

ANALYSIS OF THE CREATIVE THINKING PROCESS OF TIKTOK CONTENT CREATORS

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ABSTRACT

Creative thinking is now an essential aspect for a content creator to be able to create and produce exciting content for their followers on social media. Social media has now developed and is not merely a means of information, but is also now being used as entertainment. One of the social media that is currently becoming a platform for content creators to develop is TikTok. In creating content, creative thinking is the main key to creating a good, engaging, and different from pre-existing content, and the long term effect of presenting interesting. This study aims to analyze the creative thinking processes of a content creator on TikTok. This study is using qualitative research approach and interviews as a data collection methods. The results of this research show the importance of creative thinking processes to produce content that attracts followers on TikTok. The results of this research conducted social media is divided by 2 basics, namely content based and creator-based, besides that, originality is an important reference for producing interesting and valuable content on social media.

Keywords: Creative thinking, followers, social media

1. PREFACE

As social creatures, we cannot possibly be separated from what is called communication. Communication itself is a consequence of the interaction of social relations that exist in society. In a book by Onong Uchjana Effendy entitled Communication Dynamics, he states that the general understanding of communication is the process of conveying a message to another person, either directly or indirectly, through a media/channel to get a certain effect on the communicant (Wiryanto, 2015).

As time goes by, the use of social media as a channel for communication is also growing. Meike and Young define social media as an online network of personal communication in the sense of sharing between individuals (to be shared one to one) and public media to share with anyone without individual compartmentalization (Nasrullah, 2017). In this technological era, social media can help every individual carry out a more effective communication process (Mutiah et al., 2019). Initially, communication via social media only went one way, in the sense that media users could only enjoy the content presented, but as time goes by, now everyone can participate in creating content or become part of social media itself following the creativity of each user.

Social media that is currently popular with many people is TikTok. TikTok is an application platform that allows users to share music, stories or any information according to their creativity in the form of short videos (approximately 30 seconds). This application was first developed by a developer from China called ByteDance Inc, which was then commercialized in September 2016. Those who can use a social media platform to create content are known as content creators. A content creator is anyone who produces material or content that contains information, education or entertainment. Creativity and logic in the content production process are the main basis needed to become a content creator (Ibnu, 2021).

Benjamin Master Adisurya/Iben is a TikTok content creator who expresses his creative ideas through the content he uploads. Iben's name began to be known by TikTok users, especially after a video of him interviewing random people about FYP general knowledge on the homepage. Now, his TikTok account has more than 9 million followers and has received more than 300 million likes from the videos he uploads.

To be able to create interesting content by utilizing creativity, of course there needs to be a creative thinking process. The definition of creative thinking itself is a process in which there are elements of originality, flexibility, fluency, and the creation of a work that is carried out diligently and carefully (Susanto, 2013). Four factors encourage an individual's creative thinking process, including good communication, collaboration, critical and creative thinking. The end of the content creator's creative thinking process to produce exciting work is to increase the number of followers. Therefore, this research takes the title of the role of social media as a forum for creative thinking to attract followers.

The problem formulation in this research is how to use social media in the creative thinking process of content creators (Iben_MA) on TikTok to continue to think creatively in terms of presenting and presenting interesting content to continue to attract a number of followers. The purpose of this research is to determine the use of social media in the creative thinking process of TikTok content creators in creating interesting content to continue to attract followers.

2. RESEARCH METHOD

This research uses an interpretive research paradigm, because researchers conduct research directly with sources using interview techniques to obtain answers. Researchers use the interpretive paradigm because researchers are involved in the research process and later every answer that comes from the source is subjective, in their view. The approach used in this research is a qualitative approach, by interviewing sources directly as the subject of the research and then the results are interpreted by the researcher in written form with the aim of obtaining results in the form of facts through credible sources.

The research method in the researcher's research is an intrinsic case study, which is a case study that allows the researcher to freely choose cases based on the researcher's own interests. The case study in this research is Iben's TikTok account. This is because Iben's TikTok account as the research subject has different content than other creator accounts. Iben is a TikTok content creator who expresses his creative ideas through the content he uploads. Iben's name began to be known by TikTok users, especially after a video of him interviewing random people about FYP general knowledge on the home page. Now, his TikTok account has more than 9 million followers and has received more than 300 million likes from the videos he uploads.

Data collection in this research used primary data collection methods through interview and observation techniques. In this method, researchers conducted interviews with a TikTok content creator named Benjamin Master Adhisurya, or better known as Iben. Researchers also use observation methods as part of data collection. In this research, the researcher used the participant-observation method, namely observations carried out by the researcher by being part of the subject being studied.

The research subject is the value of an object, therefore the subject of this research is Iben, as a content creator on TikTok social media. And the research object is a phenomenon studied in

research (Chesley, 2017). The object of this research is the use of the TikTok social media platform as a forum for content creators' creative thinking.

