

ONLINE PERSONA OF VTUBER 'AYUNDA RISU CH': SOCIOLINGUISTIC STUDY

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ABSTRACT

With the pandemic COVID-19 outbreak throughout the world, the number of social media users multiplied by a massive number. YouTube streaming platforms becomes a place where people spend most of their time online. The trend called "Virtual YouTuber" becomes popular during the pandemic. One of the prominent factors of VTuber was their persona. VTubers "Ayunda Risu " becomes the subject of this research to give insight into how VTuber can manifest their persona to attract or retain their audience. By following the guidance of the qualitative method, this article focused on analyzing the live streams done by Ayunda Risu. Combining the method of qualitative study simultaneously with the author's experience in VTuber entertainment, this article creates a conclusion corresponding to how VTubers manifest their persona to attract and retain their audience. The study concludes that persona manifests as a result of the audience's preference. However, VTubers' inner personality also becomes the essential element to manifest their persona and online build personal branding, which as a result can gain or retain an audience.

Keywords: Personal branding; Persona; VTuber

INTRODUCTION

Ever since the COVID-19 pandemic began to spread, the usage of social media has escalated enormously. Simon (2022) posted an article that reports internet users have reached 5.03 billion with social media users reaching

4.70 billion in July 2022. Many social media platforms become a lot more popular since many people were forced to stay at home due to the outbreak. One of the prime examples is YouTube which is one of the most popular streaming platforms where users can upload or watch videos. Statistics

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published by Dixon (2022) show that YouTube has 2.562 billion users and is ranked as the second-most popular social media platform. By the time YouTube become more popular, many sub-categories of entertainment developed from a small viewership with little to no creators, into a massive entertainment video genre with a huge community.

A trend in social media always becomes something big, especially in the streaming platform since it could increase a huge viewership, and one of the trends which is popular until now among internet users called VTuber. VTuber first came in 2011 under the name "Ami Yamato". Makena (2022) wrote that Ami Yamato is the first virtual animated character to appear on YouTube. Her content is mostly a Video Log (Vlog) about her life, though, in that era, the so-called VTuber did not yet exist. In 2016, a YouTube channel named "Kizuna Ai" started a debut, and came out to introduce herself as a Virtual YouTuber. In her introduction video, she declared that her character is a mere 3D and she felt aware that the viewers might view her differently than a normal YouTuber and then she came up with the term Virtual YouTuber. In short, VTuber can be identified as a

short terminology for Virtual YouTubers.

The capital letter *V* came from the first words of *Virtual Avatar* which has a literal meaning of a character that only exists on the internet and is used by the owner of the channel to represent the character of the channel. Meanwhile, the word *Tuber* is a short terminology for a YouTuber who happens to be the content creator of a YouTube channel. VTuber has become a popular genre with a massive worldwide audience. The content that is shown by the channel is mostly a live stream which can include playing games or talking with their viewer just like most of the content on the streaming platform.

The VTuber popularity then follows as Kizuna Ai started her debut. Makena (2022) pointed out that her character looks appealing to many Japanese viewers, thus making her popular. Following Kizuna Ai's popularity, many channels on the streaming platform also started their debut as VTubers. UserLocal (2021), a Japanese data technology company, announced that there were 16000 channels on multiple platforms by 2021 from only 1000 VTuber channels on March, 19th 2018. Statistically, the growth of VTuber channels doubled after 2019. The advancement of VTuber

in number could also be linked to the popularity of VTuber agencies which encourage individuals to make it a career.

One of the biggest Japanese VTuber agents is named "Hololive" which starts an international debut with a VTuber member outside of Japan. The agency named its debut "Hololive EN" which consists of five members with English as their main language of communication. Shortly after the debut of each member of Hololive EN, the VTuber entertainment gained enormous positive reviews worldwide from their new audience and growth a huge amount of viewers or subscribers on YouTube. By the time this article was written, data from UserLocal (2021) showed 9 out of the top 10 most subscribed VTuber channels on YouTube are filled with members from Hololive Agency.

