



THE CONTRIBUTION OF MOTIVATION, CREATIVITY, AND VIRTUAL ENVIRONMENT TOWARDS THE PRODUCTIVITY OF DIGITAL NOVEL WRITERS ON NOVELTOON

Puput Nasoha Isnaeni^{*1}, IskandarAli Alam²

Universitas Bandar Lampung^{1,2}

Email: puput.nasoha30@gmail.com

ABSTRACT

Digital technological transformation has created broader opportunities for the development of digital-based literature, including through platforms such as NovelToon. The platform provides writers with opportunities to produce and distribute their works to a wider audience. However, this condition also requires writers to maintain high productivity in producing and consistently updating their works. Writer productivity can be influenced by various internal and external factors, including motivation, creativity, and the virtual environment. This study aims to examine and analyze the effects of motivation, creativity, and the virtual environment on the productivity of digital novel writers on NovelToon, both partially and simultaneously. This study employed a quantitative approach with an associative research design. The sample consisted of 40 active digital novel writers on NovelToon who were selected using purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression, t-test, and F-test. The findings demonstrate that motivation has a positive and significant effect on writer productivity. Creativity also has a positive and significant effect and represents the most dominant factor in increasing writer productivity. Furthermore, the virtual environment has a positive and significant effect on productivity. Simultaneously, motivation, creativity, and the virtual environment have a positive and significant effect on the productivity of digital novel writers on NovelToon. The simultaneous test produced an F-count of 184.454, which was higher than the F-table value of 2.87, with a significance level of 0.000. These findings indicate that writer productivity can be improved by strengthening motivation, developing creativity, and creating a supportive virtual environment. Therefore, writers should enhance their creative abilities and maintain consistency in producing works, while NovelToon managers can optimize digital features and facilities that support interaction, feedback, and the development of writers' works.

Keywords : Motivation, Creativity, Virtual Environment, Productivity, Digital Novel Writers, NovelToon.

ABSTRAK

Transformasi teknologi digital telah membuka ruang yang semakin luas bagi perkembangan sastra berbasis digital, termasuk melalui platform NovelToon. Kehadiran platform tersebut memberikan peluang kepada penulis untuk memproduksi dan menyebarkan karya kepada pembaca secara lebih luas. Namun, kondisi tersebut juga menuntut penulis untuk mampu mempertahankan produktivitas dalam menghasilkan karya secara konsisten. Produktivitas penulis dapat dipengaruhi oleh berbagai faktor, baik yang berasal dari dalam diri maupun lingkungan di sekitarnya, di antaranya motivasi, kreativitas, dan lingkungan virtual. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh motivasi, kreativitas, serta lingkungan virtual terhadap produktivitas penulis novel digital di NovelToon, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Sampel penelitian terdiri atas 40 penulis novel digital aktif di NovelToon yang dipilih melalui teknik purposive sampling. Pengumpulan data dilakukan dengan menggunakan kuesioner, sedangkan pengujian dan analisis data dilakukan melalui regresi linier berganda, uji t, dan uji F. Hasil penelitian membuktikan bahwa motivasi memiliki pengaruh positif dan signifikan terhadap produktivitas penulis. Kreativitas juga terbukti memberikan pengaruh positif dan signifikan, sekaligus menjadi faktor yang paling dominan dalam meningkatkan produktivitas penulis. Selain itu, lingkungan virtual memberikan pengaruh positif dan signifikan terhadap produktivitas. Secara bersama-sama, motivasi, kreativitas, dan lingkungan virtual terbukti berpengaruh positif dan signifikan terhadap produktivitas penulis novel digital di NovelToon. Hasil uji simultan menunjukkan nilai Fhitung sebesar 184,454, lebih tinggi dibandingkan Ftabel sebesar 2,87, dengan tingkat signifikansi 0,000. Temuan tersebut menunjukkan bahwa produktivitas penulis dapat ditingkatkan melalui penguatan motivasi, pengembangan kreativitas, serta terciptanya lingkungan virtual yang mendukung aktivitas kepenulisan. Oleh sebab itu, penulis perlu meningkatkan kemampuan kreatif dan menjaga konsistensi dalam berkarya, sementara pengelola NovelToon dapat mengoptimalkan fitur serta fasilitas digital yang mendukung interaksi, pemberian umpan balik, dan pengembangan karya penulis.

