

## **ABSTRACT**

*In the middle of the trend of YouTuber profession, a new phenomenon called 'Virtual YouTuber' appeared in 2016. Virtual YouTuber is a YouTuber who doesn't appear as a real human in their vlogs, but as an avatar character made by 3D animation whose voiced by a real human. The term Virtual YouTuber was used by Kizuna Ai, the first Virtual YouTuber whose popularity reached Japanese popular culture fans in Indonesia. This research aims to understand the motives and the meanings of watching Virtual YouTuber Kizuna Ai's vlogs. This research uses phenomenology as a method and qualitative approach.*

*According to results of this research, there are two kinds of motive that drives the Japanese popular culture fans in Indonesia to watch Virtual YouTuber Kizuna Ai's vlogs. The first one is because motives that consist of interest motive and curiosity about Virtual YouTuber and their development in the future motive, and in order to motives that consist of desire to get information motive, self-actualization needs motive, competency motive, desire to get entertainments motive, and self-existency needs motive. Meanwhile, the meanings built by the Japanese popular culture fans in Indonesia of watching Virtual YouTuber Kizuna Ai's vlogs are representation of ideal partner, an escape from daily life problems, representation of the interest in Japanese popular culture, role model for interacting with other people, and the importance of being expressive and expressing opinions to others.*

*Keywords: YouTuber, Virtual YouTuber, motive, meaning, phenomenology.*