

ABSTRACT

This study quantitatively examines the strategies of Small and Medium Enterprises(SMEs) and digital creators in managing their digital presence through three main variables: authenticity, consistency, and ethical monetization. The findings indicate that authenticity, reflected through openness and transparency regarding production processes and errors, positively influences audience trust. Additionally, consistency is measured not only by upload frequency but also by the stability of values and content quality, both of which significantly affect emotional connection and Parasocial Interaction (PSI) with audiences. Furthermore, the conversion of influence into purchase intention is strongly influenced by transparency and value congruence between creators and promoted products. Therefore, professionalism in implementing social and political strategies positively contributes to trust, engagement, and success within the modern digital ecosystem.

Keywords: *Authenticity, Consistency, Ethical Monetization, Audience Trust*