Kata Kunci : *Motivasi, Kreativitas, Lingkungan Virtual, Produktivitas, Penulis Novel Digital, NovelToon.*

INTRODUCTION

Advances in information and communication technology have brought substantial changes to the development of the creative industry, including the literary sector. Digitalization has transformed the ways in which literary works are created, published, and consumed by society. Sinungan (2018), The emergence of digital platforms such as NovelToon provides writers with greater opportunities to express their ideas and imagination through digital literary works while reaching a broader readership. As a result, writing activities are no longer entirely dependent on

conventional publishing systems but have developed into creative activities that utilize digital technology. This transformation has also created a new environment that requires writers to adapt continuously, produce works consistently, and maintain the appeal of their writing amid increasing competition among digital writers.

Productivity is an important aspect of sustaining writers within the digital literary ecosystem. Robbins dan Judge (2022), Writer productivity is not merely reflected in the quantity of works produced but also encompasses consistency in producing content, the ability to maintain writing quality, and the capacity to meet writing and publication targets. On digital platforms, writers are expected to update their stories regularly and maintain reader engagement so that their works remain relevant and attractive. Marsa et al. (2024) This condition indicates that productivity plays an essential role in maintaining writers' presence on digital platforms. Nevertheless, the productivity levels of individual writers may vary because they are influenced by different factors, both internal factors originating from the writers themselves and external factors associated with the environment in which writing activities take place.

Pasaribu et al. (2025) Motivation is one internal factor that may influence writer productivity. Motivation can be understood as an internal or external drive that encourages individuals to engage in particular activities and sustain their efforts to achieve specific objectives. In digital writing activities, such motivation may arise from the desire for self-expression, personal satisfaction, skill development, recognition, reader appreciation, popularity, or economic benefits. Writers with strong motivation are generally more likely to maintain their writing activities and complete their works consistently. Therefore, strengthening motivation can be considered an important approach to encouraging writers to produce and update their works continuously.

In addition to motivation, creativity represents an essential element of writing because literary production requires the ability to generate original and engaging ideas. Munandar (2017), Creativity enables writers to develop story concepts, create distinctive characters, construct compelling plots, and present conflicts and resolutions that can maintain readers' interest. High productivity should also be accompanied by the ability to produce works that demonstrate quality and originality. Creative writers tend to have greater opportunities to explore diverse ideas and identify alternatives when encountering difficulties during the writing process. Accordingly, creativity not only contributes to the quality of literary works but may also help writers sustain their writing activities over time (Habiburahman et al., 2019).

The virtual environment has likewise become increasingly important for writers in the digital era. A virtual environment refers to a technology-based space that facilitates communication, interaction, information exchange, and collaboration without being restricted by physical distance or time. On NovelToon, the virtual environment is reflected through platform features, user communities, comment

sections, recommendation systems, and interactions between writers and readers. A supportive virtual environment can provide writers with opportunities to receive feedback, appreciation, inspiration, and information that may contribute to the development of their works. Interactions with readers can also serve as a source of evaluation, enabling writers to improve the quality of their stories while encouraging them to continue producing new works. Conversely, an unsupportive virtual environment may hinder the creative process and reduce writers' willingness to remain productive (Alam et al., 2019).

As a digital literary platform, NovelToon provides writers with opportunities to publish their works while establishing direct interactions with readers. The available features enable writers to receive immediate responses through comments, readership levels, appreciation, and other forms of interaction. Such conditions create an environment that can support writers in developing their works and maintaining engagement with their audiences. Previous research presented in the thesis indicates that the use of NovelToon has the potential to support users' creativity, while interactions through comments, readership, and appreciation may serve as sources of encouragement for writers to continue producing content. Therefore, the characteristics of the digital environment provided by NovelToon are closely associated with the creative process and productivity of its writers.

