator biasanya memiliki target audiens tertentu.

Menurut HubSpot, content creator adalah **orang-orang** yang membuat materi (konten) yang memiliki nilai edukasi dan hiburan. Materi ini juga kelak disesuaikan dengan keinginan atau ketertarikan dari audiens.

Selain social media seperti Facebook, Instagram, atau YouTube, mereka juga memakai blog, infografik, maupun ebook untuk **menyebarkan** konten.

<https://www.stateofdigitalpublishing.com/content-strategy/what-is-a-content-creator/>
<https://blog.hubspot.com/marketing/5-habits-of-highly-successful-content-creators-list>



thepentols · Following



thepentols "Nanya mulu lu!!!"

Ngetik lima kalimat berturut-turut,
akhirannya tanda tanya semua.

Ditanya, malah nanya balik.

Ya mbok tau-tau sikon gitu kapan harus
nanya, kapan harus ngasih solusi,
kapan harus ngasih keputusan.

Yang atasan situ apa sini?

Gaji lu buat gua aja apa?

Ya? Nggak? Ya?

[#ThePentols](#) [#BudakKorporat](#)

[#CorporateSlave](#) [#PasifAgresif](#)

[#PassiveAggressive](#)

2 w



njelinaps Tangan kok gatal mau
share ke WA kantor~



2 w 4 likes Reply



2,298 likes

SEPTEMBER 1



Add a comment...

Post

TEMPO.CO

FAKTA ALEX NOERDIN DITETAPKAN JADI **TERSANGKA** KORUPSI OLEH KEJAKSAAN AGUNG

Kejaksaan Agung menetapkan anggota Komisi Energi DPR
Alex Noerdin sebagai tersangka.

DUGAAN KORUPSI

Kepala Pusat
Penerangan Hukum
Kejaksaan Agung
Leonard Eben Ezer
Simanjuntak
mengatakan Alex
diduga meminta
alokasi gas bagian
negara dari Badan
Pengelola Minyak
dan Gas (BP Migas)
untuk PDPDE
Sumsel.



KERUGIAN NEGARA

Kerugian negara
yang ditimbulkan dari
kasus yang menjerat
Alex mencapai US\$
30,194 juta atau
sekitar Rp 431,77
miliar dengan asumsi
kurs Rp 14.300 per
dolar AS.

DITAHAN SELAMA 20 HARI

Kejaksaan Agung
resmi menahan
Alex Noerdin dan
Muddai Madang
selama 20 hari
mulai hari ini,
Kamis, 16
September 2021.

"kasus dugaan
tindak pidana korupsi
di PDPDE Sumsel."



tempodotco • Following
Jakarta, Indonesia



tempodotco • Kejaksaan Agung
menetapkan anggota Komisi Energi
Dewan Perwakilan Rakyat Alex Noerdin
sebagai tersangka atas kasus dugaan
tindak pidana dugaan korupsi di
Perusahaan Daerah Pertambangan dan
Energi Sumatera Selatan (PDPDE
Sumsel).

Selengkapnya klik [linkin.bio](#)

#tempodotco #tempo
#kejaksaanagung #DPR #alexnoerdin
#pidana #korupsi #KPK

2 d



bahan_distro Coba lihat kolang
renang rumahnya.mobil mobil
kolekainya. Kenapa sih sulit



1,540 likes

2 DAYS AGO



Add a comment...

Post

1/3

Adek-adek, Hindari Menikah Karena...

Parentalk parentalk.id  · Following ...

parentalk.id  Dek adekk, yang mau menikah atau masih single yuk cek ini dulu.

Jangan sampai alasan kamu menikah cuma karena temen-temen udah banyak yang menikah yaa..
Bumin @nuchabachri yakin kesiapan orang dan waktunya dikasih sama Tuhan juga beda-beda 😊

Jadi, apa lagi nih pesan buat dek adek? Mungkin alasan ini juga buat refleksi untuk kita yang udah menikah yah 😊

#Parentalk #ParentalkCouple

1 d



Liked by [fifimysr_](#) and 11,146 others

1 DAY AGO



Add a comment...

Post



Rp5 JUTA RASA 10 JUTAAN ! Unboxing Xiaomi Pad 5 Indonesia!

735,864 views • Sep 18, 2021

24K 608 SHARE SAVE ...



Gadgetin ✓
7.83M subscribers

SUBSCRIBE

Mending?



#susipudjiastuti #podcast #emosi

AKHIRNYA GUE KENA OMEL 😂!! - SUSI PUDJIASTUTI - Deddy Corbuzier Podcast

2,699,085 views • Sep 16, 2021

👍 84K

💬 3.5K

➦ SHARE

🔖 SAVE





Choose your audio and video settings for

Mark/Joma 1:1 .



Background filters



Computer audio

Scarlett Solo USB

Phone audio

Room audio

Don't use audio



0:34 / 8:41

a day in the life of an engineer working from home

8,406,191 views • May 23, 2021

261K 4.5K SHARE SAVE ...



Joma Tech ✓
1.38M subscribers

JOIN

SUBSCRIBED



content creator = orang yang membuat konten.

Konten yang mereka buat disebar ke berbagai platform media sosial/ media digital yang tersedia, seperti:

- YouTube,
- Instagram,
- Facebook,
- Tiktok
- Website

Apa saja yang dimaksud dengan “Konten”?

- Gambar
 - Video
 - Suara
 - Email
 - Artikel blog
 - Berita/ Press release
 - Infografik
 - Ebook
-

Mengapa Butuh Content Creator?

