

Konstruksi Identitas VTuber Perempuan Indonesia dan Permasalahan Representasi di Komunitas Daring = Constructing Indonesian Female VTubers Identity and Problems of Their Representation in Online Community

Muhammad Kal-El Dirgantara, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920531164&lokasi=lokal>

Abstrak

VTuber has become a part of virtual entertainment worldwide since the trend arose in 2020. By looking at the development of VTuber to date, this study seeks to discover the process of how Indonesian female VTubers construct their identity through various elements and the motives that they consider behind female VTubers choosing specific avatars and visual styles or characterizations to represent themselves. To answer such questions, various theories are used, such as semiotics, and avatar culture to be able to interpret the results of the elements that represent their identity. The study finds there are some influences of a certain culture and colors that represent their personality. Furthermore, their authenticity also gains engagement with the audience, which also supports their identity as a VTuber. However, there are some flaws and limitations in some circumstances whenever they consider themselves an independent VTuber or VTuber under an agency. This paper will also briefly compare three Indonesian VTubers in terms of character and personality that represents their virtual identity.