

DAFTAR PUSTAKA

- Adzania, J. I., & Arianingsih, A. (2022). Dampak Menonton VTuber Terhadap Penggemar Budaya Populer Jepang di Bandung . *Mahadaya* .
- Afriansyah, E. A. (2018). Penggunaan Software ATLAS.Ti Sebagai Alata Bantu Proses Analisis Data Kualitatif. *Mosharafa: Jurnal Pendidikan Matematika* , 5(2), 53–63.
- Ahdiyat, M. A. (2021). Kekerasan Verbal di Konten Youtube Indonesia dalam Perspektif Kultivasi. *ETTISAL: Journal of Communication*, 5(2), 211–225.
- Ahmadi, C., & Hermawan, D. (2013). *E-Business & E-Commerce*. Andi .
- A.M, S. (2007). *Interaksi dan Motivasi Belajar Mengajar*. Raja Grafindo Persada.
- Angkari, S. (2013). Motif Masyarakat Surabaya dalam Menonton Program Good Morning Hard Rockers On SBO . *Jurnal E-Komunikasi*, 1(3).
- AR, F. M. (2018). *Sejarah Media: Transformasi, Pemanfaatan, dan Tantangan*. UB Press.
- Bailenson, J. N., Blascovich, J., & Guadagno, R. E. (2008). Self-Representations in Immersive Virtual Environments. *Journal of Applied Social Psychology* .
- Berger, P. L., & Luckmann, T. (1990). *Tafsir Sosial atas Kenyataan*. LP3ES.
- Beritagar.id. (2018, February 7). *Kebiasaan Gen Z dalam Menikmati Hiburan*. <https://beritagar.id/artikel-amp/infografik/kebiasaan-gen-z-dalam-menikmati-hiburan>
- Bosch, K. (2007). *When Words Are Used as Weapons: The Sign of Verbal Abuse*. Retrieved from [Http:// Extensionpublications.Unl.Edu/ Assets/Html/G1814/Build/G1814. Htm](Http://Extensionpublications.Unl.Edu/Assets/Html/G1814/Build/G1814.Htm).
- Brown, W. J. (2015). Article Navigation JOURNAL ARTICLE Examining Four Processes of Audience Involvement with Media Personae: Transportation, Parasocial Interaction, Identification, and Worship. *Communication Theory*, 25(3), 259–283.
- Brown, W. J., & Basil, M. D. (2010). Parasocial interaction and identification: Social change processes for effective health interventions. *Health Communication*, 25, 6–7.
- Budiargo, D. (2015). *Berkomunikasi ala Net Generation*. PT Elex Media Komputindo Kompas Gramedia.

- Burgess, J., & Green, J. (2009). *Youtube: Online Video and Participatory Culture*. Polity Press.
- Campbell, J. P. (1990). *Modeling The Performance Prediction Problem in Industrial and Organizational Psychology*. Consulting Psychologists Press.
- Cangara, H. (2007). *Pengantar Ilmu Komunikasi*. PT Rajagrafindo Persada.
- Codrington, G. (2012). *Mind The Gap: Own Your Past, Know Your Generation, Choose Your Future* (1st ed.). Penguin Random House South Africa.
- Colaizzi, P. F. (1978). Psychological research as the phenomenologist views it. In *Existensial phenomenological alternative for psicology* (pp. 48–71). Oxford University Press.
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran* (Edisi Keempat). Pustaka Pelajar.
- CyberV Inc. (2018, August 6). **【Cyber V、男女1,500名に「バーチャル YouTuber」認知度調査を実施】10代・20代の間では『バーチャル Youtuber』認知率が過半数の結果に。**
<https://prtimes.jp/main/html/rd/p/000000007.000035228.html>
- Damayanti, M., & Yuwowno, E. C. (2013). *Avatar, Identitas dalam Cyberspace*. Universitas Kristen Petra.
- December, J. (1996). Units of Analysis for Internet Communication. *Journal of Communication*, 46(1).
- Esterberg, K. G. (2002). *Qualitative Methods Ins Social Research*, Mc Graw Hill.
- Faisal, S. (1990). *Penelitian Kualitatif Dasar-dasar dan aplikasi*. Y A3.
- Febrian, J. \, & Andayani, F. (2002). *Kamus Komputer dan Istilah Teknologi Informasi*. Informatika.
- Frederick, E. L., Lim, C. h, & Walsh, P. (2012). Why We Follow: An Examination of Parasocial Interaction and Fan Motivations for Following Athlete Archetypes on Twitter. *International Journal of Sport Communication*, 5(4), 481–502.
- Fuch, C. (2014). *Social Media a Critical Introduction*. . SAGE Publications.
- Gigguk. (2020). *I Got Addicted to VTubers and Regret Everything*. <https://www.youtube.com/watch?v=UJ9mH4YC6MY>.

