

## Motivation for Housewives to Become Content Creators on Facebook Social Media

<https://doi.org/10.25008/wartaiski.v7i2.300>

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**Submitted:** December 14, 2024, **Revised:** December 19, 2024, **Accepted:** Dec 20, 2024

Accredited by Kemristekdikti No. 72/E/KPT/2024

**Abstract** - The development of technology and social media has changed the pattern of user participation from passive consumers to active producers. Facebook, with its innovative features such as Reels and paid subscriptions, is becoming a popular platform that encourages users, including housewives, to create content of economic value. This study uses the theory of Uses and Gratifications to analyze the motivation of housewives to use Facebook in meeting social needs. This study uses a qualitative approach with a case study design to explore the experience of housewives as content creators on Facebook. Data were collected through direct observation and in-depth interviews with four informants who met the criteria. Data analysis is carried out by means of data reduction, data presentation, and conclusion drawn. This approach aims to understand the motivation of using Facebook and become a content creator, interaction pattern, and satisfaction for housewives on social media. The results of the study show that housewives use Facebook to meet social, entertainment, information, and economic needs. They build a support network as content creators, creating everyday videos, humor, or tutorials that entertain themselves and their audience. For information needs, they share tips, practical solutions, and product recommendations. Economic motivation also drives them to monetize content for additional income. Facebook is not only a communication tool, but also a platform for social interaction, entertainment, information dissemination, and economic empowerment.

**Keywords:** Content creator; Facebook; Housewife; Motivation; Uses and gratification

### INTRODUCTION

The trend of content creators has experienced rapid development, with more and more individuals engaging in content creation on social media. The previous content creator profession could only be run by certain circles, such as celebrities or influencers who had a large number of followers. The rapid development of information technology has brought significant changes in this regard. Nowadays, anyone can become a content creator as long as they have access to social media and adequate creative abilities.

Social media is one of the important instruments in this change. One of the social media that has also undergone changes is Facebook. According to the report Napoleon Cat (2024) Facebook is one of the most popular social media platforms in Indonesia, with the number of users reaching 174.3 million or around 61.8% of the total national population. Most Facebook

users come from the productive age group, including housewives who use the platform for various purposes.

Facebook is still popular to use today because of its ease of use. Facebook has a very easy-to-use display for anyone, both young and old. Facebook's Home view is also quite simple which contains statuses, images, and videos. Facebook also continues to innovate in its features and Facebook also has a strong community (Eraspace, 2024). Facebook only provided simple features such as chatting and social networking at the beginning of its existence. One of the big changes from the platform is the introduction of its latest features, namely Stories and Reels. Facebook is also rolling out a monthly paid subscription feature to content creator pages and the ability to post ads in short videos and live streams. A new feature in Facebook is designed for sharing short videos or content.

The change in Facebook's features was well received by the public, especially housewives (IRT) who will be the focus of this research. The presence of these features changes the pattern of participation and the way people interact. Facebook's new features encourage changes in the platform's media ecology, which has implications for changing the habits of Facebook users, many of whom are currently turning to content producers. Facebook allows its users to play more than just passive consumers. The platform provides an opportunity for users to become active producers who create different types of content. Facebook continues to innovate to stay relevant and support the activities of its users, with creativity and the right use of technology, anyone can produce content that is interesting and economically valuable, even from groups that were not previously actively involved, such as housewives. Housewives, who generally have limited time and resources, use Facebook as a platform to create content related to daily life, such as household activities, parenting, and culinary.

The acceptance of Facebook's feature changes is due to meeting their need to share more diverse, engaging, and interactive content. Reporting from Kompasiana (2024), housewives who are active as content creators on Facebook not only show their existence in the digital world, but also create new economic value. By taking advantage of features such as paid subscriptions, ads in short videos, and live streaming, they were able to optimize the monetization potential of this platform. This phenomenon illustrates how social media continues to adapt to meet the needs of its users while creating new and inclusive opportunities.

