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INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

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SKIN CARE WITH FISHA: NEW MEDIA CONTENT CREATION FOR BASIC SKINCARE EDUCATION

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ABSTRACT:

Skincare information can also be given by developing content linked to the information to be conveyed, prompting this initiative to develop new media content emphasising skincare in the form of material produced on new media platforms. Living in a modernisation era where everyone believes that technology is a good and convenient way to get information that they want to know or seek, this content creation is being made as one of the ways to spread basic information about skincare to the targeted audience through new media content. Viewers can watch and share videos that transmit information using the content creation approach if they believe the content is highly useful and valuable to others. The particular methods of researching, filming, editing, releasing, disseminating the content, and finishing the product's end were required when creating 'Skin Care with Fisha' content. Thus, the content creation that has been developed intends to produce available new media material on a new media platform by generating new media content and utilising communication and editing skills.

Keywords: new media content, content creation, communication skills, editing skills

1. INTRODUCTION

The skin just serves as the picture's frame. Unfortunately, a lot of people evaluate themselves in this way. A step toward confidence is having healthy skin, and maintaining a clear face encourages positive self-esteem and confidence in one's looks. Hence, 'Skin Care with Fisha' is a project that focuses on skincare by creating content related to skincare from various aspects. The goal of this project is to ensure that the target audience gets to learn something knowledgeable related to skincare by watching the content that is made regardless of age or culture. Aside from that, this project also comes up with content that highlights some basic and important things that are knowledgeable and related to skin care in a way that the content is made in a spoken manner and explained in detail since it imparts proper flexibility to the audience so that they can take an appropriate decision on a particular topic and will be posted on social media platforms. All in all, we can make available new media content on a new media platform by generating new media content and applying communication and editing skills, as connectedness is one of the most significant benefits of social media. Through social media and its connectedness, information may be transmitted internationally, making it easy for people to interact with one another.

1.1 Project Objective

The following are the objectives for the project:

- to develop new media content emphasising the proper way to use skincare to the target audience, which is young adults.
- to employ communication and editing skills in developing the new media content.
- to produce available new media content on a new media platform.

2. LITERATURE REVIEW

Content creation is a responsibility that requires a long period to produce quality content. The process of choosing a new topic to write about, formulating the strategy and then actually generating it is known as content creation (Kayastha, 2022). Content creation can be classified into two categories: streaming content and non-streaming content. Press conferences, audio/video features, music, mp3s, movie clips, and other types of content are presented through the usage of streaming content, whereas non-streaming content consists of text, photos, visuals, and other types of content that are displayed on static or dynamic pages. (Ganesh & Tamizhchelvan, 2002). Before we get into the content development process, we need to know what a content creator is. A content creator oversees the creation, production, and development of material that connects a brand to its target audience (Stasik & Vrbat, 2022). Then, as content creators, they may create a video, record a podcast, or even a blog. As they create content, there are several advantages when creating content or being a content creator.

As humans, we may obtain inspiration from a variety of sources, one of which is content. Content aids in the generation and collection of ideas. By creating content, people might gather new ideas, inspiration, and perspectives on a specific issue. For instance, content creators produce content to inspire fresh ideas but consume it to do the same. As a result, content is extremely significant because the ideas we obtain while linked can be productive and serve as a vision. Apart from that, content can also connect people. A piece of content named 'Skin Care With Fisha' was generated for this project. When the audience views the content that has been generated and published, it establishes a connection with them and receives feedback from them. Moreover, the connection is stronger when they view content with the information they want to learn and share. Thus, it is content based on ideas, and the concept of content production links those people. Furthermore, a response is given based on their questions, while others observe and learn which can create opportunities. Through content creation, the ultimate inbound marketing practice is content development. When content creators generate content, they are giving their audience free and helpful information, attracting new viewers to their content, and retaining existing viewers through quality engagement. As everyone knows, social media is a platform that is often used due to its various advantages, including creating content on social media. Social media is an effective medium and stage for facilitating interactive communication among all users (Rathore et al., 2016).

All in all, because the content is more than text, photo, video, or music, it gives a platform for people to share their thoughts, engage, and cooperate for something bigger than we can imagine. Content connects people, and it is always going, to begin with, content.