- Giles, D. C. (2018). *Twenty-First Century Celebrity: Fame in Digital Culture*. Course Technology.
- Groom, V., Bailenson, J., & Nass, C. (2009). The Influence of Racial Embodiment on Racial Bias in Immersive Virtual Environments. *Social Influence, 4*(3), 231–248.
- Guba, E. G. (Ed.). (1990). *The paradigm dialog* . Sage publication.
- Helianthusonfri, J. (2014). *YouTube Marketing*. PT. Gramedia.
- Heryanto, A. (2015). *Identitas Dan Kenikmatan, Politik Budaya Layar Indonesia*. PT Gramedia.
- Hiebert, R. E., & C.Reuss. (1985). *Impact of Mass Media*. Longman Publishers.
- Hou, F., Guan, Z., Li, B., & Chong. (2019). Factors influencing people's continuous watching intention and consumption intention in live streaming:Evidence from China. *Internet Research, 30*.
- Hunter, R. S. (2002). *World Without Secrets: Business, Crime and Privacy in the Age of Ubiquitous Computing*. Wiley.
- Huraerah, A. (2012). *Kekerasan Terhadap Anak*. Nuansa Cedikia.
- Jenkins, H. (2006). *Convergence Culture : Where Old and New Media Collide*. New York University Press.
- Jerslev, A. (2016). Media Times| in the Time of the Microcelebrity: Celebrification and the YouTuber Zoella. *International Journal of Communication*.
- Kamanto, S. (2000). *Pengantar Sosiologi (kedua)*. Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia.
- Kato, H. (1989). *Handbook of Japanese Popular Culture*. Greenwood Press.
- Khan, G. F., & Vong, S. (2014). Virality over YouTube: An empirical analysis. *Internet Research, 24*(5), 629–647.
- Kikitondo. (2020, August). *VTuber, YouTuber dengan Persona Virtual*. <https://otaku.mobileague.id/vtuberyoutuber-dengan-persona-virtual/>
- Kim, A., McInerney, P., Smith, T. R., & Yamakawa, N. (2020, June 29). *What Makes Asia-Pasific's Generation Z Different? McKinsey & Company*. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different>

- Kobo Kanaeru Ch. hololive-ID. (2022a, September 1). *[Cuphead] KAPAN YAH PENDERITAAN INI BERAKHIR.*
<https://www.youtube.com/watch?v=ObeIRGomvLI>
- Kobo Kanaeru Ch. hololive-ID. (2022b, September 4). *[Free Talk + Dono Reading] chilling with a bit of serious talk :).*
<https://www.youtube.com/watch?v=ObeIRGomvLI>
- Kriyantono, R. (2006). *Teknik Praktis Riset Komunikasi*. Kencana.
- Ksatria, M. (2011). *Hegemoni Budaya Jepang melalui Anime dan Manga*. Kompasiana. https://www.kompasiana.com/mardhana_ksatria/55008ca7a33311926f5116d4/hegemoni-budaya-jepang-melalui-animedan-manga
- Kuhn, T. (1970). *The Structure of Scientific Revolutions* (2nd, enlarged ed. ed.).
- Kuswarno, E. (2009a). *Fenomenologi*. Widya Padjadjaran.
- Kuswarno, E. (2009b). *Metedologi Penelitian Komunikasi Fenomenologi; Konsepsi, Pedoman, dan Contoh Penelitian*. Widya Padjadjaran.
- Kuswarno, E. (2013). *Metode Penelitian Komunikasi Fenomenologi*. Widya Padjadjaran.
- Lange, P. G. (2007). Publicly Private and Privately Public: Social Networking on YouTube. *Ournal of Computer-Mediated Communication*, 13(1), 361–380.
- Laughey, D. (2007). *Themes in Media Theory*. Open University Press.
- Lidwina, A. (2021, February 17). *94% Orang Indonesia Akses YouTube dalam Satu Bulan Terakhir.*
<https://databoks.katadata.co.id/datapublish/2021/02/17/94-orang-indonesia-akses-youtube-dalam-satu-bulan-terakhir>
- Littlejohn, S. W. (1996). *Theories of Human Communication* (fifth edition). Wadsworth Publishing Company.
- Lo, S. K., Lie, T., & Li, C. I. (2016). The relationship between online game playing motivation and selection of online game characters – the case of Taiwan. *Behaviour and Information Technology*, 35, 57–67.
- Lu, Z., Xia, H., Heo, S., & Wigdor, D. (2018). You watch, you give, and you engage: A study of live streaming practices in China. *Conference on Human Factors in Computing Systems - Proceedings*.