Although studies on motivation, creativity, virtual environments, and productivity have been conducted in various contexts, research that simultaneously examines the relationship between these three factors and the productivity of digital novel writers remains limited. Studies of motivation have predominantly been conducted within organizational and employment contexts, whereas creativity has often been examined in relation to learning processes, innovation, and individual performance. Meanwhile, research on virtual environments has generally focused on education and the broader utilization of digital technology. These limitations indicate a research gap concerning how motivation, creativity, and virtual environments collectively contribute to explaining writer productivity within the digital literary industry, particularly on the NovelToon platform (Efawati, 2024).

Based on this research gap, this study aims to analyze the contribution of motivation, creativity, and the virtual environment to the productivity of digital novel writers on NovelToon, both individually and collectively. The study is expected to broaden the literature on human resource management in digital environments, particularly regarding the factors that encourage individual productivity within technology-based creative industries. From a practical perspective, the findings are expected to provide insights for writers to strengthen their motivation, develop their creativity, and utilize the virtual environment more effectively. Furthermore, the findings may serve as a consideration for platform managers in developing a more interactive digital ecosystem that supports the sustainable productivity of writers.

Literatur Review

Motivation

Motivation is an important factor that influences an individual's behavior, enthusiasm, and persistence in carrying out tasks to achieve predetermined goals. Hasibuan (2020) explains that motivation is an effort to encourage individuals to work optimally by utilizing their abilities to achieve personal and organizational goals. Similarly, Robbins (2016) defines motivation as a process that describes the intensity, direction, and persistence of an individual's efforts in achieving a particular goal. Thus, motivation not only functions as a driving force for action but also directs individual efforts toward the desired objectives. Individuals with high motivation tend to demonstrate greater enthusiasm, initiative, commitment, and persistence in completing their responsibilities, whereas low motivation may reduce enthusiasm and productivity.

In the context of digital novel writers, motivation can originate from both internal and external factors. Internal motivation is related to personal needs, desires, satisfaction, and the willingness to develop oneself, while external motivation may arise from recognition, rewards, compensation, and the surrounding environment. Romli (2022) emphasizes that motivation is a psychological process that develops from individual needs, expectations, values, perceptions, experiences, and goals. Therefore, motivation among digital writers can encourage them to maintain consistency in writing, overcome challenges, and optimize their abilities in producing literary works. In this study, motivation is measured through internal and external factors, including the desire to live, the desire to possess, the desire for recognition and appreciation, the desire for power, working-environment conditions, adequate compensation, good supervision, job security, status and responsibility, and flexible regulations.

Creativity

Creativity refers to an individual's ability to generate new, unique, and valuable ideas or works. According to Munandar (2017), creativity is the ability to create something new, either in the form of ideas or tangible works, that is relatively different from what previously existed. In digital novel writing, creativity represents an essential capability because writers are required to develop original ideas, characters, storylines, conflicts, and perspectives that can attract readers. Creativity also enables writers to develop, combine, and modify existing ideas into more interesting and valuable forms. Therefore, creativity is closely associated with the ability of digital writers to maintain the continuity and quality of their writing activities.

The development of digital platforms provides writers with broader opportunities to explore ideas and express creativity. Platforms such as NovelToon provide access to information, interaction with readers, digital communities, and

feedback that can support the development of creative works. Creativity is therefore not solely determined by individual abilities but can also develop through interaction with the digital environment. Feedback from readers, including comments, reviews, ratings, and readership responses, can provide information that helps writers improve and develop subsequent works. Based on Munandar (2017), creativity in this study is measured through four indicators: fluency, namely the ability to generate numerous ideas; flexibility, the ability to view problems from different perspectives; originality, the ability to produce unique ideas; and elaboration, the ability to develop and refine an idea into a more complete and attractive form.

