

CONCLUSION

AmaLee's transformational journey depicted through the album *Rise of the Monarch* reflects the complexities of youths forging their identities online. The analysis of her song lyrics through metaphors and symbols reveals her empowerment, resilience, and dominance, mirroring the transformation of a monarch butterfly. Her independent persona combines empowerment, dominance, and resilience, resonating with audiences navigating similar challenges.

This study not only aligns with previous research on VTubers and song lyrics, but also offers new insights. This research expands on previous studies by examining the intersection between VTuber identity construction and song lyrics. The analysis on AmaLee's album *Rise of the Monarch* offers insights into how she navigates the digital space and shapes her virtual identity.

AmaLee's case demonstrates the evolving landscape of self-expression in the digital age, where virtual spaces offer new opportunities for exploration. However, it is important to be mindful of the potential risks associated with online environments and maintain a healthy balance between virtual and real-life experiences.

Building on this research, future studies could delve deeper into the field of virtual identity by integrating various aspects. Firstly, examining how virtual identity evolves over time can contribute to the ongoing process of self-presentation in the digital age. Secondly, comparing the approaches between several VTubers from different backgrounds can enhance knowledge on the influence of cultural context on virtual identity construction. Lastly, investigating the influence of music and instrumental aspects on VTuber identity formation can provide valuable insights.