MARTIVE: Development of an Integrated Web Platform as a Creative Hub and Digital Commerce to Support the Visual Content Creator Digital Ecosystem

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ABSTRACT

Indonesia is currently one of the countries with a rapidly growing creator economy ecosystem in Southeast Asia, with more than 17 million active creators in 2022-2023 and the contribution of the creative economy sector to around 7.1% of the national Gross Domestic Product (GDP) in 2023. However, this development still faces a major challenge in the form of platform fragmentation, where 70% of digital creators use more than five different services to manage portfolios, distribution of works, communities, and *monetization*, thereby reducing work efficiency and consistency of digital identity. Based on the analysis of the needs of 50 digital creators, it was found that 80% had difficulties in managing their portfolios, 60% experienced problems with monetizing their work, and 88% needed a more integrated collaboration space. This research aims to develop MARTIVE which is *an integrated web platform* that combines *Creative Hub*, *Community Space*, and *Digital Commerce System* in one integrated ecosystem. The method used is *Research and Development* (R&D) with a prototype approach based on *Human-Computer Interaction* (HCI). The system is developed using Laravel technology and external APIs to support the efficiency of content management and digital asset access. The evaluation was carried out using Black Box Testing and System Usability Scale (SUS) involving 50 respondents. The test results showed that the functionality aspect reached 91.67%, while the usability aspect obtained a score of 80.35% in the Excellent and Grade A categories. Thus, MARTIVE is considered very feasible as an integrated creative hub and digital commerce platform that is able to support the productivity, efficiency, and economic independence of digital creators in Indonesia in a sustainable manner.

Keywords: Creator Economy, Digital Commerce, Creative Hub, Integrated Platform, Human-Computer Interaction.

1. Introduction

The development of digital technology over the past two decades has fundamentally changed the way humans produce, distribute, and consume creative works. This transformation is not only technical but also gives rise to a new economic structure known as the creator economy, which is an ecosystem that enables individuals to create, manage, and monetize digital content independently (Cunningham & Craig, 2022) [1]. This phenomenon is further reinforced by the concept of platform capitalism, which explains how digital platforms play a dominant role in regulating the distribution of value and economic interactions between creators and audiences (Srnicek, 2017) [2].

Globally, the growth of the creator economy shows a very significant trend. Goldman Sachs (2023) projects that the market value of the creator economy will reach USD 480 billion by 2027. This indicates that the digital content-based economy has become one of the strategic sectors in the rapidly growing global economy[3].

In Indonesia, the development of the creator economy has also experienced a significant increase. The creative economy sector contributes about 7.1% to the national Gross Domestic Product (GDP) and employs tens of millions of workers (Ministry of Tourism and Creative Economy of Indonesia, 2023). With an estimated more than 17 million active content creators, Indonesia has become one of the countries with the largest creator ecosystems in Southeast Asia. However, the growth in the number of creators has not yet been matched by the readiness of integrated digital infrastructure to support all creator activities.

Specifically, visual content creators face various challenges in managing their digital activities. They still rely on many different platforms to meet diverse needs, such as portfolio management, content distribution, community interaction, and monetization. This condition is known as platform dependency and causes fragmentation of the digital ecosystem. As a result, creators must manage multiple accounts and systems separately, which increases operational burdens, causes digital identity inconsistencies, and hampers the sustainable development of their careers.

An analysis of various global creative platforms such as Behance 2026 [4], Dribbble 2026 [5], ArtStation 2026 [6], Fiverr

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2026 [7], Etsy 2026 [8], Freepik 2026 [8], and Pexels 2026 [9] shows a significant functional fragmentation. Each platform tends to focus on one main function, such as portfolio, community, or monetization, but has not yet been able to provide comprehensive service integration within a unified digital ecosystem. This indicates that no platform currently can accommodate the entire cycle of digital creator activities comprehensively within a single system.

From a theoretical perspective, this condition aligns with the concepts of platform capitalism and platform dependency, where the success of creators is heavily influenced by the structure, policies, and algorithms of digital platforms (Srnicek, 2017) [2]. Cunningham and Craig's (2022) study also shows that creators are required to build presence across multiple platforms simultaneously, which ultimately increases work complexity and reduces productivity efficiency [1].