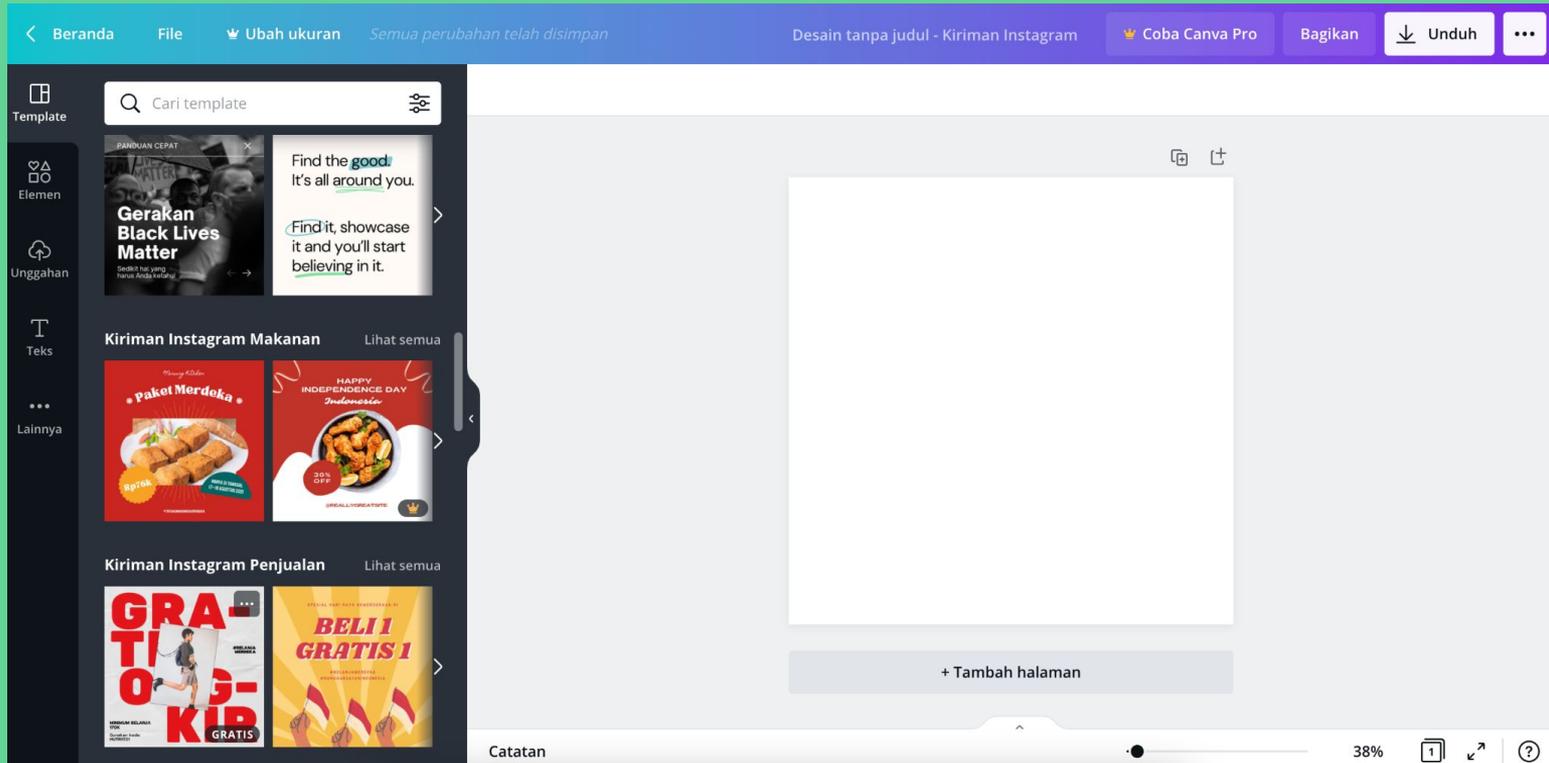
1. Digunakan untuk strategi pemasaran (digital marketing)
2. Untuk kebutuhan branding
3. Untuk promosi online
4. Memberikan informasi kepada audiens
5. Media komunikasi dengan audiens

Apa Saja Tugas Content Creator

1. Membuat konten yang orisinal dan terpercaya
2. Kaya akan ide-ide kreatif
3. Mengelola strategi konten yang akan dipublikasikan

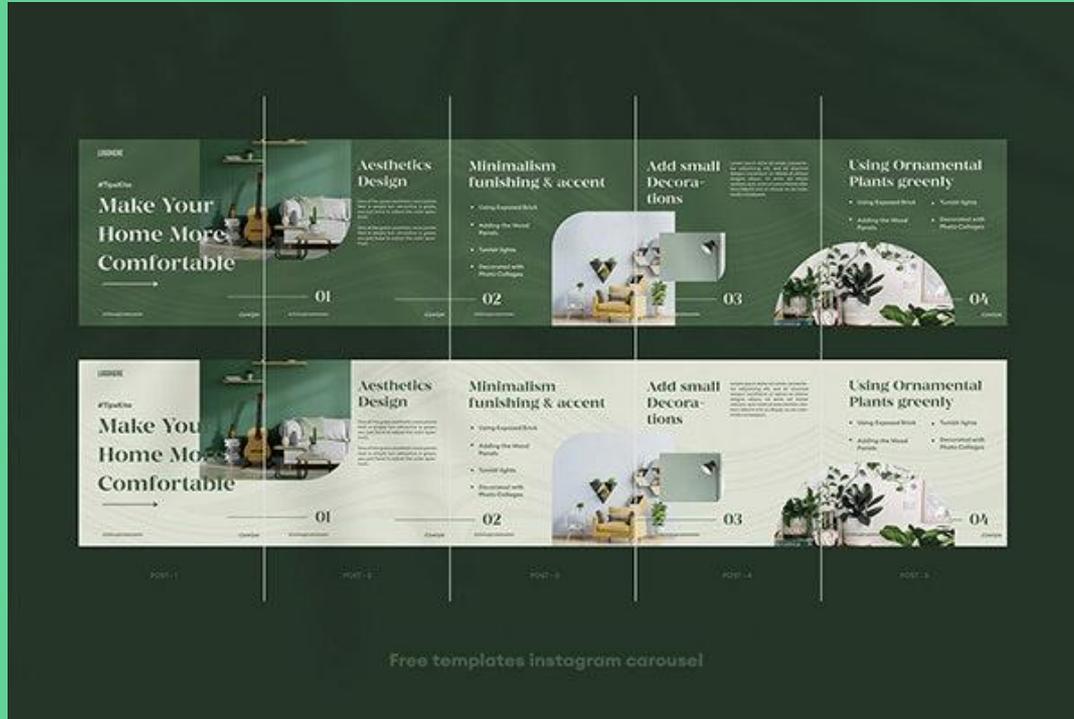
Aplikasi Sebagai Content Creator?

