

THE EFFECTIVENESS OF KNOWLEDGE INFLUENCER ANTECEDENTS AND OUTCOMES

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ABSTRACT

At present the world of digital influencers is very important. Our goal is that knowledge influencer must be based on 5 conceptual frameworks 1. Technology is the application of knowledge for achieving practical goals in a reproducible way. The word technology can also mean the products resulting from such efforts, including both tangible tools such as utensils or machines, and intangible ones such as software. Technology plays a critical role in science, engineering, and everyday life. 2. Content is the information that the messenger wants to send to the recipient in various forms, such as video clips, audio clips, images, infographics, stories, and music. It can be one or more combinations to convey to our audience. 3. Reality or actual conditions created by technology. 4. Relevant is closely connected or appropriate to what is being done or considered and 5. Growth mindset is A growth mindset is when students understand that their abilities can be developed.

Keywords: Knowledge, Digital age, Technology, Growth mindset

INTRODUCTION

1. Introduction

At present, in the world of digital influencers, knowledge, influencers play an important role in communicating goals and building success. In the world of knowledge influencers, there is an opportunity and need to help knowledge-related transactions be communicated and successful. Social media influencers are those who build a reputation for knowledge and expertise on specific topics (Wutipong Janmuangthai, et al., 2021). They regularly post about that topic on preferred social media channels and build a large and engaging following who pay close attention to their views. Brands like social media influencers because they can create trends and encourage followers to buy the products they promote. In this article we evaluate the role of knowledge management (KM) as an important ancestor of KM efficiency.

