

Choosing a Digital Career Path in English Literature in the Era of AI

In today's digital era, students of English Literature have many opportunities beyond traditional careers such as teaching or academic research. The rapid development of technology and digital platforms has created new career paths that allow individuals to express their creativity and skills in different ways. One of the most promising careers is becoming a digital content creator. In my case, I choose to become a beauty content creator who uses simple and engaging English in my content.

I choose this profession because it aligns with both my interests and my academic background. I have a strong passion for beauty, especially makeup, and I also enjoy learning and using English in daily life. By combining these two aspects, I can create content that is not only visually appealing but also educational. This career represents my identity as someone who is creative, expressive, and willing to continuously learn and improve.

In the digital world, being a content creator means more than just posting videos or photos. It requires consistency, creativity, and the ability to connect with an audience. As a beauty content creator, I want to focus on creating content that is simple, clear, and easy to understand. Many people feel that English is difficult, especially when it is used in beauty content. Therefore, I want to simplify English so that it becomes more accessible, especially for beginners.

There are many opportunities in this career, especially in the digital era. Social media platforms such as Instagram and TikTok allow content creators to reach a global audience. I can share my content with people from different countries, build a personal brand, and even collaborate with beauty brands. In the future, I hope to work with local beauty brands that want to expand their market internationally. This shows that this career has both creative and professional potential.

However, this career also comes with challenges. One of the biggest challenges is the development of Artificial Intelligence (AI). AI tools can now generate captions, scripts, and even content ideas quickly. This creates strong competition because many people can produce content more easily. If I only create basic or repetitive content, it will be difficult to stand out.

To face this challenge, I must develop skills that cannot be replaced by AI. These include creativity, originality, emotional connection, and personal storytelling. In beauty content, audiences are more likely to trust real experiences and authentic opinions. Therefore, I must focus on creating content that reflects my personality and real experiences. This will help me build a stronger connection with my audience.

In addition, I also need to improve my communication skills, especially in using English. Even though I aim to use simple English, I still need to ensure that my content is clear, correct, and natural. This requires continuous learning and practice. I also need to understand my audience, including their needs, preferences, and challenges. By doing this, I can create content that is more relevant and useful.

For my personal branding, I want to be known as a beauty content creator who simplifies English and makes it easier for people to understand. My content will focus on makeup tutorials, beauty tips, and simple English explanations. I want my audience to feel that learning English is not difficult, but fun and practical.

To achieve this, I plan to use platforms such as Instagram and TikTok. These platforms are very popular and suitable for beauty content because they focus on visual and short-form videos. In addition, I also plan to create a simple portfolio or website to show my work more professionally. This will help me attract potential clients and collaborations.

To start building my career, I will create content consistently and improve my skills step by step. I will also learn from other creators, follow trends, and adapt my content strategy. Building a strong portfolio is important because it shows my ability and progress over time.

Finally, self-awareness plays an important role in choosing a career. Before deciding on a career path, it is important to understand our interests, strengths, and goals. Without self-awareness, it is easy to feel confused or follow trends without clear direction. By understanding myself better, I can make better decisions and stay motivated in the long term.

In conclusion, becoming a beauty content creator who uses simple English is a suitable career path for me in the digital era. This career allows me to combine my passion for beauty and my

skills in English. By developing creativity, improving my skills, and building a strong personal brand, I believe I can succeed and remain relevant in the era of AI.