Validity and Reliability Test of Content Creator Strategy Management

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Abstract

Content creator strategy management is a new domain in communication management. Content creator strategic communication management has the same pattern as strategic communication management carried out by public relations with three main functions, namely planning, organizing, and controlling. This study aims to develop a communication scale from previous research to evaluate content creator strategic management for 27 content creators with subcategories namely planning (11 items), organizing (3 items), and controlling (3 items) with a Likert scale of 1-7. This study tested the validity of the Pearson Product Moment Correlation with a significance value of less than 0.05 and the reliability test of this study used Cronbach's Alpha Cronbach coefficient with a value of more than 0.84. The results showed that of the 17 statements tested, sixteen statements were declared valid. There is one statement that is stated to be invalid and not reliable regarding the level of purchase by followers. This is in accordance with previous research which states that credibility does not affect the level of purchase by followers. It can be concluded that this research can be used as an evaluation for quantitative research related to content creator strategy management which is very minimal. It is hoped that in the future, this research will also become a reference for research related to the content creator industry which is vulnerable to stress and faces many challenges.

Keywords: content creator; reliability test; strategy management; strategic communication management; validity test

Abstrak

Manajemen strategi content creator merupakan domain baru dalam manajemen komunikasi. Manajemen komunikasi strategis content creator memiliki pola yang sama dengan manajemen komunikasi strategis yang dijalankan hubungan masyarakat dengan tiga fungsi utama yaitu planning, organizing, dan controlling. Penelitian ini bertujuan untuk mengembangkan skala komunikasi dari penelitian terdahulu untuk mengevaluasi manajemen strategi content creator kepada 27 content creator dengan subkategori yaitu planning (11 item), organizing (3 item), dan controlling (3 item) dengan skala likert 1-7. Penelitian ini melakukan uji validitas Pearson Product Moment Correlation dengan nilai signifikansi kurang dari 0,05 dan uji reliabilitas penelitian ini menggunakan koefisien Cronbach's Alpha Cronbach nilai lebih dari 0,84. Hasil penelitian menunjukkan bahwa dari 17 pernyataan yang diuji, sebanyak enam belas pernyataan dinyatakan valid. Terdapat satu pernyataan dinyatakan tidak valid dan tidak reliabel terkait tingkat pembelian oleh pengikut. Hal ini sesuai dengan penelitian terdahulu yang menyatakan bahwa kredibilitas tidak mempengaruhi tingkat pembelian oleh pengikut. Dapat disimpulkan bahwa penelitian ini bisa menjadi evaluasi bagi penelitian kuantitatif terkait manajemen strategi content creator yang sangat minim. Diharapkan ke depannya, penelitian ini menjadi acuan juga bagi penelitian terkait industri content creator yang rentan dengan stress dan menghadapi banyak tantangan.

Kata kunci: *content creator; manajemen strategi; manajemen komunikasi strategis; uji reliabilitas; uji validitas*

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INTRODUCTION

Content creator strategy management is a new domain in communication management. In recent years, the development of the content creation industry has been very rapid and created new challenges in strategic communication in the context of managing content creator activities. (Borchers & Enke, 2021). This is due to two characteristics of content creators; content creators who try to monetize their status as micro-celebrities and content creators who combine other functions, such as creative agencies, advertising media, journalistic media, and opinion leaders (Enke & Borchers, 2019). However, research conducted by Borchers and Enke (2021) proves that strategic communication professionals see similarities between traditional public relations (PR) functions and activities carried out by content creators.

Content creator strategic communication management has the same pattern as strategic communication management carried out by public relations with three main functions: planning, organizing and controlling (Nothhaft, 2010). Planning describes the relationship between strategy and tactics. The strategy consists of communication objectives, stakeholder groups, messages, media or channels, and positioning (Bentele & Nothhaft, 2014). According to Borchers and Enke (2021), they identified seven primary resources or competencies for content creators, including content creators who have competence in producing content, distributing content, interacting, forming a public persona, and establishing good relations with stakeholders, forming quality relationships with audiences, and influence followers through knowledge, attitudes, and behavior.

Martínez-López, Anaya-Sánchez, Giordano, and Lopez-Lopez (2020) study revealed four content creator marketing strategies to obtain follower responses. First, content focuses on the information followers are looking for. Second, the content created has credibility following the primary goal of content creators to create a community (Tafesse & Wood, 2021). Third, content creators are naturally related to the content produced or distributed. Fourth, content creators have an outstanding reputation and become friends in discussions with followers to establish closeness (Jin, Ryu, & Muqaddam, 2021; Tafesse & Wood, 2021).