Ayunda Risu is one of the members of the Hololive agency inside the Hololive ID branch which uses Indonesian as her main language. With a channel name "Ayunda Risu Ch Hololive ID", she starts her debut as a VTuber in early 2020 with two other members. Her character appears as a humanoid creature with a squirrel ear and tail which Japanese people usually call *kemonomimi* which means animal ears to refer to an animal attribute in a

humanoid body. The virtual character Ayunda Risu also appears as a teenager. The following figure is the appearance of Ayunda Risu taken from YouTube. Souchet et al. (2020) released a survey for International Journal of Virtual Reality, which involved 95 VTubers concluded that a majority of them knew exactly what they want to perform, and most of the VTubers also said that they are able to construct their identity by communicating with their community.

There is a connection between social and linguistic perceptions (Kleinschmidt et al., 2018). Through communication with their audience, a sociolinguistic factor could play an important role for their self branding. Key components of sociolinguistic phenomena include the social perception and assessment of language (Campbell-Kibler, 2010). By understanding what the audience wants, a VTuber could develop their self-branding accordingly. The sociolinguistics perception could affect how a person build their self-branding, in which the phenomena happened through social media platform. In the book title "The Journey to a Personal Brand", Commaile (2017) wrote that The brand profiling table is to be used to construct the brand equation and will also be the source of the subject,

therefore a pedantic exercise in linguistic precision is necessary. And Coesemans & De Cock (2017) argue that, Politicians use this form of social media creatively to produce their campaign speak to gain attention of the audience, as seen by the various linguistic choices that display symptoms of metapragmatic awareness with the politicians reflecting on the communicative practice in which they are engaged. which make a sociolinguistics perception as an important role for self-branding and could take part in a self-branding of a politician trough social media platform, and with this process a persona could be developed simmultaneously as a form of self-branding.

As there has been no analysis study aims to analyze how a persona could impact the personal branding of VTubers, particularly from the case of Ayunda Risu. There were a few studies that analyzed a real person's persona as the subject of research. Chusna (2021) is one of the examples of how YouTubers use their persona as a social media attitude. The study of persona itself has been done many times in the past about its definition and how it affects scientific studies or other fields. Clarke (1993), for example, outlined the term "Digital persona" which was coined in 1992 and then examined deeply by

Clarke (1994) with a conclusion that individuals can design models of themselves one or more, while organizations and individuals could also inflict their personae to other people create a possibility of valuable opportunities. The previous study of persona also found its relation with self-branding which was conducted by Zolides (2015) within the scope of a professional electronic sports player. With the variety of research that has been done that used persona as their main object study, this research has continued to extend the reach of persona as a self-branding with a subject VTuber character.

Persona

The term persona originally meant "mask" in Latin, we must be careful not to extrapolate our contemporary definition of the mask onto its historical context (Daston & Sibum, 2003). The concept of persona is undoubtedly also applied in scientific study in the past (Bosch, 2016), which makes the concept of persona has been known in many fields. To comprehend how science functions and how it might be done believably, historians of science at the Max Planck Institute in Berlin established the idea of a scientific persona in the early 20s (Niskanen et al., 2018).

Language can be an effective instrument for persona creation (Llamas et al., 2006). In sociolinguistics, a persona has become one of the aspects that could distinguish how sociolinguistics developed. To produce more extensive patterns of sociolinguistic variation and change, the persona has emerged as a crucial conceptual tool for comprehending how localized interpersonal behavior developed (D'Onofrio, 2020). Another research that has been done by D'Onofrio (2015) complements theories that emphasize personae as social constructs essential to interaction by indicating that persona-based social meanings can also affect perception. Other than that, Social notions of personae can also influence a phonetically precise impression of linguistic information (D'Onofrio, 2018) By understanding the persona's role in linguistics subject, we can understand its manifestation in many shapes to conclude its correlation with many fields.

