

The Use Of Nusantara Character Design In Kaela Kovalskia's Youtube Account

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Abstract. *This research aims to examine the use of Nusantara skin character design in YouTube content, particularly on the Kaela Kovalskia account, by utilizing Roland Barthes' theory. Through a qualitative approach and data collection methods, this research utilizes content analysis, with primary data collected through documentation and secondary data gathered through literature review. The research results indicate that this study focuses on visual markers such as rattan bracelets from Papua, red fire opal stone pendants, a mix of lasem batik and sekar jati fabrics, traditional Dayak woven cloth, as well as the hammer accessories worn by the character Kaela Kovalskia. This research found that the use of those markers not only has aesthetic value but also refers to Barthes' concepts of denotation and connotation. The use of visual markers such as rattan bracelets from Papua, red fire opal stone pendants, batik fabric mixed with lasem and sekar jati, traditional Dayak woven cloth, and hammer accessories on the character Kaela Kovalskia reflects the amalgamation of rich Nusantara cultural symbols. This not only creates a strong image but also communicates a distinctive cultural identity with the aim of enhancing a sense of patriotism among the younger generation through new media such as YouTube.*

Keywords: *Kaela kovalskia, Nusantara skin, Youtube, Design, Culture*

I.INTRODUCTION

In the midst of the dazzling world of digital entertainment, the phenomenon of virtual YouTubers has become one of the main highlights. This platform brings together VTubers (Virtual YouTubers). As a means of entertainment, the term Virtual YouTuber (VTuber) has emerged, referring to online entertainers who use virtual avatars created with computer graphics. (Saputra & Setyawan, 2021). with their fans in a vibrant virtual environment. In the balance between reality and the virtual world, the characters of Hololive become representatives of an intriguing creative identity. One of the standout characters is Kaela Kovalskia, who introduces herself in the distinctive "Independence Costume."

The virtual YouTuber Kaela Kovalskia is one of the talents from a renowned virtual YouTuber agency in the world, and she is now also available in Indonesia. The number of subscribers for Kaela Kovalskia has reached 724,000, a figure that can be considered high for a virtual YouTuber from the third generation of the Hololive Indonesia agency. Since her debut on March 26, 2022, as a virtual YouTuber from the Hololive Indonesia agency, Kaela has played a wide variety of games on her YouTube channel, ranging from online games to story-driven ones, with a total of over 1000 videos.



Image 1. Profile of the YouTube channel Kaela Kovalskia. (Kaela Kovalskia Ch. Hololive-ID, n.d.).

When doing live streaming on her YouTube channel, Kaela often gets quite a lot of views. Live streaming and chat on your own are applications on smartphones that provide video sharing services and live broadcasting, allowing viewers to interact in real-time through the chat services provided. (Setyawan & Marzuki, 2018). Around one hundred fifty thousand viewers, and often during his live streams that collaborate with other virtual YouTubers, he frequently gets quite a lot of views. For her live streaming, Kaela broke the record within Hololive itself; she once streamed while playing the adventure and survival game Minecraft for 17 hours, 43 minutes, and 36 seconds nonstop.

The use of Nusantara character design skins in Kaela Kovalskia's YouTube account in one of her livestream videos titled **【#GeloraholoID】** so, what's gonna be the theme? 🤪📺🔥 **【#kaelalalala】** is an interesting phenomenon to analyze in the context of digital media and visual culture. Visual markers such as rattan bracelets from Papua, red fire opal stone pendants, a mix of Lasem and Sekar Jati batik fabrics, traditional Dayak woven cloth, and the hammer accessories worn by the character Kaela Kovalskia become the main focus in explaining how the use of these character designs influences perception, cultural identity, and interaction with the audience.

The visual markers used in the character design of Kaela Kovalskia reflect the rich and diverse cultural heritage of Indonesia. Rattan bracelets from the Papua region, for instance, are not just ordinary accessories, but also reflect the cultural heritage and traditions of the Papuan people. Similarly, the mixed batik fabrics of Lasem and Sekar Jati have a long history and symbolic meaning in Javanese culture. Further research into the cultural context and history of each visual marker can provide a deeper understanding of their meaning and significance in character design.

In addition to influencing perception, the use of Nusantara character design skins can also enhance audience engagement with YouTube content. The audience may feel more connected to the character Kaela Kovalskia due to the use of visual markers that reflect Indonesian cultural identity. Research on audience responses to this character design, including positive or negative feedback, as well as the interactions generated, can provide valuable insights into the impact of using such designs in achieving communication goals.

