

ABSTRACT

The emergence of @lentaripagi as Indonesia's first virtual idol developed through artificial intelligence (AI) exemplifies a novel form of digital identity construction in the era of advanced technology. This study aims to examine the personal branding strategies employed through the Instagram platform, utilizing a qualitative approach and netnographic methods. Erving Goffman's dramaturgical theory serves as the analytical framework to assess how the front stage is consistently utilized in crafting a structured and appealing self-representation. The findings reveal that @lentaripagi successfully presents an authentic and sustained persona, despite the absence of a back stage typically found in real human actors. Narrative construction, visual aesthetics, and curated social interactions managed by the development team significantly contribute to fostering emotional engagement with the audience. This study offers a conceptual contribution to the understanding of AI-based personal branding strategies within the framework of digital culture and contemporary communication.

Keywords: *Artificial Intelligence; Dramaturgy; Instagram; Personal Branding; Virtual Idol*