Innovations on Facebook's social media encourage its users to experiment and create more creative and varied content. They are slowly mastering editing tools and advanced features to improve the quality of their content, while leveraging data and feedback from their audience to enhance their creations. The content shared is now increasingly varied, in contrast to the dominance of celebrities and influencers in the past. Facebook users can create content by sharing their daily activities or the places they visit. The topics raised are also broadening, including things such as family problems and stories about children's toys. High creativity is the main requirement to achieve success in this field (Yulia & Mujtahid, 2023).

This development has also encouraged the formation of a strong community among beginner content creators. In this community, creators support each other to grow and develop. Creators who manage to produce quality or viral content are often an inspiration for other users to follow in their footsteps. This not only expands the space for innovation in content creation, but also enriches the ecosystem of creators on platforms like Facebook.

The transformation of housewives into content creators on Facebook reflects their ability to adapt to technological developments and social changes. Recent research related to the phenomenon of content creators on social media includes research by (Sundawa & Trigartanti, 2018) providing an understanding of how content creators can be a marketing tool and source of income. Mufidah (2023) research emphasizes the educational and social aspects of content creators, which can also lead to opportunities to earn money (monetization). This research

focuses on understanding the motivation of housewives to become content creators on Facebook social media.

The Uses and Gratification theory is used to analyze the motivations of housewives to use Facebook to meet their various needs. Uses and Gratification (UG), focuses on understanding how individuals actively use media to meet specific needs and satisfactions. In the context of housewives, this theory can be used to explore why they are switching from passive consumers to content producers on social platforms like Facebook. UG assumes that audiences have active control over the media they consume and create content to meet a wide range of.

### **THEORETICAL FRAMEWORK**

The theory of Uses and Gratifications (UG) provides in-depth insights into how individuals use media to meet their social and psychological needs. This theory considers media users as active actors, who deliberately choose media to achieve a specific goal, rather than just a passive audience influenced by the media (Malik et al., 2016). In the context of research titled *Monetization of Daily Life: Housewives' Communication Strategies on Facebook*, UG's theory can provide an understanding of how housewives choose Facebook as a platform to meet their various needs, from information to strengthening social relationships.

UG identifies several types of needs that drive individuals to use media. One of the main needs according to Katz, 1974 (in Ruggiero, 2000) is a cognitive need, namely the search for relevant and useful information (Katz, 1974). Initially, this theory was used to analyze television viewing habits, especially in the context of political programs. However, along with technological advancements, this theory began to be applied in the context of digital and social media. For example, researchers such as (Ruggiero, 2018) adapted this theory to understand the behavior of digital media users, which gives users greater freedom to choose the content they consume.

In the context of housewives, Facebook can be a useful source of information to support daily activities, such as looking for cooking tips, childcare, or household finances. In addition, affective needs also play an important role, as the use of social media can provide deep emotional experiences, such as happiness when sharing family moments or emotional support from fellow housewives in Facebook groups.

Social integrative needs are also a major factor in this study. Housewives often use social media to strengthen relationships with family and friends, as well as build virtual communities that provide a sense of belonging and social support. This is relevant to the communication strategies used by housewives to monetize their daily lives. On Facebook, housewives can share their experiences, products or services with the online community, which also helps them build their credibility and improve their social status in the digital sphere. For example, housewives who run small businesses can use Facebook to introduce products, share knowledge, or offer services, which is in line with the concept of more integrative personal and social gratuities (Papacharissi & Rubin, 2000).

Furthermore, Facebook allows housewives to meet the need for tension relief, by using social media as an escape from the stressful daily routine. Facebook as a social media gives housewives the opportunity to socialize, share personal stories, and enjoy entertainment content, which can be a form of diversion from the stress or pressure of household life (Haridakis & Hanson, 2009). Thus, the UG theory is very relevant in understanding the motivation of housewives in using Facebook as a platform to communicate and monetize their daily lives. In this regard, UG offers a robust framework for analyzing how individuals choose media and communication strategies to meet their various social, psychological, and economic needs in the context of social media such as Facebook.

