

## ***ABSTRACT***

*This aim of this study is to find out if parasocial relationships plays a role in fans' brand loyalty towards micro-celebrity gamers. Micro-celebrity gamers are a branch of micro-celebrity in which the selebrifications occurred completely in online media, have niche markets and absent from traditional media help. The parasocial literature never discusses parasocial relationships in which interactivity occurs, especially in the realm of micro-celebrity gamers and their implications for the relationships and loyalty of fans created from them. The focus on micro-celebrity gamers and fans is interesting because it is a new realm that has not yet been explored.*

*This research employs quantitative methods, precisely using surveys. The survey was conducted on 400 respondents. Respondents are micro-celebrity gamer fans who lives in Indonesia and routinely following the micro-celebrity gamer. The data obtained was then processed using SPSS through various methods including: validity test, reliability test, mean test, correlation test, regression test, and crosstab test. The data is then described descriptively. The results prove the hypotheses, which is: parasocial relationship has an influence on brand loyalty. This means that parasocial relationships have an influence on brand loyalty.*

***Keywords:*** *micro-celebrity gamer, parasocial relationship, brand loyalty*



## ABSTRAK

Penelitian ini ingin mengetahui jika *parasocial relationship* memainkan peranan dalam *brand loyalty* penggemar terhadap *micro-celebrity gamer*. *Micro-celebrity gamer* merupakan sebuah cabang dari *micro-celebrity* dimana selebrifikasi sepenuhnya terjadi melalui media daring, menargetkan pasar yang ceruk (*niche*) dan tanpa bantuan dari media tradisional. Literatur parasosial tidak pernah membahas hubungan parasosial dimana terjadi interaktivitas khususnya dalam ranah *micro-celebrity gamer* dan implikasinya terhadap hubungan dan loyalitas penggemar yang dicipatakan darinya. Fokus terhadap *micro-celebrity gamer* dan penggemarnya menarik karena merupakan ranah baru yang belum dieksplorasi.

Penelitian ini menggunakan metode kuantitatif, tepatnya menggunakan survei. Survei dilakukan pada 400 responden. Responden adalah penggemar *micro-celebrity gamer* yang tinggal di Indonesia dan tahu tentang *micro-celebrity gamer*. Data yang diperoleh kemudian diproses menggunakan SPSS melalui berbagai metode termasuk: uji validitas, uji reliabilitas, uji rata-rata, uji korelasi, uji regresi, dan uji tabulasi silang. Data tersebut kemudian dijabarkan secara deskriptif. Hasilnya membuktikan hipotesis: *Parasocial relationship* memiliki pengaruh terhadap *brand loyalty micro-celebrity gamer*. Ini berarti bahwa *parasocial relationship* memiliki pengaruh pada *brand loyalty*.

**Kata Kunci:** *micro-celebrity gamer, parasocial relationship, brand loyalty*