The Hyperreality of Virtual Influencer Lentari Pagi on Instagram

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Abstract: Rapid developments in the 4.0 era of industry have created technology with capabilities similar to humans, namely artificial intelligence. One example is virtual influencers, which result from progress made by real human influencers supported by technological development. The presence of virtual influencers has become an interesting phenomenon in the contemporary social media ecosystem. Lentari Pagi is a digital representation designed to imitate human behavior and interact with its followers through visual and narrative content shared online. This research aims to understand hyperreality in the appearance and interactions of virtual influencer Lentari Pagi on Instagram and analyze the impact of artificial intelligence technology on the perception and participation of social media users. The qualitative research method was used, with interviews and observation as data collection techniques. The results of this research show that Lentari Pagi succeeded in creating an emotional connection with its followers, conveying promotional messages, and forming a unique self-image in the minds of its audience. In conclusion, this hyperreality phenomenon reflects the complex dynamics between technology, culture, and identity in the current digital era.

Keywords: Hyperreality; Artificial Intelligence; Virtual Influencer; Lentari Pagi.
1. Introduction

Technology presents a new form of media that can be used anytime and anywhere for free, namely Instagram. Instagram provides several benefits that account users will feel, such as being a medium for entertainment, a medium for exchanging information, a medium for creativity, and being able to expand the circle of friends wisely. With Instagram, people, especially young people, can express themselves according to their abilities and hobbies. Interestingly, Instagram can now become a center for work or a new profession called "celeb gram." In Instagram media, all audiences can become influencers or content creators who can express their creativity according to their hobbies, such as creating beauty content, cooking content, etc. Technological developments in the industrial era 4.0 develop capabilities similar to humans, namely artificial intelligence (AI). One example of AI is virtual influencers. Virtual influencers result from progress from real human influencers, supported by technological development. Robinson (2020) and Nugraha & Saidi (2022) state that virtual influencers are considered genuine in their role as influencers on social media platforms, even though they do not exist in the real world [1]. In addition, purchasing decisions and people's preferences can be influenced by their actions and level of involvement.

Virtual influencers can be created in any shape, style, or size. They can also take on various personalities. As explained by Casarotto [1], even though virtual influencers are often created using AI, a production team is still responsible for the content uploaded by virtual influencers and how they interact with their followers. However, getting the public to accept virtual characters takes time. And effort. This acceptance process is greatly influenced by various components of digital culture that exist in society. Today's world seeks ways to recognize and embrace technological advances and innovations that bring new things. Armando Kirwin, an expert on virtual Technology and avatars, said, "Technology continues to get better, while culture is also shifting so that people are increasingly enthusiastic about engaging in virtual worlds or to bring their favorite characters to life in the real world.

Based on the hotdetik.com article, the first AI influencer who appeared in Indonesia was named Lentari Van Lorainne, who is familiarly called Lentari Pagi. He appeared on Instagram social media in 2023, as seen from his first upload on May 4, 2023. In the bio on the application, the woman with the Instagram account @lentaripagi stated that she has Dutch and Indonesian ancestry. Lentari Pagi often shares pictures and videos on his Instagram account of his daily activities, such as exercising, vacationing, and relaxing. Additionally, he often shares educational content about technology and AI. As a social media influencer, Lentari is available to collaborate on promoting various products ranging from clothing, food and drinks, and sports equipment. Lentari Pagi depicts himself as trustworthy and gives his followers confidence that he can do things that humans usually do. In other words, it creates representations, imitating processes and systems in the real world, including the human organ and emotional systems.

This research includes understanding how artificial intelligence generates content that creates experiences that are increasingly difficult to distinguish from reality. In the world of Instagram social media, there are influencers. Influencers on social media can be defined as ordinary people who lead opinions on digital social media. In addition, influencers can inform, entertain, and influence their thoughts, attitudes, and behavior [2]. Hendranto (2022) states that in the "Instagram lifestyle," people often record their daily lives and then display them on their own Instagram accounts so that the public or at least their followers can see them [3]. Now, virtual influencers are emerging along with cultural developments in the world of influencers. Robinson (2020)
and Wolff (2022) argue that virtual influencers are considered natural and authentic as influencers on social media, and their actions and involvement can influence people’s purchasing behavior and choices even though virtual influencers do not exist in real life [2].

