

# THE ROLE OF PERSONAL BRANDING CONTENT CREATORS IN INCREASING CREATIVITY AS A BROADCASTING STRATEGY AT TVRI PALEMBANG CITY

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## ARTICLE INFO

## ABSTRACT

### Keywords:

Personal Branding; Content Creators; Creativity; Broadcasting Strategy.

Personal branding has become an important element in the digital era, especially in the context of the media and broadcasting industry. This approach has the potential to not only influence an individual's image, but also be capable of influencing the entire broadcasting platform. In this study, the aim is to analyze how the personal branding of content creators has an impact on increasing creativity in TVRI Palembang City's broadcasting strategy. The research method used is a qualitative approach with data collection techniques through in-depth interviews with TVRI content creators, production staff, and management. In addition, content analysis of the works produced is also carried out to see how personal branding is reflected in broadcast creativity. The results of the study show that personal branding has a significant role in increasing the creativity of content creators, which in turn influences TVRI Palembang City's broadcasting strategy. Content creators who can build a strong personal brand could attract a wider audience, increase engagement, and create a bigger impact. Personal branding also plays a role in shaping the unique identity of the TVRI station, providing a fresh and different outlook on the world of broadcasting. In conclusion, this research confirms the importance of personal branding in the context of broadcasting and creativity. Content creators who can make good use of personal branding have a greater chance of success in broadcast strategy.

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## 1. INTRODUCTION

In the digital era and advances in information technology, mass media such as television continues to experience rapid development. One recent trend is the increasing role of content creators in the broadcast industry [1]. Personal branding of content creators is becoming increasingly important as a strategy to increase the creativity and appeal of television programming [2]. One television station that has influence in this context is TVRI Palembang City. TVRI Palembang City as one of the public television stations in Indonesia has an important role in providing information, entertainment and educational content to the public [3]. In facing increasingly fierce competition in the broadcasting world, TVRI Palembang City needs to take strategic steps that can increase creativity in content production and attract audience attention.

Personal branding for content creators, as individuals who have a certain appeal and influence among the audience, has great potential in shaping the positive image of television stations and their programs [4]. When content creators have strong personal branding, they can become a "brand" that is known by the audience, so that they are able to influence people's perceptions of programs broadcast by TVRI Palembang City [5]. However, even though this potential exists, there is not much research or study that specifically examines the role of personal branding content creators in increasing creativity as a broadcasting strategy on TVRI Palembang City [6]. Therefore, an in-depth analysis is needed to explain how the role of personal branding content creators plays a role in increasing the creativity of television content production, as well as its impact on the image of television stations and attractiveness to viewers.

This research has several novelties. First, this research combines the concept of personal branding for content creators with broadcasting strategies on TVRI Palembang City. This approach has not been extensively explored in the literature and can provide new insights into how the role of personal branding

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can influence creativity in television content production in local broadcasting environments. Second, this study focuses on the context of TVRI Palembang City, which is a relevant case study for understanding the dynamics of local broadcasting in Indonesia. Thus, this research contributes to broadening the understanding of broadcasting strategy at the local level with an approach that focuses on personal branding.

This research is expected to provide several important contributions. First, this research can provide new insights about how personal branding of content creators can be a factor influencing creativity in television content production. The results of the research can provide practical guidance for TVRI Kota Palembang and other television stations in utilizing personal branding to improve the quality of content presented to viewers. Second, this research can provide a deeper understanding of the role of local television stations, such as TVRI Kota Palembang, in facing the challenges of competition with digital and global media. This contribution can assist decision makers in formulating strategies that are more effective in maintaining the relevance of local television stations in the digital era.

By understanding the background of this problem, a more effective strategy can be devised in utilizing the personal branding role of content creators as part of an effort to increase creativity in television content production and present programs that are of interest to viewers. Therefore, the main purpose of this study is to analyze the role of personal branding content creators in increasing creativity as a broadcasting strategy on TVRI Palembang City.

## **literature review**

### **Personal Branding**

Personal branding is an intentional process of building and maintaining a person's unique image and identity [4]. This concept focuses on developing consistent and authentic narratives to differentiate individuals from others [7]. Its goals include increasing visibility, strengthening reputation and creating a desirable image. Personal branding also functions as a tool for managing other people's perceptions and perspectives on oneself [8]. Indicators of personal branding success include consistency in messages and behavior, positive audience involvement, and the ability to differentiate oneself from professional peers. Overall, personal branding is an important strategy in personal and professional development, with clear definitions, clear goals, and an understanding of success indicators helping individuals build strong and authentic images in the widely connected digital era.

### **Content Creators**

Content Creators, or content creators, refer to individuals or groups who actively produce various types of content such as writing, images, video, or audio, which are disseminated through digital platforms [9]. This definition includes social media influencers, vloggers, bloggers, YouTubers, and various types of online content creators [10]. The main goal of Content Creators is to produce engaging, informative, or entertaining material that inspires and engages their audience. To achieve this goal, Content Creators use a variety of strategies to build and maintain a strong personal brand [11]. Personal branding success indicators for Content Creators include consistency in content style and content, levels of engagement and interaction with followers, and a cohesive and memorable image among their audience [12]. Overall, as an important part of the digital ecosystem, Content Creators not only act as content producers, but also as personal branding builders who formulate unique and authentic narratives during increasingly fierce digital competition.

