ABSTRACT

The advancement of technology has opened the world to mutual understanding and appreciation of cultural diversity, providing an opportunity for influencer artists to reach an international audience. In the art world, influencer artists can utilize social media to promote exhibitions, sell artworks, and interact with other art enthusiasts. In Indonesia, artists are facing the challenge of the emergence of AI (Artificial Intelligence), which is capable of creating artworks within minutes. This research aims to analyze the credibility of artist I Wayan Hendrawan as a micro-influencer on Instagram. The method used in this research is a qualitative case study, where the researcher focuses on a single case to gain a deep understanding of a phenomenon. The results of this research show that followers perceive the credibility built by I Wayan Hendrawan on Instagram as creating an impression that he is an original and skilled Balinese artist, a micro-influencer proven to excel in creating paintings using Balinese script. This research concludes that the credibility possessed by @apel_hendrawan is a result of effectively utilizing Instagram to showcase his paintings. By strategically utilizing social media, carefully selecting content, and crafting compelling captions, the micro-influencer artist @apel_hendrawan has successfully established his credibility.

Keywords: *Credibility, Micro Influencer Artist, Artificial Intelligence, Instagram, Painting .*