

ANALYSIS OF THE CREATOR ECONOMY AND PERSONAL BRANDING IN THE SUCCESS OF MANTAPPU ACADEMY AS A DIGITAL EDUPRENEUR PLATFORM

Dina Kamilatus Syarifah, Zainal Arifin Achmad

Sunan Kalijaga State Islamic University of Yogyakarta, Indonesia

Email: kamiladina24@gmail.com, 196210251991031005@uin-suka.ac.id

Abstrak

Keywords:

Creator Economy,
Personal Branding,
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This study aims to analyze the strategies of the creator economy and personal branding in the success of Mantappu Academy as a digital edupreneur platform. The research utilizes a qualitative approach with a case study method. Data were obtained through observation of Mantappu Academy's digital content, documentation, and a literature review relevant to the concepts of the creator economy, personal branding, and digital edupreneurship. The results indicate that the success of Mantappu Academy is supported by the utilization of the creator economy through the production of educational content, the use of social media as a learning distribution channel, and the establishment of an active digital community. Furthermore, Jerome Polin's personal branding as an educational, credible, and inspiring figure who is relatable to the younger generation plays a crucial role in building audience trust and loyalty. The implementation of digital edupreneurship at Mantappu Academy is evident through its digital-based education business model, interactive and flexible learning, and the monetization of education that continues to uphold educational values. This research demonstrates that the integration of the creator economy and personal branding serves as a strategic factor in supporting the success of digital education platforms in the era of social media and technological advancements.

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INTRODUCTION

The development of digital technology has brought significant changes to various aspects of life, including the field of education. The advancement of the internet, social media, and digital platforms has driven the transformation of learning systems from conventional models to digital-based learning that is more flexible, interactive, and easily accessible to the public (Wibowo et al., 2023). These changes have become increasingly apparent with the rising use of social media as a medium for sharing information, communication, and education, especially among the younger generation. This condition



opens up opportunities for the birth of various digital education innovations that are not only oriented toward the learning process but also toward business development in the education sector, known as digital edupreneurship (Xin & Ma, 2023).

Digital edupreneurship is a form of entrepreneurship in education that utilizes technology and digital media as the primary means of developing educational services. This concept integrates creativity, innovation, technology, and business strategy to create a learning system that is more effective and relevant to the needs of modern society (F. Y. Putri et al., 2025). The presence of digital edupreneurs demonstrates that education is no longer confined to formal classrooms but has evolved into a digital learning ecosystem accessible anytime and anywhere. This development is also influenced by the public's growing need for online learning, online courses, and educational content on social media.

In its development, the success of digital edupreneurs is determined not only by the quality of learning materials but also by the ability to utilize digital media to build audience engagement and expand learning reach. One rapidly growing phenomenon in today's digital era is the creator economy (Peres et al., 2024). The creator economy is a digital economic ecosystem that allows individuals to gain economic value through the production of creative content across various social media platforms. Through the creator economy, content creators act not only as entertainers but also as educators and influencers capable of building broad digital learning communities (Edeling & Wies, 2024).

The development of the creator economy significantly influences the world of digital education. Many modern learning platforms thrive on the power of social media and educational content packaged in a creative and communicative manner. In this context, social media serves not just as a promotional tool, but also as a core part of digital edupreneurship development strategies (Bleier et al., 2024). Engaging, interactive educational content tailored to the characteristics of the digital generation can boost learning interest while simultaneously building audience loyalty toward the developed educational platform (Peres et al., 2024).

Beyond the creator economy, personal branding is also a crucial factor in the success of digital edupreneurship. Personal branding is the process of consistently shaping self-image to establish a specific identity, reputation, and credibility in the public eye (Dolbec & Smith, 2025). In the social media era, personal branding greatly influences the level of public trust in a digital product or service, including educational services. Public figures who maintain a positive, communicative, and credible image tend to build audience engagement and gain user loyalty more easily (Libai et al., 2025).

This phenomenon can be observed in the success of Mantappu Academy as one of the digital education platforms in Indonesia. Mantappu Academy has grown through the utilization of social media, educational content, and the strong personal branding of Jerome Polin, a popular educational content creator among the younger generation (Gogali & Tsabit, 2021). Through learning content that is creative, communicative, and closely relatable to students' daily lives, Mantappu Academy has successfully captured public attention and built an image as a modern, interactive digital learning platform (Khasanah, 2025).

