

ABSTRACT

The live streaming phenomenon in the gaming industry has created new opportunities for gamers and content creators to build connections with their audience. This study focuses on the parasocial interaction formed between fans and YouTube streamer Jonathan Liandi. Parasocial interaction, a one-way relationship perceived as real by fans, often occurs through live streaming features like live comments and donates, which foster emotional engagement. Using case studies approach, this qualitative research aims to understand why Jonathan Liandi's fans engage in parasocial interactions on YouTube. This research addresses the gap in literature regarding parasocial interaction on game streamers in the YouTube platform, which has been less studied compared to celebrities in other media. The findings indicate that emotional attachment among fans is driven by dimensions such as task attraction, identification attraction, and romantic attraction. This study recommends the development of more effective interaction strategies for streamers to strengthen fan loyalty and provide a meaningful experience. Future research could explore how parasocial interaction influences consumption decisions or audience behavior on other live streaming platforms.

Keywords: Parasocial Interactions, Live Streaming, Streamer, Youtube