

ABSTRACT

Vindy, Fatullah Agus. 2018. *CreatorLife.Id's Short Features Directing on creator content profiles in Indonesia.*

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Creatorlife.id is a short feature that addresses biographies of creator content in Indonesia. In the era of globalization, now social media is no stranger to Indonesia, especially among young people. But not many realize the benefits of social media can be used as a promising job. Currently the creative industry is seen as very important to support welfare in the Indonesian economy. Therefore, through the short features this profile is designed by conducting research to get the data that is in focus. The type of research used is qualitative research in the case study method. The design of the short features profile aims to introduce the world of creator content and how to become creator content in Indonesia, which can compete in a creative industry.

Keywords: Biography, creator and Short Features.