The success of Mantappu Academy highlights the close relationship between the creator economy and personal branding in the development of digital edupreneurship. The creator economy provides the space for developing educational content and digital communities, while personal branding plays a role in building public trust and

strengthening the educational platform's identity. The combination of both has become a vital strategy for creating digital education platforms capable of competing in the era of technology and social media (Edeling & Wies, 2024).

These findings are supported by several previous studies. (Reski & Farida Febriati, 2025) found that personal branding built on authenticity, consistency, and a strong identity can increase a creator's credibility and sustainability within the creator economy ecosystem. (Sari & Kurniawan, 2025) also explained that social media plays an important role in building digital identity, increasing audience engagement, and creating economic opportunities through content monetization. Meanwhile, (F. Y. Putri et al., 2025) revealed that educational content distributed through digital media can serve as a means for developing edupreneurship while simultaneously generating economic value from knowledge. Furthermore, research by (Nadiastuti et al., 2025) confirms that personal branding contributes to enhancing public trust and supporting the success of businesses in the education sector.

Nevertheless, these studies still tend to discuss the creator economy, personal branding, or edupreneurship separately. Research that specifically integrates these three aspects within the context of digital education platforms remains relatively limited, particularly in Indonesia. Moreover, not many studies have utilized Mantappu Academy as the object of study to analyze how creator economy strategies and personal branding contribute to the success of a digital edupreneur platform. Therefore, this research offers novelty by examining the interplay between creator economy strategies and personal branding in the success of Mantappu Academy as a digital edupreneur platform.

Based on these issues, this study aims to analyze the creator economy and personal branding strategies in the success of Mantappu Academy as a digital edupreneur platform. This research employs a literature review method, utilizing various sources such as scientific journals, academic articles, digital media, and documentation related to Mantappu Academy. The results of this study are expected to provide theoretical contributions to the development of digital edupreneurship studies and serve as a reference for the development of technology-based educational innovations in Indonesia.

LITERATURE REVIEW

Creator Economy

The development of digital technology and social media has given rise to a new phenomenon in the creative economy known as the creator economy. This concept refers to a digital economic system that allows individuals to earn income through the production and distribution of content across various platforms such as YouTube, Instagram, TikTok, and podcasts (Tafesse & Dayan, 2023). Within this ecosystem, individuals act not only as social media users but also as creators capable of building audiences, communities, and economic value from the generated content. The growth of the creator economy is accelerating alongside the increasing use of the internet and social media, which enables creators to produce various types of content, ranging from entertainment and information to education (Hair et al., 2022).

According to (Duran & Kronberg, 2022) success in the creator economy is determined by creativity, innovation, and the ability to build audience engagement. The higher the audience interaction and loyalty, the greater the opportunity to create economic value. Therefore, the creator economy is not solely related to content production but also encompasses communication strategies, branding, and digital community management. In the educational context, the development of the creator economy has also driven the emergence of various digital edupreneur platforms that offer more communicative, interactive learning tailored to the characteristics of the digital generation (Libai et al., 2025). This condition indicates that the creator economy has

become a crucial strategy in the development of technology- and digital media-based education.

Personal Branding

Personal branding is the process of consciously and consistently building a self-image to create a specific identity in the public eye. The objective is to form a positive perception regarding a person's competencies, character, and values to increase public trust (Gorbatov et al., 2018). According to (Montoya & Vandehey, 2002), personal branding is the effort to manage how someone is perceived through a unique, consistent, and valuable identity. Therefore, personal branding is not only about popularity but also includes credibility, authenticity, and the ability to build relationships with an audience. In the digital era, personal branding has become a vital strategy for building a reputation and presence through social media.

In a digital context, personal branding is established through content creation, communication style, audience interaction, and consistency in delivering messages. Its success is influenced by several factors, namely authenticity, visibility, consistency, and credibility (Reski & Farida Febriati, 2025). In the field of digital edupreneurship, personal branding plays a critical role because public trust in educational platforms is often influenced by the figures behind them (Sari & Kurniawan, 2025). Educational content creators with a positive image and high credibility tend to attract attention and build audience loyalty more easily. Thus, personal branding serves as one of the factors supporting the successful development of digital education platforms.

