



CONTENT CREATOR PLAYBOOK: HOW TO CREATE VALUABLE AND VIRAL CONTENT

Don't just post, make your social media more meaningful!

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CONTENT CREATOR PLAYBOOK: HOW TO CREATE A GOOD VALUE AND VIRAL WORTH CONTENT

Don't just post, make your social media more meaningful!

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📖 List of Contents

2	List of Contents
3	Introduction
4	Important Concepts
7	Pre-Production Stage <ul style="list-style-type: none">a. Finding Content Ideas (8)<ul style="list-style-type: none">i. Searching and Finding Topic Ideas (9)ii. Curating and Creating Content Ideas (10)iii. Making a Content Plan (12)b. Researching Content (14)<ul style="list-style-type: none">i. Mindset for Researching Content (15)ii. Doing the Research (16)iii. Building Credibility (17)c. Writing Scripts (19)<ul style="list-style-type: none">i. Arranging the Script Structure (20)ii. Utilizing Creative Writing Techniques (26)iii. Using Inclusive Language (27)
29	Production Stage <ul style="list-style-type: none">a. Preparing Footage (30)<ul style="list-style-type: none">i. Understanding Visual Principles (31)ii. Understanding Inclusive Visuals (32)iii. Preparing the Right Tools (33)iv. Lighting Set (34)v. Creating a Simple yet Sufficient Studio (35)vi. Audio Recording (36)b. Editing Content (37)<ul style="list-style-type: none">i. Choosing Editing Software (38)ii. Video Editing Process (40)
44	Post-Production Stage <ul style="list-style-type: none">a. Promoting Content and Account (45)



Welcome Onboard!

If you read this playbook, we know you want to produce quality content. We also believe that we, Indonesians, can create high-quality educational content that is not inferior to that of the United Kingdom, the United States of America, India, South Korea, and others.

Don't worry. By reading this playbook, you can apply ways to create high-quality content. We've collected insights from Kok Bisa, the Indika Foundation, and many successful creators who share their experiences in this book.

The mission of this playbook is to improve the ability of Indonesian content creators to develop higher quality and entertaining content while still being able to present valuable learning in Indonesian and local languages.

This is particularly important because Indonesian citizens have a low literacy rate despite being ranked 4th in the list of countries with the most significant digital population. Moreover, the amount of high-quality educational content available in Indonesian and local languages is limited.

By definition, high-quality content can encourage its audience to grow better and have a tangible impact on their environment. While enjoyable and easy to understand, this content is based on facts and intense research, not just opinions.

From our experience and "deep talks" with various content creators, critical thinking skills and empathy are essential to creating high-quality content. Content creators with these skills can produce content that is not only accountable but also highly appealing.

Then, how do we make high-quality content? What should we do? Find out the answer by reading this playbook!

This playbook, a collaboration effort between Kok Bisa and Indika Foundation with support from Wikimedia Alliance, will be your source of knowledge and your first step in improving the quality of Indonesian content.



Important Concept

Before you read further, let's understand the essential concepts that will be mentioned a lot in this playbook.

🏆 High-Quality Content

High-quality content refers to research-based information, materials, or resources that provide significant benefit, relevance, and quality to the audience that consumes or interacts with them. This means that to create high-quality content, we need to ensure that what we want to convey is meaningful, valuable, and useful for many parties - beyond mere information.

What we share or release must have strong substance. Find a unique angle, determine a clear content objective, make sure your argument has strong evidence, consistent logic, and correct reasoning. Also, think about how useful the content is for the reader's decision making.

—Yovantra Arief and Ilham Bachtiar from Remotivi

❤️ Inclusive Content

Inclusive content can be accessed by as many groups as possible. For example, the language used can be understood by many groups, and the deaf and blind community can enjoy the content. In addition, content creation is carried out with care and responsibility to minimize or avoid any potential negative impacts or undesirable losses for individuals or groups mentioned in the content (the do no harm principle).

The principle of inclusivity does not only apply to creating content. We and the people we work with must also understand this principle. For example, the writers we work with understand inclusive language, and our designers understand inclusive illustration.

*—Yovantra Arief and Ilham Bachtiar from
Remotivi*

Critical Thinking

Critical thinking skills enable someone to make wise decisions. Practicing this ability means honing your intuition to identify, analyze, and evaluate before passing a judgment. For example, preventing someone from passing judgment based on prejudice or being taken in by hoaxes when faced with a situation that they are unfamiliar with.

When we approach an issue with critical thinking, we can examine it thoroughly. It's like peeling an onion; how far do we want to "peel" this issue?

*—Faiz Rahman, Science Communicator from
Nous ID*

Empathize

The ability to empathize allows us to appreciate other people's experiences, including the ability to accept and respect differences. Empathy also enables us to express emotions and thoughts healthily, which can strengthen relationships between individuals.

Empathy helps us understand behavior, biases, patterns, and associations. By understanding existing biases, we can examine our audience's characteristics, the message they want to receive, and how to package the information so that it is interesting for them to learn.

—Cania Citta Irlanie, @caniacitta

Social-emotional skills are a must-have for content creators. If we create content, we must understand what impact that content can produce. We must also position ourselves as the target audience when uploading it.

—Bidan Ony, @bidankriwil

Social-emotional skills are a must-have for content creators. If we create content, we must understand what impact that content can produce. We must also position ourselves as the target audience when uploading it.

