# ABSTRACT

The Virtual YouTuber (Vtuber) phenomenon has become a rapidly growing global trend, including in Indonesia. Kobo Kanaeru, a popular Vtuber from Hololive Indonesia, has successfully captured the attention of fans through creative and interactive communication strategies across various social media platforms, particularly X (formerly Twitter). This study aims to analyze the communication strategies employed by Kobo Kanaeru to enhance fan loyalty, especially among her fanbase known as Kobolonimbus. This study aims to analyze the communication patterns used by Kobo Kanaeru on the X account @kobokanaeru to understand how interaction and fan engagement are formed. Using content analysis methods, this research categorizes posts based on language style, content themes, and audience interaction levels. The findings indicate that Kobo Kanaeru adopts a relaxed, humorous, and interactive communication style, strengthening emotional bonds with fans. Content featuring humor, fan appreciation, and direct interaction through comment replies and reposts receive higher engagement levels than promotional or informative posts. These findings affirm that an engagement-based approach in digital communication can strengthen community loyalty and build closer relationships between creators and their audiences. Therefore, this study provides insights into communication strategies that content creators can apply to enhance audience interaction and engagement on social media (Neuendorf, 2017; Krippendorff, 2018).

*Keywords: Content analysis, digital communication, fan engagement, social media, Vtuber*