

# Strategies of Virtual Influencers Crafting Viral Content in Indonesia

Zhafira Zenobia<sup>1</sup>, Maylanny Christin<sup>2\*</sup>

<sup>1,2</sup>Communication Science Study Program, Faculty of Communication and Social Sciences, Universitas Telkom, Bandung, Indonesia.

<sup>1,2</sup>Jl. Telekomunikasi No. 1, Bandung Terusan Buahbatu - Bojongsoang, Sukapura, Kec. Dayeuhkolot, Kabupaten Bandung, Jawa Barat 40257

<sup>1</sup>zhazeee11@gmail.com, <sup>2</sup>maylannychristin@telkomuniversity.ac.id\*

## Abstract

*Virtual influencers are becoming increasingly popular on social media, with many major brands targeting young consumers preferring virtual influencers as they are easier to manage compared to human influencers. This study aims to analyze the digital storytelling strategies and representations of virtual influencers from various countries, specifically Indonesia, the United States, and Brazil, on social media platforms like TikTok. Using a qualitative method with narrative analysis, this study found that virtual influencers reflect significant cultural and market differences based on their promotional focus and content style. For instance, Indonesian virtual influencer Arbie Seo promotes products from the brand Nabati, and Lentari Pagi focuses on promoting sports events like e-football. Meanwhile, American virtual influencer Lil Miquela collaborates with major brands like Dior, and Lu do Magalu from Brazil promotes household products. Digital storytelling is compelling as it unconsciously draws audiences into following storylines by integrating multimedia elements presented by virtual influencer content. This strategy not only enhances audience engagement but also increases the potential for content to go viral. This study provides insights into how virtual influencers build audience connections through storytelling and appealing representations.*

**Keywords:** Virtual Influencer, Digital Storytelling, Representation, TikTok

Submitted: 05-12-2024

Accepted: 25-12-2024

Published: 27-12-2024

# Strategi Influencer Virtual Membuat Konten Viral di Indonesia

## Abstrak

Influencer virtual semakin populer di media sosial, dengan banyak merek besar yang menargetkan konsumen muda lebih memilih influencer virtual karena lebih mudah dikelola dibandingkan influencer manusia. Tujuan penelitian ini untuk menganalisis strategi digital storytelling dan representasi influencer virtual dari berbagai negara, khususnya Indonesia, Amerika Serikat, dan Brasil, di platform media sosial seperti TikTok. Menggunakan metode kualitatif dengan analisis naratif, penelitian ini menemukan bahwa influencer virtual mencerminkan perbedaan budaya dan pasar yang signifikan berdasarkan fokus promosi dan gaya konten. Contohnya, influencer virtual asal Indonesia Arbie Seo, terlibat dalam promosi produk nabati, Lentari Pagi promosi acara olahraga seperti e-football. Sementara itu, influencer virtual asal Amerika Serikat, Lil Miquela, bekerja sama dengan merek-merek besar seperti Dior, serta Lu do Magalu dari Brasil

mempromosikan produk rumah tangga. Digital storytelling menarik karena dapat membuat audiens tanpa sadar mengikuti alur cerita dengan mengintegrasikan elemen multimedia yang disajikan oleh konten virtual influencer. Strategi ini tidak hanya meningkatkan keterlibatan audiens tetapi juga memperbesar peluang konten menjadi viral. Penelitian ini memberikan wawasan tentang cara influencer virtual membangun hubungan audiens melalui storytelling dan representasi yang menarik.

