

**Constructing a Virtual YouTuber's Identity Through Metaphors and Symbols in
Song Lyrics**

A research paper

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	ABSTRACT
<p><i>Keywords:</i> metaphor, online persona, song lyrics, symbol, virtual identity</p>	<p>The digital age has introduced a new layer to the complex concept of identity. Youth especially find themselves navigating a digital landscape filled with diverse influences, leading to the rise of virtual identities as a space exploration separate from their real-life selves. This research aims to investigate the kind of virtual identity depicted by AmaLee, a prominent Virtual YouTuber, through her utilization of metaphors and symbols within her song lyrics. Amalee is known for her English covers of Japanese songs that bridges the gap for Western audiences unfamiliar with Japanese music. Her music resonates with the way youths use the internet to explore diverse forms of expression and forge unique identities that transcend societal boundaries. The data include all eight song lyrics from the album <i>Rise of the Monarch</i> by AmaLee. A scrutiny of the metaphors and symbols through a qualitative textual analysis reveals the underlying identity traits within AmaLee's song lyrics. The findings reveal three recurring identity traits: empowering, domineering, and resilient, which conjure the image of AmaLee's virtual identity as an 'independent ruler', befitting of the name Monarch. This study contributes to a more nuanced understanding of how song lyrics play a role in VTuber virtual identity construction.</p>
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