Second, public relations main function is organizing, a resource to achieve and set goals, for example, preparation and coordination of activities, content production, and content distribution. Collaboration between content creators and brands is widespread in current development trends (Belanche, Casal, Flavián, & Ibáñez-Sánchez, 2021). Content creators do marketing like friends compared to celebrities (Belanche et al., 2021); for content creators, interaction is like chatting with friends and connecting with their fans, which fosters trust and friendship. There is a bond between both sides, unlike celebrities who alienate their audience. So, in commercialization, content creators are not explicit (Martínez-López et al., 2020).

Organizing is an essential factor in achieving the goals of content creators. Controlling is measuring the effectiveness and efficiency of activities and evaluating the achievement of the initial purposes (Borchers & Enke, 2021). Various studies have shown that content creator recommendations can positively influence the target dimension. According to recent research by Twitter and Annalect, almost 40 percent of respondents reported making purchases online after seeing products/services used by brand influencers, and 49 percent of respondents said they relied on recommendations from content creators (Taillon, Mueller, Kowalczyk, & Jones, 2020). The success of a content creator strategy needs to be measured as an evaluation material from the initial goal.

Compared to strategic communication management, content creator strategic management has not been focused on as an effective communication tool, even though it is essential in developing the communications industry. There is a lot of research on the role of content

creators in the marketing realm and studying the effects received by audiences (Susanti & Irwansyah, 2022). Still, little research has discussed content creator strategic management using a quantitative approach. Content creator industry while simultaneously encouraging the growth of various other sectors, this study aims to develop a communication scale from Borchers and Enke's (2021) research to evaluate content creator strategic management. This research is essential to becoming a standard reference for content creators in strategic management.

Content Creator

Content creators are internet users who produce and distribute content and influence their followers. According to Abidin (2015), content creators are internet users who try to attract followers through text and visuals to collect many followers and monetize this activity. The content creator is a term that describes people who produce and distribute content, especially digital media. An influencer is a term often used to describe content creators who make a variety of content, on their various platforms, such as blogs, YouTube, Instagram, and other social media, in the form of fashion, beauty, and lifestyle (Dekavalla, 2020).

Content creators are different from conventional celebrities. Content creators are categorized as micro-celebrities because they are known to a broader audience through social networking sites and video-sharing platforms. They consistently build a brand in the content published on their social media. Content creators actively present themselves in building self-branding because they have specific goals. An individual presenting himself in a variety of content aims to obtain a unique impression. This statement is supported by Bell and Daly (1984), who says that social self-presentation is beneficial; people spend a lot of social energy to be liked and appreciated by others (Walther, 2016).

Social media has spawned fresh digital talents that have grown into brand-new industries, one of which is the rise of social media content creators (Susanti & Irwansyah, 2022). In a study of content creators and the evolution of social media, creators create and distribute content on social media platforms out of an entrepreneurial spirit and desire to generate their brand. According to Lüders (2008), in using social media, users have technical resources to produce texts, photos, and personal radio shows (podcasting), which are easy to develop with a combination of the internet and PCs. They are also easily accessible to unknown audiences.

At the end of the 20th century, there was a closeness between the production process and the audience, everyone could produce, and at the same time, it was easy to reach consumers, known as prosumers. The term was initially coined by Alvin Toffler (1980) to denote the confluence of consumption and production technology, which is a combination of producers and consumers. Individuals with online access can publish a variety of multimedia content, as well as the potential to reach a sizable public. Amateurs can quickly produce and distribute their music, video, text, and photos with the help of proper (and now affordable and manageable) equipment. Anyone can start to become a media producer and is very likely to find an audience for their offerings.

Content creators use the internet to construct messages to be liked by followers as their audience. According to the theory of computer-mediated communication, content creators as communicators create messages according to their benefits (Walther, 2016). Statements produced are not only in the form of videos and narratives on social media but also in the form of interactions through the comment column with the audience. For the intended message to be in accordance with the intent and purpose of the content creator, they use commodification through proximity (Berryman & Kavka, 2017), and they promote products by encouraging personal closeness with the intended audience. In producing messages, content creators

use techniques such as using interesting language, presenting their lives behind the scenes, emphasizing the human aspect to convince their followers, and sometimes inviting face-to-face meetings (Abidin, 2015). This intimacy with followers becomes branding for content creators.