Digital Edupreneurship

Edupreneur is a portmanteau of the words 'education' and 'entrepreneur', referring to entrepreneurial activities in the field of education. This concept aims not only to gain economic profit but also to create innovations that can improve the quality of education and provide benefits to society (Hunaida et al., 2024). Alongside technological advancements, the edupreneur has evolved into the digital edupreneur, which involves educational entrepreneurial activities that utilize digital technology as the primary means of providing learning services (Fitri et al., 2023). Through websites, learning applications, social media, and online courses, digital edupreneurs are able to deliver learning that is more flexible, easily accessible, and aligned with the needs of modern society (Zulfa et al., 2025).

The success of a digital edupreneur is influenced by various factors, such as learning innovation, content quality, digital marketing strategies, audience engagement, and the ability to build a brand. In the creator economy era, social media and personal branding have become essential elements in attracting attention and building user trust (Arsyad, 2026). One example of a digital edupreneur in Indonesia is Mantappu Academy, which utilizes educational content, social media, and Jerome Polin's personal branding to develop its digital learning platform. The success of this platform demonstrates that the integration of the creator economy and personal branding can be an effective strategy in building a digital education business that appeals to the younger generation (Novitasari & Paramita, 2024).

The Relationship Between the Creator Economy, Personal Branding, and Digital Edupreneurship

The creator economy, personal branding, and digital edupreneurship have an interconnected relationship in the development of modern digital education. The creator economy provides a digital ecosystem that enables content creators to build communities and generate economic value through educational content (Peres et al., 2024). In this process, personal branding functions as a strategy to build an image, credibility, and audience loyalty toward both the content creator and the developed educational platform (Dolbec & Smith, 2025).

Meanwhile, digital edupreneurship serves as a form of implementation for utilizing the creator economy and personal branding within the field of education (Edeling & Wies, 2024). The success of digital education platforms is heavily influenced by the ability to build audience

engagement, create compelling content, and establish public trust through strong branding. Therefore, the creator economy and personal branding are vital factors supporting the success of digital edupreneurs in the current era of technology and social media (Linan, 2023).

METHODS

This study employs a qualitative approach utilizing a library research design. The library research was conducted through the collection, review, and analysis of various relevant literature sources to gain a profound understanding of the creator economy and personal branding strategies in the success of Mantappu Academy as a digital edupreneur (Snyder, 2019). A qualitative approach was chosen because this research focuses on the descriptive understanding and interpretation of social phenomena based on data available in various written and digital sources (Creswell & Creswell, 2017).

The research data sources consist of primary and secondary data. Primary data were obtained from various digital sources related to Mantappu Academy and Jerome Polin, such as official websites, social media, YouTube channels, podcasts, and other digital documentation. Meanwhile, secondary data were gathered from scientific journals, books, academic articles, proceedings, and previous studies discussing the creator economy, personal branding, edupreneurship, and digital education (Creswell & Poth, 2024). The literature utilized prioritizes publications from 2016 to 2026 to ensure alignment with the most recent developments in the field of study.

Data collection techniques were carried out through documentation studies and literature reviews. The documentation study was used to observe various information and digital content related to Mantappu Academy, while the literature review was conducted by examining scientific references to serve as the theoretical foundation for the research. The collected data were analyzed using content analysis and qualitative descriptive analysis techniques. The analysis process includes data reduction, data display, and conclusion drawing (Kyngäs et al., 2020). Through these stages, this research seeks to uncover the roles of the creator economy and personal branding in supporting the success of Mantappu Academy as a digital edupreneur platform.

RESULTS AND DISCUSSION

Profile of Mantappu Academy

Mantappu Academy is a digital education platform in Indonesia that has grown through the utilization of social media and the power of educational content creators. This platform was founded by Jerome Polin, who is known as an educational content creator focusing on mathematics learning, study motivation, and the development of digital education for the younger generation (Academy, 2025). The presence of Mantappu Academy illustrates the development of digital edupreneurship, which integrates education, technology, and social media into a single modern learning ecosystem (Edeling & Wies, 2024).

