

DAFTAR PUSTAKA

- Alaslan, A. (2021). Metode Penelitian Kualitatif. In *PT. Rajagrafindo Persada*.
- Aliyah, W., & Cahyono, H. B. (2022). Analisis Dramaturgi Self Presentation Presenter Program Acara Moy Tamoyan Jember 1 Tv. *Respository Universitas Muhammadiyah Jember*, 1–23.
- Allal-Chérif, O., Puertas, R., & Carracedo, P. (2024). Intelligent influencer marketing: how AI-powered virtual influencers outperform human influencers. *Technological Forecasting and Social Change*, 200(December 2023). <https://doi.org/10.1016/j.techfore.2023.123113>
- Amoako, G., Omari, P., Kumi, D. K., Agbemabiase, G. C., & Asamoah, G. (2021). Conceptual Framework—Artificial Intelligence and Better Entrepreneurial Decision-Making: The Influence of Customer Preference, Industry Benchmark, and Employee Involvement in an Emerging Market. *Journal of Risk and Financial Management*, 14(12). <https://doi.org/10.3390/jrfm14120604>
- Avicenna, F., & Zabrina, B. T. (2022). PERSONAL BRANDING TRAVEL BLOGGER MELALUI MEDIA SOSIAL INSTAGRAM (Analisis Isi Pesan pada akun @her_journeys). *Jurnal Netnografi Komunikasi*, 1(1), 14–19. <https://doi.org/10.59408/netnografi.v1i1.2>
- Azizah, N. (2024). *The Effectiveness Of Instagram Captions In Enhacing Students' Writing*. 1(1), 1–23.
- Azzahra, J., & Christin, M. (2024). The Hyperreality of Virtual Influencer Lentari Pagi on Instagram. *International Journal Software Engineering and Computer Science (IJSECS)*, 4(1), 165–174. <https://doi.org/10.35870/ijsecs.v4i1.2304>
- Bertha, K. S., & Saskia, N. (2023). PENGARUH PERSONAL BRANDING JOVI ADHIGUNA DI INSTAGRAM TERHADAP MINAT FASHION ANDROGINI (Survey Pada Followers Akun Instagram @ joviadhiguna). *Jurnal Netnografi Komunikasi*, 1(2), 1–12. <https://doi.org/10.59408/netnografi.v1i2.3>
- Bilqis, T. D., Alfiani, M. R., Gayatri, F. A., & Cuhandi. (2024). Dramaturgi Dalam Media Sosial: Second Account Di Instagram Sebagai Self Disclosure. *HUMANUS : Jurnal Sosiohumaniora Nusantara*, 1(2), 155–164. <https://doi.org/10.62180/914e5g76>
- Bonsu, A. O., & Anim-wright, K. (2024). *Personal Branding : A Systematic Literature Review*. 16(1), 30–38. <https://doi.org/10.5539/ijms.v16n1p30>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications, Inc.
- Crippen, M. (2023). *Conceptual and moral ambiguities of deepfakes: a decidedly old turn*. 202. <https://doi.org/https://doi.org/10.1007/s11229-023-04250-y>
- Dewan, S. D. (2020). The Role of Personal Image in Personal Branding. *Cuadernos Del Centro de Estudios de Diseño y Comunicación*, 118, 29–38. <https://doi.org/10.18682/cdc.vi118.4146>
- Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., Duan, Y., Dwivedi, R., Edwards, J., Eirug, A., Galanos, V., Ilavarasan, P. V., Janssen, M., Jones, P., Kar, A. K., Kizgin, H., Kronemann, B., Lal, B., Lucini, B., ... Williams, M. D. (2021). Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 57(August 2019), 101994. <https://doi.org/10.1016/j.ijinfomgt.2019.08.002>
- Eriyanto, & Asri, N. (2021). *Metode netnografi: Pendekatan kualitatif dalam*

