

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh faktor konten live stream terhadap pendapatan superchat Virtual Youtuber Hololive Indonesia dengan menggunakan algoritma regresi linear berganda. Dengan memanfaatkan data historis meliputi data judul, durasi siaran, jumlah penayangan, jenis konten dan superchat. Data dikumpulkan dengan cara scraping data pada platform Youtube dan Playboard untuk kemudian dianalisis menggunakan bahasa pemrograman python di Google Collaboratory. Hasil penelitian menunjukkan bahwa variabel panjang judul, jumlah penayangan, durasi, dan jenis konten seperti seperti gaming, gaming event, music, personal content, special event, dan talk and interaction berpengaruh signifikan terhadap pendapatan superchat. Sedangkan variabel lain seperti, jenis konten collaboration, sponsorship dan charity stream yang kurang interaktif dan tidak eksklusif tidak memberikan pengaruh signifikan terhadap pendapatan superchat. Penelitian ini memberikan wawasan penting bagi Virtual Youtuber Hololive Indonesia dalam mengoptimalkan strategi konten mereka untuk meningkatkan pendapatan melalui Superchat. Dengan mengidentifikasi faktor-faktor signifikan, talenta dapat lebih efektif merencanakan jadwal dan format siaran yang menarik bagi audiens.

Kata kunci: Virtual Youtuber, Superchat, live streaming, regresi linear berganda, analisis konten

ABSTRACT

This research aims to analyze the effect of live stream content factors on Hololive Indonesia Virtual Youtuber superchat income using multiple linear regression algorithms. By utilizing historical data including title data, broadcast duration, number of views, content type and superchat. Data is collected by scraping data on the Youtube and Playboard platforms and then analyzed using the python programming language in Google Collaboratory. The results showed that the variables of title length, number of views, duration, and content types such as gaming, gaming events, music, personal content, special events, and talk and interaction had a significant effect on superchat revenue. Meanwhile, other variables such as collaboration, sponsorship and charity stream content types that are less interactive and not exclusive do not have a significant effect on superchat revenue. This research provides important insights for Hololive Indonesia Virtual Youtubers in optimizing their content strategy to increase revenue through Superchat. By identifying significant factors, talents can more effectively plan broadcast schedules and formats that appeal to audiences.

Keywords: Virtual Youtuber, Superchat, live streaming, multiple linear regression, content analysis