DEVELOPMENT OF MICRO CREDENTIAL CONTENT CREATOR PROTOTYPES TO SUPPORT MBKM IMPLEMENTATION

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ABSTRACT

This study aims to develop a microcredential prototype for social media content creators. 21st century learning wolud lead to adaptive learning and put the responsibility for self learning and career development. The implementation of the Independent Learning Campus Merdeka (MBKM) needs to be supported by various learning resources that are flexible, open, self-paced, interactive, multi-source, cross-disciplinary, and efficient. Microcredential is an inovation for professional development so we developed a social media contet creator as a microcredential. Research and development used to initiate the prototipe with ADDIE approach. Need analysis was the basis of prototype development, Data collection techniques using a questionnaire involved 112 respondents. The data analysis technique was descriptive quantitative. The results of the needs analysis show optimism about the content creator profession but lack of competence. The desired program is with video tutorials with PBL and Online PjBL approaches with combined evaluation. As a result, the microcredential prototype has been equipped with LOM and in Google Classroom with a weight of 2 credits with 16 meetings containing video tutorials, text, images, mini modules and loaded in the LMS google classroom. Conceptual, empirical validitation and it's effectiveness will be carried arried out in 2023

Kata Kunci: *microcredential, social media content creator*