In a VTuber scene where the persona that people created is in digital form, the creator's behavior could also be added to make their persona is felt real for the audience. The concept of digital persona is crucial to a complete model of how organizations use personal data and human identities

(Clarke, 2014). In this entertainment, a persona could be an important factor that VTubers need to have. The concept of a "digital persona" refers to a component of an individual's identity that has been extended into the online world and to which a "digital unconscious" is correspondingly structured (Kerckhove & De Almeida, 2013). As Turner (2022) pointed that VTuber usually has some background or so-called "lore" as a form of role-playing or character embodiment. These motives could be marked as their starting point to build their persona.

VTuber is a virtual character that does not exist in real life and needs real people to play their roles therefore, the virtual character could work as an empty vessel that can be filled with one or multiple personas depending on the circumstances. According to Turner (2022), a certain VTuber mentioned their stream or internet personality as a "party time mask". This could give us an answer to how VTuber treats their internet personality and in which case they mostly treat it as a separate personality from their real life.

Persona manifestation will always be one of the most important aspects of VTuber along with other skills such as being good at games or communicative, and in this case, a

persona could work as a form of self-branding. It is argued that personafiction is a process of a brand in which certain brandable properties are linked to certain human traits (Dion & Arnould, 2016). Persona could matter immensely for the content they served and consequently appear interesting to the viewer. An interesting persona also could lead any content creator to gain benefits in which case a profit is one of them, Chusna (2021) concludes that social media can be used as commercial-based media therefore it was an intentional motive to gain profit from the content. With that argument, we could conclude that content creators able to gain their benefits are through their persona manifestation which is applied in their content.

In creating and presenting a person's brand image, the persona is crucial (Qyll, 2020). As a self-presentation that is focused on the outside. The way content creators can apply persona manifestation within their content is an important point to analyze whether the viewers are entertained or not. Personal branding could be good if it is imbued with personality, and thus making a persona should be the center of a VTuber's branding since the main purpose of a persona is to obtain or leave a good

impression on their viewers (Aaker, 1997).

METHODS

This study uses a case study qualitative method since it is aimed to observe the persona of a VTuber through observation on the streaming platform. "Ayunda Risu Ch Hololive ID" YouTube channel is selected to be the main subject of this study since the author believes there are many things to study from her channel, especially about the issue that is brought up in this article. Following the guidance by Gerring (2004) that said a case study could be done by observing a single unit with a purpose it could be used to understand a larger similar class, this article also aimed to understand a larger class by studying a single unit.

Darke, Shanks, and Broadbent (1998) argue that a case study would not be a great choice to observe where there is little interest regarding why and how the phenomenon occurs because it won't matter in the real-life context, and in this study, a persona manifestation could correlate with a real-life context since it could be a part of self-branding which many people use in real life as mentioned in some of the previous studies. With this method, it could also give the researcher more opportunity to explain the problem

deeply through the data that has been collected.

However, this study only uses some parts of the case study method, and the plan for data collection is done by observing the live stream or short clips of Ayunda Risu. The authors then defined the research problem as it would be the most important step to completing a descriptive analysis (Ravitch & Riggan, 2016). In addition to the previous statement, a case study should begin with careful consideration combined with a comprehensive literature review of the research question and the objective of the study (Ravitch & Riggan, 2016). All the data collected had been observed by examining the subject and how the viewers reacted through that based on the live comment section, the usage of community terms or jargon had also been deciphered based on the author's experience and knowledge to give a clear understanding in a common manner.

FINDINGS AND DISCUSSION

This section finds and discusses the content that is uploaded to Ayunda Risu's YouTube channel and a short clip from other channels that record Ayunda Risu's live stream as a case example of how Ayunda Risu built her persona through the given moment that

happened while she was streaming. The video that is shown as an example had made Ayunda Risu known for her famous personas or characteristics which boost her popularity. This article concluded a few personas that she built consistently to approach an identical moment in her live stream.

Playfulness

Ayunda Risu's playfulness can be seen in much of her content. She often jokes around with her viewers, uploading a few-second duration video on her channel, implying an adult joke, or mentioning an internet joke that is currently popular. This persona makes her character feel humorist to the viewers and is considered her main characteristic. This persona of hers also appeared since her early time as a VTuber, playfulness persona has become a foundation of her character which leads her to be known as a playful character both in the VTuber community and among her subordinates.