### **Creativity**

Creativity is the mental ability to generate new, innovative, and original ideas that lead to problem solutions, concept development or unique works of art [13]. This definition includes cognitive processes involving lateral thinking, free association, and creative problem solving [14]. The main goal of creativity is to produce something new and different that can inspire, change, or solve a challenge [15]. In the context of Content Creators, creativity is at the heart of producing interesting and original content. Indicators of creativity include the courage to think outside the box, the ability to create unconventional combinations, and the ability to present fresh and bold ideas in their content. Creativity serves as a key driver in building a unique and standout personal brand, distinguishing Content Creators amidst the diversity of digital content, and creating a sustainable impact in a dynamic digital world.

### **Broadcasting Strategy**

Broadcast strategy refers to the plans and approaches developed to produce and distribute content through various broadcast channels, such as television, radio, and digital platforms [16]. This definition includes steps designed to achieve a specific goal, such as increasing your audience, expanding your

reach, or building a brand image [17]. The main goal of broadcast strategy is to connect with target audiences effectively and efficiently, deliver the right messages, and influence their perceptions and actions [18]. In the digital age, content creators play a critical role in broadcast strategy, using creativity and audience interest to build strong personal branding [19]. Indicators of broadcast strategy success include the level of interaction and engagement with the audience, follower growth and retention, and the ability to deliver messages with consistency and impact. Overall, broadcast strategy describes a planned approach to presenting engaging and significant content, with Content Creators acting as a key agent in blending creativity and personal branding that leads to the achievement of broadcast's strategic goals.

## 2. METHOD

### Types of research

This study uses a qualitative approach to explore it. A qualitative approach lends itself to deep understanding of the role of personal branding in enhancing creator content creativity and broadcast strategy, as well as the more complex aspects of this phenomenon [20].

### Location and Time of Research

This research was conducted at TVRI Palembang City. Research is conducted within a certain period, for example for 6 months, to understand the role of personal branding content creators in increasing creativity as a broadcasting strategy by considering the context and developments that occur.

### Sample

The research sample consisted of content creators, production staff, and TVRI Palembang City management. Creator content is selected based on popularity, variety of content types, and level of engagement with the audience. TVRI's production and management staff were selected for their insight into broadcast strategy and interaction with content creators.

### Instruments

Research instruments include an interview guide for content creators, production staff and TVRI management. This guide is designed to gain an in-depth understanding of the role of personal branding in enhancing creativity and broadcast strategy [21]. Content analysis of content creators' works is also used to see aspects of personal branding that are reflected in content.

### Data Analysis Techniques

Data obtained from interviews and content analysis will be analyzed using a qualitative approach. Data analysis will involve the process of coding, categorizing, and identifying the main patterns or findings that emerge from the interviews and content [22]. The results of the analysis will be linked to research objectives and relevant literature to formulate broader findings. With an in-depth qualitative approach and relevant instruments, this study aims to provide comprehensive insight into the role of personal branding content creators in increasing creativity as a broadcasting strategy on TVRI Palembang City.

## 3. RESULT AND DISCUSSION

### Personal Branding Strategy in Broadcast Program Coverage

In the context of broadcast program coverage, personal branding strategy has a significant role in shaping the image that is attached to the creator's content. Research findings reveal that personal branding influences the style of presentation, the language used, and the approach in interacting with sources and audiences. Content creators who have built strong personal branding tend to blend elements of their identity in coverage, creating a consistency that audiences recognize. Personal branding also gives content creators the confidence to face coverage challenges and helps them articulate their messages more effectively.

In the context of TVRI Kota Palembang, the personal branding of content creators also colors the content approach in coverage coverage. For example, a content creator known for their fun and relaxed style is likely to bring that same vibe to coverage, creating a more welcoming and accessible atmosphere. Personal branding also influences the way they determine sources' priorities, choose points of view, and place emphasis on broadcast material. In other words, personal branding not only creates an identity, but also becomes the basis for creative decisions in reporting that represents that identity.

### Content Creator's Strategy to Improve Broadcast Programs

The findings from this study reveal that the strategies implemented by content creators have an important impact on increasing the quality and exposure of broadcast programs on TVRI Palembang City.

Content creators have succeeded in establishing close collaboration with the TVRI production team, which allows them to gain in-depth insights into the programs and visions they wish to convey. This collaboration creates a match between the content creator's personal branding and the message carried by the broadcast program, resulting in an interesting consistency for the audience. Apart from that, content creators also take advantage of their presence on social media platforms as an effective promotional tool. They invite followers to participate in programs, share related content, and increase audience awareness and engagement.

