

UNDERGRADUATE THESIS

**THE RISE AND FALL OF CELEBRITY STREAMERS:
A CASE STUDY OF RICHARD TYLER BLEVINS @Ninja**



By

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**Submitted in Partial Fulfilment of the Requirement for the Sarjana Degree
of English Department, Faculty of Humanities, Universitas Airlangga**

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DECLARATION

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Nugroho Sidhi Wicaksono

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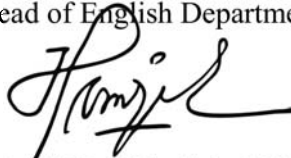
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Here for another next adventure, thank you Buk and Pak for your endlessly
nurturing your son

I present to you a gift

ACKNOWLEDGMENT

First and foremost, I would like to express my gratitude to Allah SWT, the most graceful and the most merciful without his guidance and mercies this thesis wouldn't finish. I would like to express my deepest appreciation toward my parent thank you for being as my support moral system to push me finish my thesis to get my degree may Allah SWT always blessed both of my parent with health, grace, and his mercies.

I would also like to express my deepest gratitude to my thesis advisor, Bapak Gesang Manggala N.P. S.S., S.A., M.Hum for giving me advice and support, without his guidance this thesis would not be finished. My gratitude as well to Mrs. Nurul Fitri Hapsari, M. A as my guardian lecturer for helping and take care of me while in my study Airlangga University.

Appreciation and thanks are also given to my dearest college friend Agung, Sasa, Rijal, Fariz, Tia, Aidil, Tiyas, Nenie, Zakiyah, Rafly, Gracelyn, Anggie, Tasya, and Faradia who have been companying me giving all your best to support in my college time, our laugh, cry, and time were spend together in this college time will never be forgotten because your presence made me to be in this position.

Surabaya, 07 July 2022

Nugroho Sidhi W

Have no fear of perfection you will never reach it.

-Salvador Dali

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ABSTRACT

People in general can be a celebrity apart from various background. Social media is a big ground-breaking of how people perceive the world to be consume and produce as a celebrity. Richard Tyler Blevins, an American Twitch Streamer, YouTuber, and professional gamer who as an icon of video game Fortnite has successful ranks him as the streamer with video game content having highest income in Twitch and YouTube. The streaming culture gives a cultural perspective as an internet sensation, a place to gain identity, and the source of income. This study aims to examine the process of celebrification in the streaming game culture of a celebrity streamer in streaming game culture Richard Tyler Blevins also known as @Ninja as a part of his product life cycle since he is assumed as the commodity of a social media and the Fortnite game. Using the qualitative method, the writer classified the population into three phases: the birth of @Ninja, the rise of @Ninja, and the fall of @Ninja. The data were analysed with Alice Marwick's concept techniques of online-self presentation and the concept of Celebrification by Turner. This study indicates that there are changes in personality and how people perceived Richard Tyler Blevins as @Ninja during the 3 phases to keep gaining an engagement in his YouTube channel.

Keywords: Celebrification, DIY celebrity, Live streaming, Video game, YouTube

ABSTRAK

Orang-orang pada umumnya bisa menjadi selebriti terlepas dari berbagai latar belakang mereka yang bervariasi. Media sosial adalah terobosan besar tentang bagaimana orang memandang dunia untuk dikonsumsi dan memproduksi sebagai selebriti. Richard Tyler Blevins, seorang Twitch Streamer Amerika, YouTuber, dan gamer profesional yang sebagai ikon video game Fortnite telah berhasil menempatkannya sebagai streamer dengan konten game memiliki pendapatan tertinggi di Twitch dan YouTube. Budaya streaming memberikan perspektif budaya sebagai sensasi internet, tempat untuk mendapatkan identitas, dan sumber pendapatan. Penelitian ini bertujuan untuk mengkaji proses selebrasi dalam budaya streaming game seorang selebriti streamer dalam budaya streaming game Richard Tyler Blevins yang juga dikenal sebagai @Ninja sebagai bagian dari siklus hidup produknya karena ia dianggap sebagai komoditas media sosial dan juga di game Fortnite. Dengan menggunakan metode kualitatif, penulis mengklasifikasikan populasi menjadi tiga fase: lahirnya @Ninja, bangkitnya @Ninja, dan runtuhnya @Ninja. Data dianalisis dengan teknik konsep Alice Marwick of online-self presentation dan konsep Celebrification oleh Turner. Studi ini menunjukkan bahwa ada perubahan kepribadian dan bagaimana orang memandang Richard Tyler Blevins sebagai @Ninja selama 3 fase untuk terus mendapatkan perhatian di kanal YouTube.

Kata kunci: Selebrifikasi, Siaran langsung, Selebritas buatan sendiri, Video game, YouTube.