One of her live streams titled "【 VRCHAT 】 FREE TALK WITH SQURL ! 【 Ayunda Risu 】", on October 12th, 2022, a viewer asked Ayunda Risu "Have you ever choked a radiator in your throat?", Ayunda Risu then responded question by

asking the viewers back with “let me ask you something, especially for the males out there”. After that, she pause her voice shortly and then continued to repetitively ask “do you guys angry?” a few times, then came questioning again with “If your leg got chopped?”. She then laughed shortly after, and add another question to her viewers which said “or your head got hit by a gas cylinder?” and started laughing again before moving on to other topics. Her viewers seem to enjoy the live stream according to the live chat log. There was a moment when Ayunda Risu when mentioning leg-chopped jokes, the live chat started to scroll faster than before, and the majority of them went commenting “huh”, “what”, and “excuse me?” to question Ayunda Risu’s sense of jokes, and it could be implied that the chat enjoyed the live stream.

Her playfulness also reached a moment where she uploads a short video on her YouTube channels for an unknown reason. In September 2021, she uploaded a short video titled “the last 2 brain cells”. The video consists of a few seconds duration with her creating a screeching sound with her vocals, the reason why she uploaded this video is unknown as her viewer could only watch, and speculate random things. In the comment section,

viewers said “This is warm-up to starting the legendary NNN series.”, which implicitly mentioned this was just the beginning before something big would happen in her channel soon, other viewers commenting “This speaks to me on a spiritual level” that could be inferred the viewer also tried to play along with Ayunda Risu’s unexplained behavior. Another example could be taken from a short video with 350k viewers at the time, titled “ebwrrwebwrewreb..”, which she uploaded 10th of January, 2021. The video has a few seconds duration and consists of her making random noises with her voice, and at the end of the video, she giggles slightly which could be assumed she did it for fun. One of her viewers commented “I can't believe this is the same squirrel that covered king and sang like an angel”, which means the viewer expressed surprise for Ayunda Risu to behave obscurely, while she was also able to sing magnificently in her previous song cover.

Mentioning an adult joke also becomes her special thing when she got playful. In her 3 dimensions avatar live stream titled “**【holoID】 Catching up on donation reading !!【 Ayunda Risu】**” on 13th of July, 2022, she play around with her avatar which mostly tried what she could do with her

hand. At timestamp time stamp 7:30, she tried to make an adult reference joke with a two-hand gesture of pointing a finger and an “ok” sign, which implied the word “sex” through hand gesture, which she succeeded and laughed for it. The live chat reactions when she did the hand gesture indicated a shock, where many of them type “stop”, “Risuu, no”, or “?????”, which expressed that Ayunda Risu went too far once again by hinting at an adult joke on-stream. Another example of Ayunda Risu mentioning adult jokes could be taken from her uploaded video series called “NNN” which stands for “Non-stop Nut November” as a parody of an internet trend called “No Nut November” which is a movement that encourages people to stop masturbating for the whole November. Ayunda Risu created her own NNN series, which is enough to signal that it was made to imitate No Nut November which involved an adult activity.

The content that she made mostly consisted of her asking for a peanut in a short video, for example in a video titled “#RisuuNNN HEMNLO #NNN” that she uploaded on November 12, 2022, she asked her viewers “Have you guys think about your new resolution in the beginning

2022? has any of it come true?”, she then continued by telling her viewers her wish, which she wants to sleep in a pile of nuts or had a nuts bed. Her viewer's reaction towards the series is also playfully positive, in which most of them comments positive response yet tried to joke simultaneously, in that video, there is a comment, “My new year resolution was to see Risu talk more about nuts, It came true”.

