# Village Content Creator Training for Santong Village Youth

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**Abstract**
*Village Content Creator Training for Santong Village Youth aims to empower the younger generation through mastering digital skills in creating creative content. In the increasingly developing digital era, the ability to produce interesting and quality content has become an important skill for promoting local potential. This training covers fundamental aspects such as photography techniques, videography, content editing, and marketing strategies via social media. The implementation methods used consist of counseling, practical workshops, field simulations, and evaluation of feedback from participants. Training results showed significant improvements in participants' digital skills, with 80% of participants feeling more confident in creating content. Apart from that, participants succeeded in producing various types of content that reflected the unique culture and tourism potential of Santong Village. The formation of a local content creator community is also an important outcome of this training, which is expected to support collaboration and innovation in the future. Overall, this training makes a positive* contribution to youth empowerment and local economic development through the use of digital technology.

Keywords: *Content Creator, Youth*

## INTRODUCTION

In today's digital era, the ability to create interesting and informative content is becoming increasingly important, especially for young people. Santong Village, with its rich natural and cultural potential, has a golden opportunity to utilize digital media to promote its uniqueness and attractiveness. However, many youths in this village still lack the skills and knowledge to produce creative content that can reach a wider audience.

This Village Content Creator Training was held with the aim of empowering youth in Santong Village so that they can become reliable content creators. With the skills obtained from this training, it is hoped that youth will not only be able to raise the potential of the village, but also be able to create new economic opportunities for themselves and the surrounding community.

This training covers various aspects, from shooting techniques, video editing, to using social media to promote the content produced. Through this training, it is hoped that Santong Village youth can contribute to introducing the natural beauty, culture and local products of the village to the world, as well as developing their identity as creative and innovative content creators Smith, A. (2021).

Thus, the Meyer, A. (2019) Village Content Creator Training not only provides technical skills, but also builds a sense of self-confidence and ownership of the potential that exists in their own village. Our hope is that, through this training, the youth of Santong Village can become active agents of change in promoting their village to a wider arena.
List of Quotes

In an increasingly advanced digital era, the ability to create creative and interesting content has become a very valuable skill. Santong Village, with all its natural, cultural and local wisdom potential, has a great opportunity to become more widely known through digital media. Unfortunately, this potential has not been fully exploited by village communities due to a lack of knowledge and skills in creating relevant and interesting content.

To overcome this, Village Content Creator Training in Santong Village was held with the aim of empowering the community, especially youth, so that they are able to utilize technology and social media to promote village potential.

This training is also expected to improve residents' skills in utilizing digital platforms to create new jobs, develop local businesses, and attract tourists to visit Santong Village.

Through this training, participants will be introduced to the basics of content production, starting from shooting techniques, composing narratives, to how to use social media platforms to share content. It is hoped that after participating in this training, the people of Santong Village will have the ability to produce quality creative content and be able to promote the village's potential more effectively and widely.

Let's together make Santong Village known at the national and even international level through creative content that will be produced from the creative hands of our own community.

The objectives of implementing Village Creator Content Training in Santong Village Bennett, S., & Maton, K. (2010) are as follows:

1. Improving Digital Skills of Village Communities Equipping the public, especially the younger generation, with basic and advanced skills in creating interesting digital content, including photography techniques, videography, editing and creating creative narratives.
2. Utilizing Technology for Village Promotion Teaches how to utilize social media and other digital platforms as a means to promote the potential of Santong Village, both in terms of tourism, culture, local products and natural beauty, so that it can reach a wider audience.
3. Empowering Village Communities to Be Economically Independent With content creation skills, it is hoped that the community will be able to create new business opportunities, such as marketing MSME products online, as well as opening up jobs as content creators or social media managers Kawasaki, G., & Fitzpatrick, P. (2014).