If this situation continues, the significant potential of the digital creator economy will not develop optimally, despite the increasing number of creators. Therefore, a solution is needed in the form of an integrated platform that can simplify the creator's workflow while enhancing efficiency and productivity within a single digital ecosystem. Based on these issues, there is a research gap both theoretically and practically. Theoretically, studies on designing an integrated platform architecture capable of supporting the entire cycle of digital creator activities within a single system are still limited. Practically, there are no technological solutions available that can combine portfolio management, community interaction, and monetization functions in an integrated manner.

This research specifically focuses on visual content creators who need integration between work management, community collaboration, and monetization systems within a single platform. Therefore, this study aims to design and develop MARTIVE , an integrated web platform that combines three main components: Creative Hub, Community Space, and Digital Commerce System within a cohesive digital ecosystem.

The system development is carried out using a Research and Development (R&D) approach with a Human-Computer Interaction (HCI)-based prototype method, so that the resulting system can be tailored to user needs and experiences. With MARTIVE, it is hoped that work efficiency, productivity, and the independence of Indonesia's digital creators' economy can be sustainably improved.

2. Studi Literatur

2.1. Creator Economy and Digital Economy Transformation.

The concept *of creator economy* refers to a digital economy ecosystem that allows individuals to generate income through the production and distribution of content based on digital platforms. According to Stuart Cunningham and David Craig (2022) [1], the creator economy is an evolution from the traditional media industry to a more decentralized system, where creators have a role as producers as well as distributors of digital content.

In this context, creators are not only relying on large media institutions, but leveraging digital platforms to build audiences and monetize them directly. Research by Brooke Erin Duffy (2017) shows that the creator economy also involves *aspirational labor* dynamics, where creators invest time and resources without a guarantee of stable income. This confirms that although economic opportunities are wide open, there are significant structural challenges in these ecosystems [10].

In addition, a report by Goldman Sachs (2023) projects the rapid growth of the creator economy globally, which further strengthens the urgency of developing platforms that support the sustainability of creators economically and technologically [3].

2.2. Platform Capitalism dan Platform Dependency

The concept of platform capitalism introduced by Nick Srnicek (2017) explains that digital platforms serve as the main mediators in digital economic activities by controlling data, algorithms, and user interactions. In the context of digital creators, this condition creates a dependency on platforms (platform dependency), where a creator's success is heavily influenced by platform policies and algorithms [2].

Recent research shows that the digital platform ecosystem shapes a new governance structure that affects the distribution of visibility, audience access, and monetization opportunities for creators. As a result, creators need to manage their activities across multiple platforms simultaneously, which can increase work complexity and dependence on digital platform infrastructure (Kerssens, 2024) [11].

A study by Hu et al. (2024) indicates that digital platforms not only function as distribution channels for services but also shape mechanisms for value creation, governance, and interaction patterns within the digital ecosystem. These findings reinforce the need for integrated platforms capable of supporting creators' activities more efficiently and sustainably within digital ecosystems [12].

2.3. Platform Fragmentation in the Creator Ecosystem

Platform fragmentation occurs when creators have to manage various digital services simultaneously to support their creative activities. The study of Ma et al. (2023) shows that content creators are actively prioritizing platforms, syncing content, and managing audiences across platforms to maintain the sustainability of their creative and monetization activities [13].

Platforms like Behance and Dribbble focus on portfolios, while Patreon and Ko-fi focus on monetization. On the other hand, Fiverr and Etsy provide transaction-based services.

However, there is no platform that is able to integrate the needs of creators thoroughly. Creators still rely on various platforms to manage content distribution, build audiences, and monetize, thereby increasing the complexity of managing creative activities as well as the reliance on digital platform ecosystems (Lu et al., 2023) [13].

2.4. Human-Computer Interaction (HCI) in Platform Development

The Human-Computer Interaction (HCI) approach focuses on designing systems that are oriented towards the needs and user experience. Research by Kivijärvi and Pärnänen (2023) shows that usability is a major factor that affects the quality of user experience, where easy-to-use systems tend to result in higher levels of user satisfaction [14].

In the HCI approach, user-centric interface design emphasizes effectiveness, efficiency, and user satisfaction. Research by Paton et al (2024) shows that increasing usability through HCI modeling can reduce user interaction problems and improve the quality of the experience of using digital systems [15].