1. Canva



Aplikasi Sebagai Content Creator?

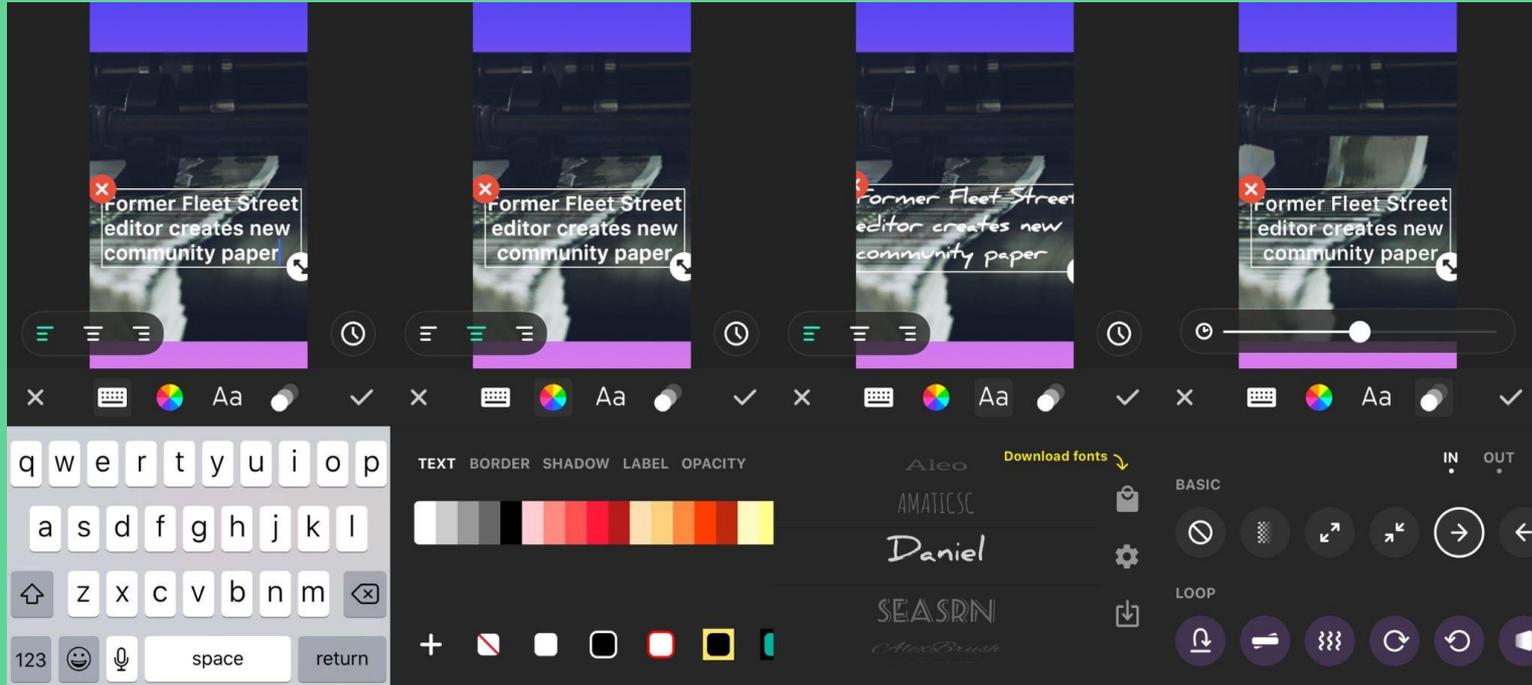
2. Figma



<https://freedesignresources.net/free-instagram-templates-for-figma/>

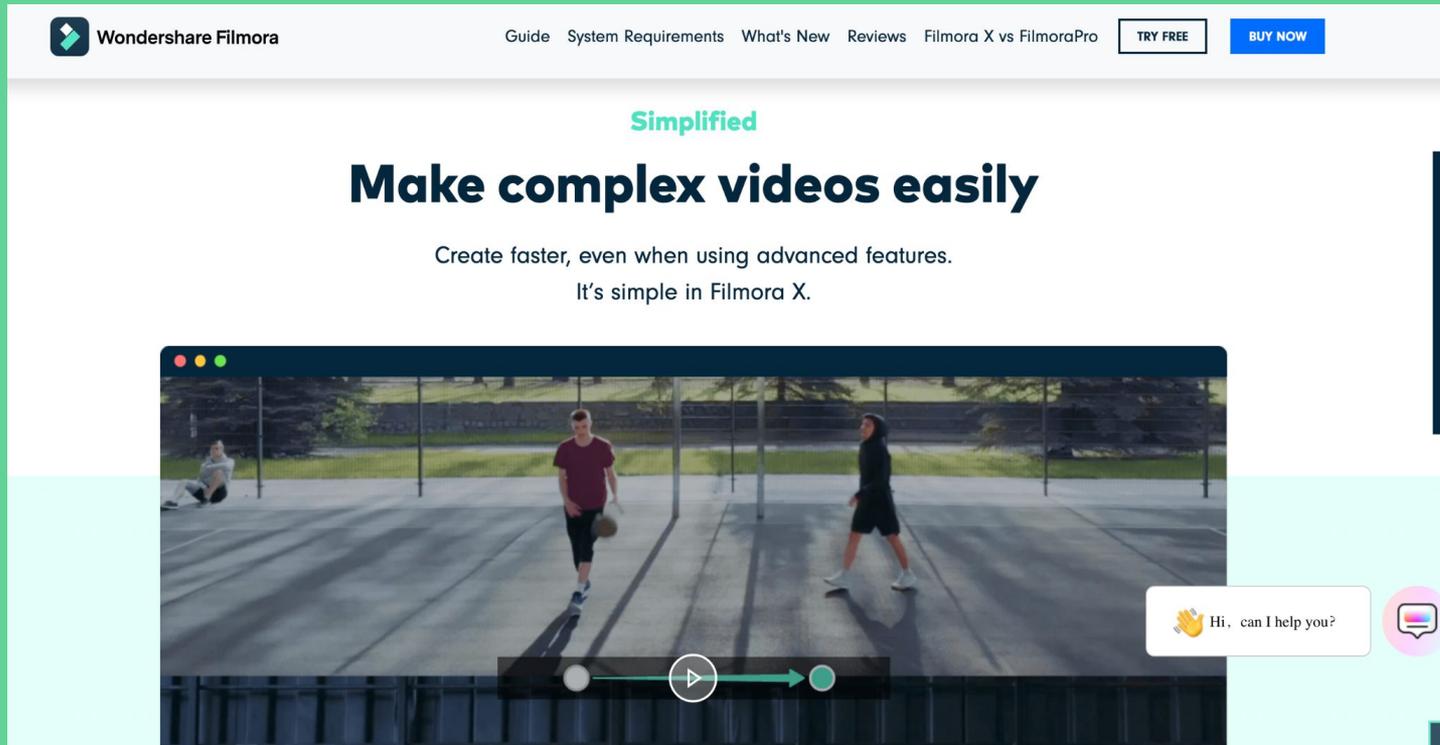
Aplikasi Sebagai Content Creator?

3. Inshot/ VSCO



Aplikasi Sebagai Content Creator?

4. Filmora



