

ABSTRACT

The emergence of the live streaming phenomenon can open further relationships between creators and fans. This study highlights how parasocial interactions occur on the DeanKT Youtube channel and how fan loyalty is created. Parasocial interaction is a one-way relationship between viewers and media figures. This interaction can occur when viewers watch figures or artists they idolize or like in a new media with the features in it such as live chat or Donation and channel subscription. By using a phenomenological approach, qualitative research was conducted with the aim of understanding the experiences experienced directly by individuals by conducting interviews with 6 key informants of active viewers of the DeanKT Youtube channel. This study fills the gap in the literature regarding parasocial interactions that occur on the Youtube platform using the live streaming feature, which is still rarely studied, especially in Indonesia. The results of this study indicate that parasocial interactions occur based on the Affective, Cognitive, and Behavioral dimensions, as well as the emergence of fan loyalty but not to the stage of fanaticism.

Keywords: *live streaming, Parasocial Interaction, Fan Loyalty*