—Nathanael Pribady, @NathPribady and @logos_id



PRE-PRODUCTION STAGE

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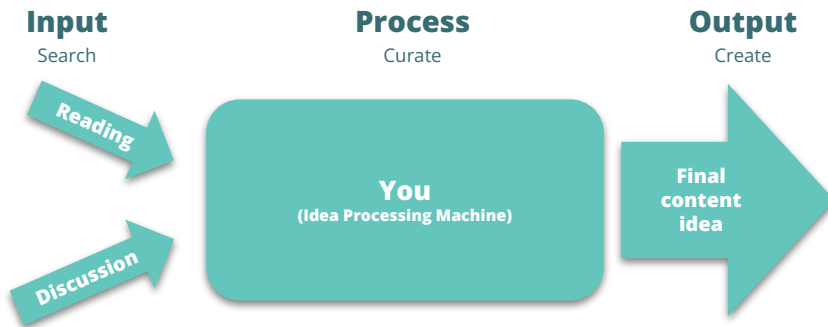
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FINDING CONTENT IDEAS



💡 Seeking and Finding Ideas

Simply put, the secret to unlocking good ideas is to increase input. The more you read books, discuss with friends, or ask experts, the better the ideas you will produce.



You can also find ideas using these methods:

- 📰 **Check the trend**, from news, social media, or Google Trends
- 🧑 **Reflect**, start from your own personal experience
- 🗣️ **Discuss**, whether it's a random discussion with your friend or in a forum
- 👤 **Enjoy people's work**, like coming to an exhibition, reading a book, watching a movie, etc.
- 🤔 **Ask "why"**, ask about things till you really understand it
- 🗨️ **Ask your audience**, what kind of topic they prefer
- 📦 **Repackage old topics**, by providing the latest update about it



Notes

You can really improve your critical thinking skills at this stage by **asking questions**. You can start by observing daily life or small things that are never explored because people rarely ask about them. Many things that we consider trivial, routine, and ordinary can be attractive to other people. For example, "How do I fix the door hinges," "How many times should I feed the cat?", "Why is pink synonymous with women?" or "Why is the steering wheel in Indonesians on the right?".



Curating and Creating Content

After gathering ideas, curate them. Sort ideas by these characteristics:



Momentum (timing). Look for topics that are being discussed a lot by people.



Useful. Ask yourself: what is the use of this content? If you don't find a use for your idea, it isn't good enough.



Full of stories. The more fun facts there are, the better.



Not easy to Google. The harder it is to Google, the more unique it is.



Provoke debate. Have various perspectives that provoke discussion.



Relatable, but aren't thought of. Start looking for ideas from things around us.





















New point of view/angle. A fresh angle will provide uniqueness and attract attention.



Provoke curiosity. Make people curious and keep people listening.

Next, we make the idea more concrete. You can create several types of content, which will help you determine what kind of angle and thumbnail you need to create.

Content Type	Description	Example
 Tutorial	Give step-by-step instructions to do or create something	 Recipe for a delicious meatball
 Tips	Offer suggestions and provide simple ways to accomplish something difficult	 3 Tips for preparing your IELTS test
 Simple Explanation	Explain complex phenomena and concepts in an easy and simple manner	 Why do we feel sleepy after eating?
 Chronology	Tell a story sequentially, from beginning to end	 Early history of Russo-Ukrainian conflict
 Comparison	Compare the differences between one thing and another	 England and Great Britain, what's the difference?
 Mystery	Tell mysterious things that are very intriguing	 What lies at the bottom of Mariana Trench?
 Counter-intuitive	Ask why things happen as it is, not the other way around	 Why Dinosaurs went extinct while Crocodiles didn't?
 Extreme	Tell a story about something different, unusual, and above-average	 How long human can survive without oxygen?
 What if	Question other possibilities with the 'what if' formula	 What if Dinosaurs didn't go extinct and live between us?



Making a Content Plan

Generating ideas may seem simple, but many content creators face initial failures because they get 'stuck' in finding ideas. So that you don't experience the same problem, **try making a content plan.**

The method is quite simple; you must **record** all your ideas concretely. Content creators usually struggle to write content because the ideas are abstract. So that your ideas are not abstract, try using this method:

Content Idea

Table

Aa Title	Thumbnail	Outline
How High Can We Build?	Incorporate a tall, conceptual skyscraper that seems to stretch beyond the clouds or atmosphere.	<ol style="list-style-type: none"> 1 Talks about the tallest buildings in the world today 2 Discuss why there are no taller buildings yet (from an engineering perspective) 3 Discuss it from the perspective of economics
+ New		



Choose Angle/Title
Title of your content



Determine Thumbnail Feed
Cover a.k.a the front page of your content



Plot Sequence
Overview of the content from ideas you've created



Thumbnail

Title



Notes

The key to being a successful content creator is **consistency**. Your consistency will also influence the algorithm, ultimately determining whether your content is worthy of being recommended to a broader audience.

Start making a content plan with a duration that is not too tight. For example, your content will be broadcast once every two weeks. If you can be consistent and feel capable of creating content more often, you can tighten it up: upload 1-2 pieces of content per week. This will make it easier for you to create content consistently.

RESEARCHING CONTENT



Mindset in Content Research

Before we begin, establish 3 research mindsets. Like the helm of your ship, your mindset will steer you clear. So, stick to these scientific principles.



Admit it when you are wrong

Be **critical** of information and **open** to various approaches, methodologies, and points of view.



Follow your curiosity

Be like **a child**



Stick to the evidence you find

Even though it's **different from what you understand** so far

Then, start identifying **trustworthy sources**. It's crucial to conduct research from credible sources to ensure your content doesn't spread hoaxes! Avoid using sources from Blogspot, personal websites, or those with unclear credibility as much as possible.