In addition, content creators also adopt strategies to encourage audiences to be actively involved in broadcast programs. They often engage their audience in pre-broadcast and post-broadcast content, such as conducting polls or discussions on social media regarding topics to be broadcast. By engaging the audience, content creators create a deeper and more interactive bond between broadcast programs and viewers, ultimately increasing the impression and impact of the program. Overall, the creator's content strategy which involves collaboration, promotion and active interaction with the audience helps strengthen the exposure and influence of broadcast programs on TVRI Palembang City.

#### **Content Creator Creativity Strategy in Improving Broadcasts**

The findings from this study reveal that the creativity strategy implemented by content creators has a central role in increasing the quality and attractiveness of broadcast programs on TVRI Palembang City. Content creators show courage and innovation in their approach to presenting broadcast material. They utilize various creative elements such as interesting visual techniques, the use of animation, and unique audio processing to create a compelling visual and auditive impact on the audience. This strategy not only enriches the viewer's experience, but also provides a more dynamic and fresh broadcast program image.

The creator's content creativity strategy makes a significant contribution to improving broadcast programs. The research findings show that content creators utilize various creative elements such as attractive visuals, use of innovative presentation techniques, and unique narrative styles. The use of this creative strategy creates an engaging visual impact and experience for the audience. Personal branding that has been built also influences the creative approach, because content creators strive to create content that matches the image they have built, thereby creating continuity between personal branding and the content produced.

In addition, this creative strategy includes exploring unconventional narratives. Content creators are often bold in coming up with unorthodox story approaches, using humor, or adopting points of view that have not been explored before. This creates enthusiasm and surprise for the audience, which affects the attractiveness and retention of broadcast programs. In addition to eye-catching content, the creative strategy also leads to the exploration of interactive formats. Creator content incorporates participatory elements, such as voting or audience engagement challenges, to create stronger bonds and invite viewers to be part of the broadcast experience.

Overall, these findings confirm that the creative strategies implemented by content creators play an important role in enhancing the quality and effect of broadcast programs on TVRI Palembang City. Visual exploration, innovative narrative and interactive use give broadcast programs a deeper and more varied dimension, which in turn increases audience appeal and impact

Overall, the results of this research reveal that personal branding strategies, collaboration with the production team, and creativity strategies are key elements in improving the quality and impact of broadcast programs on TVRI Palembang City. Content creators who are able to combine personal branding with creative innovation are able to create content that is interesting, in accordance with their identity, and has a strong appeal to the audience.

#### **4. CONCLUSION**

This research explores the important role of personal branding for content creators in increasing creativity as a broadcasting strategy at TVRI Palembang City. The findings confirm that personal branding not only creates a unique identity, but also has a significant impact on coverage, improvement of broadcast programs, and content creativity. Personal branding strategies in coverage create consistency in presentation style, influence interactions with sources, and provide guidance in conveying messages. The collaboration found between content creators and the production team proves that personal branding creates a message that matches the existing image, resulting in continuity in the delivery of program messages. Furthermore, personal branding strategies also help create a deeper bond between

broadcast programs and audiences, increasing program participation and exposure. In terms of improving broadcast programs, creators' content strategies that involve collaboration, promotion, and active interaction with audiences have proven effective in strengthening program exposure and influence. This collaboration creates consistency between the creator's content vision and program goals, while interaction with the audience via social media platforms creates a more personal bond and invites participation. Furthermore, creators' content creativity strategies create compelling visual and auditive impact, resulting in stronger appeal to broadcast programs. The use of innovative narratives and interactive formats also gives content a new dimension, enriching the audience experience. Drawing from the findings presented in the preceding research, researchers can offer a range of valuable recommendations, with a few of these suggestions outlined as follows: For the leadership of TVRI City of Palembang, providing support for creator content creativity is an important step. Giving them the freedom to experiment with new ideas can result in fresh and different content. Facilitating collaboration between content creators and production teams is also worth noting, as this can help create content that is more connected to program goals. Active promotion of broadcast programs through the participation of content creators on social media can broaden the reach of programs and increase awareness of these broadcasts. Lastly, providing flexibility in content formats is something to consider. Supporting the use of creative elements such as animation, engaging visuals, and interactive formats can provide a new and more interesting dimension to broadcast programming. There are several suggestions that can be given to researchers to direct further research. Some of these suggestions include: first, exploring the influence of personal branding on audiences through surveys and interviews to understand how the image of content creators influences audience views and loyalty to broadcast programs. Second, tracking the development of personal branding content creators over the long term to understand how this evolution of self-image affects broadcast programs over time. Third, conducting comparative research between the effects of personal branding and conventional broadcasting strategies to see how far personal branding can contribute in creating interesting and evocative content. In addition, exploring the impact of personal branding in various cultures and local contexts, as well as the role of personal branding in various types of broadcast programs, can also provide more comprehensive insights into broadcast strategy success. By combining all these aspects in subsequent research, we will gain a deeper understanding of how personal branding and broadcast strategy play a role in producing quality content that has meaning for audiences.

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