

## **ABSTRACT**

### ***Transmedia Design Recommendations to Improve Vtuber Personal Branding (Case Study: Miori Celesta)***

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*Popular culture grows and develops rapidly in Indonesia through mass media, one of which is anime which is popular in Indonesia thanks to its support on Indonesian television which receives a positive response so that it becomes a popular trend. Until now, many fans have formed a fanbase and are pressured by things related to Japanese popular culture, idols being one of them. In Japan itself, idols are developing very rapidly and their mass distribution has penetrated into the virtual world which gave birth to virtual idols such as Kizuna AI who is well-known in the Vtuber community, making many fans want to become VTuber talents. However, the large number of emerging talents makes it difficult for talents to compete with other talents and present themselves to attract the audience's attention. One of them is Miori Celesta, she is still not good enough to compete with VTuber talent who already has a big name in the VTuber community due to her not having strong personal branding to attract the audience's attention. Therefore, based on the data obtained from the results of interviews, questionnaires, observations, and literature studies, it is necessary to design transmedia to strengthen Miori Celesta's personal branding. The results of the research are expected to serve as suggestions for increasing Miori Celesta's popularity and as an example for other Vtuber talents to provide interactive and engaging experiences for fans.*

*Kata kunci: Personal branding, Transmedia, Vtuber, Miori Celesta*