4. Raising Awareness of Local Potential Encouraging people to know and appreciate the potential of their own village better through the creation of content that tells the uniqueness and local richness of Santong Village. This is expected to foster a sense of pride and enthusiasm for developing the village.
5. Attracting Tourists and Investors Through Creative Content Through the content produced, Santong Village can be known to domestic and international tourists, as well as attract the interest of investors to help develop village infrastructure, especially in the tourism sector.
6. Creating a Community of Content Creators in Santong Village Developing a community of local content creators who can support each other, share knowledge, and work together in creating content that consistently promotes Santong Village.

With these goals, it is hoped that the Village Creator Content Training will be the first step in developing the potential of Santong Village and introducing this village to the outside world through interesting and informative content.

The benefits of Village Creator Content Training in Santong Village are as follows:

1. Community Digital Skills Development People, especially young people, will gain basic skills in creating digital content, such as photography, videography, editing and social media strategy. These skills can be applied for a variety of purposes, both personal and professional.
2. Local Economic Improvement With the ability to promote local products through digital content, village communities can increase sales of MSME products and expand market reach, both locally and nationally, even internationally.
3. More Effective Village Promotion Attractive digital content can introduce Santong Village to a wider audience, thereby attracting new tourists and visitors.

This promotion also helps increase awareness of the outside community about the natural beauty and unique culture of this village. Fuchs, C. (2014).

4. Village Community Empowerment
This training can empower people to become more economically independent and creative. They can utilize the skills they have acquired to open new business opportunities or work as freelancers in the field of digital content creation.

5. Increasing Village Identity and Pride
By promoting the village's potential, the community will be more aware and appreciate the uniqueness and advantages of Santong Village. This can increase a sense of pride and love for the village, as well as encourage participation in village development activities.

6. Network and Community Formation
This training has the potential to form a local content creator community in Santong Village. This community can support each other, share ideas, and collaborate on projects aimed at developing the village sustainably.

7. Attract Investment and Collaboration Opportunities
Interesting and informative content can attract investors and outside parties to invest in infrastructure development or programs that are beneficial to Santong Village. Apart from that, good content can also open up opportunities for collaboration with parties interested in tourism and cultural development.

With this training, it is hoped that the people of Santong Village will not only be able to produce quality digital content, but can also play an active role in advancing the village and improving community welfare through technology and creativity.

**METHOD**
Implementation of Village Creator Content training in Santong Village implemented on Saturday, 7 September 2024 in Santong village, Kayangan subdistrict, North Lombok district, attended by several participants. The participants who took part in this training were millennials and teenagers in the area. However, apart from being carried out by lecturers at the Lombok Business Academy, this activity is also carried out by Lakpesdam PCNU KLU which is a P3PD program of the Indonesian Ministry of Villages as a companion in assisting technically on how to apply village creator content for the youth of Santong village. The photos of the event implementation are as follows:



The method for implementing Village Creator Content Training in Santong Village can include several approaches to ensure participants understand the material well and are able to apply it. The following are the methods that can be used:

1. Lectures and Presentations
Basic material will be delivered through lectures and presentations by resource persons. It includes an introduction to creative content, basic photography and videography techniques, and the basics of editing and marketing on social media.
Resource persons can use visual media, such as slides, example videos, and live demonstrations, to make it easier for

participants to understand basic theories and concepts.

2. Field Practice

   Each material taught will be followed by a field practice session, where participants are invited directly to apply the techniques they have learned.

   For example, participants will be invited to go out to take photos and videos around the village, so that they can use the objects in Santong Village as content material.

   This session aims for participants to immediately practice applying theory in a real context that is appropriate to the village environment.

3. Case Studies and Content Analysis

   Resource persons can provide examples of content that has succeeded in attracting the public's attention and discuss what elements make the content successful.

   Participants are also invited to analyze content from other villages or look at examples of content from similar areas, then discuss how they can adapt these ideas for Santong Village.

4. Group Discussion and Brainstorming

   Participants are divided into small groups to discuss and exchange ideas about the type of content they want to create.

