

ABSTRACT

For ordinary people, maybe if someone spoke using the Banyumasan dialect it would sound a bit rude and strange. In fact, he often gets ridiculed by people who are not used to hearing the Banyumasan dialect. This erroneous thing has caused the intensity of the use of the Banyumasan dialect to begin to decrease in use, especially in the formal field. The purpose of this design is to increase the intensity of the use of the Banyumasan dialect among young people, especially fans of Japanese popular culture through the Virtual Youtuber media. The objects in this design are the Banyumasan dialect and the Virtual Youtuber phenomenon in Indonesia, therefore the subjects of this design are the Banyumasan Cultural Office and fans of Japanese popular culture. The research method used in this design is a qualitative research method because the research object under study is an object that is close and familiar to the researcher so that it can be observed in more depth. The results of the study show that in the past people with the Banyumasan dialect often felt ashamed of their own dialect, but now young people must be proud of their own traditional and cultural values. Then it was found that the development of Virtual Youtubers in Indonesia was very rapid, some even raised local culture as their character. this could be an opportunity to introduce and preserve the Banyumasan dialect.

Keywords : Banyumasan, Japanese Pop Culture, Virtual Youtuber