**Kata Kunci:** *Influencer Virtual, Penceritaan Digital, Representasi, TikTok*

## INTRODUCTION

Virtual influencers, also known as computer-generated or AI influencers, are characters created using computer-generated imagery and have gained significant popularity among marketers (Thomas & Fowler, 2020). Virtual Influencers are digital characters that often appear human-like and act as influencers on social media. They create content in various fields such as fashion, music, art, sports, environmental issues, and mental health (Choudhry, Han, Xu, & Huang, 2022). These digital or virtual influencers possess characteristics, communication skills, and the ability to create emotional interactions similar to real humans (E. S. Silva & Bonetti, 2021). Virtual or digital influencers have become significant figures, not only on social media but also in advertising, marketing communications (Byun & Ahn, 2023), brand representation, and the fashion industry (E. S. Silva & Bonetti, 2021). Virtual influencers create and share brand-related content, such as messages, photos, blogs, and videos on their personal social media accounts (Ge & Gretzel, 2018). These virtual influencers are considered more appealing, trustworthy, and cost-effective compared to traditional advertising, making them an important part of social media marketing campaigns

(Kapoor, Balaji, Jiang, & Jebarajakirthy, 2022).

As a technological innovation on social media, virtual influencers have their own unique characters and engaging backstories that encourage interaction between social media users and these virtual influencers. Virtual influencers represent a new category of social media influencers, sharing similarities with traditional influencers, except for the fact that they are not human (Byun & Ahn, 2023). They do not represent the self-identity of real humans. While some celebrities use digital avatars of themselves, virtual influencers are not replicas of real people. Virtual influencers have gained significant attention among consumers (Roy & Chakraborty, 2023). Renowned brands targeting younger audiences, such as Gucci, Balmain, Dior, IKEA, and Calvin Klein, increasingly prefer virtual influencers, which are easier to control, over human influencers (Muslimah & Sunengsih, 2023). Audiences interact with virtual influencers on social media as if they were real humans, even though they know these influencers are not physically real. They still engage with them in the same way they do with real people (Oktan, 2024). In this context, representation begins to replace reality, seemingly acquiring its own value and meaning (Shin & Lee, 2023). Consequently,

audiences trust these influencers and tend to imitate their behaviors and the products they endorse (Andersson, Sobek, & Tim, 2020). Furthermore, the more personal and authentic the information shared by influencers in their social media content, the greater their potential to attract followers and influence the decisions of their audience (Hudders, De Jans, & De Veirman, 2021).

The virtual influencer market is experiencing rapid growth, with a compound annual growth rate (CAGR) of 38.9% from 2023 to 2030, compared to human influencers, who are growing at a CAGR of only 17.9% during the same period (Ansari, 2024). This data highlights how virtual influencers are increasingly capturing global market attention, supported by advantages such as flexibility, lower costs, and reduced reputational risks compared to human influencers.

Some virtual influencers achieve audience reach and engagement levels that surpass those of real humans (Muniz, Stewart, & Magalhães, 2024). Brands in industries such as fashion, beauty, automotive, humor, and others have shifted to using virtual influencers as a solution for their influencer marketing needs (Sands, Campbell, & Plangger, 2022). Virtual influencers offer various advantages over human influencers (Meng, Bie, Yang, & Wang, 2024). Virtual influencers continue to grow on social media (Mrad, Ramadan, & Nasr, 2022). Companies focusing on content creation and delivering advertising messages design virtual influencers to ensure full control over their behavior and the content they produce (Rodrigo-

Martín, Rodrigo-Martín, & Muñoz-Sastre, 2021). Virtual influencers can be entirely controlled (Yu-Hao & Yuan, 2023), and will always adhere to the scripts or contracts agreed upon. They do not face the same risks as human influencers, such as unpredictable behavior, scandals (Claeys, Charry, & Tessitore, 2024), violations of advertising regulations, or other personal issues (Sorosrungruang, Ameen, & Hackley, 2024).

However, the content produced by virtual influencers currently often lacks strong storytelling elements or a detailed presentation of their characters. One specific approach to creating more engaging content is through the use of digital storytelling (Nicoli, Henriksen, & Komodromos, 2022). Virtual influencers can also employ self-representation tactics aimed at blurring the lines between reality and the virtual world, as well as between humans and human-like entities. This approach is designed to spark curiosity and intrigue (Byun & Ahn, 2023). An appropriate content strategy serves as a guide to ensure the content is well-directed and achieves its intended goals, especially on platforms like TikTok (Ricko & Junaidi, 2019). Without a proper content strategy, virtual influencers risk losing exposure and engagement with their audience, potentially leading to the end of their operations. Digital influencers create a sense of closeness and accessibility by sharing their daily lives and regularly interacting with their followers (Oktan, 2024). Virtual influencers have become one of the most exciting innovations in digital marketing, with market growth far surpassing that of human influencers. Their popularity stems from their ability to leverage creative visuals, audio, and unique

narratives that emotionally connect with consumers. Virtual influencers captivate audiences by combining visual and audio elements creatively on platforms like TikTok.

