

ABSTRAK

Penelitian ini bertujuan untuk memahami proses transformasi konsep diri yang dialami anggota komunitas video editor Zens AMotion melalui interaksi digital di platform Discord. Fokus penelitian diarahkan pada tiga aspek konsep diri menurut Carl Rogers, yaitu self ideal, self image, dan self esteem, serta keterkaitannya dengan proses kreatif dan motivasi berkarya. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam, observasi partisipatif, dan dokumentasi visual. Hasil penelitian menunjukkan bahwa interaksi sosial dalam komunitas digital mendorong pembentukan citra diri ideal melalui pengaruh role model dan standar komunitas, menumbuhkan pemahaman potensi diri melalui refleksi sosial, serta meningkatkan harga diri melalui validasi dan dukungan sesama anggota. Selain itu, komunitas Zens AMotion terbukti memfasilitasi proses kreatif, dari eksplorasi ide hingga evaluasi karya, sekaligus membangkitkan motivasi intrinsik maupun ekstrinsik untuk terus berkembang. Temuan ini menegaskan peran komunitas virtual sebagai ruang pembentukan identitas kreatif sekaligus pendorong transformasi psikologis di era digital.

Kata kunci: Konsep Diri, Transformasi, Discord, Video Editor, Komunitas.

ABSTRACT

This study aims to understand the process of self-concept transformation experienced by members of the Zens AMotion video editor community through digital interaction on the Discord platform. The research focuses on three aspects of self concept according to Carl Rogers, namely self ideal, self image, and self esteem, and their relation to the creative process and motivation to create. A descriptive qualitative approach was applied, utilizing in-depth interviews, participant observation, and visual documentation as data collection techniques. The findings reveal that social interactions within the digital community encourage the formation of an ideal self-image through the influence of role models and community standards, foster self-potential awareness through social reflection, and enhance self-esteem through validation and peer support. Furthermore, the Zens AMotion community was found to facilitate the creative process, from idea exploration to work evaluation, while simultaneously fostering both intrinsic and extrinsic motivation for continuous growth. These findings highlight the role of virtual communities as spaces for creative identity formation and drivers of psychological transformation in the digital era.

Keywords: Self Concept, Transformation, Discord, Video Editor, Community.