# Crafting Success: Innovations in Virtual Training for Sustainable Family Business Growth in Retail, Tourism, and Digital Ventures

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**Abstract**

This research aims to learn about the efficacy of training for video content creators and how such training can contribute to developing a more successful and positive community, As video material grows more and more popular on many platforms, there is a growing need for customized and flexible teaching methods. The research investigate how the policies and practices of the platform affect the potential of creators to develop sustainable communities. This study solves a research vacuum by offering an innovative synthesis of comprehensive virtual training for those who create video content. It does this by merging audience engagement tactics, community building, and technical expertise in a way that is distinct from other approaches. The research used a mixed-methods approach, including a case study examination of effective virtual training programs for creating video content and a survey of the literature to identify major problems. Academic journals, reports from companies, and personal experiences from interviews with experienced content producers and online training instructors have been employed as data sources. The integration of relevant and high-quality material significantly contributes to the development of a vibrant group of video content producers. Additionally, the investigation reveals that effective community maintenance is positively influenced by strategic communication and involvement tactics, such as proactive social media outreach and local engagement activities.

**Keywords:** video, community, training, social media, content creator

# 1. Introduction

There have been many efforts made by the government to reduce the unemployment rate it does not increase, and actions are needed that help to increase the motivation to work for the Indonesian people for them to move and work. The requirements of their everyday lives only influence the Indonesian people, and they do not make their work a daily activity or hobby to strengthen their work motivation. The challenges were the disruption caused by ideas and technological advances, in addition to the rapidity and intensity of this digital change. All stakeholders and the company must be involved in addressing the issues posed by the COVID-19 era, which has been made abundantly evident.

The purpose of this study is to address the persistent issue of unemployment in Indonesia, despite government efforts, and to explore the need for actions that boost the motivation to work among the Indonesian population. Motivated by the complexities arising from disruptions caused by technological advances and the rapid digital change.

In addition to this, the transformation developed at a surprisingly quick rate. This percentage shows how many people were out of work in Indonesia from 1999 to 2021. In 2021, about 4.41 percent of people in Indonesia were out of work. Indonesia's growing population needs better places to live, better health care, and a growing economy. Today, more than 9.5 million people live in Jakarta, Indonesia's largest city.

Indonesia's economy has grown a lot in the past few years, and the country is also one of the leaders in this area: Indonesia had one of the biggest GDPs in the world in 2014, with an estimated value of about 856 billion U.S. dollars. The unemployment rate is going down quickly because the economy is doing well. Between 2005 and 2014, Indonesia's unemployment rate decreased by more than 5%. O'Neill, A. (2023, January 25).

Observing this phenomena, the author is interested to talk about the study on the subject of (1) The persistent unemployment rate in Indonesia poses a dual hurdle to the development of a community of video content makers, suggesting more significant socioeconomic problems. (2) Community building and unemployment are two of the issues mentioned, which begs the questions of how an active community of video content creators may help with unemployment and what part technology disruption plays in this dynamic. (3) The difficulties are many, involving not only the establishment of communities but also the management of unemployment's complexity, which are impacted by elements like technological disruption and the evolution of digital platforms. (4) The purpose of this study is to analyze various aspects of community building in the production of video content and how it could affect unemployment. These provide useful advice for community development in the digital era, with larger consequences for solving issues related to unemployment.

# 2. Literature review

## Content Creator

A content creator, as defined by Hermawan (2019), is an expert proficient in producing various forms of communication, including pictures, text, audio, and video. These creators play a crucial role in reviewing products through video displays to persuade buyers (Godfrey, 2022). The management of a company's workforce falls under the human resources (HR) department, vital for assembling and onboarding a productive team (Maurer, 2021).