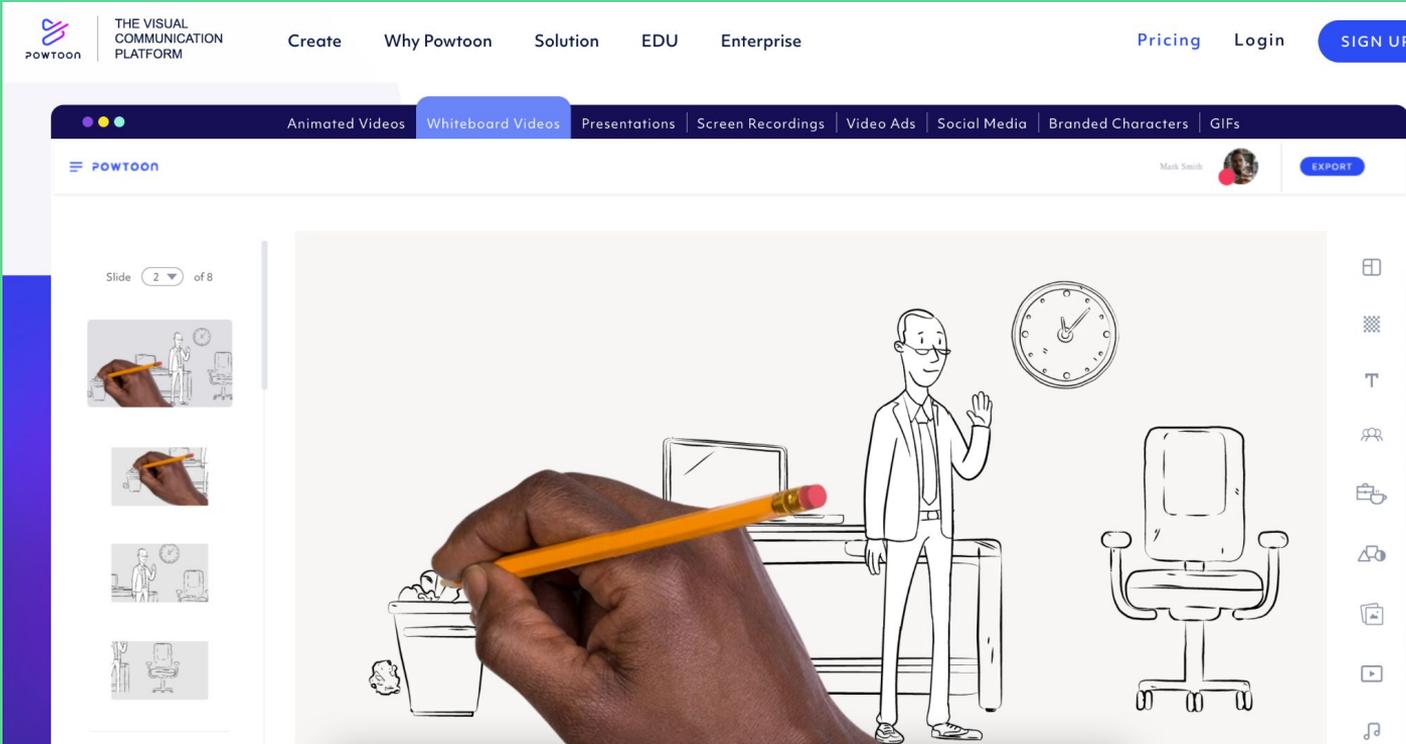
The screenshot shows the homepage of the Wondershare Filmora website. At the top left is the logo and name "Wondershare Filmora". To the right are navigation links: "Guide", "System Requirements", "What's New", "Reviews", and "Filmora X vs FilmoraPro". Further right are two buttons: "TRY FREE" and "BUY NOW".

