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## Factors in the Growth of Vtuber Livestreaming Entertainment Phenomenon in Japanese Society

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***Abstract.** This research analyses the driving factor for the development of Vtuber livestreaming entertainment in Japanese society, that happen during the last COVID 19 pandemic. Vtuber is a live streaming entertainment where a streamer use 2D avatar that they fill their voice in so that the character are the one doing the livestream. The purpose of this study is to find out what is the factor that led to the rapid Growth of Vtuber in the world of live streaming entertainment in japan. This reseach uses Qualitative reseach thematic method analytical approach with open discussion data on Quora.Jp by selecting discussion topics that related to Vtuber in it. The conclusion of this research is can develop in Livestreaming entertainment due to the help of several factor, such as Vtuber relationship with Fans, Vtuber, Agency, and How they present their Vtuber character*

***Keywords:** Avatar, Character, Livestreaming, Vtuber*

### INTRODUCTION

In this age where the development of technology are growing rapidly, the development on entertainment media are also growing because of that people can now listening to music, playing games, and because of the development on entertainment that exist people are thinking on how to make some kind of entertainment that can be enjoyed by various kind of people and that's where streamers appear, streamers are people who record themselves and while doing that they can interact with their audience directly they call this entertainment Livestreaming.

With the popularity of Livestreaming in this entertainment world, many streamers think of ways on how they can compete with people who are also doing livestreaming the same as them and because of that streamer are competing against each other to stand out. With streamer competing against each other many type of streamer are appearing such as gaming streamer, music streamer and so on

With many types of streamers that appearing, Vtuber coming out with unique bringing on their livestream where instead of using their own face while doing streaming activity Vtuber using an Avatar as their persona in livestreaming activity

With the popularity on Vtuber what are the factor that help Vtuber can be popular as right now in Japanese society

## **LITERATURE REVIEW**

In this research researcher using PRISMA (Preferred Reporting Items for Systematic Reviews and Analytics) and Publish or Perish Software which helps the reseacher in finding the right data using Covid Growth Vtuber as the keyword where author gets 41 article and 38 are removed because they do not match what the researcher is looking for which leaves 3 articles with the title "More Attached, Less Stressed: Viewers' Parasocial Attachment to Virtual Youtubers and Its Influence on the Stress of Viewers During the COVID-19 Pandemic" This article explains the influence of vtubers in helping people deal with stress while facing a lockdown pandemic that causes people to be unable to carry out their normal activities, then the next article is "The live commerce of Vtuber" which explains that with the increasing popularity of live streaming lately, this also helps Vtuber to promote Vtuber in the livestreaming world as well and collaborate with promoting real-world product products which helps Vtuber and the promoted goods in spreading their names and the third is "Down the Rabbit Hole" which explains the relationship between fans and each other in communicating through livestream chat.

## **RESEARCH METHOD**

In this study, researchers used qualitative research method with Thematic analysis approach, Thematic Analysis is a method that analyzes the data obtained then identifies the pattern and then finds themes through the data that has been collected by the researcher. In this reseach researcher using data that are obtained from quora then identifies the pattern and finds the themes through data that the researcher collected

## **FINDINGS AND DISCUSSION**

Before vtuber can reach its popularity like today there was a time when vtuber did not have much audience. But before become popular there was something popular among people, namely Idol people can do their entertainment activities through idols but this was hindered due to the emergence of the corona pandemic which stopped the idols live activities where idols have to meet with their fans, which make people looking for replacement means to channel their hobbies, we can know this through Masahiko Kuroiwa opinion here

“AKB商法自体はコロナ禍でリアルで会えるアイドルのビジネスが成立しなくなりました。しかし、バーチャルアイドルでは密になることはありません。ライブ配信で、VTuerのトークに対してスパチャ（スーパーチャット）で返す双方向コミュニケーションが行われ、場が盛り上がれば投げ銭が投げられます”

“AKB own business is no longer a viable business for idols due to their inability to meet in person due to the Corona disaster. However, with virtual idols, it is no longer necessary to meet in person. Because it can have two way communication directly through live streaming, with superchat that replies to Vtuber conversation, which if there is an interesting event happening fans will send superchat”

Which make fans find other things to do, and they found vtuber, where vtuber doesn't have to meet in real life to do their activities such as concert or other

Vtuber can be easily accepted because fans feel nostalgic things that happen because of the virtual idol character that appeared in the 2000s where they also dominated in idol culture and animation through a character named Hatsune Miku, miku is a fictional character who can carry out activities in the virtual world and this makes people feel nostalgic, we can know this through Gouki Tokaya san's opinion.