The demand for multimedia skills in journalistic narratives has grown, emphasizing the need for diverse media abilities (McLellan & Newton, 2012). Content creators, guided by the "golden triangle" theory, focus on clear messaging, compelling visuals, and a strong call to action for engaging and effective videos (Merchant et al., 2014). Factors like production quality, video length, and platform choice influence a video's effectiveness, prompting content creators to adapt and utilize emerging technologies, including virtual reality applications (Merchant et al., 2014; Cukurova et al., 2018).

## Training

Tripathi and Bansal & Tripathi (2017) emphasize personalized instruction, catering to individual student needs through various teaching methods acquired through education and practice. Training, conducted in diverse locations and formats, is seen as a method to bridge the gap between current and future situations (Joko et al., 2022). The evolving role of an online training course designer and e-learning content developer requires skills in instructional design, understanding audience needs, and familiarity with tools like learning management systems and video conferencing platforms. Successful implementation involves not only content creation but also managing course delivery, interacting with students, and staying updated on advancements in online learning through continuous professional development and networking (Bansal & Tripathi, 2017).

## Maintain Community

The rise in Indonesia's unemployment rate, attributed to factors like the manufacturing sector contraction and MSME failures (Indrayani, 2021; Verico & Pangestu, 2021; Alam et al., 2021), underscores the economic challenges. Communities, whether geographical or interest-based, foster a sense of belonging and support, influencing positive changes (Seering et al., 2022).

Maintaining community engagement involves open communication, encouraging participation, and fostering shared goals. Inclusive communities that value diversity create a welcoming environment (Kirschner et al., 2018). The network effect and social capital play a pivotal role in the value of online communities, providing resources and opportunities (Kirschner et al., 2018).

Creative and positive content, including short video segments, is integral for audience engagement, entertaining, educating, and inspiring. Marketers focus on comedies for shorter videos, targeting diverse digital platforms (Liu et al., 2018)—marketing videos, when co-created and aligned with target audience preferences, prove effective. Tips for efficient marketing videos include clarity in audience targeting, concise messaging, storytelling, compelling visuals, and a clear call to action (Mol, Kornman, Kerpershoek, & Van Der Helm, 2011).

## Social Media

Social media is thought to hold the key to bringing about significant changes in the way that conventional methods of instruction and learning are replaced with more adaptable, interactive, and collaborative approaches. Individualized material that connects to digital marketing, sustainable business practices, and technology breakthroughs is essential to making sure it speaks to the unique environment of family companies. Social media will also help academic institutions communicate with a younger generation of students, enabling them to expand their knowledge through social engagement and network discovery.

There are few creator-user touchpoints, but when they do occur, the interactions are more genuine and in-depth. The ephemerality of the content—which is only available for a short while—accentuates the confined character of interactions in synchronous social media (Giertz, Weiger, Törhönen, 2022) Social media and technology have given adult learners access to high-quality resources that enable them to keep learning and growing. Quick developments in technology have made it possible to create learning technologies. A multitude of options for the use of supported technologies in education is now available to professors, educators, trainers, and instructors thanks to the increasing number of tools (Widarti, Anggraini, Rokhim & Syafruddin, 2022)

# 3. Research Method

The research aims to cultivate a positive community among video content creators, promoting quality content and addressing the negative impact of socially lacking material in the digital era. Employing qualitative methods, specifically an emergent design, the study iteratively combines data analysis, preliminary checks, and collection. This flexible approach enhances rather than compromises the validity and reliability of qualitative studies (Haven & Van Grootel, 2019). Rooted in interpretive paradigms (Denzin & Lincoln, 2005; Yeh & Inman, 2007), the case study methodology delves into a defined system to unravel insights and perspectives within the community of video content creators.

The selection of the qualitative research method stems from the researchers' profound interest in delving deeper into the intricacies of the issues at hand and seeking comprehensive insights into potential solutions. Qualitative research is a nuanced approach that allows for a rich exploration of the subject matter, embracing the complexities that quantitative methods might overlook. By opting for qualitative methodology, the researchers aim to capture the multifaceted nature of the problems, acknowledging the importance of context, perspectives, and the intricacies that shape the phenomenon.