- Mandiberg, M. (2012). Introduction. In M. Mandiberg (Ed.), *The Social Media Reader*. New York University Press.
- Mansur, A. & R. (2022). Karakteristik Siswa Generasi Z dan Kebutuhan Akan Pengembangan Bidang Bimbingan dan Konseling. *Jurnal Ilmu Komunikasi Kependidikan* , 17(1).
- Martin, R. A. (2007). *The psychology of humor: an integrative approach*. Elsevier Academic Press.
- McCroskey, J. C., Richmond, V. P., & Daly, J. A. (1975). The Development of a Measure of Perceived Homophily in Interpersonal Communication. *Human Communication Research*, 1, 323–332.
- McQuail, D. (1983). *McQuail's Mass Communication Theory*. SAGE Publications Ltd.
- McQuail, D. (1999). *Teori Komunikasi Massa edisi VI buku 1*. Salemba Humanika.
- McQuail, D. (2003). *Teori Komunikasi massa*. Penerbit Erlangga .
- McQuail, D. (2011). *Teori Komunikasi Massa McQuail*. Salemba Humanika.
- Moleong. (2016). *Metode penelitian kualitatif*. PT Remaja Rosdakarya.
- Moleong, L. (2011). *Metode Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Moleong, L. J. (2006). *Metodologi Penelitian Kualitatif* (Cetakan 22). PT Remaja Rosda Karya.
- Moleong, L. J. (2017). *Metode Penelitian Kualitatif*. PT. Remaja Rodaskarya.
- Montes-Vozmediano, García-Jiménez, A., & Menor-Sendra, J. (2018). Teen videos on YouTube: Features and digital vulnerabilities. *Comunicar*.
- Muhazir, S. M., & Ismail, N. (2013). Generasi Z: Tenaga Kerja Baru dan Cabarannya. *Artikel Psikologi*.
- Mulyana, D. (2001). *Metode Penelitian Kualitatif*. Remaja Rosdakarya.
- Mulyana, D. (2003). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.
- Nasrullah, R. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekatama Media.
- Noordiono, A. (2016). *Karakter Generasi Z dan Proses Pembelajaran Pada Program Studi Akuntansi UNAIR 2016*. Unair.

- Nowak, K. L., & Rauh, C. (2005). The Influence of the Avatar on Online Perceptions of Anthropomorphism, Androgyny, Credibility, Homophily, and Attraction. *Journal of Computer-Mediated Communication*.
- Patmonodewo, S. (2003). *Pendidikan Anak Pra-Sekolah*. Rineka Cipta.
- Pires, K., & Simon, G. (2015). *YouTube live and Twitch: a tour of user-generated live streaming systems*. In *Proceedings of the 6th ACM Multimedia Systems Conference*.
- Pramiyanti, A., Putri, I. P., & Nureni, R. (2014). Motif remaja dalam menggunakan media baru (studi pada Remaja di Daerah Sub-Urban Kota Bandung). *KomuniTi*, 6(2), 95–103.
- Pratama, I. P. A. E. (2020). *Social Media and Social Network*. Informatika.
- Pressman, R. S. (1997). *Rekayasa Perangkat Lunak : Pendekatan Praktisi*. (Edisi Satu). Andi.
- Puspitaningrum, D. R., & Prasetio, A. (2019). Fenomena “Virtual Youtuber” Kizuna Ai di Kalangan Penggemar Budaya Populer Jepang di Indonesia. *MediaTor*, 12(2), 128–140.
- Putra, S. (2015). Analisis kekerasan verbal pada tayangan pesbukers di Antv. *EJournal Lmu Komunikasi*, 3(1), 281–294.
- Putri, R. R. (2012). *Kekerasan dalam Berpacaran*. Universitas Muhammadiyah surakarta.
- Ružić, N. (2011). The Internet and Video Games: Causes of Increased Aggressiveness Among Young People. *Medijske Studije*, 2(3–4), 16–27.
- Saebeni, B. A. (2012). *Pengantar Antropologi*. CV PUSTAKA SETIA.
- Schutz, A. (1967). *The Phenomenology of The Social World*. Heinemann Educational Book.
- Severin, W. J., & Tankard, J. W. (2011). *Teori Komunikasi: Sejarah, Metode, dan Terapan di Dalam Media Massa*. Prenada Media.
- Sherif, M., & Sherif, C. W. (1956). *An Outline of Social Psychology*. Harper & Row.
- Sitasari, N., Rozali, Y., Arumsari, A., & Setyawan, D. (2019). Self-Esteem And Celebrity Worship In Social Network Bollywood Mania Club Indonesia Members In Jakarta. *Proceedings of the 1st International Conference on Business, Law And Pedagogy, ICBLP 201914*.

