



# Content creator performance measurement system design using rapid application development

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## ARTICLE INFO

### Article history:

Received Jan 31, 2024

Revised Feb 02, 2024

Accepted Feb 05, 2024

### Keywords:

Content;  
Creator;  
Performance;  
Measurement;  
System;  
RAD.

## ABSTRACT

This research aims to analyze the performance of content creators, employing the Rapid Application Development (RAD) methodology with stages including requirement planning, user design, construction, and cutover. The results of this study demonstrate the necessity of a database and information system for measuring the performance of content creators to analyze competitors and enhance competitiveness. By utilizing RAD methodology, the research emphasizes the importance of iterative development and user involvement in crafting a robust system tailored to the evolving needs of content analysis and strategic planning. Consequently, the findings underscore the significance of data-driven approaches in optimizing content strategies and fostering competitiveness in the digital landscape. The practical implications of this application lie in its capability to manage content creator data and monitor content statistics effectively. By serving as a centralized database and monitoring system, the application streamlines collecting, organizing, and analyzing data related to content creators and their performance metrics.

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## 1. INTRODUCTION

The advancement of technology has sparked remarkable innovations in digital communication, compelling content creators to optimize marketing strategies by leveraging the pervasive popularity of social media platforms (Lee et al., 2023). As digital communication channels continue to evolve, content creators are presented with many opportunities to engage with audiences in novel ways, exploiting the interactive nature of social media to disseminate content and foster meaningful interactions (Jacobson & Harrison, 2022). This trend underscores the transformative power of technology in reshaping contemporary marketing paradigms, offering content creators unprecedented avenues for reaching and resonating with diverse audiences on a global scale (Jang et al., 2023). Consequently, the burgeoning landscape of digital communication facilitates the dissemination of content (Warburton, 2022). It engenders a symbiotic relationship between creators and consumers, wherein the dynamic interplay between technological

innovation and creative expression drives continuous evolution and adaptation (Van Der Goot et al., 2021).

The urgency of this research lies in the imperative to design a comprehensive database of content creator performance for thorough analysis, considering the pivotal factors essential in achieving optimal communication across varied objectives (Shin & Ognyanova, 2022). By developing such a database, scholars and practitioners can delve into multifaceted dimensions of content creation, encompassing metrics engagement, audience demographics, traffic sources, retention rates, conversion metrics, feedback and sentiment analysis, time spent, platform-specific metrics, revenue, and monetization, as well as competitor analysis (Sarwar et al., 2023). Such an endeavor is crucial in elucidating the intricate dynamics of digital communication ecosystems and facilitating evidence-based decision-making processes (Williams, 2021). Therefore, this research endeavor is poised to advance our understanding of content creation strategies and foster effective communication practices in contemporary digital landscapes.

This research's limitation pertains to the database's scope accommodated in the system design, which encompasses metrics engagement, audience demographics, traffic sources, retention rate, conversion metrics, feedback and sentiment analysis, time spent, platform-specific metrics, revenue and monetization, and competitor analysis. While these categories offer a comprehensive framework for analyzing content creator performance, it is essential to acknowledge that the complexity of digital communication ecosystems may extend beyond these predefined metrics (Gaenssle & Budzinski, 2021). Consequently, certain nuanced aspects of content creation and audience interaction may not be fully captured within the confines of the current database structure (Riedl et al., 2022). Therefore, future research endeavors should refine and expand upon the existing framework to encompass a broader spectrum of variables, thus yielding a more nuanced understanding of content creator dynamics and communication effectiveness in digital environments (O'Regan, 2021).

The practical implications of this research are significant for content creator analysts in measuring the performance of fellow content creators to optimize their effectiveness across diverse objectives, including implementing product marketing strategies through digital communication on social media platforms (Nepomuceno et al., 2020). Analysts can identify successful strategies, discern audience preferences, and tailor content to maximize engagement and impact by leveraging the insights gleaned from the comprehensive analysis of content creator metrics (Musiyiwa & Jacobson, 2024). This enables content creators to refine their approaches, enhance their outreach efforts, and ultimately bolster their performance in achieving organizational goals (Smith et al., 2021). As such, the findings of this research offer valuable guidance and strategic direction for practitioners navigating the complex landscape of digital marketing and content creation, facilitating informed decision-making and driving tangible outcomes in the realm of social media-driven communication initiatives (Purington Drake et al., 2023).