## MATERIAL AND METHODOLOGY

This research uses a qualitative approach, which aims to explore the meaning, understanding, and description of a phenomenon in depth in a natural context (Yusuf, 2014). This approach focuses on collecting descriptive and non-statistical data, with the aim of understanding social phenomena holistically and critically. The study also applied a case study design, which involved the intensive and systematic collection of data on individuals, events, or groups in a specific social context. According to Creswell & Creswell (2018), A case study is a method used to analyze in depth a case, program, event, or individual in various fields.

This research was conducted in the Greater Jakarta Region, the location selection was based on the high number of Facebook social media users. The research lasted for four months, from June to November 2024. In this study, the unit of analysis is housewives (Neuman, 2016), who play the role of content creators on social media, especially Facebook. Interviews are used as the main method to obtain direct data from informants. According to Moleong (2017) an interview is a structured conversation that aims to dig up information about various aspects, such as events, activities, or motivations related to the research subject.

The informants in this study consist of two categories, namely key informants and informants. Key informants are individuals who have in-depth knowledge and experience relevant to the research topic. In this case, the key informant is a Facebook content creator who already has a growing account and generates income from the platform. These key informants are considered important because they can provide in-depth insights into the process of creating content and managing social media successfully.

Meanwhile, research informants are housewives who act as content creators and can provide information about their experiences in producing content as well as how they meet their personal needs through social media. The selection criteria for these informants include housewives who have generated income through Facebook and have a minimum of 6000 followers, which ensures they have relevant influence and experience in using social media for business and personal purposes.

Data collection in this study was carried out using two main methods, namely observation and in-depth interviews. The observation method is used to directly observe the activities of content creators on social media, especially Facebook. These observations were made by converting researchers' Facebook accounts into professional Facebook accounts, which allowed researchers to identify and find growing accounts. In addition, the researcher also made observations on several accounts that have been monetized for a long time and generate significant income. The purpose of this observation is to look at the patterns of interaction between content creators, the types of content that dominate, and the ways in which content creators earn revenue from Facebook.

In addition to observations, in-depth interviews were also conducted to obtain more complete and in-depth data (Kriyantono, 2014). This interview aims to explore information related to the use of Facebook social media by housewives, their attitude towards the use of social media, and the needs of informants in using the platform. The researcher conducted interviews with four housewives who had met the set criteria. The entire interview was conducted with audio recordings, which were then transcribed for further analysis. This approach is expected to provide a more comprehensive understanding of how housewives engage in content creation on social media and how they benefit from these activities.

Research using data analysis (Miles et al., 2014) which consists of three stages: data reduction, data presentation, and conclusion drawn. Data reduction simplifies and summarizes raw data from the outset through conceptual frameworks and collection methods. Data presentation systematically organizes information, such as in narrative text, graphs, or diagrams, to support the analysis. Drawing conclusions is carried out by identifying patterns and relationships, which are continuously verified throughout the study.

## RESULT AND DISCUSSION

According to the results of interviews with all informants, it can be explained that previously they only focused on household activities, but now they have an additional role as content creators. Their motivation to utilize Facebook media and become content creators is explained in the themes that appear in the research results.

### *Motivation to Meet the Needs of Social Interaction*

Housewives make Facebook the main platform to meet the needs of social interaction while building a network that supports their activities as content creators. Through the Facebook platform, they not only communicate with fellow creators but also share experiences, new ideas, and effective strategies in creating quality content. Collaboration is one of their ways to expand their audience coverage, enrich content variety, and increase appeal in the midst of increasingly competitive competition in the digital community.

The use of friendly, warm, and inclusive language is an important element in building relationships with the audience. This fun style of communication creates a comfortable atmosphere of interaction, so that the audience feels more emotionally connected. A quick and relevant response to comments and messages from followers is also an important strategy implemented. This approach not only increases audience engagement but also builds ongoing loyalty to the content produced.

The social network they build through Facebook provides great benefits in the development of creative ideas. Interaction with other creator communities facilitates the exchange of insights and innovation, ultimately improving the quality of their content. Collaboration between creators also gives content a new dimension, such as producing videos together, hosting online events, or building interactive challenges that appeal to audiences.

