

DAFTAR PUSTAKA

- Aldous, K. K., An, J., & Jansen, B. J. (2019). View, Like, Comment, Post: Analyzing User Engagement by Topic at 4 Levels across 5 Social Media Platforms for 53 News Organizations. *Proceedings of the International AAAI Conference on Web and Social Media*, 13, 47–57.
- Amalia, S. I., & Mohammad, W. (2023). Analysis of the Effect of the Number of Views and Number of Videos on the Number of Virtual YouTuber Subscribers in Vietnam. *Himeka: Journal of Interdisciplinary Social Sciences*, 1(1), 108–114.
- Amato, N., De Carolis, B., De Gioia, F., Venezia, M. N., Palestra, G., & Loglisci, C. (2024). Can an AI-driven VTuber engage People? The KawAli Case Study. *SOCIALIZE 2024, CEUR Workshop Proceedings*.
- Ameira, H. M., Amalia, S. I., & Mohammad, W. (2023). Analysis of the Influence of the Number of Views and Number of Videos on the Number of Virtual YouTuber Subscribers in Malaysia. *Yumeka: Journal of Digital Business and Economics*, 01(01), 43–50.
- An, Y. (2023, Agustus 8). *The Rise of VTubers 2023: Virtual Creators in the Streaming Space*. <https://blog.gamesight.io/vtuber/>. Diakses pada 7 Oktober 2024
- Budzinski, O., Gaenssle, S., & Lindstädt-Dreusicke, N. (2021). The battle of YouTube, TV and Netflix: an empirical analysis of competition in audiovisual media markets. *SN Business and Economics*, 1(9), 116. <https://doi.org/10.1007/s43546-021-00122-0>
- Cover. (2024, 11 Januari 2024). Kolaborasi Honda BeAt x hololive Indonesia Resmi Diumumkan. <https://cover-corp.com/en/news/detail/20241101-01> Diakses pada 7 Oktober 2024
- Himawari, W., Mohammad, W., & Amalia, S. I. (2023). Structural Modeling of the Effect of Total Views and Total Videos on the Total Subscribers of Virtual YouTuber in Singapore. *Yumeka: Journal of Digital Business and Economics*, 1(1), 51–57.
- Jiang, H., Pan, D., & Lu, J. (2023). Better Technology, but Less Realism: The Perplexing Development and Application of VTuber Technology. *2023 International Conference on Culture-Oriented Science and Technology (CoST)*, 168–173.

- Kamal, M., & Bablu, T. A. (2022). Machine Learning Models for Predicting Click-through Rates on social media: Factors and Performance Analysis. *International Journal of Applied Machine Learning and Computational Intelligence*, 12, 1–14.
- Kang, S. J., & Lee, M. (2005). *Q-convergence with interquartile ranges*. *Journal of Economic Dynamics and Control*, 29(10), 1785–1806.
- Khairani, N. A. (2024). *Dampak Masuknya Budaya Vtuber (Virtual YouTuber) Jepang Ke Indonesia Dalam Konteks Media Sosial Tahun 2018-2021*. Universitas Darma Persada.
- Lehtovirta, S. (2023). *Creating a VTuber Avatar*. Tampere University of Applied Sciences.
- Liu. (2022). *Graduate Thesis/Dissertation Approval Form And Signature Page*. Drexel University.
- Munaro, A. C., Barcelos, R. H., Maffezzolli, E. C. F., Rodrigues, J. P. S., & Paraiso, E. C. (2021). To engage or not engage? The features of video content on YouTube affecting digital consumer engagement. *Journal of Consumer Behaviour*, 20(5), 1336–1352. <https://doi.org/10.1002/cb.1939>
- Normah, Rifai, B., Vambudi, S., & Maulana, R. (2022). Analisa Sentimen Perkembangan Vtuber Dengan Metode Support Vector Machine Berbasis Smote. *Jurnal Teknik Komputer AMIK BSI*, 8(2), 174–180. <https://doi.org/10.31294/jtk.v4i2>
- Playboard. (2024). *Most Subscribed VTuber Channels in Worldwide Total*. playboard.co. Diakses pada 5 November 2024
- Pratama, B. Y. (2024). *Persepsi Pengguna Discord Server Gudang Pusat Zeni Terhadap Virtual YouTuber Kobo Kanaeru Dalam Iklan War Tokopedia 12.12 Tahun 2023*. Universitas Islam Negeri Sultan Syarif Kasim.
- Sakuma, H., Hori, A., Murashita, M., Kondo, C., & Hijikata, Y. (2023). YouTubers vs. VTubers: Persuasiveness of human and virtual presenters in promotional videos. *Frontiers in Computer Science*, 5, 1043342.
- Vtuber Asia. (2024). *IDVTuber List 3.0*. vtuber.asia/indonesia/. Diakses pada 7 Oktober 2024
- Wassermann, S., Wehner, N., & Casas, P. (2019). Machine Learning Models for YouTube QoE and User Engagement Prediction in Smartphones. *Performance Evaluation Review*, 3.

Widodo, A. O., Septiadi, F., & Rakhmawati, N. A. (2023). Analisis Tren Konten Pada Vtuber Indonesia Menggunakan Latent Dirichlet Allocation. *Jurnal Informatika & Rekayasa Elektronika*, 6(1), 56–63.