Although the use of Nusantara character design skins can be seen as a positive step in strengthening cultural identity, it is important to acknowledge the challenges and complexities involved in accurately and respectfully representing culture. Research on how the use of this character design can address controversies or criticisms related to cultural appropriation or stereotypes can enrich the understanding of cultural dynamics in digital media.

Basically, semiotics studies signs and symbols in culture to uncover the hidden meanings behind them. In the context of Kaela Kovalskia, semiotic research offers deep insights into her character design, particularly regarding the costumes she wears. The Independence costume worn by Kaela Kovalskia becomes an interesting subject of analysis, as it reflects her identity while also conveying a certain message to her audience.

The visual components of this Independence costume. The costume consists of a series of complementary elements: a red and white hat, a white blouse with a red ribbon, a blue skirt with red and white stripes, and other accessories that complete the look. In semiotic analysis, each of these elements becomes a sign that can be interpreted.

The red and white pita, for example, creates a direct association with the Indonesian flag. The colors red and white not only remind us of the national emblem but also imply a spirit of patriotism and nationalism. Then, the white blouse with a red ribbon symbolizes purity and elegance, while the red-and-white striped skirt adds a modern and dynamic touch to the costume. The overall design creates a strong and impressive image.

However, it is important to go beyond mere visual aspects. Kaela Kovalskia's Independence Day costume also speaks about her character's identity and the message she wants to convey to the audience. As a Vtuber, Kaela Kovalskia is a virtual representation of herself. Thus, the costume he chose not only became part of his appearance but also an extension of the narrative he was building.

In this context, Kaela Kovalskia's Independence costume alludes to themes of patriotism and freedom. By adopting national symbols such as the flag and the red and white colors, this character indirectly expresses its identity as part of Indonesian society. More than just a visual, the costume serves as a powerful means of communication between Kaela Kovalskia and her fans.

In addition, through her costume, Kaela Kovalskia also conveys a message about the values she holds dear. The concept of independence, which is the main focus of her costume design, is not just about political freedom, but also about individual freedom and self-expression. By choosing a costume that reflects this theme, Kaela Kovalskia invites her audience to reflect on the meaning of independence in a broader context.

It is undeniable that Kaela Kovalskia's Independence costume has a significant impact on shaping her character's image and identity. Behind the appealing visual presentation, there are profound messages about patriotism, freedom, and the values that are firmly upheld. Thus, semiotic analysis becomes an effective tool for exploring the layers of implied meaning in the costume design.

Roland Barthes' theory is usually applied to the study of legends and the meanings embedded in objects based on the actual objects, in this case, character plans. There are two blueprints for the survey: the primary invitation to investigate the signs of objects (validity), and the second invitation to examine the construction and content found within the signs that have been analyzed from the first invitation stage. With the markers and signs present at the fundamental stage, the researcher will incorporate them into the next stage or metalanguage as indicators of the subsequent stage. The character Kaela Kovalskia, more commonly referred to as Kaela on her YouTube channel, has become the subject of an investigation. Kaela is one of the active members of Hololive Indonesia. As one of the iconic characters, Kaela has become quite well-known among the viewers of VTubers, especially from the Hololive agency. Kaela herself is a blacksmith, or what is commonly known as an ironworker.

According to Adityawan (2010), the design analysis process consists of four stages: descriptive, formal analysis, interpretation, and evaluation. At the stunning stage, the depiction of the intricacies contained in Kaela's personality plan will be analyzed in more detail during the conventional examination stage. Formal analysis is the second step in the visual evaluation of a design work. The aim is to observe the formal elements of the work, such as color, gesture, and other design principles. The analysis will elaborate on the implications contained in the plan considered during the understanding stage, which in this case is Kaela's character plan. The evaluation stage, aimed at assessing and reviewing the design work studied from various perspectives, is the final stage of the design work review process.

Recognizing the signs that are already known at the main stage with more evidence that distinguishes from top to bottom is almost identical to the first stage. The signs that are recognized in the early stages transform their capacity into markers at the metalinguistic level, even though the fantasy and legends contained in the signs are precisely understood. Specialists only need a general understanding of what drives product fantasies. The semiotics of Roland Barthes aims to provide an understanding and a global overview of meanings (denotative and connotative). (Kusuma & Nurhayati, 2019). At this stage, we can delve deeper into the semiotics of Kaela's character plan.

