

## **ABSTRACT**

*This study aims to explore the strategies and beliefs of adolescent girls in dealing with the phenomenon of deepfake photos generated by Artificial Intelligence (AI) on social media. A qualitative research method was employed, involving document analysis and in-depth interviews with 5 key informants and 1 expert informant. Findings indicate that two points from social cognitive theory, namely self-efficacy expectations and outcome expectations, play pivotal roles in shaping the strategies and beliefs of adolescent girls in addressing the phenomenon of deepfake photos generated by Artificial Intelligence (AI) on social media. The research results provide new insights into key elements for the success of strategies and beliefs among adolescent girls facing the phenomenon of deepfake photos generated by Artificial Intelligence (AI) on social media. Practical implications offer guidance, especially for women using social media, on appropriate ways to confront the phenomenon of deepfake photos generated by Artificial Intelligence (AI) on social media. The findings are expected to benefit female social media users seeking to protect themselves from the dangers of deepfake photos generated by Artificial Intelligence (AI) on social media.*

**Keywords:** *women, artificial intelligence, deepfake photo, social media, social cognitive theory.*