The theoretical implications of this research emphasize the portrayal of digital communication and the shifting dynamics of authority across various social media platforms (Chang, 2023). By delving into the intricacies of content creation and audience engagement, this study sheds light on the evolving nature of online discourse and the redistribution of influence in digital spaces (Miguel et al., 2023). The analysis underscores the decentralization of authority, wherein traditional gatekeepers are supplanted by grassroots content creators who wield considerable power in shaping narratives and driving conversations (Chen et al., 2024). This underscores the transformative potential of social media platforms in democratizing communication and amplifying diverse voices (Lone et al., 2021). Thus, the findings of this research contribute to theoretical discourse by illuminating the evolving landscape of digital communication and its implications for power dynamics and societal discourse in contemporary contexts (Suwana, 2021).

In the future, the development of applications will likely be guided by the preferences of social media users, focusing on incorporating engaging features that are perceived as beneficial in enhancing the performance of content creators (Riewestahl et al., 2023). This trajectory acknowledges the growing influence of user-centric design principles and the imperative to align technological advancements with digital audiences' evolving needs and desires (Obia, 2023). By prioritizing features that foster user engagement, facilitate content creation, and streamline audience interaction, future applications can empower content creators with enhanced tools and capabilities, fostering innovation and catalyzing the creation of compelling and impactful content (Ferreira et al., 2022). Consequently, this shift towards user-driven development ensures the relevance and effectiveness of digital platforms (Sörensen et al., 2023). It underscores the symbiotic relationship between technology and user experience in driving the evolution of digital communication ecosystems (Yalamanchili et al., 2023).

The research identifies a significant gap in the discourse surrounding content creator performance, particularly in database and system design for competitor analysis. While existing literature delves into various aspects of content creator performance measurement, a notable dearth of studies focuses on developing comprehensive database and system designs tailored specifically for competitor analysis within content creation. This gap underscores the need for further research to explore and address the complexities and challenges of analyzing competitor strategies and performance metrics. By bridging this gap, future studies can contribute valuable insights and methodologies to enhance the effectiveness of content creator performance evaluation and strategic decision-making processes.

## 2. RESEARCH METHOD

This research adopts the Rapid Application Development (RAD) framework, which encompasses stages including requirement planning, user design, construction, and cutover in the application design process. The utilization of RAD underscores the emphasis on iterative development cycles and user involvement throughout the software development lifecycle (Singgalen, 2024b). By leveraging RAD methodology, researchers swiftly prototype and refine application features in response to evolving user needs and feedback, accelerating the development process and ensuring the delivery of user-centric solutions (Singgalen, 2024a). This approach enables researchers to efficiently navigate the complexities of application design and deployment, ultimately facilitating the timely delivery of robust and tailored solutions to address the multifaceted challenges inherent in the content creator performance analysis (Christanto, 2024).

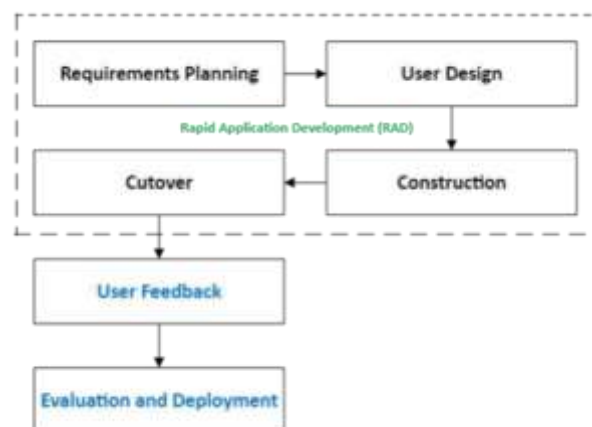


Figure 1. Implementation of Rapid Application Development in Database and System Design

