

ABSTRACT

Kyou Hobby Shop is a Japanese pop culture company that has one physical store and an online store. At its physical store, the company offers toys, a comic library, and a cafe that allows direct interaction with visitors. However, interaction with online consumers is limited because it only focuses on purchasing products online, plus there are many competitors in online stores and social media that affect competition between stores and also the attractiveness of the company. Therefore, this Virtual Youtuber mascot design is used as an alternative interactive media and fun promotion to strengthen relationships with online consumers and strengthen branding identity. This research uses a combination approach of qualitative and quantitative methods. Data was collected through interviews, observations, questionnaires, and literature studies. The end result is a character model with limited animation that can be moved using face tracking, creating the impression of a lively character and allowing interaction through the Live Streaming platform and making a differentiating force.

Key Words: *alternative media, interactive, differentiator, brand identity, Virtual Youtuber*