- memahami budaya pengguna media sosial.* Remaja Rosdakarya.
- Fernandez, A. (2022). "Deep fakes": disentangling terms in the proposed EU Artificial Intelligence Act. 85. <https://doi.org/doi.org/10.5771/2568-9185-2021-2-392>
- Friedrichs, R. W. (1970). *A Sociology of Sociology*. Free Press.
<https://books.google.co.id/books?id=5lvCzgEACAAJ>
- Gambín, Á. F., Yazidi, A., Vasilakos, A., Haugerud, H., & Djenouri, Y. (2024). Deepfakes: current and future trends. In *Artificial Intelligence Review* (Vol. 57, Issue 3). Springer Netherlands. <https://doi.org/10.1007/s10462-023-10679-x>
- Goel, A. (2019). A Cognitive Reformation. *Topics in Cognitive Science*, 11(4), 892–901. <https://doi.org/https://doi.org/10.1111/tops.12469>
- Goffman, E. (1959). The Presentation of Self in Everyday Life. In *Urban Life* (Vol. 15, Issue 1). NY: Doubleday-Anchor.
<https://doi.org/10.1177/0098303986015001004>
- Hanawi, A., Saat, M., Zulkafly, M., Hazlenah, H., Taibukahn, N., Yoganathan, D., Abdul, N., Mohd, N. A., Abdul, F., & Low, F. (2020). Impact of a Healthy Lifestyle on the Psychological Well-being of University Students. *International Journal of Pharmaceutical Research and Allied Sciences*, 9(2–2020), 1–7. <https://ijpras.com/article/impact-of-a-healthy-lifestyle-on-the-psychological-well-being-of-university-students>
- Haristianti, F. (2023). *Profil dan Biodata Lentari Van Lorainne, Selebgram AI Asal Indonesia*. IDN Times. <https://www.idntimes.com/hype/entertainment/sierra-citra/profil-dan-biodata-lentari-van-lorainne?page=all>
- Haroen, D. (2014). *Personal Branding*. Gramedia Pustaka Utama.
<https://books.google.co.id/books?id=iKBLDwAAQBAJ>
- Harsono, A., & Aisyah, V. N. (2023). Self-Presentation on Male Influencers in Surakarta on Instagram. *Proceeding ISETH (International ...*, 1629–1639. <https://proceedings.ums.ac.id/index.php/iseth/article/view/4556%0Ahttps://proceedings.ums.ac.id/index.php/iseth/article/download/4556/4192>
- Healey, J. (2020). Artificial intelligence [Chapter 1]: Ethics and regulation. In *Artificial Intelligence*. The Spinney Press.
<https://search.informit.org/doi/10.3316/informit.T2024051800008000396548650>
- Jacobsen, B. N., & Simpson, J. (2024). The tensions of deepfakes. *Information Communication and Society*, 27(6), 1095–1109.
<https://doi.org/10.1080/1369118X.2023.2234980>
- Jacobson, J. (2020). You are a brand: social media managers' personal branding and "the future audience." *Journal of Product and Brand Management*, 29(6), 715–727. <https://doi.org/10.1108/JPBM-03-2019-2299>
- Jaelani, D., Kamil, R., Uno, S. S., Mahfud, M., Thohir, E., Harimukti, A., & Kepribadian, Y. (2024). *Personal Branding Agus Harimurti Yudhoyono Melalui Media Sosial Youtube @ AgusYudhoyono Agus Harimurti Yudhoyono 's Personal Branding Through Social Media Youtube @ AgusYudhoyono Branding Atta Halilintar sebagai Influencer Sebagai Penyanyi Cover Korea Po. 13(1)*.
- Kozinets, R. (2010). *Netnography: Doing Ethnographic Research Online*.
- Lahur, M. F. (2023). *Viral Selebgram AI Lentari Van Lorainne, Ini Profilnya*. Tempo.Co. <https://tekno.tempo.co/read/1767964/viral-selebgram-ai-lentari-van-lorainne-ini-profilnya>
- Lubowiecki-Vikuk, A., Dąbrowska, A., & Machnik, A. (2021). Responsible

