

ABSTRACT

Virtual influencers are rapidly gaining popularity, with growth rates outpacing those of human influencers, especially on platforms like TikTok. This surge highlights the importance of effective content strategies to foster audience engagement, generate viral content, and sustain the presence of virtual influencers. This study analyzes the content strategies used by Arbie Seo, a meta-human influencer, to achieve virality on TikTok. Through a descriptive qualitative approach with narrative analysis, the research identifies key elements involved in content creation. Findings reveal that Arbie Seo connects with audiences through technology-mediated communication. Moreover, she employs six elements of digital storytelling: character, plot, theme, language, music, and performance. These strategies are further optimized using The Circular Model of SOME (Share, Optimize, Manage, Engage) to establish effective communication. Arbie's approach has demonstrated success, with her content consistently achieving higher virality scores than others and maintaining her popularity on TikTok. This study underscores the importance of digital storytelling and the SOME model in enhancing audience engagement, sustaining social media relevance, and providing insights adaptable for other virtual influencer strategies.

Keywords: Virtual Influencer, Content Strategy, TikTok