

Abstract

Transmedia Design Vtuber Evelyn

Name: Bunga Sukma Maharani

NIM : 1601201474

Major : Designpreneur - Visual Communication Design

In the growing digital era, people's needs for information and entertainment are easily met through various media platforms, including YouTube. The Virtual YouTuber (VTuber) phenomenon is a new form of entertainment that combines motion capture technology and virtual reality to create interactive 3D animated avatar-shaped characters. This research takes the case of Evelyn, one of the independent VTubers in Indonesia with a strong fanbase. Despite the increasing popularity of VTubers, independent VTubers like Evelyn face challenges in competing with large agency-run VTubers. This study aims to strengthen Evelyn's design characteristics through the application of transmedia methods, which enable the dissemination of creative product narratives to various media dimensions, creating different interactions and enhancing user experience. The data collection and analysis methodologies used include interviews, questionnaires, digital observation, and literature review to collect relevant primary and secondary data. Based on the data collected through interviews, questionnaires, observations, and literature studies, a transmedia design is needed to strengthen Evelyn's personal branding. This research is expected to be a recommendation to increase Evelyn's popularity and become an example for other VTuber talents in creating interactive and engaging experiences for fans.

Keywords: VTuber, Transmedia, Character Design, Evelyn.