

ABSTRACT

Video game livestreaming is a digital phenomenon that's currently growing in Indonesia. It has contributed to the local video game industry as a commercial tool and new career opportunity for its enthusiasts. Twitch is the leading video game livestreaming site in the world, but the least used platform amongst the Indonesian population. Nevertheless, its number of users in Indonesia is growing, especially among the content providers, known as livestreamers. Twitch's lack of popularity and users in Indonesia provides basis to understand the phenomenon of livestreaming from the producer's point of view. What motivates them to livestream, and why do Indonesian Twitch livestreamers chose this platform despite its lower popularity and user-count in the country? Using qualitative phenomenological approach through in-depth interviews with six Indonesian Twitch livestreamers, the research found that their motives for live streaming are centered around being inspired by a role model, their interest in the concept of livestreaming, its achievable essence, and the desire to channel their hobby while achieving a certain output in the future (namely economic and social capital). Additionally, motives for livestreamers to choose Twitch is due to the perceived attraction of the platform, such as its community and service advantages.

Keywords: *Livestreaming, video game, Twitch, motive, livestreamer.*