“キャラクターでは2000年代のバーチャルアイドル、配信技術では初音ミクにMMDと、かつてインターネット上のサブカルチャーを賑わせた要素が合体したのですから、懐かしさもありながら知らない人には画期的なコンテンツだったのだと思います。”

“With the combination of elements that once dominated internet subcultures, such as the virtual idols of the 2000s Hatsune Miku in terms of characters, MMD and distribution technology, it is ground breaking content for those who are nostalgic and those who are unaware..”

#### Vtuber Agency Appearance

Many Vtuber have started their Career from the beginning before Vtuber become popular but they have not been able to get enough recognition to become famous even if they have good talent on singing, communicating or so it still hard to become famous (even though there are good solo vtuber out there) it still hard to get famous because with on how they got isolated making them hard to grow

This can be seen through Tamura Soshi san's comments as follows

“なんかね、黎明期からやっていて喋りもできて歌も歌えるのにあんまり伸びてないライバーも いるんですけど（けっこう有名な人もいた）、そういう人は圧倒的に外部との接触が少なく て、広がらないんですよ。”

“There are some who have been doing it since the beginning, who can communicate with audience singing with audience, but many have not progressed (there are some quite famous ones), because they have very little contact with the outside world, so they are not very well known.”

With so many VTubers popping up their activities can be said to be repetitive because almost all of them do the same thing and this causes many solo VTubers to run out of content that they can do, and this is where agencies like HOLOLIVE and NIJISANJI appear where they collect various kinds of VTubers to be combined into one management, and with so many Vtubers under one management these Vtubers can collaborate with each other which makes their live activities unique and with this collaboration activity also helps Vtubers Vtubers in creating new content content because they can do it together with their fellow Vtubers and do not have to always be alone as usual.

This information was obtained through the continuation of the opinion provided by Tamura Soshi san as follows

“黎明期のVtuberって単体でパフォーマンスをしていた人が多いと思うんですけど、ネタ尽きて 飽きててくるんですよ。やってる演者もしんどいですし。運営の指示や縛りは大きいし。そこに、にじさんじとか、ホロライブとか、諸々の事務所がライバーが多くを抱えるようになると、しんどさが分散されつつ双方向にコミュニケーションが発生しているようで、このコミュニケーション自体がコンテンツになるので、ネタが尽きなくなってくるんですよ。”

“ I think a lot of VTubers in the early days live solo, but they start to run out of content and people start to get bored. This is also difficult for VTubers. The instructions and restrictions from the management are also very tough. However, when you have a lot of performers from agencies like Nijisanji and Hololive, the hard work becomes shared and there is

two-way communication, and this communication itself becomes content, so there is no end to the content.”

#### Vtuber's Relationship with Fans in Livestreaming Activities

There are people who feel lonely when the pandemic happen where they are confused on how they can overcome this because of that they start looking for things that can cure their loneliness and that's when they meet this Vtuber livestreaming activity.

This information was obtained through Kotaro Nakano san's comments

“ただ、やはり、新型コロナウイルスの問題で人とのつながりが薄れて、孤独感を感じる人が多いので、ライブ感がある動画やライブ配信は、これからも受けるかもしれませんね。”

“However, after all, there are many people who feel lonely because relationships with others are becoming more less due to the pandemic, so with livestreaming videos like this and with a sense of immediate impression, it can continue to be received in the future.”

In addition, what makes the Vtuber are growing so fast is the system where Vtubers and viewers can have conversations with each other without to meet each other in real life Vtubers can do it directly through internet livestreaming.

Said Masahiko Kuroiwa san on his comment bellow

“握手してちょっと会話するのではなく、しっかり会話できる会いに行けるバーチャルアイドルの仕組みを構築できたのが急成長の理由だと思います。”

“I think the reason for the rapid growth is that we were able to build a virtual idol system that can meet and talk to each other, rather than just shaking hands and having short conversations.”