Housewives are not only able to maintain their position as content creators but also create a supportive and productive community. Facebook has become an effective tool to bridge the need for social interaction and professional development in the digital world, ultimately strengthening their role as relevant and highly competitive creators.

### *Motivation Meets the Needs of Entertainment*

Housewives use Facebook to meet their entertainment needs by creating engaging and entertaining content for their audience. The type of content they create is usually in the form of light daily videos, humorous stories, to cooking tutorials that are presented in an entertaining style. This content is designed to provide a fun experience while relieving boredom, both for themselves and their followers.

The entertainment delivered is also often relevant to daily life, such as unique cooking recipes or family moments together, so that it can build an emotional connection with followers. The results of the interview explained that housewives create simple content that not only helps build closeness with the audience but also creates a positive atmosphere on digital platforms. They learn with fellow content creators to create compelling visuals and easy-to-understand narratives. They argue that entertainment content will attract the attention of the audience while maintaining loyalty from followers.

### *Motivation to Provide Information*

In addition to meeting entertainment needs, housewives use Facebook to convey useful information to their audience. The content created is often in the form of practical tips for daily life, such as household solutions, family financial management, or relevant product recommendations. This information aims to help the audience face everyday challenges with easy and applicable solutions.

The communication strategy used to meet this information need focuses on presenting content clearly and directly. Simple but attractive visuals, combined with a concise narrative, make the information easy to understand by various circles. Thus, this informational content is not only relevant but also contributes to improving the quality of life of the audience.

Content created by housewives combines elements of entertainment and information. For example, cooking tutorials not only present the steps of making food but are also delivered in a relaxed and entertaining style. This approach is effective in attracting attention while providing added value for the audience. This is in line with the research of Sundawa & Trigartanti (2018), which states that content creators can function as an effective promotional tool. This is relevant in the context of housewives who often use their personal experiences to promote products or services.

The promoted products are usually related to their lives, such as household, parenting, or culinary needs. By inserting elements of entertainment and information in promotions, they not only attract attention but also build audience trust. This approach allows them to introduce a brand or product to a wider audience naturally and effectively.

### *Motivation to Meet Economic Needs*

Housewives who turned content creators on Facebook were motivated by economic motivations, seeing the platform as an opportunity to generate additional income. Leveraging monetization features such as Reels, In-Stream Ads, Subscriptions, and other interactive features such as live streaming and groups, they successfully convert digital activities into a source of income. This change reflects the transformation of their role from passive users to active content producers focused on economic value.

To achieve their goals, housewives implement effective communication by creating engaging and relevant content for the audience. Their content often includes practical tips, entertainment, tutorials, or product recommendations that fit your daily needs. Content presentation is done with compelling visuals and authentic narratives, ensuring relevance to the audience while meeting monetization requirements. Housewives who become content creators, where they tend to follow the trends and expectations of the audience rather than focusing on creating truly original content. This can affect the quality of the content they produce, even though it still provides economic value for them.

This approach not only expands their reach on the platform but also helps build a loyal community. Such communities become an important element in creating meaningful interactions with audiences, which in turn increases engagement and financial opportunities. Thus, social media is a means to integrate entertainment and information value into content that also has economic potential.

Facebook is becoming an empowerment tool that allows them to gain recognition for their creativity and digital skills, while increasing their economic contribution in the family. This process illustrates the role of social media in influencing an individual's personal life and social relationships, creating an inclusive economic space for ordinary users.

As content creators, housewives also face various challenges, such as criticism from the audience, adaptation to platform algorithms, and changes in monetization policies. Negative comments from the public can be pressure, but they also serve as motivation to continue working and improve the quality of content.

The phenomenon of housewives as content creators on Facebook highlights how social media has created an inclusive ecosystem that supports the economic empowerment of individuals. With active interaction, creativity, and adaptation to the needs of the audience, they are not only able to generate income but also strengthen their position in modern society. Facebook has opened up opportunities for ordinary individuals, such as housewives, to utilize digital technology as a tool to transform roles, both personally and economically.