Qualitative data analysis is a process of searching for and compiling data obtained from interviews, field notes, and other materials in a structured manner so that it is easy to understand and inform others (Surayya, 2018). In conducting data analysis, the first step the researcher took was to collect data through an in-depth interview process with the source, namely the TikTok content creator. Then, the results of the interviews are reduced so that the research results are more focused on the research topic. The validity of the data in this research is the triangulation method. In essence, the meaning of triangulation is a multi-method approach carried out by researchers when collecting and analyzing data (Hadi, 2016). Researchers used the data triangulation method by interviewing informants to get answers from various points of view. The interview was conducted with Lydia Irena, a social media academic at Tarumanagara University and a social media practitioner on Instagram @fikomuntar.

3. RESULT AND DISCUSSION

Based on the data that the researcher collected through various techniques such as interviews and observation, the researcher obtained the data results that the researcher expected. The results of the data from the interview process can be described by researchers as follows:

Form of interaction between Content Creator and Followers

As a content creator, Iben also carries out a form of communication with his followers. The form of communication carried out by Iben is following the understanding of communication theory put forward by Anwar Arifin, namely that communication is a multi-meaning concept, a social process related to human activities, messages, and also attitudes and behavior (Ivony, 2017), such as what is done by Iben to his followers to realize the meaning of communication theory itself. This understanding of communication is carried out very well by Iben as a content creator, where every content he creates is always related to humans or invites other people to take part and also sometimes, he brings a message or campaign in his content.

Apart from being related to communication theory, Iben also carries out several things from the 4 main communication functions (Zuwirna, 2016), namely a tool for conveying a message and as a forum for interaction between individuals (Ivony, 2017). Iben uses his social media, in this case TikTok, to carry out communication functions very well. Firstly, as a forum for interaction between individuals. As stated by the researcher from the results of interviews with sources, the function of communication as a form of interaction is carried out by Iben by trying to reply to the comments in each of his videos.

Apart from that, Iben involves his followers in taking part in the content he creates, by creating content together, chatting and taking photos with those he accidentally meets, and also by involving his followers in giving the content creator a challenge- challenge to do. The function of communication then carried out by Iben is as a means of conveying messages. With Iben's followers on TikTok having reached 9 million and continuing to grow, of course it will be easy for Ibnu to carry certain messages and campaigns that are shown widely. Not infrequently, in his videos, Iben brings a message of his own to convey to the audience. These two communication functions are carried out by Iben as a communicator through media, namely his TikTok social media, to bring a message or entertainment to the communicants, in this case the communicants are followers of Iben's TikTok account.

According to Iben, the form and function of communication that he carries out as explained by the researcher at the beginning really needs to be maintained and carried out to maintain the value and followers of his social media account. The existence of this concept then builds a sense of friendship and brotherhood between the content creator and followers so that they can feel close and appreciated.

This simple form of interaction, communication, is certainly not done without reason by Iben. He said that the value of every content and video he creates and posts is to always involve other people or the public and the long-term effect of what Iben does will certainly have an impact on increasing the number of followers on his TikTok account.

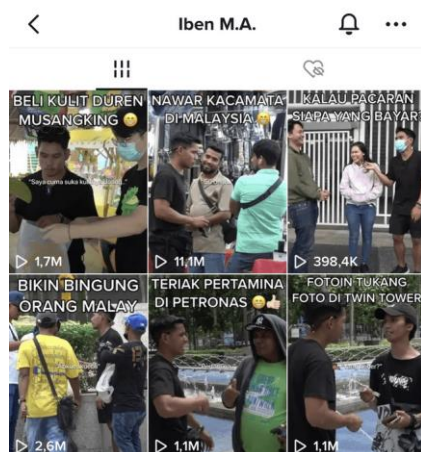
The information that researchers got from interviews with the first resource person, namely Iben as a content creator on TikTok, whose data was then validated by the second resource person, namely Lydia Irena, S.I.Kom., M.Si, is always a communication practitioner at the Faculty of Communication Sciences, Tarumanagara University. He added that interaction between content creators and followers needs to be maintained very well, because this can make them feel more appreciated and of course will affect engagement on the content creator's social media platform account.

"I always invite other people to be in my videos. I want it to be a random person, grandpa, someone I know. Most of the contents of the cave involve other people in it. So maybe that's one form of communication interaction that I do this time." - Iben.

"Let's go back to that engagement. In my opinion, interaction is the price of engagement. Apart from that, interaction also makes our social media look more lively and what makes our followers feel more involved, perhaps? But that's necessary, very necessary in fact." – Mrs. Lydia

Figure 1

Iben's Form of Interaction with Followers



Classification of Content-Based and Creator-Based in Social Media

Media Social media has now become a means that cannot be separated from human life. Meanwhile, social media is defined by Meike and Young as an online network of personal communication in the sense of sharing between individuals (to be shared one to one) and public media to share with anyone without individual compartmentalization (Wahyuni, 2017). Social

media can also be used as a medium through the internet network, allowing users to interact and form a virtual social system.

The function of social media can also be utilized very well by the resource person for this research, namely Iben. Iben said that while he was at college, he had no social media accounts. Since he started working, he just started learning, playing and creating content on social media, especially TikTok. The initial content he created was because he felt he wanted to highlight the life and atmosphere of the place where he worked. At the time he created the content, there were not many content creators who created content like what Iben did. Then finally, in January 2022, Iben had the courage to decide to resign from his office job and become a full-time content creator.