By tossing a coin that will appear live called Superchat, Vtuber will respond by usually saying thank you, making their audience competing with each other so that they can be noticed by their Idol.

This information was obtained through a follow-up comment written by Masahiko Kuroiwa san as follows

“投げ銭はスパチャ上で誰がいくら投げたかがリアルタイムで表示され、VTuber ありがとうと 肉声で返し、観客同士で競い合うように投げ銭が投げられます。”

“The person who tosses superchat will be shown in live, and the VTuber will sometimes respond with a thank you, to which the audience can toss coins to compete with each other. .”

Vtubers who feel close and then easy to reach because there is no need for in-person meetings make people have the illusion that they are supporting their favorite Vtuber.

This was conveyed by Hiroshi Sone san in his opinion which reads

“まあ身近な手が届きそうみたいなVtuberなんかは自分が支えてるみたいな錯覚起こすんでしょ うね。”

“Well, I guess a Vtuber that seems to be within reach and looks easily accessible can give the illusion that you support them.”

Personality and Background Character on Vtuber Avatar

With the uniqueness of vtuber, namely their avatar, vtubers can at will create their own character background where they can do their character traits according to their character background or traits they have created for their avatar which makes each character feel unique.

This was conveyed by Nigredo san in his 2 comments

基本形である2D・3Dモデルで配信し、設定が付加されているのを基準にすると、設定と世界観の没入感でしょうか。

“With the distribution of 2D or 3D models as a base and adding the story setting and background doesn't it add a deep feeling to the background? t”  
VTuber自体はバーチャルの存在で、設定や世界観も付加されたものではあるんですが、中の人（魂とか言う）+キャラのロールプレイ+他の人との絡み等=独特な世界観が構築されるのがとても良いと思います。（配信上では与えられたアバター=中の人と考えたときに）

“VTuber itself is a virtual existence, and although it has a world setting and background added to it, I think it's great that the person inside (we can call it a soul) + as well as the character play + relationships with others = a unique background are built. (When considering the avatar that is doing the live stream = and when you think of the person who is playing the avatar)”

With this avatar, vtuber can also reach the type of audience where they don't really like seeing real people stream but like anime characters and not a few people who only want to support their avatars, and not the people who voice the avatars, because they consider the two things different.

Which is where this information can be seen from the comments of Daiki Watanabe san and Kuwata takumi san.

生身の人間がバカを演じているように見えてYoutuberは苦手なのですが、Vだと気になりません。おそらく私の中でなにかのキャラクターとして消化されるからだと思います。私もやってみたいです。  
。笑

“I don't like Youtubers because they look like real people acting like idiots, but with V, I don't mind. Because I can digest it as a character in my mind, I want to try it too, lol”

Vtuberは行動の幅が狭いです。資金が少なければ尚更です。行動の幅が狭い理由は、「視聴者がVtuberのキャラしか見ていないから」です。視聴者はあくまで「Vtuberのキャラ」を応援しているのであって、三次元の人間を応援するつもりはない視聴者がたくさんです

“Vtubers have limited scope to go live. This is especially true if they only have a small budget. The reason why the scope is limited is because "the audience only sees the Vtuber character". The audience only supports the "Vtuber character", and there are many viewers who are not interested in supporting real humans..”

And by using these avatars, vtubers can do various kinds of things without the need to show their faces, and the avatars or characters they use go straight with Japanese culture, namely anime culture.

We get this information from Yoshiaki kobayashi san's comment.

顔出しをしなくても手軽に情報を届けられてすばらしいと思います。  
。 応用方法も広がりそう。日本のアニメ文化と相性がいいので期待大ですね。

“I think it's great that you can easily convey information without having to show your face. And the way of conveying it will grow more and more. I have high hopes because it fits in with Japanese anime culture.”

## **CONCLUSION AND RECOMMENDATION**

From this research, the factors that help Vtuber on developing in Japanese Livestreaming Entertainment are, Japanese viewer considering Vtuber as a Virtual idol then with the existence of Vtuber agencies make it easier for Vtuber to develop and collaborate, the third livestreaming makes it easier for fans to interact with their Virtual idol, and lastly by using 2D avatar Vtuber can make each of their character have a unique background to attract their fans

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