The hypothesis used in this research is Roland Barthes' semiotic hypothesis. The literary and cultural theorist Roland Barthes is well-known for his contributions to semiotic analysis. Barthes believed that semiotic analysis could be used to unravel the hidden meanings of cultural signs.

Semiotics is the study of signs. The signs convey information, making them communicative. Its existence can replace something else, can be thought of, or imagined. (Sumbo Tinarbuko, 2003). Roland Barthes' semiotic theory can be used to reveal the meanings contained in character design in the context of analyzing Kaela's character design on Hololive Indonesia's YouTube. According to Barthes, a sign is the smallest unit that forms meaning in the language of culture. In this situation, Kaela's personality plan becomes a visual sign that can be analyzed through semiotic investigation.

The concept of "myth" will serve as the main application of Barthes' theory. Fantasy touches on thoughts that are recognized as unmatched insights in the eyes of the public. In the context of analyzing Kaela's character design, myths can emerge through the symbolic representation of cultural norms and perceptions embodied by the character design. By applying Roland Barthes' semiotic hypothesis, this exploration will seek to uncover the deep implications, images, and legends that may arise in Kaela's personality plan, as well as to understand its influence on the experience of watching Hololive Indonesia on YouTube.

Through the understanding of semiotics, it can be seen that Kaela Kovalskia's Independence costume is not just an ordinary outfit, but a strong and meaningful statement of identity. The design not only strengthens her character as a Vtuber, but also invites her audience to reflect on the values she upholds. Thus, the costume not only becomes a part of the visual appearance but also serves as a powerful medium of communication between Kaela Kovalskia and her fans on the YouTube platform Kaela Kovalskia Hololive Indonesia.

II.METHODS

As a type of research, this study uses qualitative methods and is presented in the form of a semiotic design review approach. In this research, primary data was collected through documentation, and secondary data was gathered through literature studies. Documentation is a data collection technique that involves gathering existing data (Hardani, 2020)The primary data, which is the most valuable asset in this research, will be collected through documentation that will be carried out. The information used in this research comes directly from the articles being studied, specifically the resource images from Kaela Kovalskia's own YouTube channel, which were taken either directly from the Hololive website, local Hololive area collections, or through the page.

Their authority site. The subject of this research focuses on the account owner Kaela

Kovalskia, and the object of study is the YouTube channel Kaela Kovalskia Ch. hololive-ID. The following sources were used to obtain secondary data for this research, while the literature study involves collecting data by reading articles, journals, and other literature to support the research, which will later serve as secondary data: diaries, books, articles, and sentiments obtained directly from the local hololive fandom area. The researcher will explain the details in the character design of Kaela Kovalskia in the descriptive stage, before moving on to the formal analysis stage. The second stage of the visual study of the design work aims to examine formal elements, such as color and gesture, as well as other principles. In the interpretation stage, the researcher will interpret the design work that has been studied and analyze it from different perspectives.

III. FINDINGS AND DISCUSSION

a. Descriptive

The design of virtual YouTuber characters plays an important role in creating a new and captivating viewing experience for the audience. In this research, a semiotic analysis approach is applied using Roland Barthes' theory to uncover the denotative meanings and myths contained in the character design of Kaela from Hololive Indonesia.

In semiotic analysis, visual signs in character design become the main focus. Kaela's character design can be analyzed through visual elements such as color, shape, attributes, and character expressions. Each of these elements carries signs that can be interpreted and influence the way the character is understood. For instance, the colors used in Kaela's character design may have specific symbolic or emotional meanings, such as the color red, which can symbolize courage or strength.



Image 2. Illustration of the character Kaela Kovalskia. (Sumber : hololivepro.com).

In addition, Roland Barthes' theory provides a strong framework for understanding the cultural conventions that may influence character design. This cultural convention encompasses norms, stereotypes, and widely accepted assumptions in society. In Kaela's character design, cultural conventions can be identified that are reflected in the character's attributes or appearance. For example, the appearance of characters with accessories and traditional clothing can reflect the conventions of archipelagic style or new cultural themes in the realm of virtual YouTubers.

Myths are a mode of signification, a form. Barthes believes that everything can become a myth. As long as the object contains a message, it becomes a myth. (Yelly, 2019). In the context of Roland Barthes' theory, the concept of "myth" can also be applied in the analysis of the character design of Kaela. Myths refer to ideas that are accepted as unquestioned truths within society. In character design, the symbols used can create certain myths. For example, if the character Kaela has attributes of woven fabric, this can create a myth about nobility or power associated with that character.

