

## Youth Creativity Media Empowerment Through Social Media Content Creator

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### Abstract.

*Generations of Millennial, X, Y and Z are very synonymous with social media presence. More focus on Generation Z which in fact were born in an era that is surrounded by cyberspace with Internet facilities, cellular technology and digital technology that are connected stable. PKM partners are students of MAN 3 Makassar and GMA-community to carry out optimization of science and technology applications through content creators with social media platforms so that Islamic da'wah media is more widespread and affordable to all people. The main target of partners is the digital natives of the Gen-Z. They are the GMA-community Mosque Youth Association which their number are 30% of the community population. The types of PKM activities are learning-by-project-based training and coaching graphic design & video-image editing to target partners so that new skills are formed in the creativity of da'wah content on the created social media platforms. The results of the technology transfer that have been provided are content creator training and the creation of 5 YouTube, Instagram, Facebook, Spotify and Web media accounts equipped as account administrator for managing social media and image and video products of the Islamic da'wah content.*

**Keywords:** social media, content creator, mosque youth association, graphic design, and Internet

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## I. INTRODUCTION

Telecommunications, Information Technology (IT) and development of multimedia system are part of the industrial revolutions 4.0 and social 5.0 which are now the concern of every human being. Several generations called Baby Boomers, Millennial, Gen-X, Gen-Y, Gen-Z and Gen-Alpha, have been considered to have different experiences in their social media behaviors. Therefore, the advanced technological developments have an impact on social behavior that may have an affect the pattern of life, interest and even the personality character of each generation [1] More focus on the nature of Gen-Z (Generation Z), who are born around 1996 to 2010 and still currently in school or have just started looking for work. They are true digital natives. This generation does not directly feel the effects of the post-monetary crisis and analog conventional technologies. Gen-Z lives in an era where all Internet facilities, cellular technology and digital technology already exist and are connected stable. Thus, the entire process of growing Gen-Z has been surrounded by cyberspace and the Internet through all his life, is not technologically savvy and is even used to his parents' social media and the gadget addiction [2]. The application of IT and media technologies must be accompanied by the right abilities and skills. In today's era, if somebody does not master the IT skills, they will consequently be left behind in the competition for the computer and gadget-based tasks, or jobs that they will face [3]. Information technology has become a trend of life in the global era. Therefore, Gen-Z should have creativity in utilizing media technology.

Nowadays, the generation of Millennial, X, Y and Z are very synonymous with social media activities, not even a few of them are interested in becoming a content creator, programmer, youtuber, online business, etc. This shift in needs is strongly influenced by the condition of the people who use technology a lot as their daily needs. There are, in fact, several activities, creativity, and businesses that can reap popularity and make money. On the other hand, access to social media, YouTube and Instagram for instance, can actually reduce the existence of radical opinions that are widely scattered in cyberspace. They should be able to distinguish which content is good to follow and which is not [4]. Based on these circumstances, many young people today are following trying to learn how to become a content creator. Their presence is based on

the rapidly growing social media platform. Web and Mobile applications as well as social media can essentially be useful for the social interactive, communication, advertising, and/or self-endorsement. Social media provides a variety of content offerings and can be determined by the target market on social media [5]. The usefulness felt by social media users has resulted in an increase in social media activists for various purposes.



**Fig 1.** Information GMA-Net for free Access WiFi.

The Griya Mulia Asri (GMA)-Community is a partner of the Ujung Pandang State Polytechnic (PNUP)-Care through its collaborative activities with the Indonesian Mosque Council (DMI). In 2021, together with this partner, GMA-Net and Internet Modem infrastructure has been implemented through free WiFi and unlimited fiber optic networks with 20 Mbps access speeds and has capacity of maximum users and CCTV installation [6]. Figure 1 shows the location of the installed WiFi modem and the information for free Internet access that is provided. Children Friendly Mosque (MRA) is also the DMI's national mission in order to make mosques more kids-friendly until 2030, revive the AYO TO MOSQUE movement and target 25 thousand Early Childhood Education in mosques [7]. In addition, the target of AYO TO MOSQUE is not only targeting early childhood but also teenagers and young people. Thus, apart from MRA, GMA-community partners have also launched the Youth Friendly Mosque (M2R) program with various religious activities and programs.