This method empowers the researchers to gather in-depth information, facilitating a more holistic understanding of the challenges and potential remedies (Jacob, Bourke and Heuss, 2022). Through techniques such as interviews, focus groups, or content analysis, qualitative research unveils the layers of meaning embedded in participants' experiences and perceptions. This approach is particularly apt when dealing with intricate, multifaceted issues that require a nuanced comprehension. By employing qualitative methods, the researchers enhance the validity and depth of their findings, fostering a more profound comprehension of the subject matter and paving the way for contextually relevant and effective solutions.

In our search for infomants in virtual training video content creator, we are looking for individuals with a strong track record of creating engaging, effective content and a desire to learn in the world of video content. Qualifications included an employment background, particularly in sectors such as corporate training, education, or technology, and having attended basic video content creator training. Major emphasis is placed on innovation in video techniques, technical proficiency, adaptability, and creativity. Candidates can demonstrate collaborative teamwork, uphold quality standards, and consider ethical considerations, promoting inclusivity in their work. Continuous learning and a commitment to keeping up to date with content creator industry trends are essential. Through these criteria, this research aims to engage experienced virtual training video content creators to gain valuable insights into best practices and challenges in the dynamic field of training video content.

# 4. Result and Discussion

This paper discusses the problems and benefits of training in the digital content industry, focusing on how community events can help people learn new skills and stay motivated. By looking at how social media and digital technologies affect content creators and how important good training programs and best practices are for building a strong community that will last.

## Profile Informants

The primary mission of Effion Creator School, as stated by one of its Co-Founders, is to educate content creators on the significance of producing positive content to influence the people who consume their work positively. Because of this, the Ministry of Communication and Information of the Republic of Indonesia, in collaboration with the Effion Creator School, will begin offering free online training in 2022 to individuals who have an interest in becoming video content creators such as YouTubers, TikTokers, Selebgrams, Influencers, and Vloggers.

The Informant’s profiles

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Informant 1 | Informant 2 | Informant 3 | Informant 4 | Informant 5 | Informant 6 | Informant 7 | Informant 8 |
| Age (Years old) | 45 | 30 | 28 | 32 | 23 | 19 | 27 | 25 |
| Occupation | Data Entry Staff of BPS Surabaya City. | Marketing PMB Campus | Perawat Jiwa | Freelance | Karyawan Swasta | Executive Admin | Video Creator | Co-Founder & CMO |
| Role in the Program | Certified graduate participants | Certified graduate participants | Certified graduate participants | Failed | Employee | Employee | Mentor | Founder |
| Following Batch | 4 | 3 | 1 | 2 | 4 | - | - | - |

Eight informants, aged 19 to 45, aspire to become established video content creators on platforms like YouTube. Each currently holds a unique job, but collectively aims for a long-term career in video content creation. The program is organized into six batches, each comprising four informants: one former unsuccessful student, two company employees, one trusted mentor with a lucrative YouTube channel, and one co-founder or company owner.

Selviana, 45, sees potential growth through the VCC training program, emphasizing the importance of commitment for effective content creation. Stressing the need for personal dedication beyond training, she believes it enhances independence and productivity. Expressing hope for ongoing program success, she acknowledges individual differences in learning pace but emphasizes the lifelong benefits of diverse training.Top of Form

Eron Budiman Jaya, 32, a PMB Campus marketer, joined VCC to enhance content creation skills and network. Emphasizing that good content relies on consistency, creativity, and effort rather than sophisticated tools, Eron actively creates content across Instagram, TikTok, and YouTube. He believes in audience judgment and focuses on maintaining a consistent and creative spirit.