Figure 1 shows the stages of RAD. The relevance of the Rapid Application Development (RAD) method in designing a content creator performance measurement system lies in its flexibility in defining roles and interface design, facilitating the utilization of Oracle APEX. RAD methodology emphasizes iterative development and active user involvement, allowing swift adjustments and refinements to accommodate evolving requirements and user preferences (Sun et al., 2023). This agility enables researchers to efficiently tailor the system's features and interface to suit content creators' and analysts' specific needs and preferences while leveraging Oracle APEX's seamless integration and deployment capabilities (Singgalen, 2024c). As such, adopting the RAD methodology enhances the adaptability and responsiveness of the content creator performance measurement system, ensuring its effectiveness in capturing and analyzing relevant metrics to inform strategic decision-making and enhance content creator performance.

## 2.1 Requirements Planning

During the requirement planning stage, the process involves the identification of data needs essential for measuring the performance of content creators. This initial phase entails comprehensive stakeholder engagement and analysis to ascertain key performance indicators (KPIs), audience demographics, engagement metrics, and other relevant variables crucial for evaluating content creator effectiveness. By meticulously delineating data requirements, researchers can establish a solid foundation for subsequent application design and development stages, ensuring alignment with overarching research objectives and stakeholder expectations. Therefore, the requirement planning phase is a critical precursor to successfully implementing a robust content creator performance measurement system, enabling researchers to effectively capture and analyze pertinent data to inform strategic decision-making and enhance content creator performance.

Table 1. Data Requirement for Content Creator Measurement System

-- Metrics Engagement			
SELECT	-- Audience		
content_id,	Demographics		
SUM(views) AS	SELECT	-- Time Spent	
total_views,	age_group,	SELECT	
SUM(likes) AS total_likes,	gender,	content_id,	
SUM(comments) AS	COUNT(*) AS	AVG(time_spent) AS	
total_comments,	audience_count	average_time_spent	
SUM(shares) AS	FROM audience	FROM user_activity	
total_shares	GROUP BY age_group,	GROUP BY content_id;	-- Competitor Analysis
FROM engagement	gender;		SELECT
GROUP BY content_id;			competitor,
	-- Retention Rate	-- Platform Specific	SUM(views) AS
-- Traffic Sources	SELECT	Metrics	total_views,
SELECT	DATE_TRUNC('month',	SELECT	SUM(likes) AS
source,	viewing_date) AS	platform,	total_likes,
COUNT(*) AS	month,	COUNT(*) AS	SUM(comments) AS
traffic_count	COUNT(DISTINCT	platform_specific_count	total_comments,
FROM traffic_sources	user_id) AS	FROM	SUM(shares) AS
GROUP BY source;	unique_users	platform_specific_data	total_shares
	FROM user_activity	GROUP BY platform;	FROM
	GROUP BY month;		competitor_metrics
			GROUP BY competitor;
-- Conversion Metrics	-- Feedback and	-- Revenue and	
SELECT	Sentiment Analysis	Monetization	
content_id,	SELECT	SELECT	
COUNT(*) AS conversions	content_id,	DATE_TRUNC('month',	
FROM conversions	AVG(sentiment_score)	transaction_date) AS	
GROUP BY content_id;	AS average_sentiment	month,	
	FROM feedback	SUM(revenue) AS	
	GROUP BY content_id;	total_revenue	

---

```
FROM  
monetization_transactions  
GROUP BY month;
```

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Based on the results of the identification of requirements, several indicators are established as data points for measuring the performance of content creators, encompassing metrics engagement, audience demographics, traffic sources, retention rate, conversion metrics, feedback and sentiment analysis, time spent, platform-specific metrics, revenue and monetization, and competitor analysis. These diverse datasets are deemed essential for comprehensively assessing the effectiveness and impact of content-creator activities across various digital platforms. By incorporating these multifaceted indicators into the content creator performance measurement system, researchers can gain holistic insights into audience engagement, content effectiveness, and market dynamics, facilitating informed decision-making and strategic planning. Consequently, integrating these comprehensive datasets underscores the significance of adopting a multidimensional approach to evaluating content creator performance in contemporary digital landscapes.