Mantappu Academy serves as an online learning platform providing educational materials with a more interactive, communicative, and easily comprehensible approach (Prayitno et al., 2024). The learning content is creatively packaged through the use of visual media, casual language, and delivery methods that closely align with the characteristics of the younger generation (Xin & Ma, 2023). This approach is one of the factors enabling Mantappu Academy to capture the attention of digital audiences, particularly school and university students (Umatullah & Malasari, 2023).

In its development, Mantappu Academy utilizes various digital platforms such as YouTube, Instagram, TikTok, and its official website as channels for distributing educational content (Fauziyyah, 2023). Social media is used not only as a promotional tool but also as a space for interaction and the formation of digital learning communities (Falha Kaysa & Puji Rianto, 2024). The utilization of these digital media demonstrates that Mantappu Academy functions not only as an educational platform but also as a part of the creator economy's development in Indonesia (Anayarahma, 2025).

As a digital edupreneur platform, Mantappu Academy highlights the transformation of modern educational models that no longer rely on conventional learning systems (Saputri & Aminudin, 2026). This platform integrates digital learning, content creativity, and social media communication strategies to create a learning experience that is more flexible and suited to the needs of today's digital generation (Wigayati et al., 2025).

Creator Economy Strategy

The creator economy serves as one of the primary strategies supporting the success of Mantappu Academy as a digital edupreneur platform. The creator economy is a digital economic system that enables individuals to gain economic value through the production and distribution of creative content on digital media (Cho & Kim, 2026). In the context of digital education, the creator economy functions not only as a means of content monetization but also as a strategy for building audiences, communities, and user loyalty through social media (W. Zhang et al., 2023).

Forms of the Creator Economy

The form of the creator economy at Mantappu Academy is evident through the production of educational content that is creatively and consistently developed across various digital platforms. The learning content delivered focuses not only on the dissemination of educational material but is also integrated with elements of entertainment, storytelling, motivation, and personal experience (Wong & Hughes, 2023). This strategy makes the learning process more engaging and easily accepted by the younger generation.

In the context of the creator economy, content is the main asset in building relationships with the audience. Mantappu Academy utilizes educational content as a medium to create educational value while simultaneously building the platform's digital identity (Lee, 2026). Relevant and communicative content can increase audience interest in digital learning, thereby creating opportunities for the development of social media-based digital edupreneurship (Tran-Duong & Vo-Thi, 2023).

Furthermore, the creator economy at Mantappu Academy demonstrates a transformation in modern learning patterns that prioritize creativity, flexibility, and closeness to the audience. This shows that digital education in the modern era is no longer solely oriented toward delivering material, but also toward the ability to create engaging learning experiences for users (Q. Wang et al., 2023).

Utilization of Social Media

Social media serves as the primary tool in implementing the creator economy at Mantappu Academy. Platforms such as YouTube, Instagram, and TikTok are used as media for distributing educational content as well as channels for communicating with the audience. The utilization of these social media platforms enables the dissemination of learning materials more broadly, rapidly, and accessibly to the public (Perez et al., 2023).

YouTube is utilized to deliver learning visually and interactively through communicative educational videos. Meanwhile, Instagram and TikTok are used to build interaction with the audience through short educational content that is lighter and more engaging (Lee, 2026). This strategy highlights that social media plays a crucial role in building a modern digital education ecosystem.

From the perspective of the creator economy, social media functions not only as a communication tool but also as a space for forming digital identities and marketing strategies for educational platforms (Bleier et al., 2024). Through social media, Mantappu Academy is able to expand its audience reach while simultaneously strengthening its digital branding as a learning platform that is close to the younger generation.

Audience Engagement

Engagement is one of the important indicators in the success of the creator economy at Mantappu Academy. Engagement refers to the audience's involvement in interacting with digital content delivered through social media. High engagement indicates that the audience is not merely passive spectators, but also actively involved in the process of digital communication and learning (Tafesse & Wood, 2023).

Mantappu Academy successfully builds engagement through active interaction on social media, such as comments, live sessions, digital discussions, and responses to shared content. These interactions create a closer relationship between the creator and the audience, thereby increasing user loyalty to the learning platform (Sokolova & Perez, 2021).

