

DAFTAR PUSTAKA

- Ahimsa-Putra, H. S. (2009). Paradigma Ilmu Sosial-Budaya. *Kuliah Umum "Paradigma Penelitian Ilmu-ilmu Humaniora."* Bandung: Program Studi Linguistik Sekolah Pascasarjana Universitas Pendidikan Indonesia.
- Adileksono, P. D., & Utari, P. (2024). Identitas Komunikasi Virtual Youtuber di Media Youtube (Studi Kasus Vtuber di Jakarta). *Jurnal Komunikasi Massa*, 17(2), 1–12. <https://doi.org/10.20961/jkm.v17i2.94797>
- Ahn, D., Park, S., Lee, S., Cho, J., & Lim, H. (2025). I Stan Alien Idols and Also the People Behind Them: Understanding How Seams Between Virtual and Real Identities Engage VTuber Fans -- A Case Study of PLAVE. In *CHI Conference on Human Factors in Computing Systems (CHI '25)*, April 26-May 1, 2025, Yokohama, Japan (Vol. 1, Issue 1). Association for Computing Machinery. <https://doi.org/10.1145/3706598.3714218>
- Ahn, J. (2025). An Exploratory Study on Virtual YouTuber Consumption : Focusing on the Worldview, Appearance, Voice, and Personality of Virtual YouTuber. *Journal of the HCI Society of Korea*, December 2024. <https://doi.org/10.17210/jhsk.2024.12.19.4.47>
- Allen, M. (Ed.). (2017). *The SAGE Encyclopedia of Communication Research Methods*. SAGE publications.
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif. *Jurnal IHSAN: Jurnal Pendidikan Islam*, 1(2), 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>
- Assyakurrohim, D., Ikhrum, D., Sirodj, R. A., & Afgani, M. W. (2022). Metode Studi Kasus dalam Penelitian Kualitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(01), 1–9. <https://doi.org/10.47709/jpsk.v3i01.1951>
- Baltezarevic, R., Baltezarevic, B., Kwiatek, P., & Baltezarevic, V. (2019). The impact of virtual communities on cultural identity. *Symposion*, 6(1), 7–22.

<https://doi.org/10.5840/symposion2019611>

- Bredikhina, L., & Giard, A. (2022). Becoming a Virtual Cutie: Digital Cross-Dressing in Japan. *Convergence*, 28(6), 1643–1661. <https://doi.org/10.1177/13548565221074812>
- Brien, S. O., & Szeman, I. (2018). *Popular Culture: A User's Guide* (4th Editio, Issue April). NELSON.
- Brinkmann, S. (2022). *Qualitative Interviewing: Conversational Knowledge Through Research Interviews*. Oxford University Press.
- Bruskin, S. (2019). Insider or outsider? Exploring the fluidity of the roles through social identity theory. *Journal of Organizational Ethnography*, 8(2), 159–170. <https://doi.org/10.1108/JOE-09-2017-0039>
- Cao, Y. (2023). Immaterial Labour and Precarity in Cultural Industry: The Case of VTuber Live Streams. *Lecture Notes in Education Psychology and Public Media*, 4(1), 1–7. <https://doi.org/10.54254/2753-7048/4/20220478>
- Cook, P. S. (2018). Continuity, change and possibility in older age: Identity and ageing-as-discovery. *Journal of Sociology*, 54(2), 178–190. <https://doi.org/10.1177/1440783318766147>
- Cover, R. (2023). Identity and Digital Communication: Concepts, Theories, Practices. In *Identity and Digital Communication*. Routledge. <https://doi.org/10.4324/9781003296652>
- Creswell, J. W., & Creswell, J. D. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Dharani, B. (2024). Fluidity of social identities: implications for applying intersectionality. *Equality, Diversity and Inclusion*. <https://doi.org/10.1108/EDI-06-2022-0151>
- Etikan, I., & Bala, K. (2017). Sampling and Sampling Methods. *Biometrics & Biostatistics International Journal*, 5(6), 215–217.

