

## ABSTRACT

Widyastuti, A. T. (2026). Indonesian EFL Undergraduate Students' Social Strategies in Creating Digital Content for the English for Creative Industry Course. Yogyakarta: English Language Education Study Program, Department of Language and Arts Education, Faculty of Teachers Training and Education, Sanata Dharma University.

Digital content creation is increasingly important, particularly in courses integrating technology and language learning. Students in the English for Creative Industry (ECI) course at Sanata Dharma University frequently encounter technical and collaborative challenges. Several studies have explored digital learning and students' strategies. However, research that specifically explores the social strategies students use during digital content creation remains limited.

There were two research questions that guided this research. (1) The research aimed to identify the specific types of social strategies frequently used by Indonesian EFL undergraduate students when creating digital content; and (2) The research investigated how these social strategies contributed to and supported the digital content creation process across its various stages.

An explanatory sequential mixed-methods design was employed to address these questions. Quantitative data were gathered from 87 students through Likert-scale questionnaires. This phase was followed by qualitative semi-structured interviews with five purposively selected participants, representing low, moderate, and high-frequency strategy users, to provide a deeper understanding of their collaborative experiences.

Findings revealed that students employed social strategies with high-frequency, specifically through empathizing, cooperating, and asking questions. These interactions functioned as crucial scaffolding mechanisms during planning, execution, and finishing stages, bridging technical gaps. Based on the results, educators are encouraged to facilitate classroom environments that reward collaborative learning and peer support.

**Keywords:** Digital content creation, English for Creative Industry course, Indonesian EFL undergraduate students, Sequential explanatory mixed-methods, Social strategies.

### ABSTRAK

Widyastuti, A. T. (2026). *Strategi Sosial Mahasiswa program sarjana EFL Indonesia dalam Pembuatan Konten Digital untuk Mata Kuliah English for Creative Industry*. Yogyakarta: Program Studi Pendidikan Bahasa Inggris, Jurusan Pendidikan Bahasa dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Pembuatan konten digital menjadi semakin penting dalam mata kuliah yang mengintegrasikan teknologi dan pembelajaran bahasa. Mahasiswa dalam mata kuliah *English for Creative Industry (ECI)* di Universitas Sanata Dharma sering menghadapi tantangan teknis dan kolaboratif. Meskipun beberapa penelitian telah mengeksplorasi pembelajaran digital dan strategi mahasiswa, penelitian yang secara spesifik mendalami strategi sosial yang digunakan mahasiswa selama proses pembuatan konten digital masih terbatas.

Dua pertanyaan penelitian memandu studi ini. (1) Penelitian bertujuan untuk mengidentifikasi jenis-jenis strategi sosial yang sering digunakan oleh mahasiswa sarjana EFL Indonesia saat membuat konten digital; dan (2) Penelitian menyelidiki bagaimana strategi sosial tersebut berkontribusi dan mendukung proses pembuatan konten digital di berbagai tahapan.

Desain metode campuran eksplanatori sekuensial digunakan untuk menjawab pertanyaan-pertanyaan tersebut. Data kuantitatif dikumpulkan dari 87 mahasiswa melalui kuesioner skala Likert. Tahap ini diikuti dengan wawancara semi-terstruktur kualitatif bersama lima partisipan yang dipilih secara purposif, mewakili pengguna strategi dengan frekuensi rendah, sedang, dan tinggi, guna memberikan pemahaman mendalam mengenai pengalaman kolaboratif mereka.

Temuan menunjukkan bahwa mahasiswa menggunakan strategi sosial dengan frekuensi tinggi, khususnya melalui empati, kerjasama, dan pengajuan pertanyaan. Interaksi-interaksi ini berfungsi sebagai mekanisme perancah (*scaffolding*) krusial selama tahap perencanaan, pelaksanaan, dan penyelesaian guna menjembatani kesenjangan teknis. Berdasarkan hasil tersebut, para pendidik didorong untuk memfasilitasi lingkungan kelas yang menghargai pembelajaran kolaboratif dan dukungan teman sebaya.

**Keywords:** *English for Creative Industry*, mahasiswa sarjana EFL Indonesia, metode campuran eksplanatori sekuensial, pembuatan konten digital, strategi sosial.