- Smith, T., Obrist, M., & Wright, P. (2013). Live-streaming changes the (video) game. *In Proceedings of the 11th European Conference on Interactive TV and Video* .
- Stainback, S. William. (1988). *Understanding & Conducting Qualitative Research*, Kendall/Hunt Publishing Company. Iowa.
- Stewart, P. (2018). The Live-Streaming Handbook: How to create live video for social media on your phone and desktop. In *Routledge*.
- Stillman, D., & Stillman, J. (2017). *Gen Z @ work : how the next generation is transforming the workplace / David Stillman and Jonah Stillman*. Harper Business, an imprint of Harper Collins Publishers.
- Storey, J. (1996). *“Cultural Studies and the Study of Popular Culture: Theories and The Methods*. University of Georgia Press.
- Strinati, D. (2003). *Popular Culture. Pengantar Menuju Teori Budaya Populer (Abdul Mukhid, Penerjemah*. Bentang Budaya.
- Suan, S. (2021). Performing Virtual YouTubers: Performing Virtual YouTubers. In M. Roth, H. Yoshida, & M. Picard (Eds.), *Japan’s Contemporary Media Culture between Local and Global* (pp. 187–224). CrossAsia-eBooks,.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian kuantitatif, kualitatif, dan R&D*. Penerbit Alfabeta.
- Sutikno, R. B. (2010). *The Power of 4Q*. Gramedia Pustaka Utama.
- Suwarno, E. (2009). *Fenomenologi: metode penelitian komunikasi : Konsep, pedomannya, dan contoh penelitiannya* . Widya Padjadjaran.
- Syahdan. (2021, January 5). *Inilah Awal Mula Terciptanya Bocil Kematian di YouTube Windah Basudara*. <https://duniagames.co.id/discover/article/awal-mula-terciptanya-bocil-kematian-di-youtube-windah-basudara>
- Tang, J. C., Venolia, G., & Inkpen, K. M. (2016). Meerkat and periscope: I stream, you stream, apps stream for live streams. *In Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems*.
- Teng, C. I. (2017). Impact of avatar identification on online gamer loyalty: perspectives of social identity and social capital theories. *International Journal of Information*, 37(6), 601–610.

- van Dijck, J. (2013). *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press.
- Virtual-youtuber.userlocal.jp. (2022). バーチャルYouTuberとは?.
<https://virtual-youtuber.userlocal.jp/user/>
- Wallace, A. R., & Alison, W. (1986). *Contemporary Sociological Theory, The Continuing Classical Tradition*. Prentice Hall, Inc. Englewood Cliffs.
- Weber, M. (1964). *The Theory of Social and Economic Organization*. First Free Press.
- West, R., & Lynn H, T. (2007). *Pengantar Teori Komunikasi* (3rd ed.). Alfa Beta.
- West, R., & Tuner, L. H. (2008). *Pengantar Teori Komunikasi Analisis dan Aplikasi Edisi 3*. Salemba Humanika.
- Williams, R. (1983). *Keyword*. Fontana.
- Yee, N., Bailenson, J. N., & Ducheneaut, N. (2009). The Proteus effect: implications of transformed digital self-representation on online and offline behavior. *Communication Research*, 36(2), 285–312.