Through semiotic analysis using Roland Barthes' theory, this research provides a deeper understanding of the meaning and symbolism in the character design of Kaela. The results of this analysis offer valuable insights for content creators, particularly virtual YouTubers, in creating strong and meaningful characters, as well as for viewers in comprehending the viewing experience more comprehensively. Additionally, it contributes to the understanding of how cultural symbols are reflected in virtual YouTuber design and how character design can influence audience interaction and identification with the character.

b. Formal analysis



Image 3. Color palette in the character design of Kaela Kovalskia.

The shape and color of a character are two of the most important visual aspects used to analyze character traits based on visuals. One of the most crucial aspects of character design is the shape of the character, as using shape as a starting point allows a designer to choose the appropriate gestures based on the character's characteristics.

(Tillman, n.d.) also states that form is a fundamental aspect for determining certain things and defining the purpose of its use. Characters with a circle as their basic shape will strongly highlight childlike and cheerful traits.

Characters with a square base shape will emphasize masculine traits and convey a sense of safety and stability. In contrast, characters with a triangular base shape exhibit spontaneous, aggressive, and tense qualities, differing from those with a square shape.

c. Interpretation

According to Roland Barthes' semiological framework, there are two stages of interpretation that must be undergone in the process of analyzing a design: Language and Meta-Language. The purpose of language as the first stage of denotation is to understand the meaning of the first signifier,

which in this case is the character design of Kaela. The primary degree of signification aims to recognize the expressions of significance contained within the object of examination. As it will lead to the next stage, which is the Meta-Language stage, language is also one of the most crucial stages in interpreting Kaela's character design. The goal of this stage is to expand the meaning of the first stage, which is still somewhat concealed. Likewise, at this stage, scientists can delve into the intricate details contained within the character Kaela, a member of Hololive ID.



Image 4. Detail of the bracelet in Kaela's character design. (Sumber : (Kaela Kovalskia Ch. Hololive-ID, n.d.), Title : so, what's gonna be the theme? Duration 28:00-28:16 minutes).

	marker	sign
denotation	Wearing a bracelet	Look beautiful
myth	Look graceful	Attractive

In her hand, the character Kaela wears a bracelet as a visual marker. In her YouTube channel, Kaela is a character who enjoys collecting various items from different places, and the bracelet she wears is made from rattan typical of the Papua region. The value of a certain type of rattan and other rattan products is greatly determined by the rattan's resistance to destructive organisms, including powder beetles and termites (Kalima et al., 2019).

The character Kaela from the YouTube channel Kaela Kovalskia Hololive ID can be referenced in the following ways: Insight and Information: The Kaela bracelet can represent characters that are very quirky and cheerful. Bracelets are often associated with an elegant and aesthetic impression. This explains that Kaela is a person with extraordinary charm and has become an idol for her fans and the viewers of her YouTube channel.

The rattan bracelet from Papua worn as an accessory by the character Kaela Kovalskia is one

of the elements that is part of her appearance. An explanation of the bracelet can encompass cultural aspects, design, as well as motifs that may carry symbolic meanings. However, since this relates to cultural representation, it is important to handle that information with sensitivity and respect for the culture it represents.

The origin of the rattan bracelets from Papua can come from various regions in Papua, an area rich in cultural diversity. These bracelets are often made by the Papuan people using traditional weaving techniques and are usually made from rattan fibers or other natural materials.

Design and Motif: The bracelets may feature distinctive designs and motifs that reflect the cultural identity and local wisdom of the Papuan people. These motifs could depict symbols of nature, spiritual beliefs, or other cultural elements.

Mythology about Wonders Sometimes, traditional accessories like rattan bracelets can be perceived as having mystical powers or healing abilities in local mythology or legends. However, it is important to remember that this is part of myths and stories, not scientific facts. In some tales or myths, bracelets or similar accessories may be claimed to possess special powers, such as protection from evil spirits or bringing good luck. However, such claims should be interpreted with skepticism and as part of cultural heritage and tradition, not as scientific claims.

It is important to remember that the use of cultural accessories in contexts like this often aims to honor and appreciate cultural diversity, but it can also become controversial if not done with adequate sensitivity. This relates to issues such as cultural appropriation and the need to treat cultural heritage with respect.