In the context of creator platforms, the implementation of HCI is critical to ensure that the system is capable of supporting a wide range of complex activities in a single, integrated, easy-to-use interface.

2.5. Digital Commerce Systems in the Creator Ecosystem

Digital commerce is an important component in supporting creator monetization through the integration of product management, digital payment systems, and customer interactions in one unified platform. The development of social commerce shows that the integration of social features can increase user trust, customer engagement, and consumer purchase intent. Therefore, the combination of digital commerce services and community features is an effective strategy in supporting the economic growth of digital creators as well as building long-term relationships with audiences (Wang et al., 2022; George et al., 2023; Li et al., 2023)[16], [17], [18].

Thus, the integration between creative hubs, community spaces, and digital commerce is a strategic approach in building a sustainable creator ecosystem.

3. Methods

This research uses the Research and Development (R&D) method which aims to produce products in the form of an integrated web platform for digital creators. The system development approach adapts the Human-Computer Interaction (HCI)-based Prototype Development model which emphasizes system iteration based on user feedback. The product developed is MARTIVE, which is a digital platform that integrates creative hubs, creator communities, and digital commerce systems in one integrated digital ecosystem (Bjarnason et al., 2023; Wang et al., 2023) [19], [20].

3.1 System Development Method: Prototype

The system development method used is *Prototype*, which is an approach that emphasizes creating an initial model of the system which is then developed iteratively based on user feedback. This method was chosen because it is in accordance with *the Human-Computer Interaction* (HCI) approach that focuses on usability and user experience.

The stages of the prototype method in this study include:

1. *User Needs Analysis*
   Identify functional and non-functional needs based on literature studies and observations.
2. *System Planning*
   Make the initial design of the system in the form of wireframes and user interface structures.

a. *Use Case Diagram*

The use case diagram on the MARTIVE system illustrates the interaction between users and systems in an ecosystem that integrates creative hubs, creator communities, and digital commerce. This diagram is used to model the functional needs of the system, so that all major services such as work management, digital transactions, community interaction, and order tracking can be clearly defined according to the needs of the user (Imtiaz et al., 2023) [21].

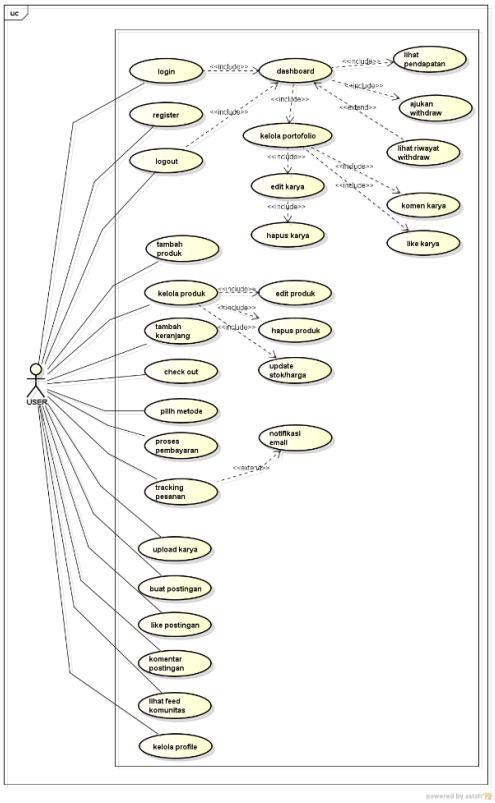

Image 1. Use Case Diagram Martive System

b. Class Diagram

Class diagrams are used to describe the class structure, attributes, methods, and relationships between entities in the MARTIVE system. This diagram is designed using a modular approach consisting of user and community modules, creative hubs, and digital commerce. A modular approach is used to improve the maintainability and scalability of the system (Chen, 2024) [22].