<https://doi.org/10.15406/bbij.2017.05.00149>

- Ezzy, D. (2013). Qualitative Analysis: Practice and Innovation. In *The Social Research Today*. Routledge.#
- Fadhallah, R. A. (2021). *Wawancara*. Unj Press.
- Fuschillo, G. (2020). Fans, Fandoms, or Fanaticism? *Journal of Consumer Culture*, 20(3), 347–365. <https://doi.org/10.1177/1469540518773822>
- Haikal, M., Prayogi, B., Ganata, N. P., Rivan, M., Rakhmawati, N. A., Informasi, D. S., Nopember, T. S., & Timur, J. (2024). Analisis Persepsi Masyarakat Dunia Terhadap Virtual YouTuber yang Menawarkan Pengalaman Kekasih. *Jurnal Teknik Elektro Dan Informatika ANALISIS*, 19(1), 90–98. <http://dx.doi.org/10.30587/e-link.v19i1.6746>
- Harahap, N. (2020). Penelitian Kualitatif. In H. Sazali (Ed.), *Etika Jurnalisme Pada Koran Kuning : Sebuah Studi Mengenai Koran Lampu Hijau* (1st ed.). Wal Ashri Publishing.
- Hariadi, A. H., & Budiwaspada, A. E. (2023). Pengaruh Self-Congruity dan Celebrity Attachment Penonton Vtuber Terhadap Consumer Engagemnet di Youtube. *Ekonomi Dan Bisnis: Berkala Publikasi Gagasan Konseptual, Hasil Penelitian, Kajian, Dan Terapan Teori*, 27(2), 72–82. <https://doi.org/10.24123/jeb.v27i2.5817>
- Harrison, H., Birks, M., Franklin, R., & Mills, J. (2017). Case Study Research: Foundations and Methodological Orientations. *Forum Qualitative Sozialforschung Forum: Qualitative Social Research*, 18(1). <https://doi.org/10.17169/fqs-18.1.2655>
- Hine, C. (2020). Ethnography for the Internet. In *Ethnography for the Internet*. <https://doi.org/10.4324/9781003085348>
- Hunter, W. C., Chung, N., Gretzel, U., & Koo, C. (2015). Constructivist Research in Smart Tourism. *Asia Pacific Journal of Information Systems*, 25(1), 105–

120. <https://doi.org/10.14329/apjis.2015.25.1.105>

Ito, M., Okabe, D., & Tsuji, I. (2012). *Fandom Unbound: Otaku Culture in a Connected World* (J. Doona (ed.)). New Haven: Yale University Press. <https://doi.org/10.12987/9780300178265>

Izenberg, G. (2016). *Identity: the necessity of a modern idea*. University of Pennsylvania Press.

Kim, D.-Y., & Yoo, H.-S. (2021). A Comparative Study of User Experience According to One-person Media Virtual YouTuber (VTuber) and General YouTuber. *Asia-Pacific Journal of Convergent Research Interchange*, 7(5), 1–10. <https://doi.org/10.47116/apjcri.2021.05.01>

Kusumastuti, A., & Khoiron, A. M. (2019). Qualitative Research Methods. *Sukarno Pressindo Educational Institute (LPSP)*.

Mamat, R., Rashid, R. A., Pae, R., & Ahmad, N. (2022). VTubers and anime culture: A case study of Japanese learners in two public universities in Malaysia. *International Journal of Health Sciences*, 6(S2), 11958–11974. <https://doi.org/10.53730/ijhs.v6nS2.8231>

Miles, M. B., Huberman, A. M., Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.

Mōri, Y. (2014). J-Pop Goes the World: A New Global Fandom in the Age of Digital Media. In *Made in Japan* (pp. 211-223). Routledge.

Lu Wang, C. (Ed.). (2017). *Exploring the Rise of Fandom in Contemporary Consumer Culture*. IGI Global.

Paleczna, M. (2025). Adolescent Identity Styles and Avatar Perception: Examining the Link Between Identity Formation and Virtual Representation. *Quarterly Journal Fides et Ratio*, December 2024. <https://doi.org/10.34766/fer.v60i4.1311>

Patton, M. Q. (2014). *Qualitative Research & Evaluation Methods: Integrating*

Theory and Practice. SAGE Publications.