Several female virtual influencers are quite popular on social media, especially on TikTok, including Miquela Sousa (Lil Miquela), Arbie Seo, Lentari Pagi, and Lu Do Magalu. These four influencers come from different countries with unique characteristics and content themes, but all possess distinctive traits that make them appealing. Lu do Magalu, from Brazil, has over 6 million followers and earns approximately \$33,000 per Instagram post (Sorosrungruang et al., 2024).

Lu do Magalu from Brazil focuses more on lifestyle content, product reviews, and representing major retail brands such as Magazine Luiza. Currently, Lu do Magalu has 7.3 million followers on TikTok. On the other hand, another virtual influencer who managed to secure sponsorships from over 60 brands in just six months is Lil Miquela (de B. Silva & Campos, 2022). Lil Miquela, from the United States, is among the top six most popular avatar influencers in the world and has collaborated with renowned fashion brands like Prada and Calvin Klein (Drenten & Brooks, 2020). She was created by two advertising agencies based in Los Angeles and London. Miquela is known as an influencer, singer, activist, and a young woman actively sharing her daily life, the rights she advocates for, such as support for LGBTQ+ rights, and the products she uses (Lee, 2021). She has currently amassed 3.4 million followers on TikTok.

Arbie Seo, from Indonesia, has a strong high school student persona with a touch of Sundanese culture. She often

uses the Sundanese language and conveys the warmth typical of Bandung people in her content. As of 2024, Arbie has 1.4 million followers on TikTok. Meanwhile, Lentari van Lorraine, or commonly known as Lentari Pagi, also hails from Indonesia. Lentari captivates her audience with her sexy and cheerful persona on social media, boasting 129,000 followers on TikTok.

Arbie Seo from Indonesia is portrayed as a relatable high school student from Bandung, while Lentari embodies a sporty and health-conscious young woman. Lu do Magalu represents a career woman and warm homemaker, whereas Lil Miquela is depicted as a trend-savvy youth with luxurious possessions. These unique and varied narratives are enriched with storytelling elements resembling real human experiences, such as sharing daily activities, making them relatable and engaging for audiences. This study aims to explore how digital storytelling can serve as a content strategy utilized by virtual influencers and how the representations of Arbie Seo, Lu Do Magalu, Lil Miquela, and Lentari Pagi as virtual influencers attract audience attention on TikTok.

## METHODS OF RESEARCH

This study employs a descriptive qualitative approach, which is used to explore and understand the meaning perceived to emerge from social or human issues by individuals or specific groups (Creswell & Creswell, 2018). This study employs narrative analysis, a research method in the humanities where researchers study an individual's life by asking one or more participants to share their life stories. The data and information gathered are

then reorganized by the researcher into a sequential narrative. Narrative analysis often integrates perspectives from both participants and researchers, resulting in a collaborative story (J. Creswell & Creswell, 2018).

Narrative analysis is a qualitative research method that seeks to understand an individual's identity and perspectives through the stories they hear or share in their daily lives. This method operates as a paradigm that collects descriptions of events or experiences and then organizes them into a coherent narrative reflecting human experiences (Webster & Metrova, 2007).

## DATA COLLECTION

Data collection in this study was conducted through an in-depth observation of the content uploaded by virtual influencers on the TikTok platform. This process involved direct monitoring of the activities of TikTok accounts belonging to virtual influencers, namely Arbie Seo with the TikTok account @arbie\_seo, Lentari Pagi with the TikTok account @lentari.pagi, Lil Miquela with the TikTok account @lilmiquela, and Lu do Magalu with the TikTok account @magalu. Each post was analyzed in depth, including video content, captions, and comments received from the audience. This process aimed not only to understand their content strategies but also to observe how interactions occur between the virtual influencers and their followers on the social media platform.