New media, especially YouTube live streaming, allows for the creation and distribution of content directly to audiences in real-time. In this context, the design of virtual characters like Kaela Kovalskia is made possible by animation and 3D visualization technology. The use of rattan bracelets from Papua as a visual marker on this character demonstrates an effort to incorporate authentic cultural elements into the design of the virtual character.

The design of virtual YouTuber characters like Kaela Kovalskia is often intended to represent characters or personalities that are appealing to the audience, while reflecting certain cultural elements or values. In this case, the use of rattan bracelets from Papua serves as a marker that creates an association with Papuan culture, giving the character a richer dimension and identity.

Visual markers such as rattan bracelets from Papua can also enhance the visual appeal of virtual characters. This can spark curiosity and interest from the audience, whether they have a Papuan cultural background or not. Thus, the use of cultural markers in virtual character design can increase audience engagement and interaction with the presented content.

In the context of using rattan bracelets from Papua, it is important to note that the use of cultural elements must be done with full respect and awareness of their original context. This involves careful research into the meanings and cultural values contained in the markers, as well as sensitive and open communication with the communities involved.

The use of rattan wristbands from Papua in the virtual character design of Kaela Kovalskia can also open up opportunities for broader collaboration and cultural exchange. For instance, through live streaming content, creators and audiences can engage in discussions and exchanges about Papuan culture, allowing for better learning and understanding of Indonesia's cultural diversity.



Image 5. The details of the necklace in Kaela's character design. (Sumber : (Kaela Kovalskia Ch. Hololive-ID, n.d.), Title : so, whats gonna be the theme? Duration 29:45-30:19 minutes).

	Marker	sign
Denotation	Wearing a red fire opal necklace	Traditional rituals
Myth	Traditional rituals	Has magical powers

The Red Fire Opal necklace, which also serves as a visual marker of accessories by Kaela Kovalskia, is a striking element in her appearance. An explanation of the necklace could include aspects such as its origins, the characteristics of the gemstone, as well as the possible symbolic meanings contained within it. However, it is important to remember that this is a fictional representation, and this information is based on assumptions about the character.

Red Fire Opal: Red Fire Opal is a type of gemstone that has bright red to orange colors and often radiates a fiery sparkle when exposed to light. Opal ($\text{SiO}_2 \cdot n\text{H}_2\text{O}$) is an amorphous mineral characterized by a weak X-ray pattern of cristobalite or tridymite; it originates from silica gel (containing a maximum of 20% water but usually 3 – 9%) and is distinguished from quartz because it is isotropic and has a lower refractive index, is softer (hardness 5.5 – 6.5), and is less dense compared to quartz. (Bates et al, 1980). This stone belongs to the opal group, known for its colorful shimmer and shifting light effects. Red Fire Opal is found in various locations around the world, including Mexico, Ethiopia, Australia, and the United States. This stone has been used in jewelry and decorative art for centuries.

Some people believe that gemstones like Red Fire Opal possess metaphysical powers, such as enhancing positive energy, strengthening relationships, or protecting against negative energy. These myths often stem from specific traditions and spiritual beliefs. The symbolism of Fire is also due to its bright red color and shine resembling flames. Red Fire Opal is often regarded as a representation of passion, courage, and vitality. In some traditions, fire is also seen as a symbol of transformation or purification. Luck and Protection, in some cultures, gemstones are believed to bring luck or protection to their wearers. This often includes the belief that the stone can help its wearer overcome obstacles and achieve their goals.

The use of a red fire opal necklace as a marker in this character design can be part of an effort to depict the character's identity and personality. The necklace can enrich the visual dimension of the character and create an appealing impression on the audience. The red fire opal necklace has a strong visual appeal due to its distinctive luster and vibrant colors. In the context of virtual character design, the use of those markers can enhance the aesthetics and visual appeal of the character Kaela Kovalskia. This can affect the audience's perception and interest in the character, enhancing their

engagement with the presented content.

Red fire opal is often considered to have symbolic meanings related to strength, courage, or happiness. The use of the red fire opal necklace as a marker in the character design of Kaela Kovalskia can create associations with those values. This can provide a deeper emotional dimension to the character, as well as influence the audience's perception and interpretation of their personality and characteristics

The use of markers like the red fire opal necklace also reflects the trend of using cultural symbols in digital content. The design of virtual characters often combines cultural elements with modern aesthetics to create characters that are appealing and relevant to the digital audience. This demonstrates how new media serves as a medium to convey and celebrate cultural richness in a contemporary context.