- Pirmanto, D., Jundillah, M. L., & Widagdo, K. A. (2016). Jenis Penelitian Menurut Kedalaman Analisis Data. *Journal of the American Chemical Society*, 77(21), 13. <http://staffnew.uny.ac.id/upload/132232818/pendidikan/Analisis+Kuantitatif.pdf>
- Ponsen, K. N. F., & Setiana, S. M. (2023). Perancangan Virtual Youtuber Sebagai Media Pembelajaran Kosakata Bahasa Jepang Tingkat Pemula. *Mahadaya*, 3(1), 1–23. <https://doi.org/10.34010/mhd.v3i1.8329>
- Puspitaningrum, D. R., & Prasetyo, A. (2019). Fenomena “Virtual Youtuber” Kizuna Ai di Kalangan Penggemar Budaya Populer Jepang di Indonesia. *Mediator: Jurnal Komunikasi*, 12(2), 128–140. <https://doi.org/10.29313/mediator.v12i2.4758>
- Rachmasari, F. A., Artha, A. F., & Ayu, D. A. (2024). Penggemar Grup Idola Arashi di Indonesia: Fenomena Budaya Populer Global dan Fan Culture. *Diglossia: Jurnal Kajian Ilmiah Kebahasaan Dan Kesusastraan*, 15(2), 263–282. <https://doi.org/10.26594/diglossia.v15i2.4657>
- Rowland, J., & Esteve, J. (2024). “What Is Your Digital Identity?” Unpacking Users’ Understandings of An Evolving Concept In Datafied Societies. *Media, Culture and Society*. <https://doi.org/10.1177/01634437241282240>
- Sarita, P. (2017). Constructivism: A New Paradigm in Teaching and Learning. *International Journal of Academic Research and Development*, 2(4), 183–186. <https://www.researchgate.net/publication/322977527>
- Sugihartati, R. (2020). Youth Fans of Global Popular Culture: Between Prosumer and Free Digital Labourer. *Journal of Consumer Culture*, 20(3), 305–323. <https://doi.org/10.1177/1469540517736522>
- Sukmawati, Sudarmin, & Salmia. (2023). Development of Quality Instruments and Data Collection Techniques. *Jurnal Pendidikan Dan Pengajaran Guru*

- Sekolah Dasar (JPPGuseda)*, 6(1), 119–124.
<https://doi.org/10.55215/jppguseda.v6i1.7527>
- Syakhriani, A. W., & Kamil, M. L. (2022). Budaya Dan Kebudayaan: Tinjauan Dari Berbagai Pakar, Wujud-Wujud Kebudayaan, 7 Unsur Kebudayaan Yang Bersifat Universal. *Journal Form of Culture*, 5(1), 1–10.
<https://journal.iaisambas.ac.id/index.php/Cross-Border/article/view/1161>
- Trahutami, S. I. (2015). Nilai Sosial Budaya Jepang Dalam Peribahasa Jepang Yang Menggunakan Konsep Binatang. *Jurnal Izumi*, 5(1), 1–23.
<https://doi.org/10.14710/izumi.4.1.64-71>
- Tsao, W.-Y. (2019). Understanding Users' Preference to Engage in YouTubers. *International Journal of Human Resource Studies*, 9(1), 277.
<https://doi.org/10.5296/ijhrs.v9i1.14357>
- Turkle, S. (2014). Alone Together: Why We Expect More from Technology and Less from Each Other. In *Basic Books* (Vol. 56, Issue 1).
<https://doi.org/10.1093/oso/9780197641477.001.0001>
- Wan, Q., & Lu, Z. (2024). Investigating VTubing as a Reconstruction of Streamer Self-Presentation: Identity, Performance, and Gender. *Proceedings of the ACM on Human-Computer Interaction*, 8(1), 1–22.
<https://doi.org/10.1145/3637357>
- Wang, Z. (2023). Motivations of Live-streaming Oriented Vtubers Viewer Engagement on Youtube. *Lecture Notes in Education Psychology and Public Media*, 3(1), 1113–1121. <https://doi.org/10.54254/2753-7048/3/2022638>
- Wijaya, K., Annasai, A. A., Aulia, A. D., & Pasopati, R. U. (2023). The Language of Cyber Gender Anonymity on Hololive Virtual Youtubers. *Pioneer: Journal of Language and Literature*, 15(1), 1.
<https://doi.org/10.36841/pioneer.v15i1.2683>
- Wikipedia. (2023). MAHA5. Retrieved from
<https://id.wikipedia.org/wiki/MAHA5>

- Yuri, H. P., & Daniar, A. (2022). Penerimaan Audiens atas Konten Pariwisata dari Virtual Youtuber Andi Adinata. *CoverAge: Journal of Strategic Communication*, 13(1), 38–49. <https://doi.org/10.35814/coverage.v13i1.3336>
- Zhou, X. (2018). Virtual YouTuber Kizuna AI: Co-creating human-non-human interaction and celebrity-audience relationships. In J. Doona (Ed.), *Excellent MSc Dissertations 2020* (2nd ed., p. 380). Media and Communications Studies, Lund University. http://www.kom.lu.se/fileadmin/user_upload/kom/Filer/PDF/MKV/FEA-rapporter/Web_version_RR_2017_1_2_.pdf#page=19