## II. PROBLEMS

There are 82 teenagers (Gen-Z) in this community. With free WiFi access and the Internet that has been built, a further creativeness effort is needed to bring the mosque closer to them, as part of the next generation of people and society. Mosque Youth of GMA-community have the potential for gadget ownership and proficiency in using it. Interestingly, they are also the addicted gamers. There needs urgently to provide them activity in the form of creativity training using gadget media through content creator activities. They are required to behave positively, such as in accessing YouTube as an alternative reference to study and explore Islam [8]. If all this time they have been consumers of other creators, then it is time for the youth of GMA-community to become a new content creator, while preaching through the social media they already have. The purpose of GMA-Net facilities that it can be accessed for free within the reach of the entire mosque area is to engage the teenagers and children to go to the mosque, as the house of worship and feel homie. Children who study and play virtual with the Internet, when the time for prayer comes all stop playing and do pray together. This is good for deepening their faith and maintaining good habit adaptations. PNUP-Care project carries out a coached training model in using smartphone to support the MRA and M2R programs. The master program's PNUP-Care also guides a basic training of what digital accessibility is all about on the social media platforms and how in creating accessible digital content. Feedback on the 2021 PKM program [6] that GMA-community plan to have social media managers with full skilled at creating engaging content and fresh and able to keeping up with the latest social in for the Moslem surround the community. Future development besides the existing web [raudhatuljannah-gma.com](http://raudhatuljannah-gma.com) is a new social media platform that can be reached by all the public.

After conducting an initial survey in the form of observations and interviews with the GMA-Community, the following can be identified real problems, are:

1. How does GMA-Community use their WiFi and Internet as public utilities more effective?
2. How does MRA and M2R program and the mosque IT system can improve service quality to pilgrims and residents in various activities?
3. How to provide deepening of faith, love to mosques and adaptation of good manners/habits in mosques for the digital natives group?

From the description of the list above, the justification for problem areas can be grouped in the following Table 1 which has been agreed to be a priority for implementing PKM.

**Table 1.** Priority Problems the GMA-Community Gen-Z

<i>No</i>	<i>Program Aspect</i>	<i>Problems</i>
1	Service quality	Free WiFi and Internet facilities are not optimal in terms of social media creativity and entrepreneurship purposes MRA and M2R programs need to be intensively implemented through the use of science and technology properly
2	Religion	The deepening of faith, love of mosques and adaptation of good manners/habits in mosques has not been optimized for the Gen-Z

### III. RESEARCH METHODS

Implementation methods to solve problems are Observation, Technology Transfer, Extension/training, and Practice/Demo. To support the realization of these methods, PKM activities have been carried out in accordance with the work procedures in Table 2.

**Table 2.** Activity plans and methods

<i>No</i>	<i>Activity plan</i>	<i>Method</i>
1	Content creator training and social media management for GMA-community and entrepreneurship information system efforts	Learning-by-project based training and coaching. Partners are facilitated with the introduction of the Pro web/mobile application to make it easier to create basic and advanced content.

After the implementation of the plan program, the impact of the changes that will be obtained are:

- ✓ The establishment of GMA-Net for residents and worshipers around the community.
- ✓ The establishment of CCTV open real-time live-monitoring media between mosque administrators, community members, worshipers, and the parents.
- ✓ The parents trust to allow their children to play in a safe place. Allows playing gadgets but not missing prayer times and praying on time.
- ✓ The Increased awareness of the Gen-Z and all the community members to prosper the mosque and create positive activities for residents and congregations around it.

