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The rapid development in the era of Industry 4.0 has brought about technologies with capabilities similar to humans, known as Artificial Intelligence (AI). One example of AI is the virtual influencer. Virtual influencers are the result of advancements from real human influencers supported by technological development processes. They appear to be like real-world individuals, but in reality, they are products of computer graphic technology depicting their daily lives on social media platforms. It is undeniable that the influence of virtual influencers has become comparable to that of humans in the real world. This research aims to understand the hyperreality in the appearance and interaction of the Instagram Virtual Influencer Lentari Pagi and to analyze the impact of artificial intelligence technology on the perceptions and participation of social media users. The research method used is a qualitative approach with interviews and observations as data collection techniques. The results of this study indicate that the hyperreality phenomenon of Lentari Pagi on Instagram creates an environment similar to the real world. As a virtual influencer, Lentari Pagi collaborates with well-known brands, reinforcing influencer marketing trends. In the use of artificial intelligence, Lentari Pagi stands out with transparency regarding security and data privacy.

Keywords: Hyperreality, Artificial Intelligence, Virtual Influencer Lentari Pagi