3. ENTREPRENEURIAL OPPORTUNITIES

This project is taking advantage of a big entrepreneurial opportunity by gaining experience in developing informative content on YouTube. Aside from the fact that people enjoy making content, the advantage of producing content for YouTube can be accessed for free. Because YouTube is free to use, it is simpler to investigate and check if it functions throughout

the project's completion. Next, If the content is still in the works, it has the potential to be expanded in a variety of ways, including collaborations and reviews. Furthermore, another opportunity that can be obtained by creating content is becoming an influencer. An influencer will be compensated by small and major brands for promoting their products and services through your social media handles. Influencers are becoming content creators more frequently these days as their numbers increase. After all, it is one of the advantages for them to build a career quickly and to get opportunities since living in a technological era, where everyone must be always with devices to get to know something information and related to the social media platform. Furthermore, when developing content, there are other opportunities when the value of the content is not equivalent to other content that does not grow or fully communicate in English. Creating content that is fully spoken in English, can help to improvise or further increase the use of the English language in Malaysia and create content that nurtures the community to learn and understand the content in English. Aside from that, it is an opportunity to create content that may be used as a continuation, like other skincare content, with improved description and editing. By doing content, new content has been created in a new media platform to disseminate skincare knowledge to the intended audience in an enjoyable and non-boring manner.

4. METHODOLOGY

4.1. Phase One: Research and Planning

The method that launched the beginning of the project-making process was planning the ideas regarding the whole project. Apart from that, research has been done on how to write measurable objectives. In terms of ideas, the idea of producing available new media content on new media platforms is coming up. After getting the idea to form content creation, plans in terms of the content being made, where there is four contents, which are videos that will be published on YouTube and there are four videos related to skincare. Still, they have differences in terms of context and content that they want to convey in the video. The selected titles were also befitting with the title for this project, which is 'skincare'. Next, came the process of researching suitable topics for the content that will be created later to ensure that the content reaches the desired target. The research and ideas are mostly searched for and found on Google, e-book sites, vlogs, and Youtube.

4.2. Phase Two: Preparing for the content

The following procedure was used to prepare the content. To prepare for the content, a lot of feedback from numerous sources on the content that must be developed is required. As a result, research must be conducted and gather relevant and authentic content to ensure that high-quality content can be created. Since four videos have different titles for the content that is going to be made, every time a new video is going to be created, research needs to be done to gather information about the title of the content that was going to be made. There are four contents with different topics, which are *'What is skin care?'*, *'Do's and don'ts when doing a skincare routine'*, *'Basic skincare routine'*, and *'5 ways to repair skin barrier'*. As a result, there is a difference in each piece of content that will be produced because it contains different contexts. After getting the information related to the content, the outlining process begins by organising all the information according to accuracy and appropriateness to be presented in the content later for the target audience. There is some information that is not very clear to be placed in the content and had to be removed. When the process of outlining has been completed, proofreading should be done by re-reading and examining the content and context of the draft to be conveyed in the

content later to ensure that the content can be produced perfectly. These drafts were then perfected through the final stage, which is ready to be made as content.

4.3. Phase Three: Creating the content.

In terms of creating the content, after the final draft has been made, the process of creating content is started. All the content is being published on YouTube since it is a good platform to promote or even make content. The content must be sure to last five to 15 minutes as videos on YouTube are usually slightly longer than those on other social media platforms. Because of this enormous collection of various content, social media users have begun to utilise YouTube in the same way that they use Google to learn more about topics that interest them (Nikula,2017). To create a piece of content, it takes one to two days to complete a piece of content because of various aspects that need to be emphasised such as the duration of the video, lighting, audio clarity and re-recording if there are mistakes.

4.4. Phase Four: Editing

Editing is a part of the content as it allows us to blend pictures and sounds to create an emotional connection. Aside from that, it is also one of the most significant aspects in today's digital age because it is the key to creating a stunning video. Besides that, there are a few things that need to be edited based on the content that has been developed, such as the background of the videos, the selection of suitable songs, providing subtitles to make it simpler to comprehend, and editing the thumbnails for all the videos produced. Several different applications are used in the editing process. For editing the background, subtitles, and thumbnails, the mobile application CapCut was used since it is one of the most convenient apps to be used while InShot was used for the selection of suitable songs since there are lots of songs that can be chosen and most of the songs are suitable to be used in the content and to reduce any background noise that might have been recorded by accident. In terms of social media, specifically Instagram, the next step involved editing a few posts about skincare that were designed in Canva, a convenient digital editing website that has a lot of templates and designs that can be used for social media posting. In addition, editing in terms of a sneak peek is also made related to the content that has been made to be posted on the Instagram account as well.