Virtual Environment

A virtual environment is a digital space that enables individuals to interact, communicate, collaborate, exchange information, and create works through information technology and internet-based systems. Such an environment is not merely a medium for delivering information but also provides opportunities for users to exchange ideas, experiences, and knowledge without being restricted by time and geographical boundaries. In the context of this research, the virtual environment refers specifically to the NovelToon platform, including its features, systems, user community, and interaction mechanisms. NovelToon enables writers to publish literary works online and communicate directly with readers, creating a dynamic digital ecosystem in which the creative process can be influenced by interactions between writers and readers.

The virtual environment on NovelToon is characterized by interactivity, participation, technological support, feedback, and accessibility of information. Features such as comments, ratings, recommendation systems, and writer-reader communities allow writers to obtain responses, exchange ideas, and develop their works. A supportive and interactive virtual environment can encourage motivation, creativity, and productivity, while an unsupportive environment may hinder the creative process. Figueroa Jr. et al. (2025) and Yoon (2024), as discussed in the thesis, indicate that interactive digital environments can increase user engagement, access to information, communication, and collaboration. Accordingly, the virtual environment in this study is measured through interactivity, community participation, technological support, feedback quality, and information accessibility.

Digital Novel Writer Productivity

Productivity refers to an individual's ability to produce output effectively and efficiently within a particular period. In the context of digital novel writers, productivity is not limited to the number of works produced but also encompasses the quality, consistency, effectiveness, and ability to achieve predetermined writing targets. Sutrisno (2016) explains that productivity represents the relationship between the results achieved and the contribution of labor within a certain period. On digital platforms such as NovelToon, writer productivity is also influenced by interactions

with the platform, feedback systems, recommendation algorithms, and active user communities. Therefore, digital writer productivity has a multidimensional character because it depends not only on individual capabilities but also on the digital ecosystem in which writing activities take place.

For digital novel writers, productivity can be reflected through the quantity of works produced, writing consistency, quality of writing, timeliness, writing effectiveness, and reader engagement. Quantity refers to the number of novels, chapters, or story updates produced within a certain period, while consistency reflects the writer's ability to maintain writing and publication activities continuously. Quality concerns the originality of ideas, storylines, character development, language use, and attractiveness of the work. Timeliness relates to the ability to complete and publish works according to predetermined targets, whereas effectiveness concerns the optimal use of time, abilities, and available resources. Reader engagement, meanwhile, is reflected in responses such as views, comments, votes, likes, shares, and other forms of interaction. These dimensions provide a comprehensive basis for assessing the productivity of digital novel writers on NovelToon.

RESEARCH METHODOLOGY

This study employed a quantitative approach using an associative and explanatory research design to examine the contribution of motivation, creativity, and the virtual environment to the productivity of digital novel writers on the NovelToon platform. Data were collected through a survey using questionnaires distributed to active NovelToon writers. The research variables consisted of motivation (X1), creativity (X2), and virtual environment (X3) as independent variables, while digital novel writers' productivity (Y) served as the dependent variable.

Table 1. Operationalization of Variables

Variable	Indicator	Measurement Scale	No. Item
Motivation (X1) Edward L. Deci & Richard M. Ryan (1985)	Inner drive	Likert	1, 2
	Personal satisfaction		3, 4
	Self-actualization		5, 6
	Recognition		7
	Popularity		8
	Rewards		9, 10
Creativity (X2) Guilford (1967) & Torrance (1974)	Fluency (idea fluency)	Likert	11, 12
	Flexibility (idea flexibility)		13, 14
	Originality		15, 16
	Elaboration		17, 18
	Imagination	Likert	19

Virtual Environment (X3) Choi et al. (2017)	Innovation		20
	Interaction with readers		21, 22
	Community of fellow writers		23, 24
	Ease of platform access		25, 26
	Rating and feedback system		27
	Platform promotional support		28
	Community support		29, 30
Author Productivity (Y) Sutrisno (2016)	Volume of work	Likert	31, 32
	Writing consistency		33, 34
	Writing quality		35, 36
	Punctuality		37
	Writing effectiveness		38, 39
	Reader engagement		40