In addition, supplementary data were collected through documentation, such as profile analysis of the influencers, the types of content they produced, and audience engagement patterns on each post. This

analysis considered various elements, such as the frequency of posts and user responses in the form of comments, likes, and shares. This information provides a comprehensive overview of the content strategies employed by virtual influencers to build audience engagement.

This documentation enables researchers to identify consistent interaction patterns between virtual influencers and their followers. The interaction patterns described include the observation of audience reactions to the uploaded content, focusing on how users engage with videos, captions, and comments shared by virtual influencers. These reactions are analyzed to understand the depth and nature of the relationship between the influencers and their followers. Additionally, the researchers examined posting frequency and engagement patterns, documenting how often virtual influencers share content and the audience's responses, such as the number of comments, likes, and shares, which provide insights into the effectiveness of content strategies. Furthermore, the analysis emphasized the strategies and representation of content, exploring how influencers create virality and foster engagement. This includes leveraging elements of digital storytelling and TikTok features such as duets, filters, trending music, and more. These patterns encompass explicit communication through captions or comments and implicit representation through visual and audio narratives or content style.

Furthermore, it offers insights into how each influencer adapts to audience preferences and how they utilize TikTok's features to enhance digital engagement.

Thus, this study can reveal how the representations they display, both explicitly and implicitly, on TikTok, and the strategies used by virtual influencers to create content virality on social media platforms.

## DATA ANALYSIS

The data analysis in this study was conducted using a narrative analysis approach, a qualitative research method aimed at understanding an individual's identity, perspectives, and life experiences through the stories they share. According to Creswell in *Qualitative Inquiry & Research Design* (2013), narrative analysis involves collecting stories from various sources, such as observations, documents, images, and other qualitative data, while considering the cultural, historical, or contextual background of the participants and identifying significant emerging themes. This method also creates a collaborative narrative by combining the perspectives of both participants and researchers to produce a sequential story reflecting human experiences (Creswell & Creswell, 2018). Webster and Metrova (2007) emphasized that this approach not only describes events or experiences but also organizes them into a structured narrative to depict an individual's life. One type of narrative analysis is biographical study, which focuses on the life stories of individuals as the primary subject of research.

## RESULTS AND DISCUSSION

This research explores the content strategies used by virtual influencers on TikTok. To answer the research questions, data was gathered through observation and

in-depth analysis of the content uploaded by the virtual influencers. The study focused on the differences in content pillars among virtual influencers from different countries and how each virtual influencer builds their unique identity through their content.

## THE CONCEPT OF VIRTUAL INFLUENCER

Virtual influencers are computer-generated characters designed to resemble and act like real humans on social media, even though they lack a physical presence in the real world. Virtual influencers have emerged as a new phenomenon on social media, raising numerous questions about their evolution, ethics, and roles. These characters are created using computer technology with varying levels of complexity, allowing them to have high image quality and appear very realistic. Virtual influencers are typically created to capture the attention of a large audience and to promote products, brands, or convey specific messages (Berryman, Abidin, & Leaver, 2021). These influencers are often utilized as effective marketing tools to promote products and services across various industries, such as fashion, music, gaming, and education (Conti, Gathani, & Tricomi, 2022).

Tasks performed by virtual influencers, such as posting content and responding to follower comments, are typically managed by professional management teams or creative teams, or even automated with the help of AI (Wibawa, Pratiwi, Wahyono, Hidayat, & Adiasari, 2022). Currently, most virtual influencers are managed by human teams (Thomas & Fowler, 2020). The creation of virtual influencers can be

designed with high flexibility according to existing needs. For example, on the TikTok platform, there is Arbie Seo, who explains the character creation process alongside its creator. There are three main methods for creating virtual influencer visuals, utilizing advanced technology to produce engaging and realistic characters.