The main content area features the word "Simplified" in teal, followed by the headline "Make complex videos easily" in large, bold, dark blue text. Below this is the sub-headline "Create faster, even when using advanced features. It's simple in Filmora X." in a smaller, dark grey font.

Below the text is a video player showing a scene of people on a basketball court. The video player has a standard playback interface with a play button, progress bar, and volume icon. In the bottom right corner of the video player area, there is a chat bubble containing a hand icon and the text "Hi, can I help you?". To the right of the chat bubble is a circular icon with a speech bubble and a video camera, representing a live chat or help feature.

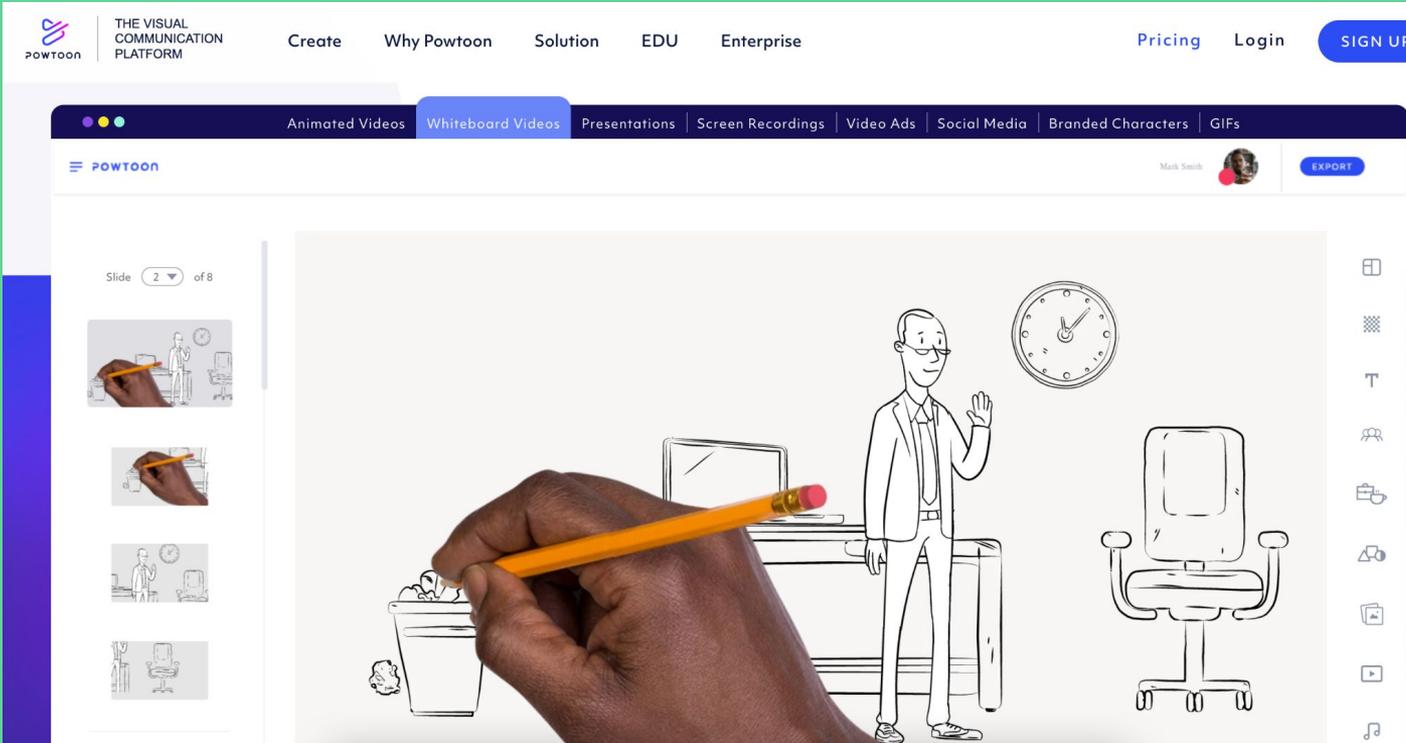
Aplikasi Sebagai Content Creator?

5. PowToon



Aplikasi Sebagai Content Creator?

5. PowToon



Aplikasi Sebagai Content Creator?