Bad

No blogspot
No personal website

For Reading Only

Wikipedia
News site
Quora/Reddit/Youtube

Good

Science website
.edu
Scientific journal

Doing Research

Now, let's **begin the research**. The method:

1. **Choose a topic**
2. **Map your knowledge (Brain Dump)**
3. **Do general research**
4. **Do in-depth research**

Choose a Topic

So first, of course, we must choose the topic we want to research. For example, you want to discuss: 🐱 **cat skills humans don't possess**.

Map Your Knowledge (*Brain Dump*)

After that, write down what facts you already know about this topic and what you still want to find out. Example:

Brain Dump

<p style="text-align: center;">Write what you know</p>  <ul style="list-style-type: none">• The name's cat• A pet• Afraid of water	<p style="text-align: center;">What you want to find out</p>  <ul style="list-style-type: none">• Is there any forest cat?• Why do cat's eyes lit up at night?• Why are there no cat with green fur?
--	---

General Research

Do general research to get a general understanding of this topic first. At this stage, reading from sources such as Wikipedia, news in the media, or discussion forums/educational media platforms (Quora, Reddit, YouTube, etc.) is okay. You may discover something new or update something you previously knew.

In-depth Research

In this stage, all facts must be referenced from credible sources. Cross-check all the facts you find and will convey. Look for information from credible sources such as:

- Research and scientific journals
- Data from research institutions
- Website with “.edu” domain
- Government reports
- Science websites, such as Nature
- Books



Notes

If you want to gather information from the media, look for outlets that have a fact-checking team, a research team, an investigation team, and a good track record. Typically, these teams will ensure the accuracy of their data and information.

Building Credibility

As a content creator, you may want to convey some opinions. However, remember that your opinions or arguments should be backed up with evidence. You must be knowledgeable about the issue. Don't spread hatred or misinformation!

So, Don't forget to continually build and maintain your credibility through these methods:

1. 🏆 **Showcase your expertise.** You can write it in your channel description or social media bio, including your educational background, profession, awards, and other proof of expertise.
2. 📖 **Cite your sources.** So people know that your content is genuinely credible, mention the sources you used. For example, include them in the description or within the content.
3. 📝 **Be ready to correct your content if there are mistakes.** Acknowledge and apologize for any errors. If the mistake is significant, you should be prepared to take down your content.
4. 👤 **Collaborate with experts.** You can occasionally invite experts to ask questions and validate your content or invite them as speakers. The key is, when you ask experts, imagine that you are your audience. What else might your audience want to know about?



Notes

🧅 The Onion Analogy

By applying critical thinking, we can delve deeper into a topic. If we imagine our content as an onion, we can determine how much we will peel it. The level of peeling can also be determined by considering our audience's level of critical thinking and knowledge. Examples of applying critical thinking are:

- Providing facts from various angles
- Being open to criticism
- Willing to listen to the audience
- Not being defensive toward audience comments

WRITING SCRIPTS



Arranging The Script Structure

There are 7 structures you can use. Choose the structure that best fits your content idea.

No	Struktur	Kerangka	Contoh
1	Simple Explanation <u>Example:</u> Explaining how the universe was formed or why we always feel a departure trip is longer than a return trip.	Hook. Grab the audience's attention, ask questions.	When going to a new place, why do we always feel the departure trip is longer than the return despite the same distance?
		Answer. Provide an answer, but keep it short.	Our brains are responsible for it. Scientists call this phenomenon the 'return trip effect.' But what exactly is it?
		Explanation. Elaborate on the previous answer in this section.	When we first set off, our brains tend to be more active in remembering the route to avoid getting lost. Because the brain is so active and sensitive to this information, it creates a perception that time is passing slower.
		Conclusion. Summarize the previous explanations. You can also include a closing statement that's funny, inspirational, or emotionally stirring.	So, while your brains are working actively, remember to also focus on enjoying the beauty of nature during your journey.

No	Struktur	Kerangka	Contoh
2	Listicle <u>Example:</u> Give 5 recommended tourist destinations or the top 3 best smartphone video editing apps."	Hook. Grab the audience's attention, ask questions.	Who says video editing is complex? Here are 3 simplest editing apps you can try!
		The List. Create a list, e.g., from the smallest to largest, the first to last.	1. Apps A. This application has some advantages (...). 2. Apps B. Like Apps A, this application has advantages (...) and additional features such as (...). 3. Lastly, Apps C. Compared to Apps A and B, Apps C has more comprehensive features, such as (...).
		Conclusion. Summarize the previous explanations. You can also include a closing statement that's funny, inspirational, or emotionally stirring.	Now, it's proven that editing is easier than imagined. With those 3 apps, you can create professional videos from your phone. Try them out now!

No	Struktur	Kerangka	Contoh
3	<p>Sequence <u>Example:</u> Explain something that has a sequence, such as tutorial content (how to make sambal matah) or chronological content (the history of Indonesian independence)</p>	<p>Hook. Grab the audience's attention, ask questions.</p>	<p>Sambal Matah can be considered one of the most popular sambal variants in Indonesian cuisine today. The unique sensation of spiciness combined with the savory taste and fragrant aroma makes this sambal increasingly popular. It turns out that making this sambal isn't hard at all. So, how do you make it? Come here, join me in making Sambal Matah.</p>
		<p>Sequences. For tutorial content, write down the steps that must be done sequentially. For historical content, write the chronological sequence of events from beginning to end</p>	<p>First, let's prepare the ingredients. Of course, we need chili, garlic, lemongrass, etc. Once all the ingredients are ready, you just need to slice the chili, onions, lemongrass, etc. Then, sauté the shrimp paste, etc. Add sugar and salt to the sliced ingredients. Heat the oil while adding the shrimp paste to the sambal. Finally, pour the oil over the sambal. And it's done. It smells really amazing.</p>
		<p>Conclusion. Summarize the previous explanations. You can also include a closing statement that's funny, inspirational, or emotionally stirring.</p>	<p>OK, now it's time to try. Wow, it's really delicious! No less than sambal matah from the restaurant. So, what do you think? Making sambal matah at home is simple, isn't it?</p>