However, sometimes content creators also experience various pressures in the form of demands from advertisers as providers of funds for their work (Dekavalla, 2020), challenges to content creation that is unique compared to other content creators, challenges in increasing or maintaining the number of followers who are the main target consumers of content- presented content. According to Fernández-Díaz, Gutiérrez-Ortega, Llamas-Salguero, and Cantón-Mayo (2021), creativity can be the ability to generate new ideas and adapt to new contexts. Creativity refers to a person's capacity or ability to question established, valuable, or new ones (process) and to create new solutions (products) that are more adapted, feasible, and convenient in their context (environment). Creativity is an essential skill for success.

Content Creator Activities and Roles

The specific roles that content creators play for organizations can be summed up as four input resources that lead to particular activities (Enke & Borchers, 2019). First, the term "content creator" describes the process of producing content. To varying degrees, content creators are involved in the production of content. They can execute a total production independently or collaborate with the client to co-create content, like providing footage for post-production. Second, pertinent messages are sent out by the multiplicator. Successful content distribution may differ from platform to platform depending on the platform's functionality, algorithms, community dynamics, etc. Time, metadata upkeep, social references (such as hashtags and mentions), SEO, and content promotion via social ads are some elements that affect success. Third, moderators who create content are not restricted to messaging activities; they can also interact with users about issues important to the organization. Fourth, the main character appears in content for strategic communication or participates in offline activities. They interact with the audience through their public personas as protagonists. Witness, discussant, and presenter are three roles that the protagonist could play.

RESEARCH METHOD

This study examines the validity and reliability of indicators on content creator strategic management. The content creator strategy management scale consists of 17 indicators based on qualitative research conducted by Borchers and Enke (2021). This research has subcategories, namely planning (11 items), organizing (3 items), and controlling (3 items). These indicators were made into 17 research statements and tested on 27 respondents who work as content creators. This study's population is both male and female content creators with the nano influencer classification. All indicators have a Likert scale of 1-7, with descriptions (1) strongly disagree, (2) disagree, (3) moderately disagree, (4) neutral, (5) quite agree, (6) agree, (7) strongly agree. A 7-point Likert scale is used to minimize measurement errors.

The planning indicator discusses the competence and credibility of content created by content creators. Each item describes the competence of content creators in creating content, starting from production, and distribution, to interaction with followers. The indicator of credibility discusses content received by content creators who are focused and have a good reputation. The following are some of the questionnaire statements on planning, namely I have the ability to produce content, I have the ability to distribute content, I have the ability to interact with followers, I have a unique personal branding among influencers, I maintain good relations with advertisers, I build quality relationships with followers, I can influence

followers, The content that I produce is according to the likes of my followers, The content I produce has true credibility, The content I produce is my self-expression, and The content that I produce is according to my expertise.

The indicators of organizing discuss resources to achieve the goals set by the content creator. This indicator addresses collaboration and commercialisation. In addition, the indicators on organizing also discuss content creator promotion leeway. Here are some statements on organizing. I often collaborate with brands, promote a product, and promote products with my creativity.

The indicators on controlling discuss the effectiveness and efficiency of promotions carried out by content creators. This controlling indicator relates to followers. Some of the indicators that are measured are follower engagement, purchases by followers, and ad additions. Here are some research statements related to controlling: followers often comment on my posts, followers often use my referral code, and the number of my advertisers is increasing.

This indicator can be used to evaluate the content creator's strategic management. The data presented in this study should only be valid for the content creator segment promoting a brand's product. The content creator in this research is commercial. Further research needs to be conducted to determine whether this indicator can be applied to content creators who do not collaborate with brands, such as social media activists.

Table 1 Concept Operationalization

Variable	Instruments	Scale
Content Creator Strategy Management (Borchers & Enke, 2021)	**Planning** • Competency level for producing content • Competency level in distributing content • Level of interacting competence • The level of forming a public persona • Competency level to establish a good relationship • Competency levels form quality relationships • Competency level influences followers • The degree of information focus sought by followers • Content credibility level • Level of self-expression • Content reputation level **Organizing** • Degree of collaboration with brands • Level of product commercialization • Level of promotional allowance **Controlling** • Level of follower engagement • Purchase rate by followers • The level of ad addition	Ordinal/Likert scale 1-7

Source: (Borchers & Enke, 2021)

Research Procedure

The procedure for this research is to create indicators from qualitative research conducted by Borchers and Enke (2021). Items are designed to evaluate content creator management strategies. The item format is adapted to the research results of Borchers and Enke (2021). Questionnaire statements made are reviewed with the suitability of the language used by

content creators, such as followers being replaced with followers. This is based on content creator's language in their daily lives. Before the questionnaire was distributed, a readability test was carried out on five content creators for each statement on the questionnaire to see which statements were easy to understand.