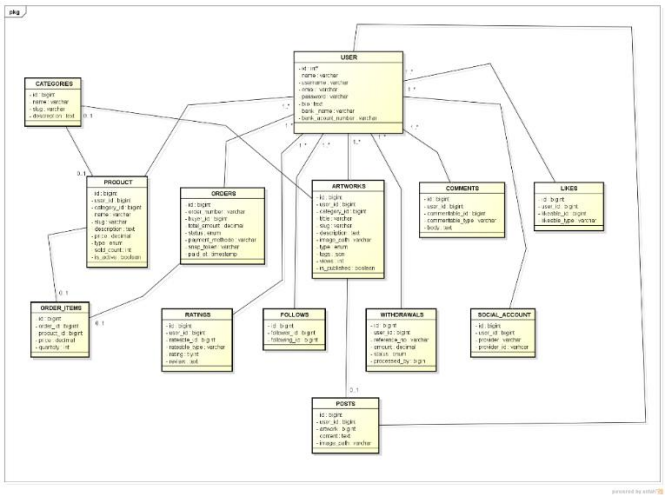

Image 2. MARTIVE System Diagram Class

c. Activity Diagram

The activity diagram in the Figure below illustrates the flow of digital transactions on the MARTIVE platform starting from product selection, checkout process, payment through payment gateway API, to transaction completion and sending email notifications to buyers and sellers. The diagram uses a swimlane approach to clarify the interaction between system components and business process flows on modern digital commerce platforms. The use of activity diagrams in UML is effective for modeling system workflows, user activities, and relationships between business processes in a structured manner (Ade Oktarino et al., 2024) [23].

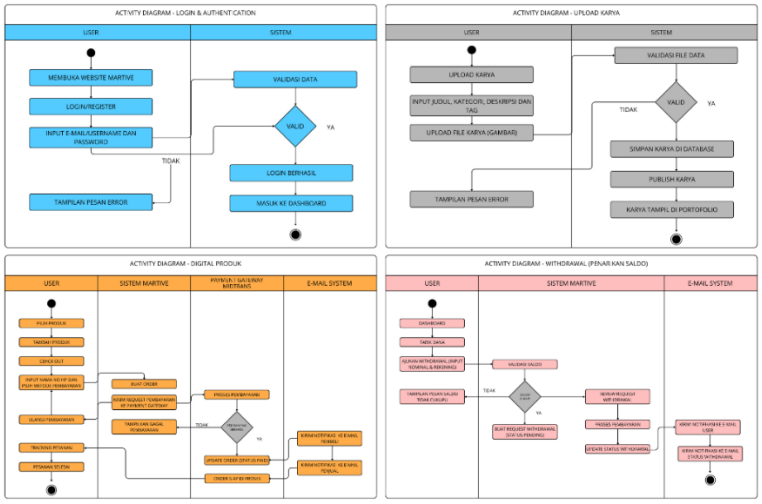

Image 3. Martive System Activity Diagram

3.2 Subjects and Objects of Research

The study involved 50 digital creators selected through purposive sampling based on their experience in using digital platforms for content distribution, community interaction, and monetization. The research object was the MARTIVE web platform. The number of respondents was determined based on Roscoe's rule and was considered sufficient for prototype usability evaluation using the System Usability Scale (SUS) (Hertzum, 2026) [24].

3.3 Data Collection and Analysis Techniques

Data collection was carried out through literature studies of journals and scientific articles that discuss the creator economy, digital platforms, Human-Computer Interaction (HCI), and the development of web-based systems. Literature studies are used to obtain a theoretical foundation and identify research gaps (Rieder et al., 2023) [25].

Second, observations were made on various digital platforms used by creators, such as social media, portfolio platforms, and digital marketplaces. The observation aims to understand the pattern of platform use, creator activities, and problems that arise in portfolio management, work distribution, community interaction, and monetization of digital works (Wondwesen Tafesse, Mumin Dayan 2023) [26].

Third, the questionnaire was distributed to 50 digital creator respondents using a 5-point Likert scale. The questionnaire was used to analyze user needs, the level of acceptance of the system concept, and the evaluation of the usability of the developed system. In addition, this study also uses *the System Usability Scale* (SUS) instrument to measure the level of ease of use and user experience of the system (Hyzy et al., 2022) [27].

The data analysis technique uses a quantitative descriptive approach. The analysis of system needs is carried out through observation and questionnaires to identify the functional and non-functional needs of the user. Questionnaire data was analyzed using the percentage of positive responses with the formula:

$$P = \frac{f}{N} \times 100\%$$

Description:

- P= Percentage of results
- f= Number of positive responses
- N= Number of respondents

with P as the percentage of results, f as the number of positive responses, and N as the number of respondents (Alshurideh et al., 2023) [28].