## 2.2 User Design

The Oracle APEX tool is employed during the user design stage to design the database schema and user interface. This pivotal phase involves translating the identified data requirements into a tangible framework that aligns with user needs and preferences. Oracle APEX provides a robust platform for creating intuitive and user-friendly interfaces, facilitating seamless interaction with the underlying database. The utilization of Oracle APEX streamlines the development process, enabling researchers to configure database tables efficiently, define relationships, and design forms and reports to capture and present relevant data effectively. As such, Oracle APEX serves as a valuable instrument in the user design stage, empowering researchers to craft a content creator performance measurement system that is functional and efficient but also user-centric and accessible.

## 2.3 Construction

During the construction stage, the database structured around the established Key Performance Indicators (KPIs) is integrated with Oracle APEX in preparation for advancing to the interface design phase. This critical phase involves the implementation of database functionalities and developing backend processes to ensure seamless data storage, retrieval, and manipulation. Researchers can effectively capture and organize relevant data for measuring content creator performance by aligning the database architecture with predefined KPIs. The integration of Oracle APEX facilitates the creation of dynamic and interactive interfaces that enable users to interact with the database efficiently. Consequently, the construction stage is a pivotal milestone in the development process, laying the foundation for the subsequent design and deployment of a robust content creator performance measurement system.

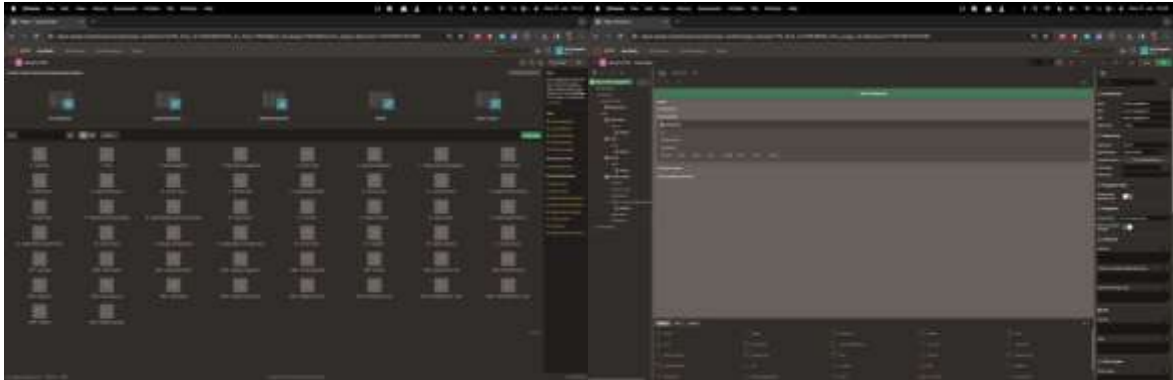


Figure 2. System Configuration using Oracle Apex

The configuration of Oracle APEX offers significant benefits in tailoring user data requirements to interactive displays. This capability enables users to efficiently access, analyze, and manipulate data according to their needs and preferences. By leveraging the flexibility of Oracle APEX, organizations can design intuitive and customizable interfaces that facilitate seamless interaction with complex datasets, thereby enhancing user productivity and decision-making. Consequently, the utilization of Oracle APEX for data configuration underscores its instrumental role in empowering users to derive actionable insights and maximum value from their data assets.

#### 2.4 Cutover

During the cutover stage, the process entails conducting application testing to ensure that features operate as intended according to the design outcomes. This pivotal phase involves rigorous quality assurance measures to validate the application's functionality, usability, and performance before deployment. Through comprehensive testing protocols, researchers can identify and rectify any discrepancies or issues that may arise, ensuring the application's readiness for production use. The cutover stage is a critical checkpoint in the development lifecycle, signifying the transition from development to operational deployment. As such, meticulous testing procedures are indispensable in safeguarding the integrity and effectiveness of the content creator performance measurement system, ultimately ensuring its efficacy in supporting decision-making processes and enhancing content creator performance.

