

ABSTRACT

A content creator must understand communication strategies and production stages in creating creative content on social media. The purpose of this study was to determine the communication strategy of content creators and strategies in producing creative content on the Likee social media platform. This study uses a qualitative research method with a descriptive approach. The results of this study indicate that the communication strategy used by content creators on the Likee social media platform to influence their audiences uses radunancy techniques, informative techniques, persuasive techniques, and educational techniques. The production stages of creative content creation carried out by content creators on the Likee platform include the pre-production process including preparing to determine the concept/theme, choosing content that is more viral, determining the background song according to the theme, preparing dance moves (dance content), determining the indoor venue. or outdoor, preparing costumes, and preparing equipment as needed such as cameras, tripods, lighting. The production process includes shooting techniques adapted to the initial concept or theme, recording images that highlight the purpose of making the video. The post-production process includes online editing, namely, the process of cutting images (logging), recording the time of taking pictures and selecting existing shots according to the camera report. Rought Cut, this editing process is used to create continuity between shots taken and form a complete scene. Offline editing, which is the process of refining the recorded content/video, improving the quality of the results and providing additional transitions and special effects as needed according to a predetermined theme. Mixing, which is the process of filling in audio (sound), music illustrations and special effects for audio, and uploading content/video on the Likee platform.

Keywords: Content Creator, Communication Strategy, Production Strategy, Creative Content