Hyperreality is created through simulacra, the image that functions as representations or imitations of a person or object. Symbols, signs, photos, videos, paintings, or other visual forms can become simulacra. In today’s mass media era, much of our understanding of the world is shaped by simulacra more than our direct experiences. With the awareness that media can be deceptive, simulacra regulates our knowledge of what happens in the real world [4]. Lentari’s lack of realism makes her less hyperrealistic than human influencers. The animated features remind us that Lentari are 3D models that attempt to imitate humans. As a result, we need to question its truth. Unlike human influencers who covertly contribute to our hyperreality through deceptive Instagram photos that indirectly feed into our perceptions, he encourages us to doubt reality and evaluate its parameters. Lentari argues that this is why many Instagram users do not like its existence [4]. Based on the explanation described above, virtual influencers are a trend that has the potential to become a digital adaptation tool in disseminating information on social media with unique fictitious identities. Despite this, the emergence of virtual influencers, such as Lentari Pagi, created controversy. They were seen competing with the popularity of real human influencers, sparking debate about potential replacement and economic impact. Although it opens up new business opportunities, such as the development of artificial intelligence technology for increasingly realistic characters, the presence of virtual influencers also questions reality and authenticity in the eyes of the audience.

2. Research Method

This research uses descriptive qualitative techniques to present data in its original form without changes or additional treatment. The aim is to provide a complete picture of an event or phenomenon. This research concentrates on explaining several variables related to the problem under study. This research interprets and explains data associated with the current situation and community opinions and perspectives [5]. Descriptive qualitative research methods in virtual influencer hyperreality allow us to deeply understand the phenomena related to the emergence of virtual influencers in the digital world. In this study, researchers focused on collecting data without changing it, which allowed them to provide a comprehensive picture of how virtual influencers influence the digital world. This type of research is essential because it helps reveal new dynamics in an era of ever-evolving technology. The theory used in this research is the theory of hyperreality introduced by Jean Baudrillard. According to Baudrillard, hyperreality is when artificially created models become more significant than the original reality without any trace of origin or reference to actual reality.

Jean Baudrillard’s thinking about hyperreality is influenced by two main concepts: simulation and simulacra. Baudrillard observed that human experience today is more likely to be a simulation of reality than a direct interaction with the real world. In this context, the simulacra mentioned by Baudrillard refers to cultural and media structures that play an essential role in forming collective perceptions of reality. Through the symbolism of mass media and popular culture, society forms an often distorted view of the world around them. Baudrillard’s analysis highlights that modern society has been trapped in a situation created by media and culture so that it no longer represents reality. Instead, it creates a new reality that is continuously perceived and discussed. In supporting the research stages, data collection was carried out through observations and interviews by researchers. In this situation, open questions refer to questions that allow participants to provide answers more freely and in-depth without being limited by predetermined answer options. With a qualitative approach, the subjects of this research are lecturers who understand hyperreality and artificial intelligence, as well as students who know and follow the daily life of virtual influencer Lentari Pagi on Instagram.

3. Result and Discussion

3.1 Results

3.1.1 The concept of hyperreality, artificial intelligence and virtual influencer Lentari Pagi

In hyperreality and artificial intelligence, sophisticated technology is needed to establish connections between individuals effectively and efficiently. Integration between high-speed internet, metaverse, and artificial intelligence is the key to forming an ecosystem that optimizes human interaction and experience in the current era. Technology that has reached a significant level of progress, such as artificial intelligence (AI), can create experiences in the virtual world that seem real. For example, AI can produce simulations similar to
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realities regarding visual appearance and details, such as faces, and create realistic sounds. In the future, the development of artificial intelligence (AI) technology will be increasingly innovative, creative, and sophisticated. Humans need to continue to improve themselves to continue developing in line with technological developments [2].

Starting in 2021, the virtual influencer trend has experienced rapid development with high demand, becoming a valuable asset in influencer marketing. Technological advances simplify the process of creating virtual influencers, who are now considered the pioneers of the metaverse and are currently a hot topic of conversation. This industry offers something completely new in virtual form. In communication practice, virtual influencers are often involved in activities to help promote the brands they collaborate with. This can be seen from the uploads of virtual influencers who regularly display products from particular brands [6]. Much has been said about the benefits of a virtual influencer presence, particularly in their ability to create a positive perception of a brand, similar to what a celebrity or human influencer would do. The main advantages in this industry are complete control over the content created by virtual influencers and more affordable costs when compared to collaboration with celebrities. Therefore, for many brand companies, virtual influencers can be considered an effective alternative in promoting products, especially for companies with a small scale and limited human resources [6]. Another advantage of virtual influencers is the ability to make corrections easily using a computer, reducing stress and physical and mental limitations that celebrities usually face in real life. In this context, virtual influencers may be more appropriate for activities where relevant trends emerge [7].