Based on research by Roh, Choi, Lee, and Choi (2021), measuring validity and reliability is carried out by making indicators from previous research. The online questionnaire was distributed for one week and will be rechecked to evaluate validity and reliability. This study tested the validity of the Pearson Product Moment Correlation (Fowler, 2016) by correlating each item's score with the total score, which is the sum of each item's score. The first step in determining whether each instrument is valid or invalid is to compare the r count (Pearson correlation value) with the r table (obtained from table r). The item can be declared valid if the value is positive and the r count > r table. If r count ≤ r table, then the item is declared invalid. In addition, the next step to determine validity is to look at the significance value, if it is less than 0.05, the item is valid, but if its significance is more than 0.05, then the item is invalid. Meanwhile, the reliability test of this study used Cronbach's Alpha Cronbach coefficient, with a value equal to or above 0.84, which was said to be reliable.

After the scale items were reviewed and modified, the survey questionnaire was made available online via social media. Such as WhatsApp and Instagram direct messages to respondents who work as content creators. This research used random sampling when. In three days, this study managed to collect 32 respondents who distributed the questionnaires, but only 27 respondents filled out all the statements in the study. This makes the five questionnaires cannot be used in validity and reliability tests. Answers from 27 statements from these respondents were evaluated for validity and reliability analysis using the SPSS application.

Scoring

For the planning subcategory, the statements from the questionnaire were primarily supported by respondents; the average content creator chose the agree and strongly agree on a scale. This proves that content creator management requires planning as an essential factor in content creator strategy. About three out of eleven statements were selected to disagree with by one respondent on each statement. The three statements are that I have good relations with advertisers, the content that I produce is my self-expression, and the content that I produce is according to my expertise.

Meanwhile, in the organizing subcategory, the majority of respondents also chose a scale of agreeing on the three statements on organizing. Most content creators strongly agree with research statements, including I often collaborate with brands, promote a product, and promote products with my creativity. However, 1 in 27 respondents chose not to agree with the statement that I often collaborate with brands.

In the controlling subcategory, almost all respondents agree with the three statements on controlling. However, in one controlling statement, the majority of respondents chose neutral; the statement was that followers often use my referral code. Six content creators also expressed their disagreement with this statement. In addition, one last statement on controlling was also not agreed upon by one respondent, namely the statement that there was an increase in the number of followers when I became a content creator.

Respondents strongly agree with each question item discussed in content creator strategy management. Only one statement in which six respondents expressed disagreement with the statement about the level of purchases by followers with the statement that followers often use my referral code. For the rest of the sixteen statements, the majority of respondents chose to

agree. This proves that almost all respondents approve of almost all research statements.

RESULTS AND DISCUSSION

Finding

The validity test in this study uses SPSS to test the validity of the Pearson Product Moment Correlation. In this study, the first step was carried out by comparing the r count (Pearson correlation value) with the r table (obtained from the r table). The item can be declared valid if the value is positive and the r count > r table. If r count ≤ r table, then the item is declared invalid. This study uses a significance level of 5%, and the number of samples (N) = 27; the r table in this study is 0.381. The statement is valid if the r count is more significant than 0.381 (r count > 0.381).

The results of this study indicate that as many as 16 items or research statements have a greater r count than the r table. However, one research statement is denoted by X16 with an r count smaller than the r table, namely 0.254 (0.254 < 0.381). This research statement is part of the controlling indicator with the statement that followers often use my referral code. This causes one statement on the controlling item to be declared invalid.

