

THE RISE OF VIRTUAL IDOLS: A STUDY OF PLAVE'S MARKETING STRATEGY EFFECTIVENESS

In recent years, idol culture has become increasingly popular among teenagers, providing motivation in daily life and contributing to industry growth.

With technological advancements, the idol industry has expanded from human idols to virtual idols, which are gaining popularity in the market.

As fans of PLAVE, our group aims to analyze the effectiveness of its marketing strategies and explore the rise of virtual idols in the entertainment industry.