Figure 2. Virtual Influencers in GoJek and GoTo Advertisements

One example is the virtual influencer Lentari Pagi, who is quite active on Instagram, like real influencers, where posts from various brands dominate their accounts. Lentari Pagi is collaborating with one of the well-known brands, Gojek. It recently collaborated with virtual influencer Lentari Pagi, showing its role in promoting various products and services online. Virtual influencers can share different content on social media, including product collaborations. Even though they are only virtual characters, their impact can be felt in cyberspace, creating an influence that reaches our real lives. This is similar to the role of real influencers who can influence audiences and create effects that can be felt in everyday life. Thus, a comparison between the influence of virtual influencers with the reality created by computer technology and human influence can provide an overview of the complexity of social media dynamics in shaping opinions and behavior. In Jean Baudrillard's view, hyperreality refers to a condition where reality and representation can no longer be distinguished. He suggests that mass media, simulations, and the reproduction of images have created a world in which the pictures represented are more critical than the original reality. In the context of artificial intelligence (AI) and virtual influencers, Jean Baudrillard's theory of hyperreality can be applied by looking at how digital representations increasingly replace or create images that are more powerful than reality itself. AI and virtual influencers create images that appear so natural and alive that it is sometimes difficult to differentiate between what is real and what is represented [8].

3.1.2 Virtual influencer Lentari Pagi interaction with followers

On the Instagram social media platform, interactions between followers and influencers can be observed through the actions of followers who "like" influencer content, provide comments, send private messages to influencers via the Direct Message feature, as well as "tag" actions on uploads or participate in social media platforms. Interaction on the Instagram story feature. The more active the interaction that occurs, the more it shows the extent of influence the influencer has on their followers [9]. Every time Lentari Pagi releases
content unrelated to the brand, it can generate significant interaction. His content becomes a stage for various forms of interaction, creating space and time that provide opportunities for us, as his fans and followers, to interact with him. Through its content, virtual influencer Lentari Pagi can create a situation where its followers can communicate with each other, provide feedback, and share experiences. Therefore, non-brand content produced by virtual influencers is a medium of entertainment and facilitates active engagement between virtual influencers and their followers. The interactive approach applied by Lentari Pagi when interacting with its followers creates a warm attachment. Lentari Pagi, as a whole, tries to build closeness with the community in cyberspace. The communication feels very familiar and friendly, giving the impression that the chat does not feel mechanical, as is often the case with interactions with virtual entities. In this way, Lentari Pagi succeeded in creating an atmosphere that made its followers feel closer and more comfortable, not only as fans but also as part of a community involved in warm and humane dialogue. The ability of virtual influencers to share stories, respond to comments, and interact with followers in ways similar to real people has emerged due to rapid technological advances. Interactions like these include visual, verbal, and social aspects, increasing engagement that is difficult to distinguish from interaction with real humans. Currently, the distinction between the virtual world and the natural world is increasingly blurred, which results in new challenges for distinguishing between the virtual world and reality [10]. In Jean Baudrillard’s view, current interaction and communication tend to ignore the situation. He observed that advertising, as a type of modern communication that tends to produce ideal images, can tempt people and try to imitate the standards promoted by advertising. In other words, modern communication, mainly through advertising media, can create a difference between actual reality and the image idealized or depicted by advertising. This encourages people to follow the norms set by advertising [11].

3.1.3 Usage Impact and Ethical Impact on Artificial Intelligence Virtual Influencers

Artificial Intelligence is a type of intelligence embedded in a system to process data from external sources and produce profitable output. The ethical use of artificial intelligence in information technology is critical to this progress. Ethics is a collection of opinions about right and wrong in a society. This helps us to ensure that the use of artificial intelligence technologies in information technology is carried out correctly and respects the values that society considers necessary. Companies must follow strict privacy regulations when managing user data and ensure that any use of data is lawful. This is a crucial step to ensure that companies comply with privacy regulations to provide security and protection to users, maintain data integrity, and create a trustworthy digital environment. By following these regulations, the company can provide security and protection to users [12]. Institutions implementing AI in public services must be held accountable for the impact of AI on society. Public services require the development and application of AI in a responsible, fair, and value-based manner to reduce adverse outcomes while increasing profits. This concept ensures that AI can improve public services, decision-making processes, and relations between government and society. The two main principles in ethical AI development are openness and accountability. Explaining how AI systems function and why decisions are made is essential. This transparency gives users confidence and allows them to understand and check the decisions made by the AI. In addition, someone needs to consider responsibility mechanisms in AI development, including identifying and addressing errors or possible consequences [13].