The instrument validity test was conducted using Pearson Product Moment, while the reliability test used Cronbach Alpha to ensure the consistency of the research instrument (Taber, 2023). The system usability evaluation was carried out using the System Usability Scale (SUS), calculated using the formula SUS = (Σx) × 2.5, to measure the level of ease of use from the user's perspective (Hyzy et al., 2022) [27]. In addition, system functionality testing is carried out with Black Box Testing to ensure that all features function according to the needs and specifications that have been set (Alshamaa, 2025) [29].

Instrument Testing	Result
Total Items	11
Valid Items	10
Invalid Items	1
Cronbach's Alpha	0.87
Reliability Category	High Reliability

Table 1. Validity and Reliability Test Results of the Research Instrument

The instrument validity test showed that 10 out of 11 questionnaire items met the validity criterion, while one item was excluded from further analysis. The reliability test yielded a Cronbach's Alpha value of 0.87, indicating high internal consistency and reliability of the instrument.

4. Results and Discussions

4.1 User Needs Analysis

The analysis of 50 respondents using a five-point Likert scale revealed high and statistically significant demand for an integrated work management platform (80%), professional portfolio features (90%), and collaboration spaces (88%) ($p < 0.001$). These findings indicate that digital creators require an ecosystem that integrates content management, professional identity development, and collaborative activities within a single platform, consistent with the growing creator economy that increasingly relies on integrated digital services and platform-based infrastructures (Peres et al., 2024; Bleier & Fossen, 2024) [30], [31].

The sample size of 50 respondents was considered adequate because the primary objective of the study was to identify user needs and evaluate usability during the prototype development stage rather than to make broad population generalizations, Furthermore, the sample size complies with the minimum recommendation for usability evaluation studies and prototype-based system development, where relatively small samples are commonly considered sufficient to identify user requirements and assess system usability.

No	Indicator	%	95% CI	z-value	Significance.
1	Integrated work management platform	80%	68,9%–91,1%	5,30	p<0,001
2	Professional portfolio medium	90%	81,7%–98,3%	9,43	p<0,001
3	Creator collaboration space	88%	79,0%–97,0%	8,27	p<0,001
4	Challenges in monetizing work	60%	46,4%–73,6%	1,44	Marginal
5	Limited platform features	62%	48,5%–75,5%	1,75	Marginal
6	Difficulties in work distribution	48%	34,2%–61,8%	-0,28	Not Sig.
7	Platform lacks integration	58%	44,3%–71,7%	1,15	Not Sig.

Table 2. User Needs Analysis with Confidence Intervals 95% dan Z-test (n = 50)

4.2 Analysis of System Concept Acceptance

The system concept acceptance analysis revealed high levels of agreement across all indicators, with statistically significant results ($p < 0.001$). A total of 84% of respondents stated that MARTIVE could improve work management efficiency, 82% perceived benefits from the integration of a creative hub and digital commerce, 84% expressed willingness to use the platform, and 88% believed that MARTIVE could support creators' career development. These findings indicate strong user acceptance of MARTIVE as an integrated platform that supports creative activities, collaboration, and monetization within a single digital ecosystem. The results are consistent with previous studies suggesting that perceived usefulness, service integration, and creator support are key factors influencing the adoption and acceptance of digital platforms in the creator economy (Bleier et al., 2024; Peres et al., 2024) [31], [30].

No	Indikator	p	95% CI	Kategori
1	An integrated platform enhances the efficiency of managing creative work.	84%	73,8%–94,2%	Very High
2	Creative hub and digital commerce systems deliver benefits.	82%	71,4%–92,6%	High
3	Willingness to use the MARTIVE platform.	84%	73,8%–94,2%	Very High
4	MARTIVE supports the career development of digital creators.	88%	79,0%–97,0%	Very High

Table 3. Acceptance of the System Concept with Confidence Intervals 95% (n = 50)

4.3 MARTIVE Architecture and Competitive Position

MARTIVE was developed using the Laravel framework with an MVC (Model-View-Controller) approach to maintain the modularity and scalability of the development. The system architecture includes three main components that are connected in a single digital ecosystem:

(1) Creative Hub—a portfolio management center that includes visual work uploads, work category management, portfolio showcase, engagement statistics, and digital work metadata integration; (2) Community Space—supports interaction between creators through discussion forums, project collaborations, comment and appreciation systems, and community activity feeds; and (3) Digital Commerce System—enabling digital asset sales, creative product management, transaction history, and API payment gateway integration.