Other than mentioning an adult joke, Ayunda Risu also often mentioned popular internet jokes which people used to refer it as “memes”. On her live stream titled “【 holoID 】 EURO TRUCK SIMULATOR 2: Isekai delivery service 【 Ayunda Risu 】” on July 12th, 2022, time stamp 2:32:47, for example, Ayunda Risu was playing a “truck simulator” game and mentioned she knows what is the viewers tried to hint, she then remarked it by saying “a Japanese guy who runs in the tunnel” as she continued to call it “Takeshi”, which refer to the person's name. Shortly after, she tried to shout to mimic the joke perfectly but did not continue it further and decided to laugh instead, because she knows what Takeshi shouted are quite vulgar. And then, at time stamp 3:27:25, she approached a tunnel in her truck driving game which she needs to pass,

and it makes a perfect scenario just like where the Takeshi meme took place. Without hesitation, she then shout just like Takeshi did, but then stop it right before she finished the vulgar word, and went laughing shortly then said "Okay we're done" as she passed the tunnel ends. As she performed the internet jokes, the viewers also went along by quoting that internet joke in the live chat as well, which showed their enjoyment towards Ayunda Risu's behavior.

Pleasantry

In many of her live streams, pleasantry is one of the personality aspects that she often shows over time and has existed since the early days of her Vtuber carrier. Ayunda Risu always like to tease anyone who did a collaboration live stream with her such as other Hololive members or another streamer outside Hololive. She mostly tease people while talking until the one who got teased had enough or did an intentional action to make others mad.

Another example of Ayunda Risu's pleasantry persona happened when she collaborated with other streamers. In a live stream clip made by the YouTube channel "Kirae Clipper" titled "Kobo Ngadu Sama Viewers Karena Dibully Risu dan Reine 【Hololive ID Gen 3】" which

the title can be translated into "Kobo complain to the viewers because she was bullied by Risu and Reine 【Hololive ID Gen 3】". Ayunda Risu was in collaboration with other Hololive ID members named Kobo Kanaeru and Pavolia Reine in a game called Minecraft. Her teasing act began when her game character met with Kobo and Reine, and as they met the weather became rainy and all of a sudden Ayunda Risu blamed it on Kobo by saying "You know?, it's raining a lot because Kobo was here!", what Ayunda Risu implied is that kobo is a rain shaman in the Hololive universe, which make Kobo the culprit if the rain comes when she was around. In Kobo's stance, she replied sarcastically that it was her doing by saying "Yeah, that's my entity's function, that's why I'm here" and then Kobo continue with "You guys complain a lot for being my senior, what kind of senior was that?" to express her complaint. However, Ayunda Risu did not stop teasing Kobo, she went by saying "But you're a hero, why should a hero cause a flood?", which then made Kobo respond by clarifying it actually made the soil fertile. And again, Ayunda Risu still does not stop, after hearing Kobo's response she started to tease Kobo with "ahh, for real?", "Aww, thank you"

and then she also continues with "Ohhh, what else? what else?", which made Kobo feel discomfort then went by saying "why you guys like this", "you guys acted cute during the live stream", and then said, "meanwhile guys, they actually bullied me outside of live stream" to reveal her complain to the viewers. The viewers at that time mostly commented "wkwkwkwk", which means a laugh expression in Indonesia's internet culture, and that reaction could also imply their enjoyment of watching the live stream.

In the clip made by "Alice Ch ◦" titled "Ollie dan Risu mancing ribut Moona" or it can be translated into "Ollie and Risu provokes Moona". Ayunda Risu also teased Moona Hoshinova in the Hololive member collaboration stream. This time Ayunda Risu teamed up with Kureji Ollie in a game called "raft" to tease Moona. The situation that happened in-game, was that they are in the open sea surviving with a raft, and nighttime came up. To start her pleasantry, Ayunda Risu went by saying "Guys it's night time" And then Ollie follow by replied it with "That means it will be high tide soon!", and then Ayunda Risu goes with "wowowow", which implied that she knew what is Ollie trying to hint. After that, Ollie continues by sarcastically singing the lyrics "You will

be bowing on your knees" Which came from Moona's original song titled "high tide", Ayunda Risu also continues to tease Moona by saying "so if it's nighttime, it will be high tide, WOW!", with Ollie continues to parodied the song with "it's calling you wing" and Ayunda Risu with follow up "kyaviti" ended it with a laugh from both Ollie and Ayunda Risu. Not stopping, Ayunda Risu keep mentioning the high tide and Ollie keeps spouting the phrase from Moona's song until Moona had enough by saying "Yeah, keep going then!" To imply that she had enough with Ayunda Risu and Ollie, as they keep laughing. The chat reaction in the live stream mostly comments "lol" to express that they are laughing when this moment occurred, the viewers seem entertained by Ayunda Risu and Ollie teasing Moona.

