ABSTRAK

The use of Artificial Intelligence (AI) has transformed the content landscape in the beauty industry on the Instagram platform, particularly among nano influencers. Additionally, the presence of AI has become a distinct advantage in digital marketing. Nano influencers have a 15% higher engagement rate compared to micro influencers on Instagram, measured through likes, comments, shares, and saves. This study employs a qualitative approach using the interview method to explore how the presence and use of AI influence the content creation process of nano influencers. The study involves seven informants: four key informants, two supporting informants, and one expert informant. The findings indicate that AI plays a significant role in facilitating nano influencers in creating engaging and relevant content for their audience. However, other findings from this research reveal that nano influencer communities have their own strengths in developing authentic content and leveraging strong social influence. This study provides deep insights into how AI technology coexists with human strengths in creating added value in the dynamic context of the beauty industry in the digital era.

Key Words: Artificial Intelligence, Beauty Industry, Instagram, Nano influencer.