This integration approach is different from conventional platforms such as portfolio-oriented Behance or Fiverr, which is service-oriented marketplace. Table 4 compares the availability of key features based on official documentation and publicly published features (Behance, 2026; Fiverr, 2026) [4], [7].

Feature	Behance	Fiverr	MARTIVE
Creative Portfolio	✓	✗	✓
Creator Community	Limited	✗	✓
Digital Marketplace	✗	✓	✓
Full Integration	✗	✗	✓

Table 4. Comparison of MARTIVE Features with Existing Platforms (May 2026)

4.4 System Implementation

MARTIVE was developed using an agile approach and Human-Computer Interaction (HCI) principles to ensure usability and intuitive navigation (Hertzum, 2026; Hyzy et al., 2022) [24], [27]. The platform integrates portfolio management, community interaction, and digital commerce within a single ecosystem, addressing the main user requirements identified during the analysis phase.

The Creator Dashboard provides access to portfolio analytics, transactions, and community engagement data. In addition, the Digital Product, Community, and Creative Hub features support content monetization, creator collaboration, and portfolio management. These functionalities align with the increasing demand for integrated creator platforms that combine creative activities, networking, and commercial opportunities (Peres et al., 2024; Bleier et al., 2024).

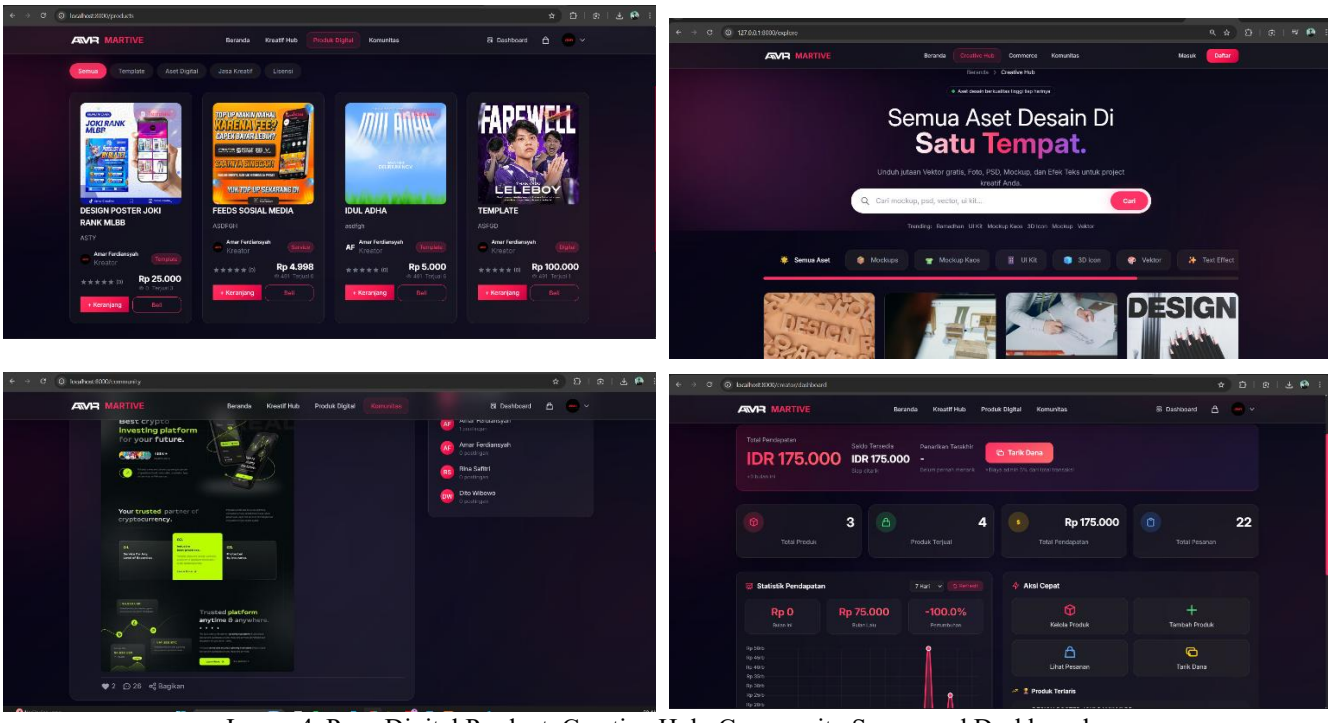

Image 4. Page Digital Product, Creative Hub, Community Space and Dashboard

5. Testing and Evaluation

5.1 *Black Box Testing*

Black-box testing is conducted on all key system features to ensure functional alignment with user requirements..