The use of the red fire opal necklace can spark conversations and interactions between the character Kaela Kovalskia and her audience. The audience may be interested in learning more about the meaning and origins of the necklace, or sharing their experiences and knowledge about red fire opal. This creates an opportunity for deeper engagement between content creators and their audience.



Image 6. The details of the combination of Lasem batik and Sekarjati batik in the character design of Kaela. (Sumber : (Kaela Kovalskia Ch. Hololive-ID, n.d.), Title : so, whats gonna be the theme? Duration 34:31-36:00 minutes)

	Marker	Sign
Denotation	Wearing batik cloth	Traditional clothes
Myth	Traditional clothes	Traditional ceremonial clothes

The mixed batik fabric from Lasem and Sekarjati worn by Kaela Kovalskia is an interesting element in her appearance. An explanation of batik fabric can include aspects such as its history, design, and the cultural values contained within it. In addition, there may be certain myths or symbolism associated with batik and its use.

Lasem Batik, known for its unique characteristics, is a hand-drawn batik fabric produced by women batik artisans in the area around Lasem District, Rembang Regency, Central Java Province.

(Haryono & Azis, 2017). Lasem batik is a type of batik that originates from Lasem, Central Java, Indonesia. Lasem batik is famous for its motifs that are rich in symbolism and distinctive traditional patterns. Lasem batik often uses bright colors and intricate patterns.

Batik Sekarjati is a batik that originates from the Kudus region in Central Java, Indonesia. This batik is known for its elegant motifs inspired by nature and traditional Javanese designs. Sekarjati batik often features soft colors and symmetrical patterns. The Sekar Jati batik industry has encountered both advantages and disadvantages, but these challenges have been tackled by the artisans in partnership with relevant stakeholders, resulting in a notable enhancement of the Sekar Jati batik industry. This advancement has been bolstered by the establishment of a batik shop and a batik cooperative that have obtained permanent business licenses from the government. (Fransiska, 2018).

The use of mixed batik fabric from Lasem batik and Sekarjati batik may symbolize unity and harmony between two different traditions and cultures. This can be interpreted as a symbol of the values of unity and diversity. Batik is an important part of Indonesian culture and is often regarded as a symbol of national identity. The use of mixed batik fabric may highlight the significance of cultural heritage and traditional values in strengthening the identity of individuals or groups. Batik is often regarded as a beautiful and intricate work of art. Mixed batik may symbolize beauty and creativity in creating something new and unique by combining elements from various batik traditions.

The use of mixed batik fabric in the appearance of virtual characters like Kaela Kovalskia may be intended to add cultural and aesthetic dimensions to the character, as well as to honor Indonesia's cultural heritage. This can also be a way to show appreciation for the wealth and diversity of Indonesian culture.

The use of Lasem batik and Sekar Jati batik as markers in virtual character design demonstrates an effort to blend cultural traditions with digital technology. Batik is a rich cultural heritage of Indonesia that carries deep symbolic meaning. By incorporating batik elements into character design, Kaela Kovalskia becomes a representation of the blend between tradition and modernity in the context of new media.

The use of Lasem batik and Sekar Jati batik not only reflects Indonesia's cultural identity but also represents the cultural diversity within the country. Lasem and Sekar Jati are two types of batik that come from different regions in Indonesia, each with its own distinctive motifs and production techniques. The use of this combination of batik fabric in the character design of Kaela Kovalskia highlights the cultural diversity of Indonesia and appreciates the rich cultural heritage throughout the archipelago.

Lasem batik and Sekar Jati batik have beautiful and unique patterns and colors. The use of batik fabric in the character design of Kaela Kovalskia not only adds an interesting visual dimension but also provides a distinctive aesthetic touch. This can enhance the character's appeal and attract the audience's interest in the presented content.

The use of batik in virtual character design is not merely an aesthetic element, but also reflects a respect for Indonesia's cultural heritage. Batik is recognized by UNESCO as an Intangible Cultural Heritage of Humanity that needs to be protected, and its use in the context of new media demonstrates an appreciation for traditional values and the beauty of Indonesian culture.

The use of Lasem batik and Sekar Jati batik as markers in the character design of Kaela Kovalskia can serve as a catalyst for audience engagement and identification. Audiences who have

an emotional connection or affection for batik culture may feel more connected to the characters, while those who are not familiar with batik might be intrigued to better understand and appreciate Indonesian culture.