6. Adobe Illustrator/ Photoshop/ Premiere

Adobe

Creativity & Design ▾ PDF & E-signatures ▾ Marketing & Commerce ▾ Help & Support ▾

Adobe Illustrator iPad Features Features Learn & Support System Requirements Free Trial [Buy now](#)

Ai

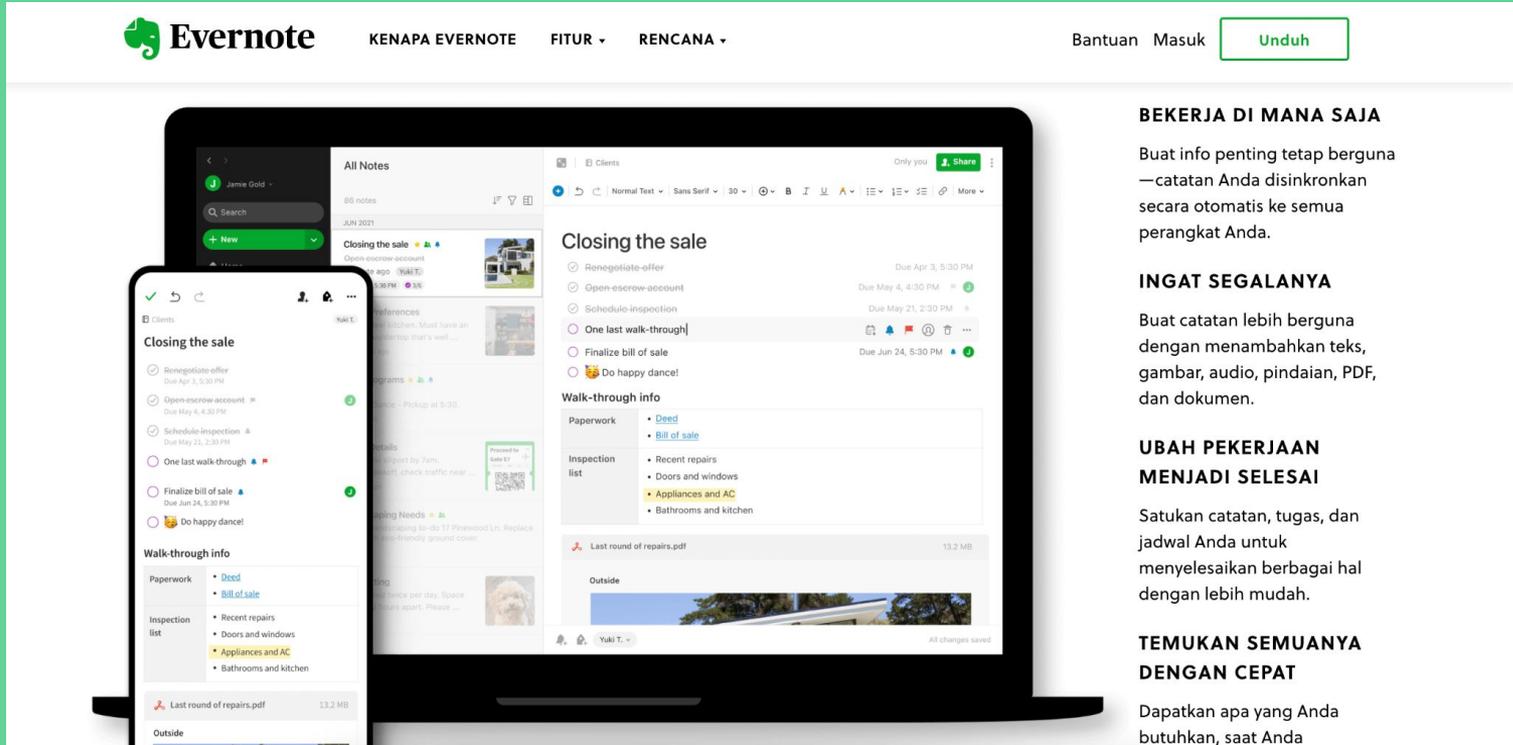
**Gorgeous graphics.
Absolutely anywhere.**

Get Illustrator as part of Adobe Creative Cloud for just S\$27.62/mo (incl. GST)

[Buy now](#) [Try for free](#)

Aplikasi Sebagai Content Creator?

7. Notepad/ Evernote/ Microsoft Onenote



The screenshot displays the Evernote web interface. At the top, the Evernote logo is on the left, and navigation links for 'KENAPA EVERNOTE', 'FITUR', and 'RENCANA' are in the center. On the right, there are links for 'Bantuan', 'Masuk', and a green 'Unduh' button. The main content area shows a note titled 'Closing the sale' with a checklist of tasks: 'Renegotiate offer', 'Open escrow account', 'Schedule inspection', 'One last walk-through', 'Finalize bill of sale', and 'Do happy dance!'. Below the checklist, there are sections for 'Walk-through info', 'Paperwork', 'Inspection list', and 'Outside'. A mobile app interface is overlaid on the left, showing the same note content in a smaller format. The note content includes a checklist of tasks, a 'Walk-through info' section with links to 'Deed' and 'Bill of sale', an 'Inspection list' with items like 'Recent repairs', 'Doors and windows', 'Appliances and AC', and 'Bathrooms and kitchen', and an 'Outside' section with a photo of a house.

BEKERJA DI MANA SAJA

Buat info penting tetap berguna —catatan Anda disinkronkan secara otomatis ke semua perangkat Anda.

INGAT SEGALANYA

Buat catatan lebih berguna dengan menambahkan teks, gambar, audio, pindaian, PDF, dan dokumen.