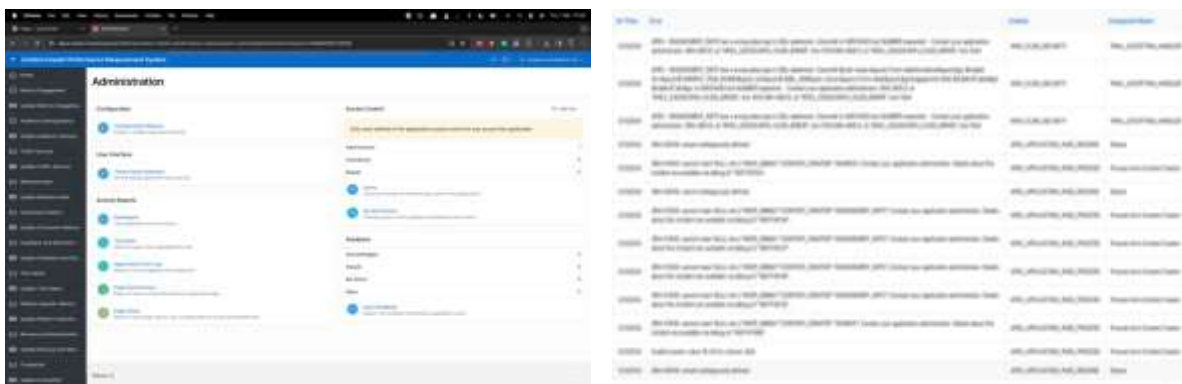


Figure 3. Error Log in Configuration of Oracle Apex

The error log in Oracle APEX is crucial for identifying and troubleshooting issues encountered during application development and deployment. By logging errors and

exceptions, developers can pinpoint areas of concern and implement corrective measures to ensure the stability and reliability of the application. Furthermore, the error log provides valuable insights into user behavior and system performance, enabling continuous refinement and enhancement of the application's functionality and user experience. In the future, advancements in error-logging technology will offer further automation and intelligence opportunities, facilitating proactive error detection and resolution. Consequently, the error log in Oracle APEX serves as a foundation for ensuring application robustness and paves the way for innovative application development and maintenance practices.

### 3. RESULTS AND DISCUSSIONS

The evolution of creative content in Indonesia is inherently intertwined with the pivotal role of creators who consistently upload genre-specific content. This phenomenon underscores the dynamic nature of digital content creation, wherein creators actively contribute to the proliferation of diverse and engaging content across various platforms (Stephens & Miller, 2023). The routine content upload by creators reflects their commitment to catering to audience interests and preferences, fostering audience engagement and loyalty (Al-Abdallah et al., 2024). Furthermore, this trend highlights the democratization of content creation, wherein individuals with diverse backgrounds and talents can participate in shaping cultural discourse and narratives (Anaya et al., 2022). Consequently, the active involvement of creators enriches Indonesia's digital content landscape and signifies a democratization of creative expression in the digital era.

In an endeavor to monitor the activities of content creators, this research incorporates several indicators in the system design, encompassing metrics engagement, audience demographics, traffic sources, retention rate, conversion metrics, feedback and sentiment analysis, time spent, platform-specific metrics, revenue and monetization, and competitor analysis. These indicators serve as essential components for comprehensively evaluating the performance and effectiveness of content creators across digital platforms. Metrics engagement and audience demographics provide insights into audience interaction and composition, while traffic sources and retention rates offer valuable information on audience acquisition and retention. Conversion metrics and revenue and monetization indicators gauge the effectiveness of content in driving desired actions and generating revenue. Feedback sentiment and competitor analysis offer insights into audience perceptions and market dynamics, facilitating informed decision-making and strategic planning. Consequently, integrating these diverse indicators underscores the holistic approach adopted in monitoring content creator activities, enhancing the understanding and optimization of content creation strategies in digital environments.