Source: Processed data, 2026

The variables were measured using a five-point Likert scale. Motivation was assessed through intrinsic drive, self-satisfaction, self-actualization, recognition, popularity, and rewards; creativity through fluency, flexibility, originality, elaboration, imagination, and innovation; the virtual environment through reader interaction, writer communities, platform accessibility, rating and feedback systems, promotional support, and community support; while productivity was measured through quantity of works, writing consistency, writing quality, timeliness, writing effectiveness, and reader engagement.

The population consisted of 40 active digital novel writers on the NovelToon platform who met the established criteria, including having a writer account, actively updating their stories within the previous six months, having published at least one novel, and being willing to participate as respondents. Since the population was relatively small, saturated sampling (total sampling) was employed, involving all 40 members of the population as research respondents. Data were collected through observation, interviews, questionnaires, and documentation, with the questionnaire serving as the primary research instrument. The validity and reliability of the instrument were tested using SPSS. Validity was assessed using Product Moment correlation, while reliability was evaluated using Cronbach's Alpha, with a coefficient greater than 0.60 indicating that the instrument was reliable.

The data were analyzed using descriptive and quantitative analysis. Multiple linear regression analysis was used to examine the contribution of motivation, creativity, and the virtual environment to the productivity of digital novel writers. Hypothesis testing included the t-test to determine the partial effects of each

independent variable, the F-test to examine their simultaneous effects, and the coefficient of determination (R^2) to assess the extent to which the independent variables explained variations in writer productivity. All data processing and statistical analysis were conducted using SPSS.

RESULTS AND DISCUSSION

The Effect of Motivation on the Productivity of Digital Novel Writers on NovelToon

The findings indicate that motivation has a positive and significant effect on the productivity of digital novel writers on NovelToon. Writers with stronger motivation tend to demonstrate greater consistency in producing content, completing stories, and updating their novels according to their writing targets. This motivation may arise from internal factors, such as the desire to express ideas, imagination, and personal interests in writing, as well as external factors, including reader appreciation, follower numbers, comments, story rankings, and opportunities to generate income through monetization programs.

Motivation also strengthens writers' commitment to continue producing works despite challenges such as writer's block, limited time, and competition among writers. Writers with a high level of motivation are generally better able to manage these obstacles and remain productive while maintaining the quality of their published works. These findings are consistent with the concept of motivation, which emphasizes that internal and external drives can influence an individual's efforts to achieve particular goals. In this context, writers' productivity is reflected in their consistency in producing and updating novels while maintaining the quality of their published content.

The Effect of Creativity on the Productivity of Digital Novel Writers on NovelToon

The results demonstrate that creativity has a positive and significant effect on the productivity of digital novel writers on NovelToon. The ability to generate original ideas, develop engaging storylines, create compelling characters, and present innovative conflicts contributes significantly to writers' productivity. Creativity enables writers to continuously discover new sources of inspiration, develop stories over time, and overcome boredom during the writing process, allowing them to produce more content and update chapters consistently.

In the competitive digital publishing environment, creativity is an essential factor in maintaining the appeal and uniqueness of literary works. Writers are encouraged to continuously innovate so that their novels can distinguish themselves from other works and attract readers' attention. The findings further indicate that creativity provides the strongest contribution to productivity compared with the other variables examined. This suggests that the ability to generate ideas and apply innovation in storytelling represents a key resource for writers seeking to sustain

productivity and continuously develop their work on the NovelToon platform.

The Effect of the Virtual Environment on the Productivity of Digital Novel Writers on NovelToon

The findings reveal that the virtual environment has a positive and significant effect on the productivity of digital novel writers on NovelToon. A supportive digital environment can encourage writers to remain enthusiastic and consistent in producing their works. This condition is facilitated by various NovelToon features, including comments, reader numbers, followers, recommendation systems, work-performance statistics, and writer communities. These features allow writers to receive direct feedback regarding the development and reception of their published works, which can subsequently serve as both an evaluation tool and an incentive to improve their writing quality.