**Figure 1. Character Creation Process**

Source :Arbie Seo's TikTok(2023)

The first method is the use of motion capture, where data from the movements of a human actor is recorded and applied to a 3D character. This technology allows the movements of virtual characters to appear very realistic and mimic human motion naturally. In this way, the interaction between the virtual influencer and the audience becomes more engaging, as the character can move and react similarly to a human.

Next, the second method is AI-based face replacement, which enables the virtual character to display natural facial expressions that fit the situation. This technology uses artificial intelligence

to analyze and mimic human facial expressions, allowing the virtual character to communicate more effectively and emotionally. This is crucial for enhancing the connection between the virtual influencer and their followers, as appropriate facial expressions can convey deeper feelings and nuances.

The third method is the ability to manifest the character as a robot. This makes the virtual influencer more than just a digital avatar; they can function as a physical entity that interacts with the audience in the real world. By combining these three methods, virtual influencers can establish a deeper and more authentic relationship with their followers, both virtually and physically. Not only Arbie Seo, but each virtual influencer also utilizes different combinations of technology to create unique appearances and interactions with their audience.

Lentari Pagi adopts a hybrid model where the body is portrayed by a real human actor, while the face is replaced using AI-based face replacement technology. This method enables natural and realistic body movements, while AI-generated facial expressions can be adjusted to fit specific situations. The combination of a real human body and AI-based facial features creates a seamless blend of realism and digital artistry, enhancing the character's ability to emotionally connect with audiences on TikTok.

Meanwhile, Lil Miquela employs a dual-model approach by combining 3D character modeling and AI-based face replacement. 3D technology is used to create a fully virtual body, providing complete creative control over the character's

physical appearance and movements. On the other hand, the use of AI-based face replacement allows Lil Miquela to display realistic and expressive facial expressions, even though her body is occasionally portrayed by a real human.

In contrast, Lu do Magalu relies entirely on 3D character modeling for her virtual presence. Although not fully involving physical elements or AI-based facial features, Lu do Magalu consistently presents herself as a stylish and coherent virtual entity. However, in some content, Lu do Magalu occasionally showcases parts of a real human body, such as hands or feet, though without fully revealing a face. This combination makes Lu do Magalu's appearance resemble a real human, creating a realistic and engaging impression for the audience.

Through this combination of technologies, virtual influencers have the potential to become more than just a collection of images or videos. They can serve as interactive agents capable of communicating and collaborating with the audience in various ways. This opens up new opportunities for brands and companies to reach their audiences in more innovative and engaging ways.

## REPRESENTATION OF VIRTUAL INFLUENCERS

Representation is not just about what is shown, but also about the method of delivery that can influence how people understand or feel about that information (Rudzika, 2024). Human-like characteristics are a crucial aspect of attracting audiences and increasing their engagement with virtual influencers (Yan, Xia, Jiang, &

Lin, 2024). Virtual influencers become more captivating when supported by creative content and well-crafted personas (Sorosrungruang et al., 2024).

Virtual influencers from different countries have unique appeal on TikTok, particularly through their distinct characteristics in their content. Each influencer is designed to represent a specific persona that draws audiences in different ways. These personas are reflected not only in their visual appearance but also in their narratives, interactions, and the values they convey through their content. The representation of virtual influencers can reflect relevant values and social issues. Many virtual influencers are involved in social campaigns, such as environmental awareness or women's empowerment, which helps them become influential voices in society. By adopting these issues, they do not just serve as entertainers but also as agents of change. In terms of the types of viral content provided, each AI influencer has its own focus. Arbie Seo often features content about daily life and trends, such as humorous sketches about school canteens and brand promotions like Richeese.

Lentari Pagi, on the other hand, highlights everyday life content, such as playing soccer on a field, while also endorsing games and sports events. Lu do Magalu focuses more on reviewing household items and sharing relatable moments, like preparing for Christmas in a personal and engaging way. Meanwhile, Lil Miquela frequently shares stories about her daily life, from salon visits and OOTD photos with luxury items to personal narratives that reflect the life of a public figure in Western culture.