No	Struktur	Kerangka	Contoh
4	<p>Comparison <u>Use it for:</u> Explain the differences between one thing and another</p>	<p>Hook. Grab the audience's attention, ask questions.</p>	<p>Those of you who are visiting Jakarta for the first time might be wondering: why are there so many trains in Jakarta? There's KRL, MRT, and now there's LRT too. What are the differences between these 3 modes of transportation?</p>
		<p>Comparison lists. Highlight which variables will be compared for each subject. Then, discuss all variables in each subject one by one.</p>	<p>These 3 modes of transportation are different despite looking like trains. First, in terms of their tracks, (...). Second, in terms of their speed, (...). Third, the capacity of passengers they can accommodate (...). Fourth, in terms of their routes, (...).</p>
		<p>Conclusion. Summarize the previous explanations. You can also include a closing statement that's funny, inspirational, or emotionally stirring.</p>	<p>In the end, all of these modes of transportation play an important role in Jakarta's mass transportation alongside its surroundings. Luckily, they are all integrated.</p>

No	Struktur	Kerangka	Contoh
5	<p>Description <u>Example:</u> Tell the story of Homo floresiensis, the Hobbit human from the island of Flores</p>	<p>Main topic. Start by giving a broad overview of the topic you want to discuss. This will build curiosity in the audience from the start.</p>	<p>For fantasy enthusiasts, especially fans of the legendary Lord of The Rings, you're probably familiar with characters like Frodo or Sam. Both are Hobbits, a short human race in the fantasy series. But it turns out there are real-life humans similar to Hobbits, precisely on the island of Flores. Introducing Homo floresiensis, the Hobbit from eastern Indonesia. But why are they dwarf-like? And why are they only found on the island of Flores?</p>
		<p>Element breakdown. Create discussions within subtopics that will be analyzed one by one later.</p>	<p>To answer this, we need to look deeper into each point, starting with (1) the discovery history of these dwarf human fossils on Flores, (2) their physical characteristics, (3) their way of life, and (4) the reasons that made the Flores Hobbits dwarf-like.</p> <p>The discovery of Homo floresiensis fossils was first reported by... in the year... These Hobbits from Flores are physically similar to humans, just in miniature form. Findings about these Hobbits also show that dwarf humans only exist on Flores. They generally survive by... They typically use caves for activities like...</p> <p>And interestingly, apart from humans, many animals on the island of Flores also experience stunting. Scientists suspect that humans and animals on Flores are dwarfed because of insular dwarfism, a condition in which...</p>
		<p>Conclusion. Summarize the previous explanations. You can also include a closing statement that's funny, inspirational, or emotionally stirring.</p>	<p>Now, we know that some stories and fictional characters can be inspired by creatures that exist in the world. So, what other histories will we unveil in the future?</p>

No	Struktur	Kerangka	Contoh
6	Life Lesson <u>Example:</u> Sharing life lessons you've experienced	Incident. Describe the event that happened to you	As I was about to go to work yesterday, I hopped on my beloved motorcycle as usual. Suddenly, the engine died out of nowhere halfway there, and I didn't know why. Even though I had just refilled the gas tank.
		Dark Moment. Describe the hardships caused by the incident.	I tried starting it multiple times, but it still wouldn't start. And to make matters worse, I had an important meeting with a partner that morning. I began receiving calls from the office, wondering why I had yet to arrive. It was a total headache.
		Bounce Back. Describe your efforts to improve the situation	Eventually, I had to walk the motorcycle for a long distance, and my clothes were all wrinkled from sweating. Finally, after about 10 minutes of walking my bike, I found a repair shop. When the mechanic checked it, it turned out the motorcycle's oil had wholly dried up, causing some damage to the engine and making it shut down completely. The mechanic helped me contact an official repair shop, and I had to reluctantly go to work using a ride-hailing service.
		Resolution. The situation gets better, and you get wiser	Well, from this incident, I learned that I need to take better care of my belongings, especially my motorcycle, which I use every day. It becomes a hassle when it breaks down like this, costing money for repairs and hindering my work. I will never forget to change the oil ever again.

No	Struktur	Kerangka	Contoh
7	Experience <u>Example:</u> Inviting the audience to try new experiences	Recap. Briefly describe what you're going to do	After collecting cute ceramics for so long, I finally tried making ceramics myself today. How did my DIY ceramics turn out?
		Preparation. Explain the initial steps leading up to the experience	So, I tried making these ceramics at Studio A, and first, I had to make a reservation. When the class was about to start, we were all given tools and materials to make ceramics. I expected fewer tools, and the pottery wheel was weighty!
		Anticipation. Describe your feelings at that moment of your experience	At first, I thought it would be easy, but it was tough! We were taught the traditional way of making ceramics, and the pottery wheel was still manual; you had to turn it on your feet. Not to mention, when shaping the clay, your fingers had to be delicate yet strong. If the clay is too soft, it won't hold its shape, but if it's too hard, it will collapse. Ohh...
		Emotion. Express your emotions after your experience	After hours of trying, finally... my first self-made ceramics is finished... I made this cute cup here, starting with the easy ones because I'm still a beginner. I'm so happy that my first ceramic creation succeeded. Well, the result didn't quite meet my expectations, but I'm pretty proud.