Table 2 Comparison Validity Test of R Count with R Table

Variable	Subcategory	Item	R table	R count	Information
Management Strategy	Planning	X1	0,381	0,805	Valid
		X2		0,767	Valid
		X3		0,837	Valid
		X4		0,773	Valid
		X5		0,652	Valid
		X6		0,762	Valid
		X7		0,708	Valid
		X8		0,806	Valid
		X9		0,702	Valid
		X10		0,616	Valid
		X11		0,773	Valid
	Organizing	X12		0,643	Valid
		X13		0,697	Valid
		X14		0,750	Valid
	Controlling	X15		0,716	Valid
		X16		0,254	Invalid
		X17		0,755	Valid

Source: (Borchers & Enke, 2021)

In testing the validity, determining the validity or invalidity of each instrument is also seen in the significance value. If the significance value is less than 0.05, the item is valid, but if it is significantly more than 0.05, it is invalid. Of the 17 research statements, 1 statement (X16) has a significant value of more than 0.05, a value of 0.201. The statement from X16 is the level of purchases by followers or statements of followers, often using my referral code. However, the other 16 statements were stated to have a value of less than 0.05, so the 16 statements were declared valid.

Table 3 Validity Test Through Significance Value

Variable	Subcategory	Item	Significance Value	Significance Value	Information
Management Strategy	Planning	X1	< 0,05	0,000	Valid
		X2		0,000	Valid
		X3		0,000	Valid
		X4		0,000	Valid
		X5		0,000	Valid
		X6		0,000	Valid
		X7		0,000	Valid
		X8		0,000	Valid
		X9		0,000	Valid
		X10		0,000	Valid
		X11		0,000	Valid
	Organizing	X12		0,000	Valid
		X13		0,000	Valid
		X14		0,000	Valid
	Controlling	X15		0,000	Valid
		X16		0,201	Invalid
		X17		0,000	Valid

Source: (Borchers & Enke, 2021)

Table 4 Research Statement Reliability

Variable	Subcategory	Item	Nilai Cronbach's Alpha	Information
Management Strategy	Planning	X1	0,926	Reliable
		X2	0,927	Reliable
		X3	0,925	Reliable
		X4	0,927	Reliable
		X5	0,931	Reliable
		X6	0,927	Reliable
		X7	0,929	Reliable
		X8	0,926	Reliable
		X9	0,929	Reliable
		X10	0,931	Reliable
		X11	0,927	Reliable
	Organizing	X12	0,931	Reliable
		X13	0,929	Reliable
		X14	0,927	Reliable
	Controlling	X15	0,928	Reliable
		X16	0,940	Reliable
		X17	0,927	Reliable

Source: (Borchers & Enke, 2021)

This study conducted a reliability test using the Cronbach Alpha value. The reliability test of this study uses Cronbach's Alpha coefficient with a value of or more than 0.84. This reliability test found that the reliability score was 0.933 out of 17 statement items (Cronbach Alpha > 0.84). Each question also has a reliability value of more than 0.84. This shows that all statement items in this study are reliable. Table 4 show the reliability test for each research statement.

Discussion

In addition, competence is the leading indicator needed in planning as part of content creator management. The results of this study are consistent with previous studies conducted by Djafarova and Trofimenko (2019), which demonstrate that fans view celebrities looks and skills as essential traits, but they are insufficient to keep fans. According to this study, competency rather than expertise is required in the field of micro-celebrity. Trust and online behaviour have become essential factors in the growth of micro-celebrities. One or two advertisements per month are acceptable, but any more will make users avoid these celebrities and make them seem less reliable and trustworthy.

Credibility is proven to be one of the crucial indicators in planning. The results of this study are also consistent with research conducted by Belanche et al. (2021) shows that content creators perceived product alignment positively influence followers perceptions of credibility. Credibility is critical to generate a positive attitude toward content creators. Credibility drives positive behavioural responses to content creators. In addition, content creators must increase credibility to maintain the capacity to influence their followers. This research also follows a study by Susanti and Irwansyah (2022), which shows that content creators influence persuading and even directing the behaviour of other social media users. Still, they must have integrity, credibility, expertise, and suitability to influence society.

Interaction is also the most needed indicator in planning as part of content creator management. A study conducted by Abidin (2015), revealed that the appeal of content creators is based on the way they engage and interact with their followers to create the unique impression of exclusive, personal experience exchanges through the interaction of digital and physical spaces, where close interaction is understood as how familiar and close followers feel to a content creator. Unlike mainstream celebrities in the traditional media industry, content creators live the lifestyles of everyday, ordinary internet users who make their lifestyle a central theme of their output. Content creators allow their followers to know what appear to be genuine, raw, and usually inaccessible aspects of a celebrities personal life. Abidin (2015) shows how content creators adapt and mobilize four types of intimacy with followers: commercial, interactive, reciprocal, and disclosure. This relates to Horton & Wohl's para-social relationship.