The regulations applied to virtual influencer Lentari Pagi appear quite transparent. In his Instagram profile bio, there is information about the creator responsible for Lentari Pagi’s existence in the realm of social media. In figure 3, it is detailed that Lentari Pagi is the result of development from Imagine8 Studio, a technology company based in Australia. With this information, a high level of clarity is created regarding the origins and entity that manages Lentari Pagi, providing an excellent understanding to its followers regarding the ownership...
and responsibility behind the virtual character. With the ability of artificial intelligence to impact our lives, ethical considerations become increasingly important. In this situation, it is crucial to maintain data security and privacy and ensure that artificial intelligence does not violate human rights. For example, artificial intelligence can analyze risks or make investment decisions in the financial sector. However, undesirable injustice can arise if the algorithm is not transparent or gives unfair advantages to specific groups. Education also has a vital role in this matter because every individual must understand the ethics of using artificial intelligence from an early age. They need to understand the value of respecting other people's privacy, understand fairness in decisions generated by artificial intelligence, and be aware of the social impact of this technology [15][14]. Several challenges must be considered, such as security and privacy, because data is a valuable asset in the AI era. One of the main problems is maintaining the protection and confidentiality of data collected and used by AI systems. There is a possibility of leakage and unethical use of data. Strong security measures and a strict privacy policy are needed to protect user data. Then, issues of responsibility and accountability behind emerging virtual influencers must also be considered. A clear legal framework, as well as trust and transparency, is required because it is essential to develop methods that increase the transparency of AI systems, explain the decisions taken, and allow users to understand and verify the results produced by AI systems. After all, complex AI systems are often complicated for users or experts to understand.

### 3.1.4 Practitioner Views in Hyperreality and Artificial Intelligence Research

Practitioner views in research regarding hyperreality, artificial intelligence, and Instagram social media need to be studied to understand the complexity of human interaction with technology in this digital era. They view hyperreality as a phenomenon where the boundaries between reality and representation are increasingly blurred, especially with the emergence of virtual influencers such as Lentari Pagi. The application of artificial intelligence in this context, as seen in these virtual characters, opens up discussions about how technology increasingly permeates everyday life. Instagram, social media, is the leading platform for developing and expressing hyperreality and artificial intelligence, and it provides the stage for increasingly complex digital reflection and interaction, according to Telkom University AI experts. In the future, AI has a lot of potential to develop and help digitize education. Students need learning methods that suit their individual needs. Students can be more engaged and motivated to learn because technology, especially AI, can provide them with unique instructions and interactions [13]. By paying attention to current technological developments, this research can be a means to educate students and academics about the positive uses of technology. For example, innovative educational content can be developed in the education sector, including virtual influencers as an educational tool that can provide more practical understanding. In addition, this research opens up opportunities to overcome challenges in learning, such as difficulties for children or parents in understanding the material. With a positive approach, technology can be used as a tool to facilitate learning. Apart from being useful in the world of education, AI can be used in the future to precisely diagnose diseases and develop better treatments tailored to the individual. This can help improve overall health care, and diagnosis and treatment can become more effective and accurate [13].

Furthermore, the potential application of this technology also includes education related to socialization with society and religion. For example, there may be the presence of a virtual ustazah who gives lectures or religious advice to the public. Thus, this research opens up space for the use of technology in various positive aspects of education and everyday life. For research, development, and use of artificial intelligence to be carried out with ethical principles, some regulations and restrictions must be followed amidst the turmoil in the development of artificial intelligence. Significant research and development is required to create safe and moral artificial intelligence. Artificial intelligence poses various threats today, such as inequality, unemployment, algorithm bias, fake news, fake videos, algorithm transparency, privacy, and automation. Artificial intelligence experts need to be willing to accept criticism from various fields, especially in an ethical context. If the goal is to achieve results that benefit humans while maintaining human values, then an ethical approach is the basis that must be followed in the academic sphere. Collaboration between ethicists and artificial intelligence is an excellent example of how to make cross-disciplinary educational programs successful [14]. It is essential to understand hyperreality to assess how humans interact with technology in the modern era. With the emergence of virtual entities such as Lentari Pagi, which is a concrete example of how technology can create images that are difficult to distinguish from everyday reality, hyperreality has become an interesting phenomenon to study because it creates something new where the boundaries between objective reality and its representation are increasingly blurred, as shown in Jean Baudrillard explained that technology and digital media strengthen simulation phenomena which cause a mixture of reality and imagination [13]. In Baudrillard's perspective, this change creates a world that is transformed into a simulacrum, where mass media's representations and experiences replace reality [8].