Iben doesn't only play in one area of social media, TikTok, but he also plays or creates content on social media such as Instagram and YouTube. However, his expectations for content on these two social media are not as big as when he played on the TikTok application. Based on this experience, researchers gained a new point of view on social media like what Iben explained. As a content creator who plays in 3 social media fields, he concluded that social media is divided into 2 basic or bases. There are things called content-based and creator-based.

Content-based is an application whose algorithm is based on the content created, not who created it (creator) unlike creator-based, which is the opposite. Iben said that TikTok is a social media that is classified as content-based. TikTok is a fair application that provides equal space and portions for all creators to develop and become big. Iben also felt this himself, from someone who was no one, from someone who initially tried to create different content until finally appearing on the home page (FYP) because the content he created was something different and perhaps interesting in the eyes of the public, until now his name is starting to become known and he has around 9 million followers on his TikTok account.

The algorithm of the TikTok application is based on how interesting the content created is so that it is seen by many other users, so that TikTok provides the same opportunity to every creator in it. It doesn't depend on who the creator is, how big and famous they are, if their content is not really liked and seen by many people, then the views of the content will not grow. So on that basis, TikTok is classified by Iben as content-based social media. This only applies to other social media or until now, there has been no other social media that is content-based. Meanwhile, content based is the opposite.

"OK, so it's like this. That cave divides social media platforms into 2, right? Creator-based and content-based. Well, in my opinion, TikTok is a fair social media platform, because TikTok is content-based. No matter how famous you are, if you post things unclearly, your videos will have no views and vice versa. On TikTok, your opportunity to make it big is really there, because again, this is a fair platform. The audience's focus is on your content, not who you are." -Iben

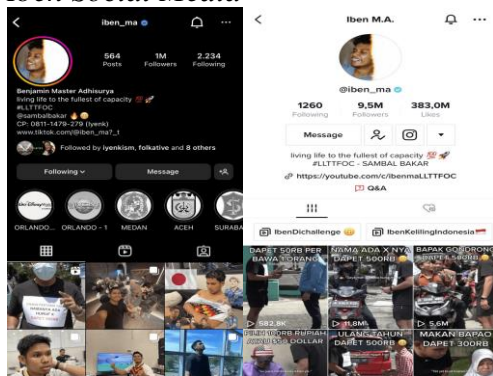
Originality is an Important Element in the Creative Thinking Process

Becoming a content creator certainly must be integrated with the creative thinking process to be able to create good and interesting content. Creative thinking itself or creative thinking is defined as the ability to think broadly and out of the box in new, unusual ways, and also come up with unique solutions. Iben and his team try to create content that is different from what is currently viral, because the aim is to have fun and make other people discover and enjoy something different. This originality has its own market on social media. Apart from that, behind the content he creates,

Iben also applies a creative thinking process, namely content planning. Behind the content he creates, Iben and his team focus on gathering ideas and execution. In the ideation process, Iben does not want to lose his identity and value in content, namely interaction with the public. When creating content as a content creator, the content you create does not always have to be content that is currently viral on social media. Content creation can be divided into two different things: content intended for engagement and content that suits each content creator's ideals. Different content also has its own market on social media platforms.

"Maybe I'm not the typical person who joins the trend, I'd rather make something new. Maybe if people think about engagement, they will make something that is trending at that time. But, at that time I didn't think about engagement or anything. I thought I wanted to highlight something different. I want to show that people who watch this can see different things from my videos." -Iben

Figure 2
Iben Social Media



4. CONCLUSIONS AND RECOMMENDATIONS

Thinking creatively in creating content is certainly an essential reference for content creators to be able to produce content that is good, interesting and different compared to other creators. The aspect of originality in creative thinking by creating a new work or modifying something that already exists before will certainly make social media fans, especially TikTok, get something new and this will increase opportunities for content creators to continue to be interesting. and increase the number of their followers.

Researchers can conclude several things based on the results of interviews and observations carried out by researchers regarding the use of TikTok social media as a forum for content creators' creative thinking. First, social media is classified into 2 basics: content-based and creator-based. Content-based is where the social media algorithm is based on the content created, while creator-based is based on who created the content. Content-based social media allows the creators in it to have a greater opportunity to be known by many people because there is a greater possibility for exciting content to appear on the homepage of the social media platform. An example of social media that is based on content is the TikTok platform.

To realize the opportunity to become big and known through TikTok social media, of course, there needs to be a creative process behind every video or content that will be uploaded. By applying the concepts and functions of creative thinking as mentioned by the researchers, it is hoped that every content created by a content creator is purely the result of each individual's thoughts, whether creating something new or modifying what already exists according to each individual's way.

Second, being a content creator on social media certainly has a goal: attracting followers or engagement. As a content creator, the way to get lots of followers is only sometimes by creating viral content and remembering the value side of their content. The content created must have its target market and market. Engagement can also be obtained through fun and valuable content, which is obtained from the results of a good and mature creative thinking process, from ideation to execution.

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