### IV. RESULT AND DISCUSSION

Through the PNUP-Care program, TRJT-Media team and the Youth Scientific Group (KIR) Team of MAN 3 Makassar collaborated in mentoring the youth target partners of the Raudhatul Jannah Mosque GMA-community. A full day training and workshop was conducted for media digital content. The biggest challenge for content creators is their consistency, include scheduling for production, creating & modifying content and promoting the content. Be a content creator is a job requires creativity or as a hobby. The youth of the Raudhatul Jannah Mosque GMA-community present as a new commers digital content creators and triggers many trends for the Islamic dakwah. Furthermore, the Media-TRJT, KIR MAN 3 and the the Gen-Z GMA-community also collaborate in several mini projects to create Islamic dakwah content media which later on by these partners can independently manage their accounts for information needs of mosque activities and other dakwah information. There are five division team at this training: Division of YouTube, Division of Spotify, Division of Instagram, Division of Facebook, and Division of Website/Table 3 below shows the results and outputs of implementing PKM activities. The training wa held into two different

session: Thursday, September 8th 2022, located in CATTAR studio and Sunday, 10th October 2022, located in Raudhatul Jannah mosque meeting area. The percentage of activity achievement is 100%.

**Table 3.** Plans and Methods of Activities and Achieved Results

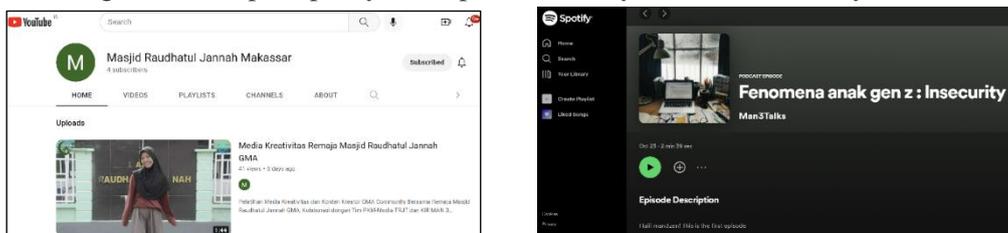
No	Activity plan	Method	Achieved Results
1	Content creator training and social media management for GMA-community and entrepreneurship information system efforts	Learning-by-project based training and coaching. Partners are facilitated with the introduction of the Pro web/mobile application to make it easier to create basic and advanced content.	100%

As it is known that PNUP-Care’s program concerns related to IT development in the community in the form of community service (PKM) activities. GMA-Community is a partner of PNUP-Care which for three consecutive years has held collaborative activities. This is a pilot project for the development of IT houses of worship in the Makassar city area. The first year, PNUP-Care carried out the development of the mosque's web IT system for the community and the administrators of the Raudhatul Jannah mosque in Makassar City [9]. All coverage of mosque activities including existing financial reports will be easily known by the public through this website. The product website <http://raudhatuljannah-gma.com> was developed with a better version of the mobile-web display. In the second year, the PNUP-Care was present in the WiFi installation and implementation of CCTV (TV camera GMA-Net) that can be accessed within the reach of the entire mosque area and its surroundings [6]. With this Internet free access, the development of an active mosque website can be maintained, CCTV monitoring and the national mission of DMI to make mosques more child-friendly and revive the AYO TO MOSQUE movement. The Free WiFi access (GMA-Net) can still be enjoyed by the surrounding GMA-community. While CCTV access can be reached by up to 30 users where parents of registered TKA/TPA students can directly monitor their children's learning activities and monitor from any location and time anywhere/anytime.

This third year is the final year of the complement to these pilot projects. After the website, GMA-Net facilities are formed, then web admin training is carried out to keep the establishment or continuity of this media running and actify social media creativity for Islamic dakwah.

The output of the activity is new skilled admin staff for the [raudhatuljannah-gma.com](http://raudhatuljannah-gma.com). Other outputs are the formation of five social media products for da'wah content as well as the inaugural launching of the design products of the participants in the coaching mini-projects, including:

- a. YOUTUBE. The new account 'Masjid Raudhatul Jannah Makassar' was created, and can be accessed through the link [youtube/UI2BmcQkQkA](https://www.youtube.com/channel/UC12BmcQkQkA). The project at this division team was creating new content video. The participants was coached with skill editing video about this activity training. YouTube frontpage has shown in Figure 2(a).
- b. SPOTIFY. This division created first podcast episode in titled "Insecure, new phenomenon for the Gen-Z". Before the podcast has been recorded, the participants were coached to prepare the topic and did searching the idea to be discussed. Spotify frontpage has shown in Figure 2(b). The project can be accessed through the link [open.spotify.com/episode/6eBcuyKhrYbzTnaLw9l6yX](https://open.spotify.com/episode/6eBcuyKhrYbzTnaLw9l6yX).



