

## ABSTRACT

*Growing popularity of live streaming content, particularly gaming content on the YouTube platform, has encouraged many individuals to build personal branding as a strategy to attract viewers. One notable streamer in this phenomenon is @deankt, a content creator known for his creative and interactive livestreams. However, limited research has explored how audiences interpret the personal branding constructed by Deankt. This study employs Stuart Hall's encoding-decoding theory to examine how viewers perceive the personal branding of @deankt, a prominent Indonesian YouTube streamer. Four selected informants who frequently watch @deankt's livestreams were interviewed in-depth using a qualitative descriptive method. The research aims to identify how audience reception is shaped by Deankt personal branding strategies and to provide both theoretical and practical contributions—enriching scholarly discourse on digital communication and personal branding, as well as offering insights for content creators in understanding audience reception to foster more effective and interactive relationships with viewers. The findings of this study highlight the complexity of message reception in digital media environments by confirming that audience interpretations are heavily influenced by individual backgrounds and experiences. Moreover, it expands the understanding of how personal branding is constructed and received within the live streaming content industry.*

**Keywords:** *personal branding, youtube streamer, audience reception, encoding-decoding, digital communication*