No	Testing	Test Case	Expected result	Conclusion
1	Log in with Google	Click the Google icon	Access the dashboard	Valid
2	Register an account	Enter name, email, and password	Account successfully created	Valid
3	Access Creative Hub	Click the Creative Hub page	Creative Hub page view	Valid
4	Access Digital Products	Click the digital products page	Digital products page view	Valid
5	Add digital product	Click "Add product"	Product addition form filled out	Valid
6	Checkout produk	Click "Checkout"	Access the payment page	Valid
7	Remove product from cart	Click "Clear cart"	Product successfully deleted	Valid
8	Update/Delete product	Click "Manage products" on the dashboard	Product successfully updated/deleted	Valid
9	Track order	Click "View orders" on the dashboard	Access the order management page	Valid
10	Add artwork	Click the profile section	Creation successfully added	Valid
11	Community interaction	Add post/like/comment/delete	Action successfully performed	Valid
12	Withdraw funds	Click "Withdraw funds"	Funds successfully transferred to the account	Invalid

Table 5. System Testing Results with Black Box Testing

Functional testing on 12 scenarios demonstrated a success rate of 91.67%, with 11 scenarios operating according to specifications (Alshamaa & Saleem, 2025) [29]. The only unresolved feature was automated withdrawal, which requires the only unresolved feature was the automated withdrawal function, which requires additional payment gateway verification. Therefore, the withdrawal feature was intentionally excluded from the current release and will be implemented in future development.

5.2 *Usability Testing Using SUS*

The SUS evaluation was carried out on 50 respondents who were digital visual content creators. The SUS consists of 10 statements on a Likert scale of 1–5 that are used to measure user perception of the ease of use and experience of interaction with the system (Hyzy et al., 2022) [27].

Component	Value
Value Components	50
SUS Score	4017,5
Average SUS Score	80,35
SUS Grade	A
Adjective Rating	Excellent
Acceptability	Acceptable
Conclusion	Highly Worth It

Table 6. System Usability Scale (SUS) Test Result

MARTIVE achieved an average System Usability Scale (SUS) score of 80.35, which is categorized as Excellent and Grade A. This score exceeds the commonly accepted SUS benchmark value of 68, indicating a high level of usability and positive user experience. Previous studies have identified a score of 68 as the average benchmark for interpreting SUS results, with higher scores reflecting better perceived usability and user satisfaction (Hyzy et al., 2022) [27]. Furthermore, Black Box Testing demonstrated a functional success rate of 91.67%, confirming that the core features operated according to the specified

requirements. These findings indicate that MARTIVE is both technically reliable and well accepted by users as an integrated platform for portfolio management, creator collaboration, and digital commerce activities.

6. Conclusion

This study resulted in the successful development of MARTIVE, a web-based integrated platform that unifies Creative Hub, Community Space, and Digital Commerce functionalities within a single ecosystem designed for visual content creators. The requirements analysis conducted with 50 respondents highlighted a strong need for a platform that supports portfolio management, collaborative activities, and digital commerce services in an integrated manner. Evaluation results demonstrated that the system performed effectively, achieving a functional testing success rate of 91.67% and an average System Usability Scale (SUS) score of 80.35, which falls within the Excellent (Grade A) category. These findings suggest that MARTIVE provides reliable functionality and delivers a positive user experience. Furthermore, the study offers a practical contribution to the development of integrated creator platforms by addressing the challenges of platform fragmentation and facilitating creative production, community interaction, and monetization within a unified digital environment.

Nevertheless, several limitations should be acknowledged. The system evaluation was conducted with a relatively limited sample of 50 digital creators, which may restrict the broader applicability of the findings. In addition, the withdrawal feature has not yet been fully implemented due to ongoing payment gateway verification processes. Future research is recommended to involve a larger and more diverse participant group, complete the integration of financial transaction services, and incorporate advanced analytical capabilities to further improve system effectiveness, usability, and overall user experience.

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