RESEARCH FRAMEWORK

1.2 Conceptual framework

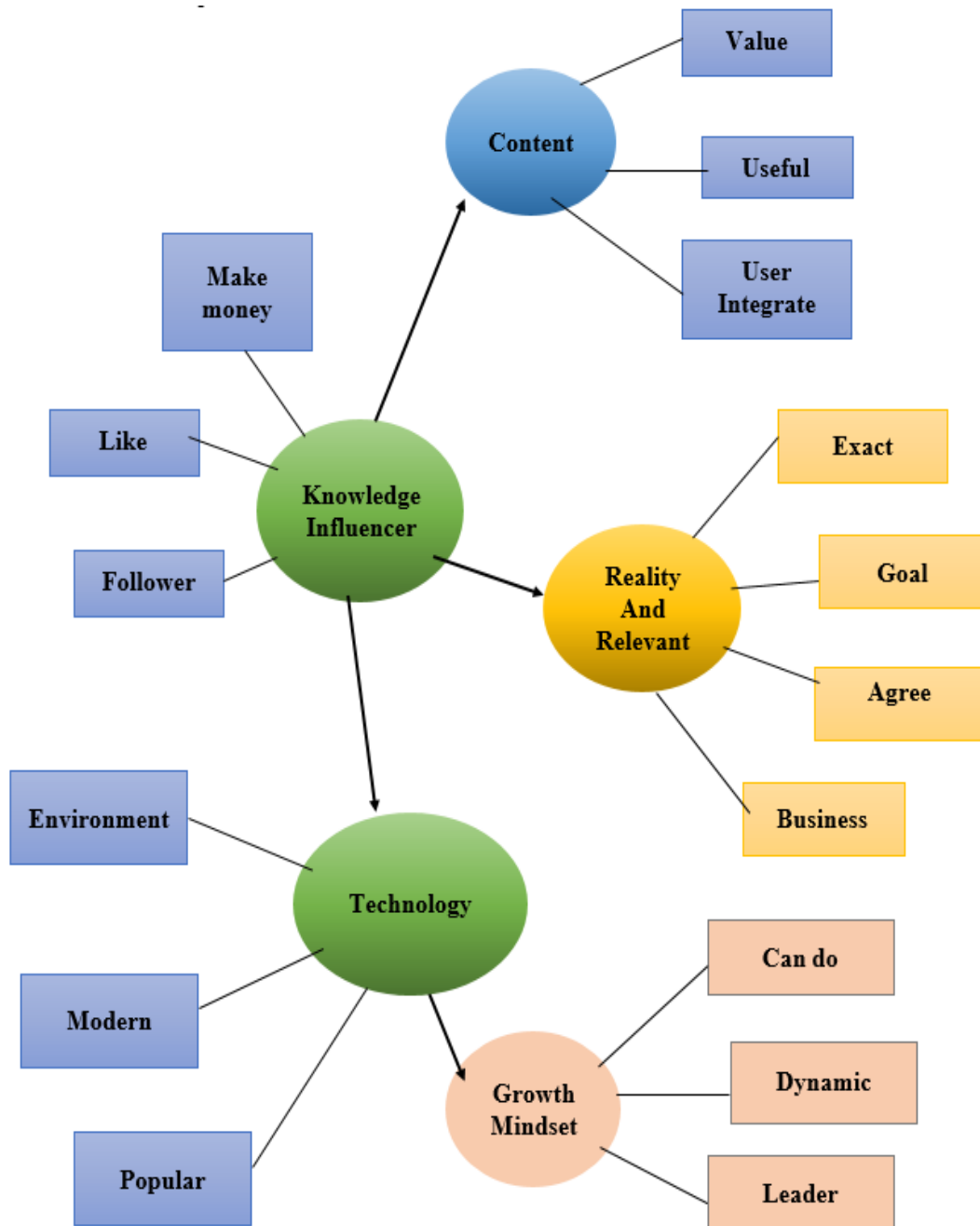


Figure 1 The Effectiveness of Knowledge Influencer Antecedents and Outcomes

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

This study is Action Research

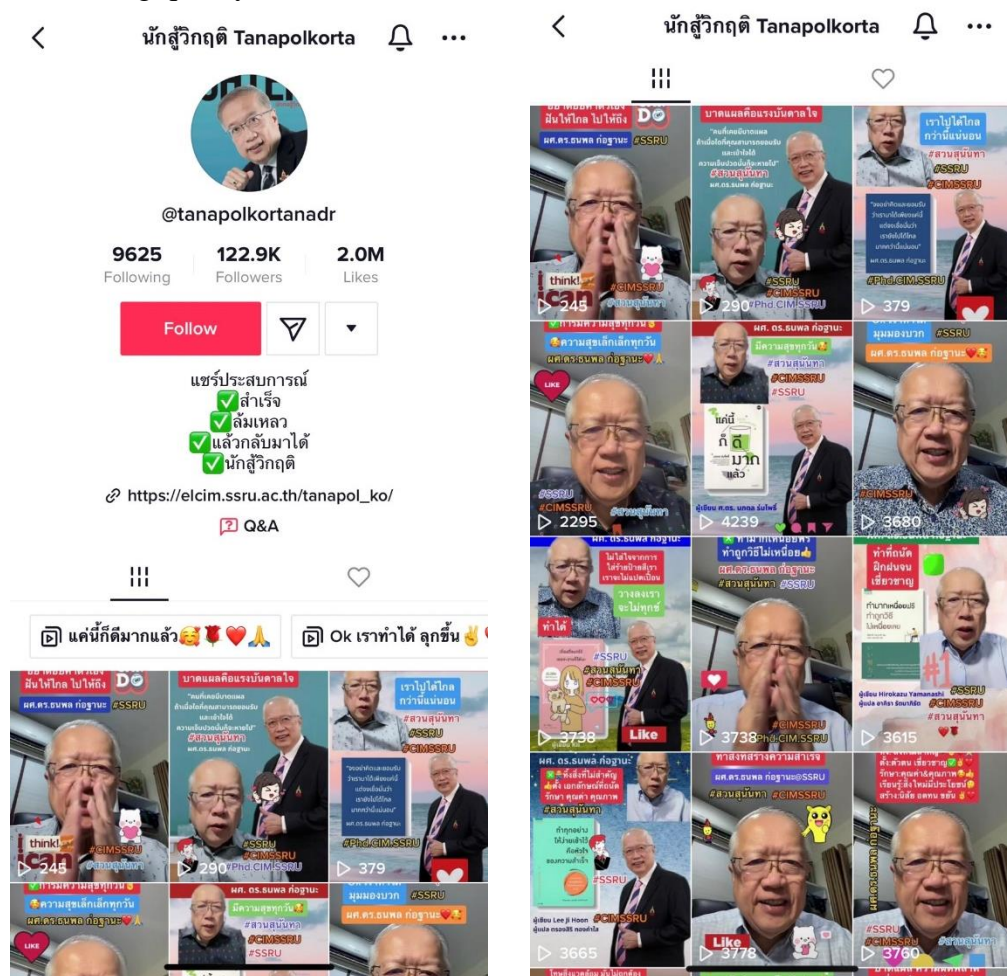
2.2 Population and samples

Take a sample Before and After Comparison between 100 people focus group and workshop Indent business 20 people estimate outcome 95 people.

2.3 Instrumentation

Action research 5,000 Video from Tiktok methodology tested and experimented with more than 5,000 videos, 122,000 followers and likes 2.0 million times.

2.4 Testing quality of research instrument



2.4.1 Content validity From the survey

RESULTS AND FINDINGS

3. Results and Findings

3.1 General information

According to a survey of 100 people before and after the training. The importance of influencers is highlighted by the importance of education and learning.

3.2 Results

Results of opinions' level towards the marketing mix factor were shown in table 1

Table 1:

(n = 100)

sample	Before	After
Training 100 people	No	80-90%
In-depth interview 20 people	No	95%
Total		0.81

As shown in table 1 From the survey before and after the training, there is no knowledge. After that training of those who have completed the training received 80-90% of the knowledge and 20 people from In-depth interview agreed to respond back 95%.

CONCLUSION

4. Conclusion

4.1 General information

According to a survey of 100 people before and after the training. The importance of influencers is highlighted by the importance of education and learning.

DISCUSSION

5. Discussion

In today's world, influencers are emerging every day even more. From the examples of research actions that have been done, it is evident that knowledge influencers are a good and useful competition, so it is important that all sectors should support knowledge influencers to be very important to the education system.

SUGGESTIONS

6. Suggestions

From platforms and organizations involved in knowledge sharing Influencers need to make changes in line with the environment in order to share knowledge more. Influencers therefore benefit the world of education, learning and self-development.

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