In addition, engagement is also influenced by a communication style that is casual, interactive, and relatable. This approach makes the audience feel more comfortable participating in the digital learning process. In the context of digital edupreneurship, engagement is a crucial factor because it can increase user interest while strengthening the platform's existence on social media (Barta et al., 2023).

The high engagement at Mantappu Academy demonstrates that the success of the creator economy is not solely determined by content quality, but also by the ability to build emotional connections and two-way communication with the audience (Bleier et al., 2024).

Digital Community

Beyond building engagement, Mantappu Academy has also successfully created an active digital community through social media and digital learning platforms. A digital community is a group of users connected through digital interaction who share a common interest in specific content or platforms (Xing & Du, 2023).

The digital community at Mantappu Academy is formed through consistent interaction between the creator and the audience. The audience does not merely follow the learning content; they are also actively involved in discussions, share learning experiences, and provide mutual support in the digital learning process. This indicates that digital communities play an important role in creating user loyalty toward educational platforms (G. Zhang & Li, 2022).

From a creator economy perspective, a digital community becomes a crucial asset because it can strengthen engagement and the sustainability of a digital platform. The stronger the formed community, the greater the platform's chances of developing and maintaining audience loyalty (K. Wang et al., 2023). Thus, the creator economy strategy at Mantappu Academy shows that the success of digital edupreneurship is influenced not only by the quality of learning but also by the ability to utilize social media, build

audience engagement, and create an active and loyal digital community (Vermeire et al., 2024).

Jerome Polin's Personal Branding

The success of Mantappu Academy as a digital edupreneur platform cannot be separated from the strong personal branding of Jerome Polin as the platform's main figure. In the social media era, personal branding has become a crucial factor in building public trust, audience loyalty, and a positive image for a digital platform. Personal branding is not merely related to popularity, but also involves a person's ability to consistently build identity, credibility, and emotional connections with the audience (Gogali & Tsabit, 2021).

Self-Image

Jerome Polin has successfully built a self-image as an intelligent, communicative, and inspiring figure who is relatable to the younger generation. This image is shaped through educational content packaged in a relaxed, creative, and easy-to-understand manner, thus successfully attracting the attention of digital audiences, particularly school and university students (Fridayanti, 2024).

Besides being known as an educational content creator, Jerome Polin frequently showcases his academic experiences, study motivation, and daily activities, which reinforce the public's perception of him as a positive educational figure (Utami et al., 2023). This self-image serves as an important factor in building public trust in Mantappu Academy as a digital education platform.

From a personal branding perspective, a positive self-image can create a strong digital identity, making it easier for the audience to recognize. This is evident in Jerome Polin, who is synonymous with educational content, mathematics, and study motivation on social media. This identity acts as a differentiator that strengthens his positioning amidst the competition among digital content creators (Hidayati, 2023).

Content Consistency

Content consistency is one of the main factors in the success of Jerome Polin's personal branding. The regularly produced educational content demonstrates a commitment to building his identity as an educational content creator. This consistency is reflected in content themes that consistently focus on education, study motivation, academic experiences, and the personal development of the younger generation (Utami et al., 2023).

According to Peter Montoya's personal branding theory, consistency is a crucial element in building a brand image and audience loyalty (Montoya & Vandehey, 2002). Creators who consistently present content that aligns with their established identity will more easily gain public trust. This is apparent in Jerome Polin, who maintains an educational character across the various digital content he produces (Felix et al., 2023).

Content consistency also influences the sustainability of audience engagement on social media. Audiences tend to follow creators who have a clear and stable content identity. Therefore, Jerome Polin's content consistency not only strengthens his personal branding but also supports the development of Mantappu Academy as a digital edupreneur platform (Fridayanti, 2024).

Credibility

Credibility is an important factor in building personal branding within the digital education sector. Jerome Polin's credibility is built upon his academic abilities, educational background, and the quality of the educational content delivered to the audience (Adrianda, 2025). His educational background and his ability to explain learning materials communicatively make him regarded as a trustworthy educational figure.

In the context of digital edupreneurship, credibility has a major influence on the level of user trust in an educational platform. Audiences tend to choose learning platforms developed by figures perceived to possess competence and a positive reputation (Venus et al., 2024). Therefore, Jerome Polin's credibility serves as a primary asset in increasing user loyalty to Mantappu Academy.