Notes

💡 Try these tips to maximize your writing!

- **5 seconds rule.** To keep your audience engaged, introduce something new and different every 5 seconds. This could be a video cut, camera angles, humor, fun facts, illustrations/visualizations, etc.



Cut



New Fun fact



Comedy

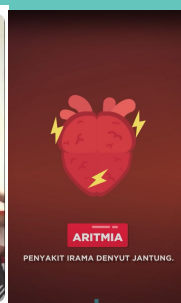
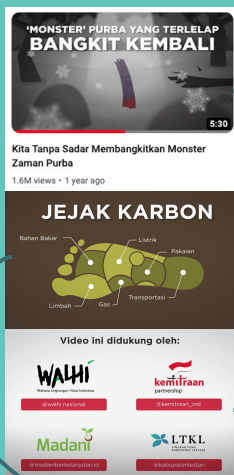


Visualizations



- There are **3 keys** to make your video interesting and be watched until the end. First, create an exciting and captivating title. Second, ensure the content is 'substantial.' Third, include a Call to Action (CTA) at the end.

🗨️ Exciting Title → 🧠 Educative Content → 🖱️ CTA at the end



Exciting Title







Educative Content

CTA at the end



Utilizing Creative Writing Techniques

Like decorating a house, writing techniques will make your writing engaging and easier to understand. Try using these techniques to keep people interested in reading or watching your content until it's finished:

No	Teknik	Contoh
1	 Unexpected. Share a surprising fact about the subject you're discussing. You can use the 'turns out' formula.	Not only is it incredibly vast, but Lake Toba almost caused the apocalypse! Before becoming a lake, it was a massive volcano that erupted, nearly causing humanity's extinction.
2	 Analogy. Compare the subject you're discussing to another object to make it easier to understand. Use the 'like' or 'as if' formula.	Like a washing machine, our heart functions to clean the blood from various harmful substances.
3	 Real Life Example. Provide a real-life case to illustrate a phenomenon.	Speaking about inflation, are you aware that the snacks we used to eat as kids now come in smaller packaging and cost more? Well, that's actually a clear sign of inflation.
4	 Reflection. Offer a perspective that enlightens your audience. Make your audience inspired.	Our mother may not be the smartest person we know, but she will be the first person to embrace us when we fail.
5	 Emotion. Depict situations that reflect emotions in your content. For example, authentically display when you're sad, angry, happy, surprised, and so on. You can also use background music or supporting images.	Though known as a great figure, Genghis Khan had many grave sins. He didn't hesitate to destroy villages, drive out their inhabitants, and even kill them. [Note: Use a melancholic background (for sad emotion), and intense music (for frightening emotion)]
6	 Emphasis. Emphasize the key points you want to highlight. An easy way to do this is by repeating keywords.	Asking questions is the best way to foster a scientific mindset. Everything we understand now, from how to process food to how humans fly, started with questions. What you need to do is to be like a child and always ask about everything.

Using Inclusive Language

Inclusive language avoids bias, slang terms, or expressions that discriminate against groups of people based on race, gender, or socioeconomic status. It enables us to reach a wider audience by speaking and writing in a less biased manner, making people feel accepted and creating greater equality.

There is a lot of high-value content on the internet, often in foreign languages. This could be an opportunity for you to find topic ideas. Look for exciting information not discussed in Indonesian or local languages. When translating content from foreign languages to Indonesian or local languages, check the Indonesian Dictionary (KBBI) or local language dictionaries to ensure the accuracy of your language.



Notes

Challenge and obstacles in creating content with local languages

Sometimes, creating content in local languages can target specific niche audiences—those who only understand the local language or actually understand Indonesian but appreciate the local language. This can make your content more unique and relatable to your audience. However, there are challenges in creating content in local languages:

- **Many words are difficult or even impossible to translate.** Several Indonesian words/terms don't exist in local languages, or vice versa.
- **Limited sources.** Many sources in local languages do not provide comprehensive information, making it difficult to find credible sources.
- **Difficulty in determining speech levels.** In some local languages, speech levels are used, such as formal, standard, and harsh.
- **Contemporary language.** Most local languages don't have equivalents for slang words. For example, "alay", "mager", or "gabut".
- **Less popular.** Compared to content in Indonesian or English, there are fewer consumers for content in local languages.
- **There is a difference between spoken and written language.** In some local languages, there are differences in pronunciation and writing, which can make people susceptible to confusion or not understanding your content.
- **Regional language differences.** Even within the same city or province, there are differences in language. For example, there are differences between the Minang language in Agam and the Minang language in Bukittinggi.



PRODUCTION STAGE

This guide specifically explains video content production. However, some principles and techniques can also be applied to non-video content production.

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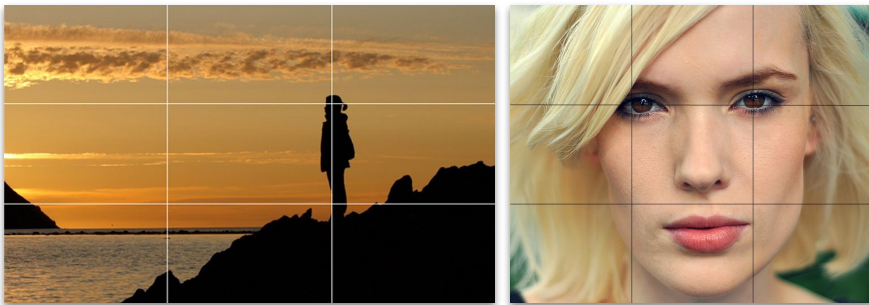
PREPARING FOOTAGE



👁️ Understanding Visual Principles

To create appealing and easy-to-view visualizations, you need to consider at least **3 visual principles**.