Kureji Ollie who is cooperating with Ayunda Risu in their pleasantry play on Moona in the previous example was also teased by Ayunda Risu in Minecraft collaboration. A live stream clip uploaded by "Alice Ch ◦" on March 23rd, 2022, titled "Risu dan Moona ngeledak Ollie yang nangis di Holofest" which can be translated as "Risu and Moona tease Ollie who cried during the Holofest" which show what happened when Ollie mentioned Ayunda risu's 3d concert by

congratulating her in the live stream. At the moment Ollie congratulate Ayunda Risu's successful concert, she mentioned that she cried during the concert which made Ayunda Risu say "Yeah I saw you cried" and continued with "whue whue" to mimic how Ollie cried. Ollie who got a sarcastic response from Ayunda Risu suddenly felt embarrassed and regretted that she congratulate Ayunda Risu's concert, Ollie express her embarrassment by saying. "I don't know man, next time I won't cry again" and continued to express her unpleasant towards her senior behavior. Hearing that, Ayunda Risu continues sarcastically mimic Ollie's crying act which leads Ollie to be more embarrassed about it. After a while, Ollie had enough of Ayunda Risu and said "I hate it, stop, shut up, what I have done to you guys that make you hold a grudge against me?", which after that replied by Ayunda Risu "no that's fine, it's wholesome", as she teased Ollie further. When this happened, it is not a surprise that the viewers mostly react by typing "Hahahaha, that's cruel" to express their joyfulness towards Ayunda Risu bullying Ollie.

Ayunda as Persona

Ayunda is one of the personas that Ayunda Risu herself declared.

Ayunda is considered another version of Ayunda Risu that exist within the same body, Her appearance depends on the mood of Ayunda Risu which makes her could come at random timing. Ayunda's persona can be differentiated from Ayunda Risu's since she speaks with a deeper voice, looking at the live chat reaction her appearance is also always a surprise for the viewer because her opposite tone of voice is different from Ayunda Risu's.

From the taken case, Ayunda appeared on some occasions depending on the situation that Ayunda Risu faced. In the live stream on May 21st, 2021, titled "【hololiveID】MaBaR : Makan Bareng Risu ~ ngemil enak 【Ayunda Risu】", in timestamp 48:25, her viewers asked, "I thought your natural voice is more like Ayunda". And in response to that, Ayunda Risu said that "I can't say it's natural, it's seasonal" then continued to speak "Sometimes I like sounding like this" multiple times with a different tone. This behavior could indicate that she is able to change her persona depending on how she wants to address the situation. The live chat reaction upon hearing her statements is quite surprising, some of her viewers in the live stream react by typing "what?" or "wow", and some also type "ah hello Ayunda, why so hasty, haha" to

express their enjoyment from the live stream. Their surprised reaction could also be assumed because this Ayunda persona becomes something rare to come across, which makes her appearance would be a rare moment in the live stream.

Although Ayunda appearances are quite rare in Ayunda Risu's live stream, there was a live stream aired on November 15th, 2021, titled "【Area15】 UNTITLED GOOSE GAME di AREA 15 Kali Ini !!!【HololiveID gen 1】", which in introduction Ayunda Risu said "So the one in present today isn't Risu or Moona" and shortly continued "but the one in present is...Ayundaaa hahaha" followed up with her giggles. This means Ayunda persona will be the channel host for the entire live stream which took almost two hours, and it also makes Ayunda Risu say "wooaah it's so rare to happen Ayunda and Hoshinova" implying that it is also rare for Ayunda to be a host for the whole stream in her own perspective. This declaration also linked with what she said in another live stream that Ayunda could come up on stream depending on her mood, and thus conclude Ayunda's appearance in this live stream is because she wants it. The live chat reaction in this video also resemblance excitement by typing "woohooo" or "let's gooo", since Ayunda who barely

shows her appearance in most of Ayunda Risu live stream becomes a substitute for Ayunda Risu for the whole live stream.