**Fig 2.**The frontpage of YouTube (a) dan Spotify (b).

- c. INSTAGRAM. Instagram is one the most popular for media content. For the newcomer of content creator, Instagram is easy to create and edit, and super versatile for any Islamic dakwah content. Figure 3(a) shows result of frontpage view of new account ‘@remasraudhatuljannah\_gma’ created by the

participants in the division and some editing-image posted to their feeds. The link is [instagram.com/remasraudhatuljannah\\_gma?igshid=YmMyMTA2M2Y=](https://www.instagram.com/remasraudhatuljannah_gma?igshid=YmMyMTA2M2Y=).

- d. FACEBOOK. Similarly, the Facebook team has created new account 'Remas Raudhatul Jannah Gma'. Associated with Instagram, this media is one of the popular to get viewers interest. Figure 3(b) shows result of frontpage view of new account [facebook.com/profile.php?id=100086944637737](https://www.facebook.com/profile.php?id=100086944637737).

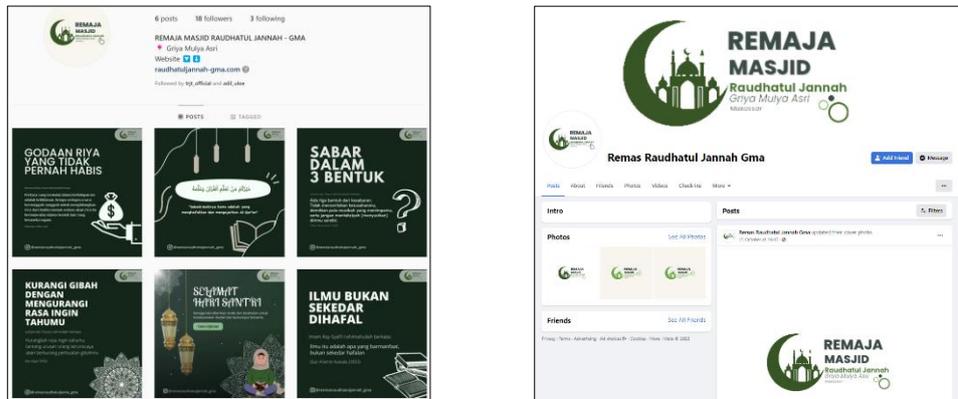


Fig 3.The frontpage of Instagram (a) dan Facebook (b).

- e. WEBSITE. At this division, the participants focus on web development by learning to build responsive, dynamic websites. Website [raudhatuljannah-gma.com](http://raudhatuljannah-gma.com) [9] now has new admin and page-editor.

To sum up, the technology transfer that has been given to partners to solve the problem is the creation of Social Media accounts and training as admins and content creators in the GMA-community information system. Learning-by-project-based training activities and coaching to participants so that new skills are formed in the creativity of Islamic dakwah content on social media platforms have been completed. In fact, the construction of GMA-Net is now be useful as media for preaching media, both in the form of content creators for dakwah. Following this, the community motivates taking this online media for entrepreneurship and business purposes, is being pursued by GMA-community in their other main activity programs.

### Thank you note

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- ✓ <https://upeks.co.id/2022/10/tim-pnup-care-hadir-dalam-pendampingan-media-kreativitas-dan-konten-kreator-di-gma-community/>
- ✓ <https://fivenews.tv/tim-pnup-care-hadir-dalam-pendampingan-media-kreativitas-dan-konten-kreator-di-gma-community/>
- ✓ <https://d4trjt.poliupg.ac.id/2022/10/24/kolaborasi-tim-media-trjt-tim-kir-man-3-makassar-dan-remaja-masjid-dalam-konten-kreator-medsos-dakwah-islami/>

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