- 🌐 **Layout** - The way you arrange objects is crucial. Use the **Rule of Third** as a guide. To do this, activate the 3x3 grid in your camera settings.



- 🌑 **Contrast** - Its main function is to highlight an object. Playing with your lighting is the best way to create a contrast.

Clear focus on the **Person in the middle** as the main subject



Unclear focus, **all objects** in frame gets highlighted

- **Harmony** - Each object within the frame should be cohesive and harmonize with others. You can observe objects' patterns, depth, and complexity within a single frame.

👁 Understanding Inclusive Visuals

Before creating inclusive content, we must ensure that we understand inclusivity. Apply inclusive visual principles to ensure your content visuals are **accessible, easy, and comfortable to consume by as many people as possible**—including those with low vision, deafness, dyslexia, and cognitive impairments.

Not only that but by applying these principles, many people will feel assisted. For example, your content can be consumed by people with visual impairments (such as color blindness) because the color contrast is high enough. Another example is that the deaf community can also enjoy your content because you include subtitles.



Use The Right Tools

To make content, you should own at least these 3 tools to ensure the quality of your video:

- **Camera** - Use the camera you already have. It can be a phone camera, pocket cam, DSLR, or mirrorless.



Smartphone



Pocket Cam



DSLR/Mirrorless

- **Microphone** - You can use the microphone from your earphones or a clip-on mic.



Earphone



Shotgun Mic



Clip On Mic

- **Lighting** - Proper lighting is essential for optimal visual appearance. You can use your desk lamps and ring lights or buy affordable softboxes online.



Desk Lamp



Softbox

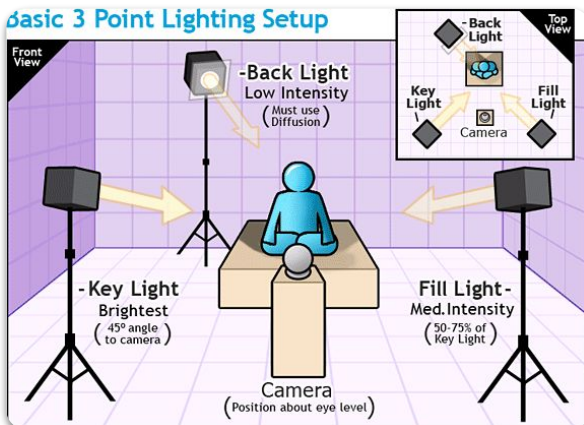


Lighting set

💡 Lighting Set

You can apply the **3-point lighting** principle to maximize your lighting setup. Use 3 light sources to achieve optimal video results:

- **Key light** - This is the main and brightest light source. Place it approximately 45° from the camera. You can use a softbox or natural light from a window.
- **Fill light** - Functions to balance the key light. Find a dimmer light source and place it on the opposite side of the key light.
- **Back light** - This light functions to highlight the object. It's the dimmest and can be used for decorative effects.



Application of 3 point lighting

Here are the results!



Key Light

Key + Fill Light

Key + Fill +
Back Light



Creating a Simple yet Sufficient Studio

You don't need a special room. You can **use your workspace or even your bedroom**. Besides lighting, here are some tips to make your appearance on camera even better:

- **Camera Angle.** Position the camera at eye level. Avoid tilting your head too far up or down.
- **Quiet space.** Ensure the recording area is quiet and free from outside noise.
- **Background.** Make sure your background is free from distractions. Using available items, create a beautiful and aesthetic backdrop.

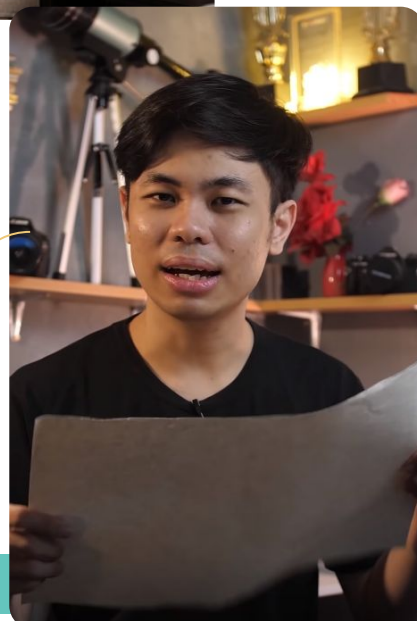


Horizontal Video Background

You can display your books

Make use of shelves and decorations you have

It doesn't have to be plain; your room corner can be used as a background



Vertical Video Background

Audio Recording

It's pointless if your video visuals are great, but the key message isn't audible. Well, here are some **basic voice-over** techniques you can practice during recording

- **Articulation.** Everyone has a distinct accent, but the most important thing is to pronounce each word clearly and correctly.
- **Volume.** Even with a microphone, your voice should be loud enough so that each word is spoken clearly and firmly. But remember, loud doesn't mean shouting. Speaking too loud can actually degrade the audio quality.
- **Pace.** Don't speak too fast, don't speak too slow.
- **Intonation.** Play with volume and pace to emphasize the highlighted sentences.
- **Reduce 'umm uhh'.** You can achieve this by shooting each sentence individually. Use the 'freeze and stop' technique.
- **Take various expressions** for the same sentence. Later, you can choose the most suitable one.