Furthermore, credibility is reinforced through the quality of interactive and educational digital communication. Jerome Polin does not merely deliver learning materials but also provides motivation and inspiration to the audience. This approach strengthens his image as an educational content creator who is not only informative but also inspiring for the younger generation (Felix et al., 2023).

Closeness to the Audience

Beyond self-image and credibility, the success of Jerome Polin's personal branding is also influenced by his emotional closeness to the audience. This closeness is established through a casual, interactive, and relatable communication style, making the audience feel closer and more comfortable engaging with the educational content provided (Yovelin & Paramita, 2023). Jerome Polin actively interacts with the audience through comments, live sessions, and various other social media activities. These interactions create a two-way relationship that ensures the audience is not just a passive viewer but also feels like a part of the established digital community (Wibowo et al., 2023).

From the perspective of the creator economy, closeness to the audience is a crucial factor in increasing user engagement and loyalty. Audiences who feel an emotional connection with the creator tend to be more active in following the content and supporting the developed digital platform. This is evident in Mantappu Academy, which has successfully built a digital learning community with a loyal and active audience base on social media (N. L. I. Putri & Burhan, 2025).

Thus, Jerome Polin's personal branding demonstrates that the success of digital edupreneurship is influenced not only by the quality of educational content but also by the ability to build a positive image, maintain content consistency, establish credibility, and foster an emotional connection with the audience through social media.

Implementation of Digital Edupreneurship

The implementation of digital edupreneurship at Mantappu Academy illustrates the transformation of modern education, utilizing digital technology, social media, and content creativity as the primary means of learning. Digital edupreneurship is a form of entrepreneurship in the education sector that integrates learning innovation, communication technology, and digital business strategies in the development of educational services (Tuty et al., 2025). In this context, Mantappu Academy functions not only as a learning platform but also as a form of educational innovation based on the creator economy and digital media.

Educational Business Model

Mantappu Academy implements a digital-based educational business model by utilizing social media and online platforms as the primary means of learning. This model signifies a transformation in education from a conventional system to a digital one that is more flexible and accessible (Tuzuhro et al., 2023). Through this approach, Mantappu Academy is able to reach a wider audience and provide an interactive learning experience suited to the needs of the younger generation. From the perspective of digital edupreneurship, this business model is not solely oriented toward economic profit but also toward the creation of educational value through learning innovation (Wiyoko & Sari, 2025).

Digital Learning

Digital learning at Mantappu Academy is developed through the utilization of technology and social media, making the learning process more flexible, interactive, and easily accessible. Learning materials are presented in the form of visual content and educational videos that are communicative and appealing to the younger generation. This demonstrates that digital learning can serve as an alternative to modern education, aligning with technological advancements and the current needs of society (Tuty et al., 2025).

Education Monetization

The implementation of digital edupreneurship at Mantappu Academy is also evident through education monetization, which is the development of educational content into a source of economic value through digital learning services and educational products. Within the concept of the creator economy, this strategy shows that educational content holds business potential without diminishing the educational value contained within it. Thus, Mantappu Academy has successfully integrated educational objectives and business development into a single digital learning ecosystem (Rozaq et al., 2022).

Success Factors of Mantappu Academy

The success of Mantappu Academy as a digital edupreneur platform is supported by several main factors, namely the utilization of social media, strong branding, learning innovation, and the implementation of the creator economy. These factors are interconnected in building an educational platform capable of reaching a broad audience, increasing user engagement, and providing learning that aligns with the needs of the digital generation (Tuzuhro et al., 2023).

Social Media

Social media is a crucial factor in the development of Mantappu Academy because it functions as a content distribution channel as well as a medium of communication with the audience. Through platforms such as YouTube, Instagram, and TikTok, learning materials can be disseminated quickly and are easily accessible to the public. Furthermore, the interactions established through comments, live streams, and various other digital activities help build audience engagement and loyalty toward the platform (Tuty et al., 2025). Therefore, social media serves not only as a communication tool but also as a strategy for the development of a digital education platform.

Branding

Branding is a factor that strengthens the identity and public trust in Mantappu Academy. The success of this platform's branding is supported by the personal branding of Jerome Polin, who is known as an educational, communicative, and inspiring figure. This image makes Mantappu Academy more easily recognized and trusted by the public.