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3.2 Discussion

In this discussion, several important points need to be considered related to the phenomenon of hyperreality, artificial intelligence, and its impact on the use of virtual influencers such as Lentari Pagi. First of all, the existence of virtual influencers reflects the rapid development of artificial intelligence (AI) technology and raises questions about the boundaries between reality and representation. This is to the concept of hyperreality introduced by Jean Baudrillard, where digital images increasingly replace or create more powerful pictures than reality. In this context, Lentari Pagi, as a virtual influencer, creates images that appear natural and alive, making it difficult to differentiate between what is real and what is represented. Furthermore, the interaction between virtual influencers and their followers creates a warm and human engagement. Lentari Pagi has created an atmosphere that makes its followers feel close and comfortable as fans and part of a community involved in warm dialogue. However, this also presents new challenges in distinguishing between the virtual and real worlds, resulting in discussions about the complexity of social media dynamics in shaping opinions and behavior.

There are important ethical considerations in the context of the use of artificial intelligence in virtual influencers. The ethical use of artificial intelligence concerns the protection of user data, fairness in AI-generated decision-making, and the social impact of this technology. It should be emphasized that AI must pay attention to security, privacy, responsibility, and accountability. Transparent regulations and built trust between AI users and developers are vital to ensuring that this technology is used ethically and provides positive benefits for society. In addition, practitioners’ views in this research provide insight into the potential for positive use of AI technology, especially in the education and health sectors. AI can aid innovative learning, precise disease diagnosis, and individualized treatment. This shows that AI technology impacts the digital world and can significantly contribute to improving the overall quality of human life. In this context, further research is needed to understand in depth the implications of using artificial intelligence in the context of virtual influencers and how it affects human interactions with technology in this digital era. Efforts to develop a clear regulatory framework, increase transparency, and build awareness of the ethical use of artificial intelligence are essential to ensure that this technology is used responsibly and provides maximum benefit to society.

4. Related Work

The discourse surrounding hyperreality, artificial intelligence (AI), and virtual influencers such as Lentari Pagi is rich and multifaceted, drawing from various scholarly works and practitioner insights. Through an in-depth examination of existing research, it becomes evident that the emergence of virtual influencers reflects the profound impact of AI technology on social dynamics, blurring the boundaries between reality and representation.

The discourse on hyperreality and virtual influencers, such as Lentari Pagi on Instagram, is a complex and evolving field that intersects artificial intelligence (AI) and social dynamics. Lentari Pagi represents a prime example of how AI technology has blurred the lines between reality and representation, giving rise to virtual entities that engage with audiences in ways that challenge traditional notions of authenticity and influence [16]. Virtual influencers like Lentari Pagi have sparked discussions on the impact of technology on social interactions, with implications for marketing strategies and consumer-brand relationships [17]. These virtual entities operate where the boundaries between the real and the virtual are increasingly intertwined, prompting reflections on the nature of human engagement with AI-driven personas [18]. The emergence of virtual influencers has also led to explorations of the ethical and social implications for brands and consumers engaging with these virtual entities [17]. As technology advances, the use of mixed reality in cultural heritage attractions to enhance visitor experiences showcases the growing integration of virtual elements into physical spaces, further blurring distinctions between the real and the virtual [19]. The immersive nature of virtual reality technologies, like those used by virtual influencers, has expanded user engagement and interaction possibilities, challenging traditional modes of communication and storytelling [20][21].

Moreover, the study of hyperreality and virtual influencers intersects with broader discussions on the future of media and communication, as seen in the exploration of AI representations in various industries and the portrayal of AI in media [22]. The concept of hyperreality extends beyond virtual influencers to encompass a range of digital experiences that challenge conventional understandings of reality, prompting reflections on the nature of perception and representation in an increasingly technologically mediated world [23]. In conclusion, the study of Lentari Pagi and virtual influencers within the context of hyperreality offers a rich
tapestry of insights into the evolving landscape of AI-driven interactions, the blurring of reality and representation, and the ethical considerations surrounding the use of virtual entities in marketing and communication strategies.