Notes



Tips on Recording

- **Avoid repeating words.** Repeating the same word pattern can make the video sound unpleasant. Try finding other words with similar meanings. For example, alternate between using 'next', 'then', and 'subsequently'.
- **Freeze and stop.** Record all videos in one-shot. Read each sentence/phrase one by one, and pause briefly at the end of each sentence/phrase.

EDITING CONTENT



Choosing Editing Software

Before you start to edit, you need to know what software or applications you'll need. Nowadays, there are many video editing apps available for smartphones and PC/computer/laptop, such as:



Adobe Premiere. This software is best used on a PC. Its abundant features allow you to apply visual effects, choose transitions, and have other editing flexibility.



InShot. This app can be found on the AppStore and PlayStore. It is easy to use and offers various features. You can trim videos, insert text and stickers, adjust video speed, and apply effects and filters. Although not as flexible as on PC, it's sufficient for creating editing variations.



CapCut. This app can also be used on smartphones and offers features similar to InShot. You can trim video duration, apply effects and filters, add text and stickers, and add overlay onto the main video.

What are the **basic features and functions** of editing software?

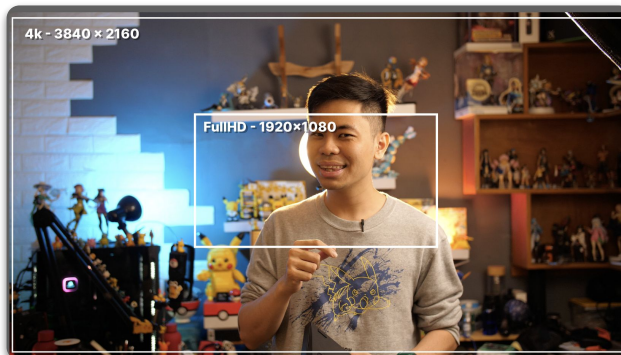
1. **Video Input.** In Adobe Premiere, you can input video files by dragging them into the application. In smartphone apps, you can press the 'add video' button or something similar to insert a video.
2. **Audio Input.** It is similar to video input. You'll generally find audio files below video files, and they'll be displayed as sound frequencies.
3. **Trimming video.** You can do this by shortening the length of the video bar. You can choose the 'trim,' 'cut,' or 'split' menus in some apps.
4. **Adding texts.** Click the 'text' or 'type' button. Besides text, you can also insert other files, such as images.
5. **Adding transition effects.** In Adobe Premiere, click on the 'Effect' menu and drag the effect you want to apply. For smartphone applications, add effects from the 'edit' menu.
6. **Rendering.** Save the video you've edited by clicking the 'finish' or 'export' button. And make sure your video is in the correct resolution.

Video Editing Process

After understanding its basic functions, now let's analyze the process of editing a video from scratch.

Determine the video resolution

The optimal video ratio is 16:9 (for vertical content: 9:16). The most 'comfortable' resolution is Full HD (1920x1080) with a 24 or 30 fps frame rate. Record videos in 4K (Ultra HD) resolution if possible for more flexible editing.



Sequence cutting

Cutting pauses makes your content more concise. This process is crucial for short-duration videos. The more pauses cut, the more information can be conveyed.

Click to watch the video below



or use this [link](#)

🎨 Color grading

If you feel the colors in your video aren't quite right, you can tweak the color balance and brightness of the video a bit.



🎵 Audio mixing

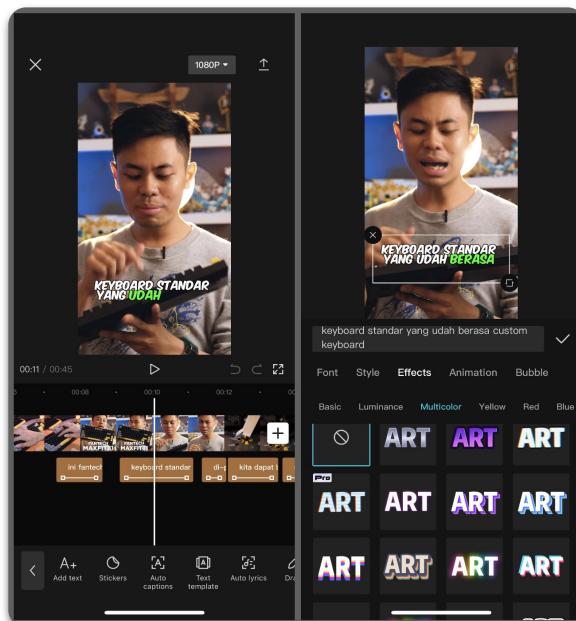
You can add 2 types of audio:

1. **Music.** Choose music that reflects the mood and emotion of the video (e.g., sad, energetic, angry, etc.). You can use more than one song if you need emotional variation.
2. **Sound effect (sfx).** Add sound effects like blobs, swooshes, swipes, and others. There's no strict rule on where these sound effects should be placed. However, these SFX can be used to emphasize visual elements. For example, adding SFX when there's text/pop-up image.



🎨 *Auto Caption*

You can add text without having to type it out manually. With the 'Auto Caption' feature, text will automatically appear based on what is spoken in the video. This feature is available in CapCut's 'Text-Auto Caption' feature. You can still edit the text in 'Auto Caption' because sometimes the application misinterprets our speech. Remember to adjust the font style!



🔄 *Final export*

The final step is to render and export the finished video. Before exporting the video, remember to check the resolution, frame rate, and bit rate. In some software, you can also choose the video format and bitrate of the rendered video. After that, you just need to wait for the video to finish rendering.



Notes

⚠ Editing Tips

1. Choose music that suits the mood of your video. Selecting the right music plays a significant role in determining the quality of your video.
2. If you feel there's distracting background noise, you can try removing it using AI like Adobe Podcast.