Iqbal Sapta Nugraha, 28, a psychiatric nurse, joined VCC to learn video editing for new income opportunities. Post-training, he gained motivation, a supportive community, and expanded content reach. Actively participating in Effion's telegram group, he collaborates with fellow participants. Despite some passive participants hindering online training, Iqbal rates the overall experience as good.Top of Form

Andika Emri Jehovarava, a 19-year-old freelancer, attended VCC training to explore the world of content creation. Learning new theories like 3-point lighting and crafting engaging YouTube titles, he notes a lack of information about Effion's community as a drawback.

Tengku Clarisa Fardha, a 22-year-old private employee and VCC 2022 committee member, values the free learning experience despite facing challenges like miscommunication. She suggests a professional working mechanism for improved guidance and monitoring, aiming for the community to be a platform for aspiring content creators to express creativity and build networks.

Fatiah Amalia, 23, an Executive Admin, gained valuable networking and administrative skills as a committee member in the Video Content Creator training with Effion Creator School. She emphasizes the program's significance, offering opportunities for networking and technical competency improvement.Top of Form

Gusti Ridho Afdillah, 25, a Video Creator, shares his first-time teaching experience at the Video Content Creator training with Effion Creator School. Despite obstacles like unstable electricity, he overcame using alternative devices like iPads. He gained new knowledge, expanded his social media expertise, and made friends nationwide.

Owen Marsienda Effion envisions the community's impact on digitalization, aiming to provide relevant content for widespread consumption through digital media. Focused on creating content with a positive impact, he aims to turn content creation into a lifestyle for regular people by fostering engagement within the learning program.

## Company Current Condition

The company collaborates with the government for digital content development, offering video creation training. Effion supports a government-backed Online Video Content Creator Master Batch 2 Training Scholarship Program focused on tourism. Challenges in the industry include lack of mentorship, collaboration, and distorted background images. The digitalization boom demands digital talents, with various job opportunities in social media, design, data analysis, web development, and machine learning.

Previous studies have shown that family businesses should prioritize sustainability, and that family ownership may promote some aspects of sustainability while impeding others (Clauß, Kraus, & Jones, 2022; Adomako et al., 2019; Block and Wagner, 2014). Companies face challenges in rapidly developing digitalization programs due to a shortage of skilled employees. Employee contributions are crucial for overall company success, impacting workflow, productivity, and profit. Monitoring and assessing training participants regularly are essential for success. Working conditions for video content creators vary based on experience, content type, and platform. Experienced creators enjoy favourable conditions with monetization options, while newcomers face challenges like high competition and the need for consistent content creation. The role demands creativity, adaptability to platforms, and staying abreast of industry trends.

# 5. Conclusion and Implications

In conclusion, the research on community video content creators has shown that these creators play a significant role in promoting community practices and behaviours. Additionally, the research has revealed that community video content creators are often motivated by a desire to positively impact the world and inspire others to do the same. Furthermore, the research has highlighted the importance of collaboration between community video content creators, local organizations, and government agencies to create powerful and effective campaigns that promote practices and behaviours.

In actuality, students haven't had much, if any, continuous participation in hands-on classroom activities. In actuality, trainers' knowledge typically stays at a theoretical level, which frequently prevents them from applying what they know in enormous, poorly resourced classrooms with several levels of instruction. Furthermore, the evaluation system frequently opposes communicative teaching methods by calling for more opportunities for students to practice speaking English and by requiring a testing protocol that primarily consists of a thorough understanding of language structure and form research in Bangladesh (Solly & Woodward, 2018)

The research indicates that community video content creators' collaboration is essential, and their efforts should be supported and encouraged. Recommendation Based on the research conducted on community video content creators, there are several recommendations for future research in this area: Long-term impact evaluation: Future research should investigate the long-term impact of community video content on individuals' attitudes and behaviours. For example, by tracking the actions of individuals exposed to community video content over a while, we can better understand the sustained impact of these videos on the community. Comparison with other forms of communication: Future research should compare the effectiveness of community video content with other forms of communication (e.g., written materials and face-to-face interactions) in promoting sustainable behaviours and attitudes.

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