- consumer and lifestyle: Sustainability insights. *Sustainable Production and Consumption*, 25, 91–101. <https://doi.org/10.1016/j.spc.2020.08.007>
- Maharani, F., Science, V., Chishiki, P. T., & Indonesia, N. (2023). User Frustration in Human-AI Interactions: Responses and Implications of Negative Engagement with AI Characters. *Journal of Innovations in Virtual Technology*, 1(1), 1–6.
- Maye-Banbury, A. (2021). All the world's a stage: How Irish immigrants negotiated life in England in the 1950s/1960s using Goffman's theory of impression management. *Irish Journal of Sociology*, 29(1), 32–53. <https://doi.org/10.1177/0791603520939806>
- McCarthy, J. (2007). From here to human-level AI. *Artificial Intelligence*, 171(18), 1174–1182. <https://doi.org/10.1016/j.artint.2007.10.009>
- McNally. (2011). *Be Your Own Brand*. Berrett-Koehler. <https://books.google.co.id/books?id=3oHwtrIsos4C>
- Mhlanga, D. (2020). Industry 4.0 in finance: the impact of artificial intelligence (ai) on digital financial inclusion. *International Journal of Financial Studies*, 8(3), 1–14. <https://doi.org/10.3390/ijfs8030045>
- Miles, M. B., & Huberman, A. M. (1994). Qualitative data analysis: An expanded sourcebook, 2nd ed. In *Qualitative data analysis: An expanded sourcebook*, 2nd ed. (pp. xiv, 338–xiv, 338). Sage Publications, Inc.
- Moelong, L. J. (2017). *Metode Penelitian Kualitatif*. Remaja Rosdakarya.
- Montoya, P., & Vandehey, T. (2008). *The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace*. McGraw Hill LLC. https://books.google.co.id/books?id=Keuf3qByh_IC
- Mulyadi, F. (2023). Strategi Personal Branding Prabowo Subianto Sebagai Capres Melalui Media Sosial. *Journal Of Global Humanistic Studies Philosophiamundi.Id*, 1(1), 1.
- Mulyana, D. (2023). *Metode Penelitian Kualitatif: Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Remaja Rosda karya.
- Mustika, A. Y., Amalia, M. R., Aulia, M. H., Putri, N. M., Alam, N. G., Amri, S. A., Syifani, S. S., Azzahra, S. P., & Aisyah, U. K. (2024). Penggunaan Artificial Intelligence (AI) Dalam Proses Kegiatan Belajar di Mata Kuliah IPA Dasar Mahasiswa Pendidikan IPA Universitas Negeri Semarang. *Jurnal Analis*, 3(1), 112–122.
- Nurhalimah, N., & Turistiati, A. T. (2020). Instant Personal Branding Calon Legislatif Melalui Instagram. *Jurnal Komunikasi Global*, 8(2), 174–189. <https://doi.org/10.24815/jkg.v8i2.14971>
- Patilima, H. (2004). *Metode Penelitian Kualitatif*. Alfabeta.
- Perengkungan, E., & Becky, T. (2012). *Personal Brand inc*. PT Gramedia Pustaka Utama.
- Praptiningsih, N. A., Handayani, S., & Agustini, V. D. (2022). Dramaturgy analysis in self-presentation of smokers. *Informasi*, 52(2), 245–252. <https://doi.org/10.21831/informasi.v52i2.52956>
- Puspasari, D. (2023). *Lentari van Lorainne, Diklaim Selebgram AI Pertama dari Indonesia*. Hot.Detik.Com. <https://hot.detik.com/celeb/d-6919909/lentari-van-lorainne-diklaim-selebgram-ai-pertama-dari-indonesia>
- Ramadhani, Y., & Susanti, R. (2024). Dramaturgi Pengemis Badut Karakter Di Kota Pekanbaru. *Jurnal Nakula : Pusat Ilmu Pendidikan, Bahasa Dan Ilmu Sosial*, 2(1), 8–20.
- Rohmah, S. N., & Haqqu, R. (2024). The Role of Artificial Intelligence (Chat GPT) in the Development of Technology and Communication. *Jurnal Teknologi*

- Informasi Dan Komunikasi*, 8(4), 2024. <https://doi.org/10.35870/jti>
- Rzevski, G. (2024). *Artificial intelligence in engineering: past, present and future*. 8.
- Salsabila, A., Herlambang, F., Syakira, M. S., Immanuel, S., & Susiswani, F. (2025). *Efek Konsumsi Konten Hiburan Digital terhadap Manajemen Stres di Komunitas Discord @ motionime*. 4(1), 39–51.
<https://doi.org/10.54259/mukasi.v4i1.3935>
- Somogyi, A. (2023). *Are Deepfakes a Threat? Redefining Deepfake-AI Through Popular Culture &the Everyday*. June.
https://www.etd.ceu.edu/2023/somogyi_alice.pdf
- Sugiyono. (2017). *Metode penelitian kuantitatif kualitatif dan R & D*. Alfabeta.
- Ulya, I., & Salehudin, A. (2020). *Ijtimā’ iyya : Journal of Muslim Society Research. Ijtimā’iyya: Journal of Muslim Society Research*, 4(1), 90–101.
- Wei, Z., Zhang, M., & Qiao, T. (2022). Effect of personal branding stereotypes on user engagement on short-video platforms. *Journal of Retailing and Consumer Services*, 69(21), 103121. <https://doi.org/10.1016/j.jretconser.2022.103121>
- Winduwati, S., & Irena, L. (2024). *Dramaturgy and the Phenomenon of Instagram Multi-Account Usage Among Gen Z in Bali Dramaturgi dan Fenomena Penggunaan Multiakun Instagram pada Kalangan Gen Z di Bali*. 525–537.
- Wire, P. (2024). *AI-DOL: Revolutionising the Future of Entertainment with AI-Powered Virtual Idols*. Antara News.
<https://en.antaranews.com/news/310938/ai-dol-revolutionising-the-future-of-entertainment-with-ai-powered-virtual-idols>
- Yu, Y., Kwong, S. C., & Bannasilp, A. (2023). Virtual idol marketing: Benefits, risks, and an integrated framework of the emerging marketing field. *Heliyon*, 9(11), e22164. <https://doi.org/10.1016/j.heliyon.2023.e22164>
- Yuliani, H., & Ibrahim, J. T. (2024). *Dramaturgy of Political Actors on Social Media*. 13(9), 51–55. <https://doi.org/10.35629/7722-13095155>
- Zeng, Z. (2023). The Presentation of Self in Social Media: Re-analysis of Front and Backstage Concepts. *Lecture Notes in Education Psychology and Public Media*, 9(1), 230–236. <https://doi.org/10.54254/2753-7048/9/20230183>