In addition to platform features, digital communities provide opportunities for writers to exchange experiences, share ideas, and receive support from fellow writers. Such interactions can create a conducive environment for the creative process and encourage writers to continue producing content. Therefore, the virtual environment functions not merely as a publication medium but also as an ecosystem that facilitates interaction, communication, skill development, and the sustainability of writing activities. A more supportive virtual environment is consequently associated with greater opportunities for writers to improve their productivity and produce novels consistently.

The Simultaneous Effect of Motivation, Creativity, and the Virtual Environment on the Productivity of Digital Novel Writers on NovelToon

The results show that motivation, creativity, and the virtual environment simultaneously have a positive and significant effect on the productivity of digital novel writers on NovelToon. This finding indicates that writers' productivity is not determined by a single factor but emerges from the interaction of several mutually supportive aspects. Motivation encourages writers to remain committed and consistent, creativity enables them to produce engaging and innovative stories, while the virtual environment provides facilities, support, and opportunities for interaction that allow writers to obtain feedback and continuously improve their work.

These three factors complement one another in strengthening writers' productivity. Strong motivation encourages consistency, creativity maintains the appeal and uniqueness of literary works, and a supportive virtual environment provides opportunities for appreciation, feedback, and knowledge sharing. Therefore, improving the productivity of digital novel writers on NovelToon requires a combination of strong motivation, continuous creativity development, and a conducive virtual environment. The integration of these factors can enable writers to produce works sustainably, improve the quality of their novels, and strengthen their competitiveness within the increasingly dynamic digital literacy ecosystem.

CONCLUSION

1. Motivation has a positive effect on the productivity of digital novel writers on NovelToon. Writers who possess stronger motivation, whether derived from personal aspirations or external encouragement, tend to demonstrate higher productivity in producing, completing, and regularly updating their literary works.
2. Creativity positively contributes to the productivity of digital novel writers on NovelToon. The ability to generate original ideas, construct engaging storylines, and develop innovative content enables writers to produce works more effectively and maintain greater consistency in their writing activities.
3. The virtual environment has a positive effect on the productivity of digital novel writers on NovelToon. A supportive digital environment, facilitated by interactive features, writer communities, and feedback mechanisms, can create favorable conditions that encourage writers to remain active and productive in developing their literary works.
4. Motivation, creativity, and the virtual environment simultaneously contribute to the productivity of digital novel writers on NovelToon. These three factors complement one another by encouraging writers to continuously produce content, improve the quality of their writing, and maintain consistency throughout the creative and writing process.
5. Creativity represents the most dominant factor influencing the productivity of digital novel writers on NovelToon. This finding indicates that the ability to generate creative ideas, introduce innovation into storytelling, and develop engaging content plays a particularly important role in strengthening writers' productivity on the NovelToon platform.

IMPLICATION

1. **For Digital Novel Writers on NovelToon**
The findings suggest that writers can improve their productivity by strengthening motivation, developing creativity, and utilizing the virtual environment effectively. Writers are encouraged to set clear writing targets, maintain consistent writing habits, use reader feedback as a basis for improvement, and actively participate in writing programs and communities on NovelToon. Creativity can also be enhanced through broader reading references, exploration of new ideas, and openness to constructive feedback.
2. **For the NovelToon Platform Management**
The findings imply that NovelToon should continue developing a supportive virtual environment by improving interaction features, optimizing

recommendation systems, organizing writing training and competitions, and providing appropriate recognition. These efforts can strengthen writers' motivation and creativity while encouraging them to produce works consistently.

3. For Future Researchers

This study can serve as a reference for further research on digital novel writers' productivity. Future studies may consider additional relevant variables, examine writers on different digital platforms, and involve larger samples to provide more comprehensive findings and improve the generalizability of the results.

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