UBAH PEKERJAAN MENJADI SELESAI

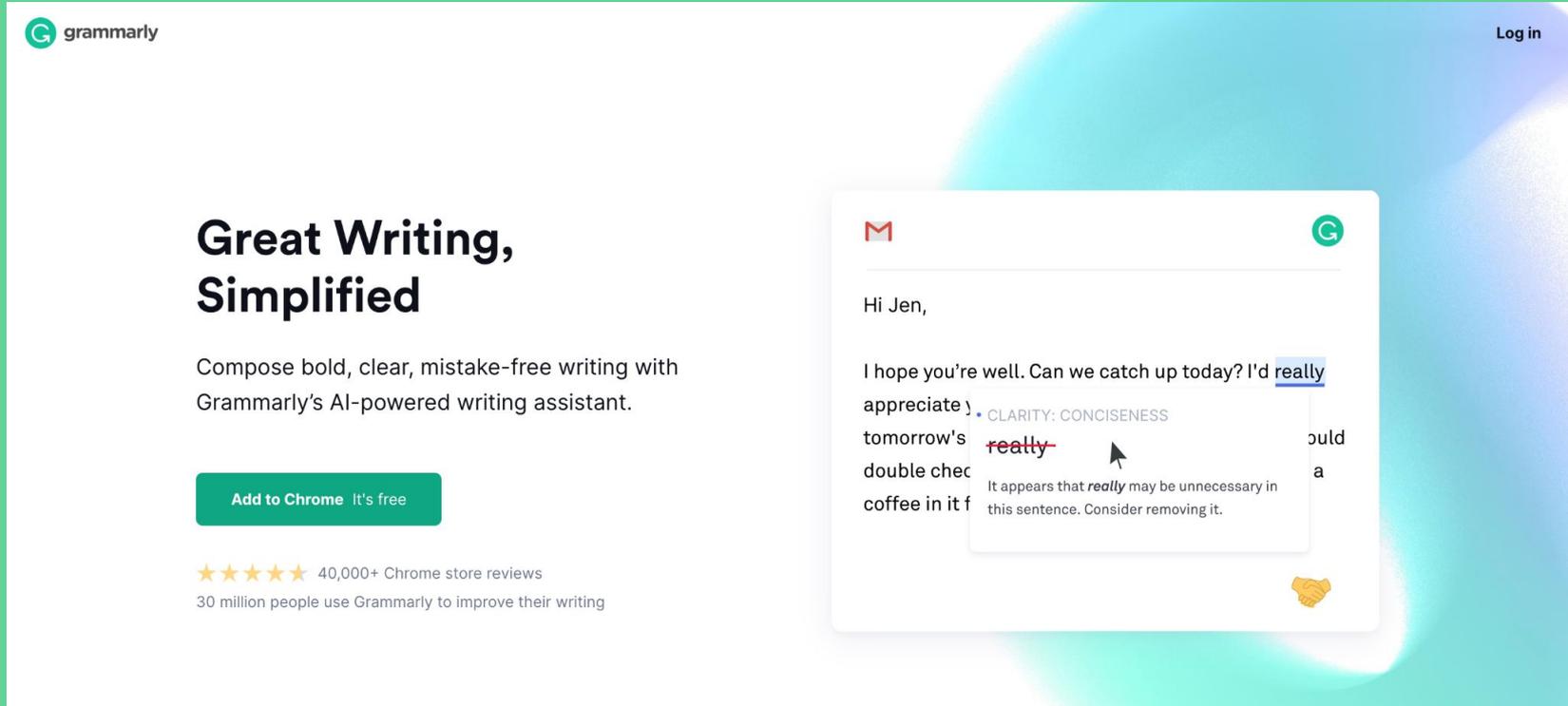
Satukan catatan, tugas, dan jadwal Anda untuk menyelesaikan berbagai hal dengan lebih mudah.

TEMUKAN SEMUANYA DENGAN CEPAT

Dapatkan apa yang Anda butuhkan, saat Anda

Aplikasi Sebagai Content Creator?

7. Google Translate/ Grammarly



The image shows a screenshot of the Grammarly website. On the left, the Grammarly logo is in the top left corner. The main heading reads "Great Writing, Simplified". Below it, a sub-headline says "Compose bold, clear, mistake-free writing with Grammarly's AI-powered writing assistant." A green button labeled "Add to Chrome It's free" is positioned below the text. At the bottom left, there are five gold stars and the text "40,000+ Chrome store reviews" and "30 million people use Grammarly to improve their writing". On the right side, there is a "Log in" link. The right half of the screenshot is a simulated email editor. The email text is "Hi Jen, I hope you're well. Can we catch up today? I'd really appreciate your help. I'll double check the coffee in it for you." A suggestion box is open over the word "really", indicating "CLARITY: CONCISENESS" and stating "It appears that really may be unnecessary in this sentence. Consider removing it." The word "really" is crossed out with a red line. A yellow handshake icon is at the bottom right of the suggestion box.

grammarly

Log in

Great Writing, Simplified

Compose bold, clear, mistake-free writing with Grammarly's AI-powered writing assistant.

[Add to Chrome](#) It's free

★★★★★ 40,000+ Chrome store reviews
30 million people use Grammarly to improve their writing

Hi Jen,

I hope you're well. Can we catch up today? I'd really appreciate your help. I'll double check the coffee in it for you.

CLARITY: CONCISENESS
It appears that really may be unnecessary in this sentence. Consider removing it.

Gimana Cara Membuat Konten?

1. Tentukan target audiens (who is your audiens?)
2. Buat prioritas dari audiens (siapa target market terbesar?)
3. Brainstorming statement problems (audiens punya masalah apa? Kira-kira apa goal mereka? Lagi ngomongin apa? Selalu posisikan diri kalian sebagai audiens)
4. Pilih problem mana yang kira-kira bisa kamu kasih solusi
5. Mulai riset
6. Tulis judul yg possible!