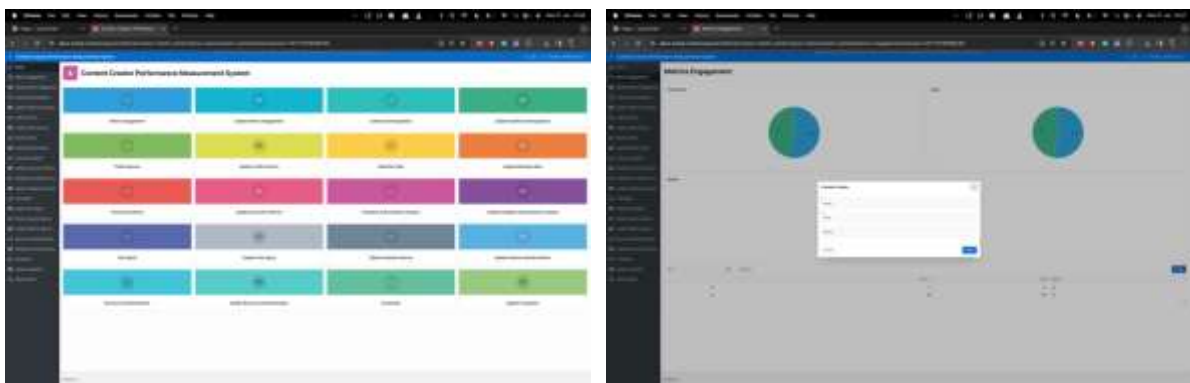


Figure 4. The Dashboard of Content Creator Performance Measurement System

Figure 4 shows the Dashboard of Content Creator Performance Measurement System. It is meticulously tailored to accommodate the data requirements associated with metrics engagement, audience demographics, traffic sources, retention rate, conversion metrics, feedback and sentiment analysis, time spent, platform-specific metrics, revenue and monetization, and competitor analysis. This comprehensive approach ensures that the dashboard provides a holistic view of content creator performance across various dimensions, facilitating informed decision-making and strategic planning. By integrating diverse datasets into a unified dashboard interface, stakeholders can gain actionable insights into content effectiveness, audience engagement, and market dynamics, optimizing content creation strategies and maximizing performance outcomes. Consequently, the dashboard customization aligns with the overarching objective of enhancing content creator effectiveness and competitiveness in dynamic digital environments.

The primary objective of metrics engagement is to assess the level of interaction and responsiveness of audiences towards content, thereby providing valuable insights into its effectiveness and impact. Metrics engagement encompasses a range of quantifiable indicators, such as likes, comments, shares, and views, which collectively gauge the extent to which content resonates with audiences and elicits meaningful interactions. Through the analysis of engagement metrics, content creators and marketers can evaluate the success of their content strategies, identify trends, and refine their approaches to engage their target audience better. Consequently, metrics engagement is vital in informing content creation and marketing strategies, ultimately facilitating deeper connections with audiences and attaining organizational goals.

The concept of audience demographics encompasses the systematic study and analysis of the characteristics and traits of individuals comprising a target audience. This includes age, gender, income level, educational background, geographic location, and socio-economic status. Understanding audience demographics is essential for content creators, marketers, and businesses as it provides valuable insights into their target audience's preferences, behaviors, and needs. By segmenting audiences based on demographic variables, content creators can tailor their content to resonate more effectively with specific demographic groups, enhancing engagement and driving desired outcomes. Furthermore, audience demographics serve as a foundational element in developing targeted marketing strategies and personalized content experiences, ultimately contributing to the overall success and effectiveness of content creation and marketing endeavors.