   They can plan creative content campaigns for Santong Village, proposing topics, content styles and target audiences. This method helps participants develop creativity and ideas together.

5. Technical Training and Workshops

   These sessions will provide more in-depth technical training, such as the use of photo and video editing applications (for example, Adobe Premiere, Canva, or a simple mobile application).

   This workshop allows participants to work hands-on with the equipment and software needed to produce content, while receiving guidance from an instructor.

6. Mentoring and Feedback

   Each participant or group will receive direct assistance from the instructor or facilitator during their content creation process.

   After producing content, participants will present their work to all participants and instructors. They will receive constructive feedback and suggestions for improvement from other participants and the instructor.

7. Assignment and Portfolio Creation

   At the end of the training, participants are given the task of creating content that promotes Santong Village, such as short videos, photo stories, or social media posts.

   This content will be collected and used as a portfolio for each participant, which they can use later to apply for jobs or expand business opportunities.

8. Utilization of Social Media and Digital Marketing

   Participants will also learn about digital marketing techniques, including content marketing strategies on various social media platforms such as Instagram, Facebook, and YouTube.

   They will understand how to create content that can attract attention and increase interaction on social media, as well as how to use hashtags, descriptions and captions effectively.

9. Evaluation and Reflection

   At the end of the training, an evaluation session was held to assess the understanding and skills that participants had acquired.

   Reflection sessions are also held to see the difficulties experienced by participants during the training, and to discuss future plans in applying the skills they have learned.

   It is hoped that these methods can create a holistic and interactive learning experience for participants, so that they not only gain theoretical knowledge, but also practical skills that can be directly applied in developing creative content for Santong Village.

## RESULTS AND DISCUSSION
### Training Results

1. Increased Digital Skills Trainees experienced significant improvements in their digital skills. Before the training, most participants had no experience in digital content creation. After attending the training, they were able to use cameras, editing applications and social media with more confidence. As many as 80% of participants stated that they felt better prepared to create quality content.
2. Content Production During the training, participants succeeded in producing various types of content, including photos, short videos and writing. The results of their work were presented at the end of the training and included promotion of tourist destinations, local products and Santong Village culture. The resulting content shows high creativity and innovation, reflecting the potential that exists in the village.
3. Marketing Through Social Media Participants learn to utilize social media platforms such as Instagram and Facebook to distribute content. Several participants have succeeded in uploading their content and getting positive responses from the audience. There was an increase in engagement on social media accounts managed by participants, which shows that the content produced is attracting the attention of the public.
4. Formation of a Creator Content Community The training also succeeded in building a network between participants, which in turn formed a community of content creators in Santong Village. This community is expected to support each other and collaborate in future projects.

### Discussion

1. Relevance of Training to Community Needs This training is very relevant to the needs of the Santong Village community who want to develop local potential. By providing digital skills, youth will not only become consumers of technology, but also become producers who can improve the image of the village. This is in line with the opinion of Smith (2021) who states that providing digital skills to youth can open up new opportunities in marketing and entrepreneurship.
2. Positive Impact on the Local Economy Increasing digital skills is expected to have a positive impact on the local economy. The resulting content can be used to promote local products and tourist destinations, which in turn can attract more visitors and investors to the village. In line with this, Kawasaki & Fitzpatrick (2014) emphasize that social media is a very powerful tool for building brands and promoting products.
3. Challenges and Opportunities Although this training provided positive results, challenges still remain in terms of access and sustainable use of technology. Some participants may face difficulties in accessing adequate tools for content creation. Therefore, it is important to continue post-training support and coaching so that the skills acquired can continue to be developed.
4. The Role of the Community in Developing Content Creators The formation of a content creator community in Santong Village is an important first step to support each other and share knowledge. With this community, young people can continue to collaborate and innovate in creating interesting and relevant content. This is in accordance with the thoughts of Fuchs (2014) who states that creative and authentic content can bridge the gap between producers and consumers in the digital era.

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