

ABSTRACT

The use of the term "toxic" can be classified as verbal abuse, but on YouTube, it can be seen as entertaining and a distinctive characteristic of content creators. Virtual YouTuber Kobo Kanaeru is one such virtual content creator who has experienced a significant increase in subscribers on the YouTube platform, despite using toxic language in their live-streaming broadcasts. Therefore, the purpose of this research is to find out the motives of Generation Z in watching VTuber Kobo Kanaeru. The method used in this research is qualitative with a phenomenological approach. The research findings reveal two types of motives underlying Generation Z's interest in watching the live streaming of VTuber Kobo Kanaeru. The first motive is the "because motive," which includes an interest in Japanese popular culture, curiosity about the existence and development of VTubers, an interest in the content, the use of Bahasa, and the personality of VTuber Kobo Kanaeru. The second motive is the "in order to" motive, which includes interaction with anime visuals, entertainment, gaming information, and enhancing friendships. Generation Z also constructs meanings while watching VTuber Kobo Kanaeru, such as representing a younger sister, representing a close friend, representing a partner, as an escape from problems, as a role model in interactions, and as a role model in personal development.

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Keywords: Generation Z, Motive, VTuber Kobo Kanaeru