As it stated that Ayunda could come up depending on her mood, this also makes Ayunda persona become a tool when a certain moment came up during her live stream and this time Ayunda become a seductive persona to promote merchandise. In the live stream titled "【holoID】 ANNOUNCEMENT + Donation Reading ~!!!!【Ayunda Risu】" that aired on June 30th, 2022, there was a moment when Ayunda Risu read her donation message that sounds, "Ayunda DLC (downloadable content) request" which means asking for additional content of Ayunda persona in her merchandise. After a short laugh, Ayunda Risu suddenly changes her voice signaling the appearance of Ayunda. This time Ayunda came up to live stream in a way to promote her merchandise seductively, Ayunda's deep voice resemblance a mature figure which sounds more appealing in terms of seducing her viewers, the excitement of her viewers can be seen from how fast the scroll's in the live chat has become as Ayunda becomes the one who promotes the merchandise.

Other than as a tool to seduce people around her, Ayunda also

presents itself when Ayunda Risu wants to emphasize her anger. In the live stream titled " 【hololiveID】 NGEENG practice with Anya and Moona ~!!! 【Ayunda Risu】 " aired on August 25th, 2021, she was in collaboration with other members and played a racing game. It started in time stamp 1:18:05, when she was explaining a moment where she experienced difficulties in racing games, she stated it was hard to focus in a certain road turn, which then lead her to be more silent and serious to pass the turn. But, at the same time, her viewer wanted her to be talkative simultaneously, which then create a situation where she could only choose one action. Addressing the situation, Ayunda declare that she must choose one action when that situation appeared, with an angry tone she insisted to be serious instead following her viewer's request. Along with her statement, Ayunda also sarcastically mimics her viewer's response that probably had said "why do you guys play so bad?" if Ayunda loses, and then shouts "shut the hell up" which then leaves other members laughing as well respond to Ayunda's anger. This statement made the viewers feel startled but enjoyed it at the same time with most of them chatting, "Ahahah", or "oof", to express their reactions.

CONCLUSIONS AND SUGGESTION

As an immense VTuber newcomer along with their persona, Ayunda Risu still has a special place in her viewers or VTuber community for her persona. Her way of persona manifestation is able to create a likeability aspect among her viewers. Good services along with great communication, are defined as the functional aspects that assist a brand in inducing likeability (McCracken, 1989). And to retain her viewership, Ayunda Risu also keeps her likeability that could entertain her audience as Nguyen, Choudhury, & Melewar (2015) proposed, negative word-of-mouth and dissatisfied customers are brought on by unmanaged brands that lack likeability. Her inner personality in a certain situation together with the viewer communicating their thought, Ayunda Risu can create a persona that is likable corresponding to the viewer's preference. The way she jokes around playfully with her viewers implies adult jokes, or keeping updated with internet jokes makes her somewhat unique as it also makes her popular.

Her act of pleasanry also becomes something that the viewers looking for and manifests her character into the opposite of the original such as Ayunda persona, which enable her to create a great self-brand for her own

persona products because that aspect is considered special among her viewers or the community. The persona she created becomes a case example of how VTuber manifests its persona to attract and retain its viewers through personal branding.

Along with the purpose of this research which could give an insight into how a persona manifestation could happen and how it affects their popularity, the limitations and the drawback of this research also could not be something to overlook. Further research of "Persona Science" as Salminen, Jung, & Jansen, (2022) proposed, which dealt with an individual demeanor to develop hypotheses that are pertinent to persona design, could be conducted in order to grasp a deep understanding of how persona manifestation works. After this research was finished there were still hundreds of live streams with hours of duration each, which becomes a limitation to approaching this research due to the time efficiency. The limitation that appears during the research, could also pluck drawbacks which could develop other possibilities outside the reach of this article. The drawbacks that appear could alter this research's conclusion if it took more data to examine than this research does.

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