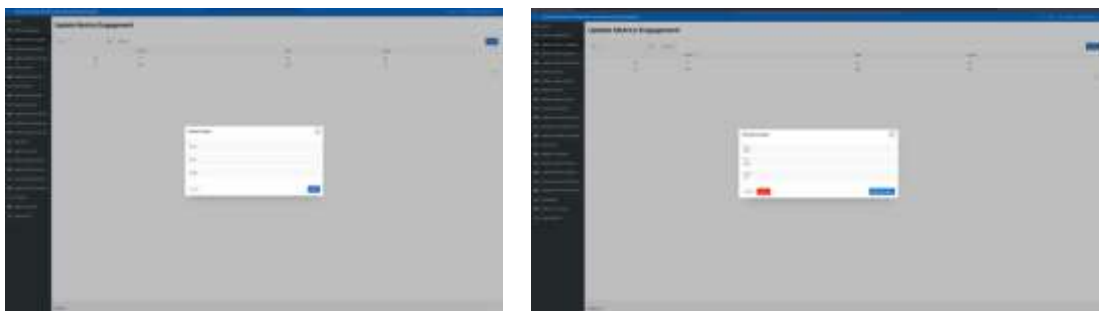


Figure 5. CRUD Testing of the Prototype

Figure 5 shows the application's CRUD (Create, Read, Update, Delete) function. The objectives of traffic sources, retention rate, conversion metrics, feedback, and sentiment analysis are multifaceted within the context of content creator performance measurement. Traffic sources aim to identify the channels users discover and access content, enabling content creators to optimize their distribution strategies and allocate resources effectively. Retention rate measures the ability of content to retain audience

interest over time, providing insights into content quality and relevance. Conversion metrics assess the effectiveness of content in driving desired actions, such as purchases or subscriptions, reflecting its impact on audience behavior and engagement. Feedback and sentiment analysis aims to capture audience perceptions and sentiment towards content, facilitating continuous improvement and refinement based on user feedback. Together, these metrics contribute to a comprehensive understanding of content creator performance, informing strategic decision-making and content optimization efforts for enhanced audience engagement and satisfaction.

The objectives of time spent, platform-specific metrics, revenue and monetization, and competitor analysis are integral components in assessing content creator performance and market dynamics. Time spent aims to measure the duration users engage with content, providing insights into content consumption patterns and audience engagement levels. Platform-specific metrics evaluate performance indicators unique to each digital platform, enabling content creators to tailor their strategies to maximize effectiveness across diverse channels. Revenue and monetization metrics gauge the financial returns generated from content creation efforts, offering valuable insights into the profitability and sustainability of content initiatives. Competitor analysis aims to benchmark content performance against industry peers, identify market trends, and uncover opportunities for differentiation and innovation. Together, these metrics are essential tools for content creators and marketers to optimize their strategies, maximize audience engagement, and drive business growth in dynamic digital environments.

#### 4. CONCLUSION

The findings of this research indicate that the Content Creator Performance Measurement System application can serve as a comprehensive database and information system for measuring performance. The utilization of the RAD (Rapid Application Development) methodology proves highly relevant in the design of this application, facilitating iterative development cycles and user involvement throughout the process. This approach ensures that the application is robust, functional, and responsive to the evolving needs of content creators and analysts. Consequently, integrating RAD methodology enhances the agility and adaptability of the application, underscoring its efficacy in supporting data-driven decision-making and strategic planning in the dynamic landscape of content creation and digital marketing. The practical implications of this application lie in its capability to manage content creator data and monitor content statistics effectively. By serving as a centralized database and monitoring system, the application streamlines collecting, organizing, and analyzing data related to content creators and their performance metrics. This facilitates informed decision-making and strategic planning for content creation and marketing initiatives. Furthermore, monitoring content statistics in real-time enables stakeholders to track performance trends, identify areas for improvement, and capitalize on emerging opportunities swiftly. As such, the application offers tangible benefits for content management and performance monitoring, empowering organizations to optimize their content strategies and enhance overall effectiveness in digital environments. The recommendation for future research entails conducting in-depth investigations into emerging trends and advancements in content creator performance measurement methodologies, particularly in competitor analysis. This includes exploring innovative approaches and technologies for gathering, analyzing, and interpreting competitor data to glean actionable insights for content strategy optimization and competitive positioning.

#### ACKNOWLEDGEMENTS

I want to sincerely thank the Information System Department at the Faculty of Engineering, Atma Jaya Catholic University of Indonesia.

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