

## ABSTRACT

In digital era, online social media becomes more popular than both printed and electronic mass media after the development of Internet. With the rapid development of Internet, people are able to become celebrities simply through online social media. The process of individuals to become new Celebrity through social media is called celebrification. In this study, the writer wants to examine how celebrification process happened as one of the example of micro Celebrity toward Han Yoo Ra, a Korean *YouTuber* who is famous in Indonesia after she upload videos using Indonesia language. The writer used Qualitative method and applied the theory of online self-presentation by Marwick. The writer found that Han Yoo Ra uploads her video on *YouTube* channel and she also promoted her video on her *Instagram* account. She also became a guest in some talk shows on television, furthermore, she held meet and greet events with HELO ( Han Yoo Ra's fan base). *YouTube* as a media successfully supports Han Yoo Ra as a new Celebrity, particularly in Indonesia. The writer also found that in elevating her social status from an ordinary people to a Celebrity, Han Yoo Ra exhibited her closeness with famous vloggers, other *YouTubers*, and the real celebrities. The success of Yoo Ra's celebrification cannot be separated from the fact that people In Indonesia are experiencing the impact of Korean wave. However, The apperance of Han Yoo Ra is able to proved that foreigners to be a new Celebrity in Indonesia is possible. The key of her success is the use of Indonesian language in her videos as her political strategy to reach the popularity among Indonesian people. The writer argues that achieving new Celebrity status through social media is possible to produce micro Celebrity in this era.

Keywords :

*Celebrification, Micro Celebrity, Online Self-Presentation,*

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