CARI IDE KONTEN POSTINGAN DALAM WAKTU SINGKAT

Tools Untuk Mendapatkan Ide Konten

1. Buzzsumo

Home Discover Content Influencers Monitoring Projects Unlock more features: LOGIN OR START TRIAL Help

Web Facebook YouTube Backlinks

Web Content

Enter a topic, brand, URL or domain (eg. content marketing, BuzzSumo, buzzsumo.com/article, buzzsumo.com)

Q vaksin ibu hamil SEARCH

Expand your results to include more relevant terms by using the OR operator: [skincare OR beauty](#) [Advanced Search Tips](#) DOWNLOAD COVERAGE REPORT

Filter your results:

Past Month Indonesia Language Filter Journalists + More Filters RESET FILTERS

VIEW CONTENT VIEW ANALYSIS Sort by: Total Engagement 278 Results EXPORT

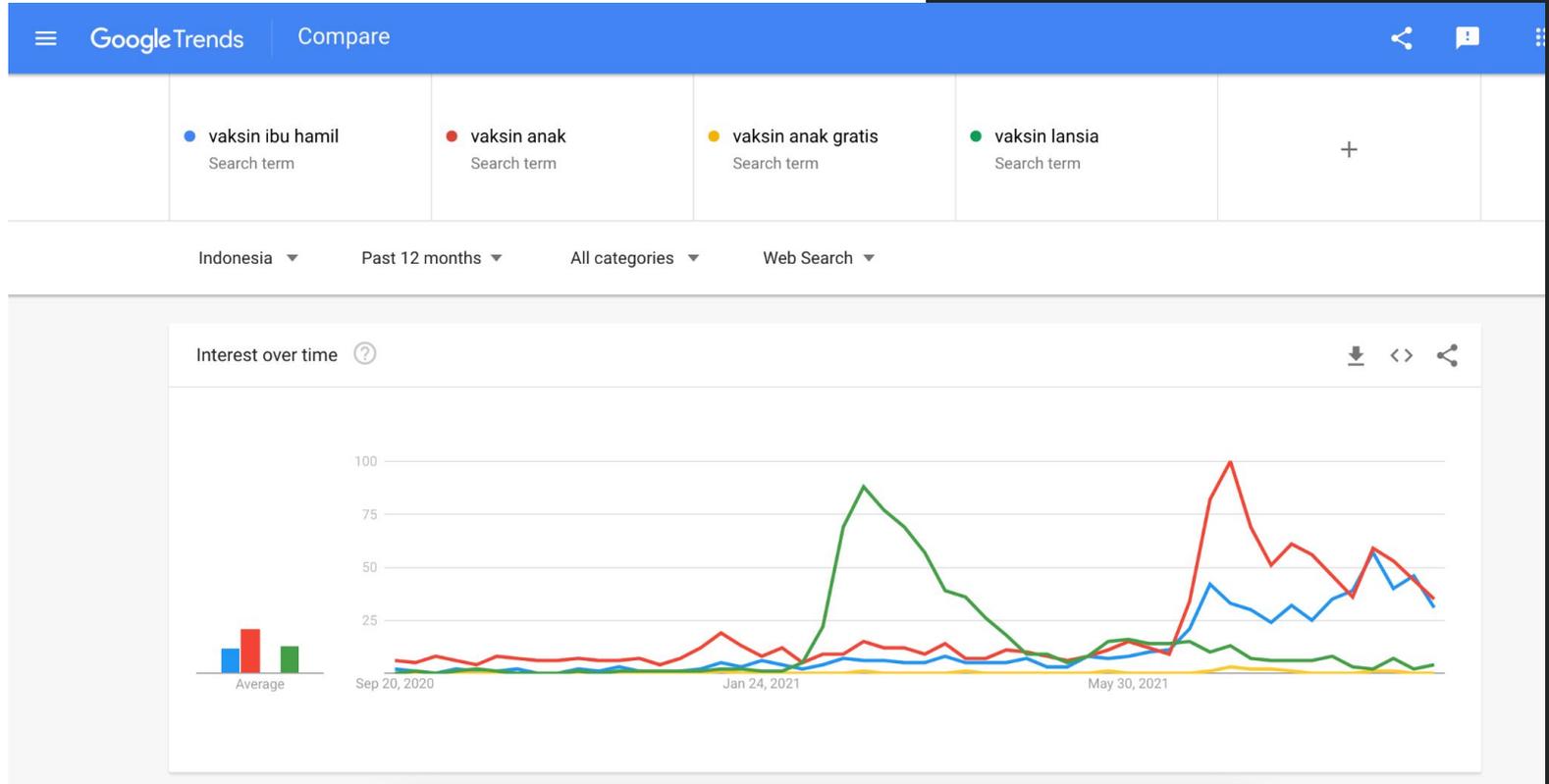
Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>		773	6	0	0	1	0	779	
<input type="checkbox"/>		686	0	0	0	1	0	686	

By Vidya Pinandhita Aug 19, 2021 detik.com

By Bima Prakasa Sep 8, 2021 popmama.com

Tools Untuk Mendapatkan Ide Konten

2. Google Trends



Tools Untuk Mendapatkan Ide Konten

3. Answerthepublic

387 RESULTS FOR PREGNANT (TOP)

QUESTIONS 75

PREPOSITIONS 56

COMPARISONS 40

ALPHABETICALS 208

[Download CSV](#)

RELATED 8

what

Image

Hide

what pregnant women should eat
what pregnant woman needs
what pregnant dogs can't eat
what pregnant dogs should eat
what pregnant cannot eat
what pregnant cat should eat
what pregnant ladies should eat
what pregnant can't do

when

Image

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when pregnant with girl symptoms
when pregnant with boy symptoms
when pregnant do you bleed
when pregnant can you fly
when pregnant can you sleep on your back
when pregnant how should you sleep
when pregnant with twins symptoms
when pregnant what is a sweep

where

Image

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where pregnant elephant died
where pregnant baby
pregnant where are my organs
pregnant where to go
pregnant where is my stomach
pregnant where to inject insulin
pregnant where do organs go
pregnant where is uterus

which

Image

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who

Image

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why

Image

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