Image 7. Detail of Dayak woven fabric in the character design of Kaela. (Sumber : (Kaela Kovalskia Ch. Hololive-ID, n.d.), Title : so, whats gonna be the theme? Duration 36:06-36:50 minutes)

	Marker	Sign
Denotation	Wearing woven cloth	Noble attire
Myth	Noble attire	Authoritative

The Dayak Sintang Ikat Weaving is a type of ikat fabric produced by weavers in Sintang Regency, West Kalimantan. (Januarti & Wempi, 2019). The Dayak woven fabric with a diamond motif, worn as a visual marker of noble attire by the virtual YouTuber character Kaela Kovalskia, is an intriguing element of her appearance. An explanation of the woven fabric can include aspects such as its history, production techniques, as well as the cultural values and symbolism contained within it. In addition, there may be certain myths or symbolism associated with Dayak woven fabric and its use.

The Dayak woven cloth is a textile art created by the Dayak tribe, one of the indigenous groups inhabiting the island of Borneo, Indonesia. This woven fabric is usually made using traditional weaving techniques with simple looms and hand-spun threads. The motifs on Dayak woven fabrics often have deep symbolic meanings and reflect the life, nature, and culture of the Dayak people.

The diamond motif is one of the traditional patterns often found in Dayak woven fabrics. This motif can have various meanings, including beauty, strength, fertility, or even symbolizing the

universe and the relationship between humans and nature.

The use of Dayak woven fabric with diamond motifs by Kaela Kovalskia may be intended to express pride in the culture and heritage of the Dayak tribe. Dayak woven fabric is often regarded as a symbol of strength, beauty, and the cultural richness of the Dayak people. In some beliefs of the Dayak community, the motifs on the woven fabric are often considered to possess magical powers or protective qualities. The use of diamond motifs may symbolize protection for the wearer and also reflect the idea of balance in life. Dayak woven fabric is often regarded as a symbol of social status and wealth. The use of Dayak woven fabric with diamond motifs by Kaela Kovalskia as a visual marker of noble attire may be intended to signify her character's status or elegance.

The use of Dayak woven fabric with diamond motifs in the appearance of virtual characters like Kaela Kovalskia may be intended to add a cultural and aesthetic dimension to the character, as well as to honor and introduce the beauty and richness of Dayak culture to the audience.

The use of traditional Dayak woven fabric as a marker in the character design of Kaela Kovalskia reflects an effort to represent the cultural richness of Indonesia, particularly from the Dayak tribe in Kalimantan. Through this character, new media provides a platform to introduce and promote Dayak culture to a global audience.

The traditional woven fabric of the Dayak people has a rich cultural and historical value. Its use in the character design of Kaela Kovalskia demonstrates an appreciation for Indonesia's cultural heritage. This can also trigger a sense of pride and identification for members of the Dayak community who see representations of their culture on new media platforms.

The traditional Dayak woven fabric often features striking and unique patterns and colors. The use of woven fabric in character design adds an attractive and captivating visual touch. The visual appeal it possesses can capture the attention and interest of the audience, enhancing their engagement with the presented content.

Through the character Kaela Kovalskia, the use of traditional Dayak woven fabric can also serve as a tool to strengthen and empower the local community. For instance, the incorporation of woven fabric in this character's design can provide greater exposure for Dayak weavers, enhance appreciation for local crafts, and offer an economic boost to the community.

YouTube as a global platform allows the character Kaela Kovalskia to widely introduce Dayak culture. The use of traditional Dayak woven fabric as a visual marker opens the door to a better understanding and appreciation of Dayak culture beyond their local regions. This can enhance global awareness of Indonesia's cultural diversity.





Image 8. Detail of the hammer accessories in the character design of Kaela. (Sumber : (Kaela Kovalskia Ch. Hololive-ID, n.d.), Title : so, whats gonna be the theme? Duration 25:48-26:03 minutes)

	Marker	Sign
Denotation	Carrying a hammer	Blacksmith
Myth	Blacksmith	Tough

Blacksmithing is among the jobs that are at risk of musculoskeletal disorders due to non-ergonomic work postures. (Pratama, 2017). The hammer accessories worn as a visual marker by the virtual YouTuber Kaela Kovalskia as a blacksmith are an interesting element of her appearance. An explanation of the hammer accessory could include aspects of its history, symbolic meaning, as well as possible myths or beliefs associated with it.

Hammer accessories, in the context of a blacksmith, can include various forms, ranging from necklaces with hammer pendants, hammer rings, or even hammer earrings. The hammer is a tool used by blacksmiths to shape metal, thus becoming a symbol of skill and expertise in metalworking.