4.5. Phase Five: Publishing the content

All the content that has been completed will be posted on two different platforms, which are YouTube and Instagram. All four videos will be posted on the main social media, which is YouTube while others posting about skincare knowledge and sneak peek is being posted on Instagram. The processing of posting content on YouTube takes longer to wait for the content to be posted. After finishing posting the content, all the videos will be distributed and also posted on Instagram so that the content can be spread and known by all the targeted audience since YouTube is a different platform from Instagram, if the account is followed by others account, it is easier for them to know all the content. Therefore, apart from sharing all the video links, Instagram account has been used for this project to spread the content since the targeted audience usually likes to use Instagram more than YouTube.



5. RESULTS AND DISCUSSION

5.1. New media content

The project resulted in creating a new media content called 'Skin Care with Fisha,' which emphasised the proper approach to using skin care for the target audience through the creation of four video contents. Each piece of production content met the video time target of 5-15 minutes. Aside from that, all of the produced videos were made successfully in terms of various titles and settings. This is done on purpose since the goal is to create information that is diverse and contains a variety of various knowledge that can be found depending on the content that has been created. Aside from the videos that have been created, the production posting on Instagram has also been successful in getting attention from followers. Bright new media material has been created, resulting in the creation of entertaining or instructional information to be presented on the newly created media platform.

5.2. Communication skills

Aside from creating new media content, communication skills have also been applied to the content that has been developed. Communication skills that are spoken have been cultivated and applied in the development of each video created during the production for producing content. There are numerous advantages to having good communication skills. For instance, improvement in the capacity to effectively provide information and develop trust that inspires trust in others. Control over intonation, posture, facial expression, and tone is also used in the creation of all content. Simply said, communication includes our voice, posture, tone, facial expression, and other nonverbal indicators in addition to speaking.

One of the subskills used is written and oral communication. In terms of oral communication, speaking clearly, and coherently has been established throughout the content, whereas in terms of written communication, it has been applied in this project when the draft was being made, as well as communicating with friends and followers when it involves communication among themselves. Not only that, but communication entails also far more than just speaking. It includes, among other things, body language, posture, gestures, eye contact patterns, and facial expressions, and it is one of the nonverbal communication subskills that has been used. This nonverbal communication has been used throughout the content production process. It is significant since it is a talent that is useful in the great majority of professions. In addition, feedback is also one of the subskills that were employed in this project. Feedback is a skill that complements other communication components including open-mindedness, tolerance, teamwork, and active listening. True encouragement cannot be given until the speaker is understood, their opinion is respected, and an open mind is maintained. Receiving feedback from supervisors is accepted in this project, and the review is automatically accepted without judgement. The ability to give and receive feedback is almost a guarantee of career success. This is because it is linked to the willingness to receive constructive feedback and the logical reasoning required to deliver it.

5.3 Produce newly available media content

The content creation was done to provide engaging content creation and be able to produce newly available media content as planned. The content also includes beneficial

information about skincare, suggestions on how to take care of skin, including a combination of editing, content that involves conversation, and suitable background music.

6.0 CONCLUSION

In wrapping up the project, it is intended that this project will shed some light on the content that has been created to give more significant exposure in emphasising the appropriate approach to using skincare to the targeted community. Skincare is something that everyone may be familiar with as soon as they hear about it; yet it is sometimes difficult to understand the actual things that should be known, particularly the appropriate approach to use it. The completion of 'Skin Care with Fisha' offered significant insight and information for the intended audience. Content creation was discovered in a new media platform that shared many skincare subjects and produced new media material. Innovation is essential to society's survival. Community thrives upon innovation; thus, conveying information in a possible and ideal way of content creation that we will see more often in the future, keeping this project in line with future ends.

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APPENDICES



Figure 2: Skin Care With Fisha's Youtube channel.



Figure 3: Skin Care With Fisha's Instagram account.

Link for Youtube channel: <https://youtube.com/@nurainnafisha7304>

Link for Instagram accounts: https://instagram.com/skin_carewfisha?igshid=NDk5N2NIZjQ=