Self-expression is also a significant factor needed in the content creators strategic management plan. Kim (2021) reveals that stronger para-social relationships when posts include multiple updates regarding the content creator's daily life will help improve psychological relationships with mediated interactions. On content creator Instagram pages, a social presence influences purchase intentions for the products featured in posts through para- social interactions with content creators and motivate follower self-efficacy through para-social interactions. This shows that social presence and visual images as content creators daily journals are a particular advantage on social media. Marketers can benefit from this unique quality. However, that alone does not affect behavioural intention; content creators must build strong relationships with their followers to increase advertising effectiveness. In addition, content creators who are open to expressing themselves in their posts will generate great engagement with the audience.

Product commercialization and collaboration are also supported by the relaxation of promotion which is a key factor in organizing. Lou and Yuan's (2019) study also provides valuable insights and recommendations for marketers and brands interested in advertising their products by well-trusted content creators. For example, because social media users trust branded content, content creators play an essential role in brand awareness and purchase intentions; brands give much higher importance to selecting the right content creator with highly trusted content. Brands can estimate that trust by evaluating followers' perceptions of the content creator's trustworthiness, attractiveness, and similarity. Instead of relying on data that describes a content creator's follower count by looking at engagement metrics, this knowledge can help brands implement potentially more effective content creator marketing campaigns. Additionally, brands aiming to expand awareness among a large target audience may seek out social media content creators who demonstrate compelling presentations and explicit skill statuses that align with the brand's business offering. Content creators should always create informative content as part of their collaboration.

Promotional looseness from brands is one of the critical indicators in organizing as part of content creator management. In newer forms of media, transparency also plays an important role. As with journalists, how content creators present themselves in their content is a core element of building their professional identity. Research conducted by Dekavalla (2020), shows that online content creators perform a combination of markers and discursive routines of transparency, authenticity, and independence. This practice is different from what is done by the mass media or mainstream media. While traditional media can achieve clarity through hyperlinks alone, content creators use a more complex set of routines because they need to retain ordinary people's non-institutional voice, which requires more complex behaviour.

The level of follower involvement is the leading indicator in controlling. A study by Tafesse and Wood (2021), found that the number of followers and content volumes are negatively related to follower engagement, while the number of followers is positively related to follower engagement. However, this primary effect is modified by the content creator's domain of interest. These findings explain how content creators content elements and engagement strategies contribute to engagement behaviour or follower's interactions. This is also supported by a study conducted by Taillon et al. (2020). Proximity can be a force in increasing positive attitudes and purchase intentions in some instances. However, proximity can also serve as a cautionary tale. Content creators must also be careful to ensure their followers do not see high similarities between them and feel close to them, as this can lead to negative associations with purchase intent. Therefore, an influential content creator must balance these variables closely in developing their relationship with followers to maximise attitude, word of mouth (WOM), and purchase intention.

This proved that one of the instruments related to the level of investment by followers in this study was invalid with the statement that followers often use my referral code. Even so, this study has different results from several previous studies, including Sokolova and Kefi (2020), which found that credibility shows a significant and positive relationship to purchase intention. In addition, Siregar, Weny, and Yuliawan (2020) research shows that the influence of promotional strategies on social media has a positive and significant effect on product purchasing decisions. The results of this study are also different from a survey conducted by Hanafiah and Irwansyah (2022), which also shows that the credibility of sources and the quality of information influence teenage consumer behaviour, where these three things encourage purchase intentions and teenage consumer behaviour. Likewise, Dhanesh and Duthler (2019) found that awareness of paid support is related to advertisement recognition, which correlates

with purchase intention and eWOM. This research also shows that understanding paid support is correlated with content creator relationships with followers associated with purchase intention and eWOM.

CONCLUSION

In this study, it can be concluded that the indicators can be used to identify content creator management strategies are currently proliferating. Each item in this research statement can be used to look in depth at content creator strategy management steps, starting from planning, organizing, and controlling. Each item in this study uses a Likert scale format of 1-7, with the more significant the scale, the more agreement with the statements on the questionnaire.

This research is expected to be a reference for future research related to content creators, especially regarding content creator strategy management. There has not been much quantitative research related to content creator strategy management, so this study's indicators can be used as a standard reference because their validity and reliability have been tested. In the future, it is hoped that more quantitative research will be related to content creator strategy management. The content creator profession has become a big industry today and has many challenges in carrying out its profession. Future research is expected to be able to discuss in mixed research about strategic management content creators to explore more about this research finding. The content creator profession is a promising industry in the future, especially for the Z and millennial generations.

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