Beginning with the concept of hyperreality, scholars have extensively explored Jean Baudrillard’s theories to elucidate the evolving nature of contemporary media landscapes. In the digital age, the proliferation of digital images, simulations, and representations has contributed to constructing hyperreal environments where the distinction between reality and simulation becomes increasingly blurred. Lentari Pagi, as a virtual influencer, embodies this phenomenon by presenting images and experiences that mimic reality to such an extent that they challenge traditional notions of authenticity. Lentari’s ability to engage with followers and cultivate a sense of community further amplifies the hyperreal nature of digital interactions, where the line between virtual and real experiences becomes increasingly nebulous.

Moreover, the ethical considerations surrounding the use of AI in virtual influencer marketing have garnered significant attention in scholarly discourse. Ethical AI governance necessitates transparency, accountability, and data privacy to mitigate potential risks and ensure that AI technologies are deployed in a manner that aligns with societal values and norms. Regulations and guidelines play a crucial role in guiding the responsible development and deployment of AI systems, particularly in sensitive domains such as influencer marketing, where issues of consent, authenticity, and user trust are paramount.

Practitioner perspectives offer valuable insights into the practical applications of AI and virtual influencers across various sectors. Beyond marketing and social media, AI holds immense potential in domains such as education and healthcare. In education, AI-driven personalized learning platforms can cater to individual student needs, enhancing engagement and learning outcomes. Similarly, AI-powered diagnostic tools can facilitate early detection and personalized treatment plans in healthcare, ultimately improving patient outcomes and reducing healthcare disparities. However, practitioners also acknowledge the importance of ethical considerations in developing and deploying AI technologies, emphasizing the need for robust regulatory frameworks and moral guidelines to safeguard against potential harms and ensure equitable access and utilization.

In conclusion, the discourse surrounding hyperreality, AI, and virtual influencers underscores the complex interplay between technology, society, and human interaction. While AI-driven virtual influencers like Lentari Pagi offer novel opportunities for engagement and marketing, they also raise important ethical and societal considerations that warrant careful examination. Moving forward, interdisciplinary research and collaboration between scholars, practitioners, and policymakers will be essential in navigating the moral, social, and technological complexities of AI-driven virtual influencers and ensuring that these technologies are deployed responsibly and ethically for the benefit of society.

5. Conclusion

The hyperreality phenomenon reflected in the interaction of Virtual Influencer Lentari Pagi on the social media platform Instagram produces a virtual environment that increasingly resembles the real world, opening up new potential in various fields, including entertainment, education, and industrial simulation. The virtual influencer trend is experiencing rapid development and high demand, becoming an asset in influencer marketing. Virtual things influencer Lentari Pagi, who is active on Instagram and posts various brands in collaboration with one of the well-known brands, shows the role of virtual influencers in promoting multiple products and services online. Apart from that, the interactive approach applied by Lentari Pagi to connect with its followers creates a warm attachment. Lentari Pagi tries to build closeness with the community in cyberspace. The communication feels very familiar and friendly, giving the impression that the chat does not feel mechanical, as is often the case with interactions with virtual entities. In this way, Lentari Pagi created a situation that made its followers feel closer and more comfortable.

Apart from that, the impact of using artificial intelligence technology (Artificial Intelligence) in creating Virtual Influencers such as Lentari Pagi on the perception of Instagram social media users requires paying attention to one of the main issues, namely maintaining the security and privacy of data collected and used by the AI system. To protect user data, strong security measures and strict privacy policies are needed, and issues of responsibility and accountability behind emerging virtual influencers, as well as trust and transparency, must be taken into account because it is essential to develop methods that increase the transparency of AI systems, explained decisions taken, and enable users to understand and verify the results produced by AI systems because complex AI systems are often complicated for users to understand. However, the transparency carried out by virtual influencer Lentari Pagi seems quite transparent. In his Instagram profile
bio, there is information about the creator responsible for Lentari Pagi’s existence in the realm of social media. In detail, it is stated that Lentari Pagi is the result of the development of Imagine8 Studio, a technology company based in Australia. This information creates a high level of clarity regarding the origins and entity that manages Lentari Pagi, giving its followers a good understanding of the ownership and responsibility behind the virtual character.

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