The use of hammer accessories by Kaela Kovalskia as a blacksmith may be intended to highlight her character's skills and creativity in metalworking. A hammer is the main tool in the metal forming process, thus reflecting the technical skills possessed by that character. A hammer can also be seen as a symbol of strength and courage. A blacksmith must have the bravery to handle heavy and hot tools in the metalworking process, so the use of hammer accessories can reflect a tough and bold character. In some cultures, the hammer can also be seen as a symbol of protection or luck. This may stem from myths or beliefs that the hammer possesses magical or spiritual powers that can shield its user from harm or bring good fortune in their endeavors.

The use of hammer accessories in the appearance of virtual characters like Kaela Kovalskia as a blacksmith may have various meanings depending on the context. This can be part of the aesthetics or style of a character, or it may also reflect certain values or identities that one wishes to convey. Like other forms of symbolism, the meaning of hammer accessories can vary depending on culture and context, and can be a subject of diverse interpretations.

The marker of carrying a hammer at her waist and wearing hammer-shaped earrings directly illustrates the profession of the character Kaela Kovalskia as a blacksmith. In the context of character

design, this helps to establish the character within a specific framework of work or skill, adding an extra dimension to Kaela's personality and story.

As a blacksmith, the use of a hammer as a visual marker symbolizes the character's skill and expertise in metalworking. This can be an important part of the character's narrative and strengthen their identity in the YouTube content presented.

The use of this marker also has a strong visual appeal. A hammer, as a tool for working with metal, has a distinctive shape and is often regarded as a symbol of strength and skill. The use of this marker in character design can add visually appealing and iconic elements, distinguishing Kaela Kovalskia from other virtual characters.

As a blacksmith, the use of a hammer marker can serve as a catalyst for stories and content focused on the art of metalworking. The skills and activities related to that profession can serve as intriguing material for the character Kaela Kovalskia, opening up opportunities for deeper story exploration and a wider variety of content. The use of this marker can also influence the interaction between the character Kaela Kovalskia and her audience. Viewers interested in the profession of blacksmithing or metal craftsmanship may be more inclined to interact with the character, asking about techniques or projects they are working on, or sharing their own experiences related to the field.

The use of Nusantara skin design on the character Kaela Kovalskia on YouTube strengthens Indonesian cultural identity and raises awareness of the richness of Nusantara culture. Elements such as Papuan rattan bracelets and Dayak woven fabrics not only serve as visual attractions but also carry deeper meanings, in line with the concepts of "denotation" and "connotation" in Roland Barthes' theory. This design helps build an emotional connection with the audience and strengthens cultural narratives through familiar symbols.

For the younger generation, exposure to cultural symbols in this popular content can enhance their understanding and appreciation of Indonesia's cultural heritage. This also fosters a sense of pride in national identity and motivates the younger generation to preserve and introduce Indonesian culture to the world. Thus, this character design is not only aesthetic but also educational, providing a positive impact in shaping cultural identity in the digital era.

IV. CONCLUSIONS

The use of visual markers such as rattan bracelets from Papua, red fire opal stone pendants, batik fabric mixed with lasem and sekar jati, traditional Dayak woven cloth, and hammer accessories on the character Kaela Kovalskia reflects the fusion of rich Nusantara cultural symbols. This not only creates a strong image but also communicates a distinctive cultural identity. The visual marker provides a strong visual appeal to the audience. They not only see intriguing characters, but also feel the depth of culture and history contained in each of those markers. This aligns with Barthes' concept of "denotation" and "connotation," where the signs not only convey literal meaning but also evoke deeper meanings connected to cultural and historical contexts.

The use of those markers can have a significant impact on the audience. They may feel more connected to the character Kaela Kovalskia due to the use of markers that reflect the richness of Indonesian culture. This can enhance audience engagement and interest in the presented. In a broader

context, the use of Nusantara skin character design can contribute to the formation of a positive cultural identity. This acknowledges the cultural diversity of Indonesia and elevates local values in new media realms such as YouTube. This concept aligns with Barthes' idea of "myth," where the use of these signifiers can reinforce or even shape narratives about cultural identity. Thus, the conclusion indicates that the use of Nusantara character design in Kaela Kovalskia's YouTube account is not merely an aesthetic choice, but also a clever strategy in leveraging cultural symbols to influence and shape audience perceptions, as well as to build a strong cultural identity.

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