Additionally, consistent branding helps build audience loyalty and strengthens the platform's position amidst the competition in digital education (Gogali & Tsabit, 2021).

1. Learning Innovation

Learning innovation is a critical factor in attracting audience interest to Mantappu Academy. Learning materials are presented through visual, creative, and easy-to-understand content, providing a more engaging learning experience compared to conventional methods. The utilization of digital technology also allows the learning process to become more flexible and interactive. This condition indicates that creativity in material delivery is one of the keys to the success of digital edupreneurs (Wiyoko & Sari, 2025).

Creator Economy

The implementation of the creator economy further supports the success of Mantappu Academy through the utilization of digital content and audience engagement. Consistently produced educational content can build high engagement and create active learning communities on social media. This community becomes a vital asset as it can strengthen the relationship between the creator and the audience, as well as support the platform's sustainability. Thus, the creator economy demonstrates that social media can be utilized as a medium for education as well as for the business development of digital education (Zhu et al., 2026).

Based on this description, it can be concluded that the success of Mantappu Academy is influenced by its ability to integrate social media, branding, learning innovation, and the creator economy into a single digital education ecosystem that is modern, interactive, and aligned with the characteristics of the digital generation.

Analysis of the Relationship Between the Creator Economy and Personal Branding in the Success of Digital Edupreneurship

The research results indicate that the creator economy and personal branding share a mutually supportive relationship in the success of Mantappu Academy as a digital edupreneur platform. The creator economy enables the dissemination of educational content, community building, and the development of economic value through digital media. Meanwhile, personal branding plays a role in building identity, credibility, and audience trust in the educational platform (Yovelin & Paramita, 2023).

At Mantappu Academy, the creator economy is manifested through the utilization of social media as the primary means of disseminating educational content. Creative, communicative, and interactive content successfully attracts the attention of the younger generation and increases audience engagement (Gogali & Tsabit, 2021). This success is also supported by the personal branding of Jerome Polin, who is known as an educational, inspiring figure who is relatable to the younger generation, thereby increasing public trust in Mantappu Academy (Adrianda, 2025).

In Peter Montoya's personal branding theory, branding success is influenced by consistency, credibility, and visibility (Montoya & Vandehey, 2002). These three aspects are evident in Jerome Polin, who consistently presents educational content with a simple and easily understandable communication style. This consistency strengthens his position as an educational content creator with a strong identity on social media (Utami et al., 2023).

The relationship between the creator economy and personal branding is also visible in the formation of engagement and digital communities. Social media helps

expand audience reach, while personal branding strengthens emotional connections and user loyalty. Consistently established interactions ensure that the audience is not just a viewer, but also an active part of a learning community (Yovelin & Paramita, 2023).

Thus, the success of Mantappu Academy is not solely determined by the quality of learning materials, but also by the ability to utilize social media, build strong branding, and create close relationships with the audience (Felix et al., 2023). The integration of the creator economy and personal branding is one of the keys to Mantappu Academy's success in developing digital education in the social media era (Venus et al., 2024).

CONCLUSION

Based on the research results, it can be concluded that the success of Mantappu Academy as a digital edupreneur platform is supported by the utilization of the creator economy and personal branding working in tandem. Mantappu Academy utilizes social media to disseminate educational content, build audience engagement, and form an active digital community. This strategy enables the platform to reach a wider user base and maintain a good relationship with its audience.

The success of Mantappu Academy is also influenced by the personal branding of Jerome Polin as the platform's main figure. A positive image, consistency in presenting educational content, credibility, and closeness to the audience have successfully increased user trust and loyalty toward the platform.

Furthermore, the implementation of digital edupreneurship at Mantappu Academy is evident through the utilization of digital technology in learning, the presentation of more flexible and interactive materials, and the development of educational services that continue to prioritize educational value. This demonstrates that education can be developed through digital media without losing its primary objective as a medium for learning.

This research also finds that the creator economy and personal branding complement each other in supporting the success of digital edupreneurship. The creator economy helps expand audience reach and build communities, while personal branding strengthens user trust and loyalty. Therefore, the integration of these two strategies serves as one of the main success factors for Mantappu Academy in developing a digital education platform that aligns with the needs of the younger generation.

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