The screenshot shows the Adobe Podcast website. On the left, a card titled "Enhance Speech" features a purple microphone icon and the text "Remove noise and echo from voice recordings" with a "Go to Enhance Speech" button. An arrow labeled "Click Here" points to this card. The main content area is titled "Clean up audio for free with Adobe Podcast AI" and includes a "Drop files to enhance" section with a "Choose file" button. An arrow labeled "Drag video or audio file here" points to this section. The top navigation bar includes the Adobe Podcast logo and the URL "https://podcast.adobe.com". An arrow labeled "Choose this" points to the top navigation bar.

3. Remember to backup your editing results to your PC so that if anything bad happens, you still have a backup of your data.



POST-PRODUCTION STAGE

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PROMOTING CONTENT AND ACCOUNT



When promoting your content, there are 2 things you need to focus on: **Retention** (keeping existing audience engaged) and **Outreach** (reaching new audience).

Keeping Existing Audience (*Retention*)

Reply all the comments

Take some time to reply all the comments.

Like and pin comments

Click the heart button to like and pin comments in the comment section.

Promote other videos

At the end of your video, include links to your other videos. You can use the “End Card” feature on platforms like YouTube.

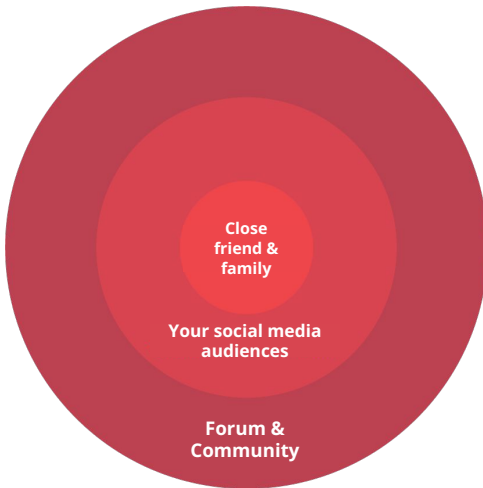
Try new content formats


Sometimes, trying something new can be refreshing. Be as creative as possible when producing videos in new formats.


Make viewer-suggested videos


Viewers who contribute will feel valued when their ideas are featured, attracting interest from other viewers.


Reaching New Audience (*Outreach*)



 **Seek feedback from your close circle.** Your close circle will appreciate involvement and may even help promote your content.

 **Promote your content on personal social media accounts.** Remove your doubt and hesitation. Consistently promote your content on your own social media.

 **Be active in community forums.** Whatever the topic or field, there's usually a website or social media account that serves as a community forum for that topic/issue/field. By joining these communities, you can also promote your content. But remember, no spamming! It would help if you were genuinely active so everyone would support your presence.


 **Collaboration.** This is the fastest and most effective way to reach new audiences. Try collaborating with creators from various fields. See which ones are most effective at attracting new viewers to your account. You can also start by actively commenting on other accounts.

How do you ensure that our collaborations are meaningful and valuable for the audience? You can collaborate with experts or academics, as well as credible organizations and brands. Another way is to avoid collaborating with partners whose values and principles conflict with ours.




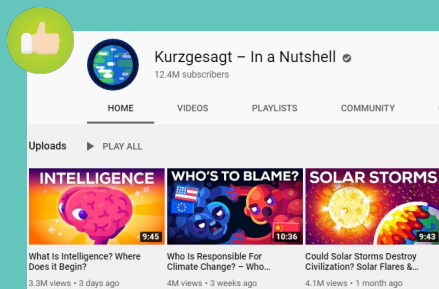
Notes

Tips to maintain your account performance

 **Stay Active.** Don't go inactive for too long. Your audience might start wondering why you're inactive, or they might forget about you altogether. Just like in the real world, your activity is crucial to your success. Keep uploading!






 **Quality > Quantity.** Instead of creating numerous videos with few viewers, it's better to produce a single video that millions can watch. The key lies in your **brand promise**.



Meaningful subscriptions

(Million subscribers, Million viewers)

 **Aim yourself to become viral.** Nearly all major channels began with a viral hit. Prepare  **evergreen content** for your existing audience. Prepare  **trending content** for new audiences..

Checklist

Does your content meet the criteria for high-value content?

Content Substance

- Based on accurate and up-to-date facts and data
- Arguments supported by solid evidence, consistent logic, and proper reasoning
- Presents new and fresh information
- Topics that are relatable to the target audience
- Adheres to the principle of “do no harm” (e.g., avoiding stirring up issues related to ethnicity, religion, race, and social status)
- Uses inclusive language
- Using reputable and accountable sources
- Includes source citations in the content

Content Visual

- Use clean fonts with distinguishable characters (No cursive or handwritten fonts)
- Ensure text sizes, both headlines and body text, are large enough to be comfortably read on a mobile screen
- Text opacity is set to 100%
- Align text to left, center, or right (No justified alignment)
- Color contrast is high enough (**check the contrast ratio here**)
- Smooth animation movements without rapid blinking (to prevent triggering seizures)
- Include a "content warning" for violent, death-related, sexual violence, and/or offensive content
- Images should not exploit or demean
- Provide diverse representations, such as people with disabilities, various body sizes, people of color, gender diversity, and others
- Images are clear and not blurry
- Clear and minimal noise in the audio
- Add subtitles
- After creating the content, seek feedback from others (friends, family, colleagues, etc.)

Best of luck!

We hope this guide serves as your first step in improving the quality of Indonesian content.

Best regards,

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