## Discussion

Research reveals that at first many housewives only used Facebook as a social platform to interact with friends and family. The innovative changes that Facebook has made, such as the launch of its features, have encouraged many of them to switch to professional content creators. This change shows how the way they use Facebook has evolved, from just a place to interact socially, to a more strategic means for economic purposes. . The results support the research Mazza & Palermo (2018) which shows that social media, including Facebook, is not only used for entertainment, but also to build relationships and interactions with audiences.

Facebook is becoming a platform that not only allows housewives to connect with others, but also gives them the opportunity to generate income. This shift signals a shift in roles, where housewives are not only content consumers, but also producers who can access various features that support the achievement of their economic goals. Housewives who become content creators on the Facebook social media platform use media to meet various personal needs, one of which is the need for social interaction. This is in line with the concept of interactivity explained by Luik (2020) Where interactivity involves a combination of user engagement with media texts, independent relationships with information sources, more individualized use, and many options available to users. From a technical point of view, interactivity allows users to directly intervene or alter the images and text they access. In this context, producers or message creators have an important role in designing and designing digital media text in order to attract attention and provide an interactive experience for the audience.

Housewives make their content an informative and entertaining means of communication, they not only grab the attention of the audience but also build trust that can support the successful promotion of the products or services they offer. The strategies they implement allow them to stay relevant in the digital community while creating added value for themselves and their audience. The theory of Uses and Gratification explains that the audience actively uses media to meet their needs (Liu, 2015). Housewives' motivation for creating content on Facebook is not only aimed at providing information and entertainment, but also generating revenue through monetization features, such as Reels, In-Stream Ads, and Subscriptions. Facebook becomes a channel that allows them to interact more actively, share information, and influence their audience with relevant content.

The communication of housewives who become content creators tends to follow the trends and expectations of the audience rather than focusing on creating truly original content. The content they create by looking at viral content and then imitating and modifying it. This can affect the quality of the content they produce, even though it still provides economic value for them. Their focus is on creating content that is engaging, relevant, and has the potential to generate high engagement, which in turn can increase monetization opportunities. Research related to this phenomenon is explained by the research of Putra and Sarjani (2022) which revealed that many visual content is now trapped in a pattern of repetition or repetition, where creativity is sometimes hampered by the need to follow popular trends in order to go viral and profitable.

Housewives in this study define themselves as content creators who produce daily life content that is packaged simply, with minimal editing. They produce various types of content, ranging from short videos (Reels), long videos (VOD), to static photos, that reflect their daily lives. This is in line with research Sundawa & Trigartanti (2018) reveals that content creators turn information into images, videos, and writing that are then shared through platforms like Facebook.

The results of this study show that housewives seek to create stronger social bonds with audiences and fellow creators, which in turn enriches their experience in the world of social media. By paying attention to this social aspect, housewives can experience more benefits, namely not only in terms of finances but also in terms of social relationships and knowledge

exchange that occurs in the community of content creators. This shows that the role of social media for housewives as content creators is not only as a source of income, but also as a forum to expand social connections and enrich their life experiences in the digital realm.

The theory of Uses and Gratification explains how housewives can adapt to technological developments and social changes. Housewives choose and utilize the features on Facebook to meet a variety of different needs, from social needs (the need to interact, entertain, share information) to economic needs. To support the need to design relevant messages and choose the right format in the content they create, as well as make the most of Facebook's features to attract audiences. It also reflects the social changes that are taking place, where housewives are not only playing a role in the domestic sphere but also evolving into part of a dynamic and ever-growing ecosystem of content creators.

## CONCLUSION

Housewives use Facebook strategically to meet their various needs. The platform is used to meet social needs by building a network that supports their activities as content creators. For entertainment, they create content such as everyday videos, humor, or simple tutorials that not only entertain themselves but also their audience. In meeting the need for information, they share practical tips, daily solutions, and product recommendations that are beneficial to others.

In addition, economic motivation is an important reason, where they monetize content to earn additional income. Thus, social media not only functions as a means of communication, but also a means of social interaction, entertainment, information dissemination, and economic empowerment. This shows that housewives are actively controlling the consumption and production of content on Facebook.

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