The meaning of their representation can be interpreted as a form of digital innovation aimed at connecting local and global cultures with a broader audience. Their presence not only provides entertainment but also creates a new space for interaction between technology and culture, resulting in unique content appeal.

Thus, the representation of virtual influencers is not only about their physical appearance or the content they share, but also about how they connect with the audience on an emotional and social level. They create a space for followers to feel valued and engaged, forming a broader community in the digital world.

#### Arbie Seo From Indonesia

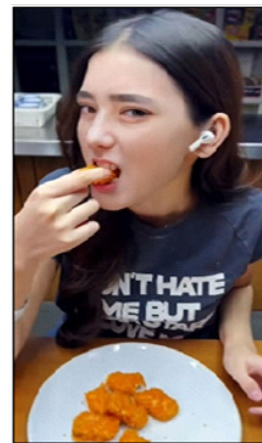
Arbie Seo's TikTok account named @arbie\_seo currently has 1.4 million followers. Arbie Seo's primary character emphasizes a beautiful, intelligent, kind-hearted, and courageous persona, which is consistently showcased through her engaging content. Arbie Seo represents a fusion of Indonesian and Korean cultures. This is evident in the way Arbie wears traditional attire like batik, blended with Korean cultural elements. The name «Seo» itself refers to Seo Jung Jin, one of Korea's wealthiest figures, further enhancing the Korean cultural nuance in her identity. However, Arbie also reflects the distinctive characteristics of the Sundanese people, deeply rooted in local values.

Sundanese character is often described as *cageur* (healthy), *bageur* (kind), *bener* (righteous), *singer* (mindful), *wanter* (courageous), and *pinter* (intelligent). These values have been a foundation of Sundanese society since the era of the Salakanagara, Tarumanagara, Sunda-

Galuh, and Pajajaran kingdoms, and they are still upheld today. These traits are evident in Arbie's personality, which is friendly, kind-hearted, and intelligent in presenting her content, making it relatable to her audience's daily lives. Through her distinctive and polite manner of speaking, Arbie reinforces her image as a figure who combines traditional Indonesian culture, particularly Sundanese, with modern and global elements like the Korean Wave.

Her friendly and smart personality is evident in various TikTok videos, such as quiz competitions with friends and the 'Warung Depan Sekolah' (WDS) series, where she interacts warmly with a school canteen vendor. This type of content creates a familiar and nostalgic atmosphere for her audience, often evoking memories of high school life.

Arbie's character draws inspiration from Sundanese culture, particularly the values associated with the people of



**Figure 2. Arbie Seo's TikTok Content**

Source :Arbie Seo's TikTok(2024)

Bandung, who are known for being 'someah', a term that reflects beauty, warmth, friendliness, and the ability to

bring happiness to others. This cultural influence plays a vital role in making Arbie relatable and engaging, as it distinguishes her from other influencers by providing an authentic local touch. Her unique persona not only captures the attention of her audience but also sustains their engagement by sparking curiosity and questions about the person behind the character of Arbie Seo. This interest is further amplified by her visual presentation, often seen in traditional kebaya attire in a school setting, highlighting her connection to her local roots.

Arbie Seo frequently shares content related to her daily school activities, offering a glimpse into her life as a student, which resonates well with her young audience. Additionally, she collaborates with brands, appearing in advertisements as a brand ambassador for fast-food products such as chicken nuggets and menu items from Richeese Factory.

Unlike influencers who focus on luxury brands, Arbie's content centers around relatable themes of student life and affordable food, making her highly accessible and appealing to a broader demographic. By combining cultural authenticity, engaging content, and a relatable persona, Arbie Seo effectively builds a strong connection with her audience on TikTok, solidifying her presence as a virtual influencer with a unique identity.

The name 'Arbie' is derived from 'Barbie,' while 'Seo' is inspired by the surname of the richest people in South Korea. Arbie is portrayed as a member of the first virtual girl group in Indonesia, Digidiva. With this background, Arbie not only becomes a digital character but also a

symbol of a new trend in the entertainment industry that combines technology and creativity.

Arbie has also performed on a big stage singing a dangdut song titled 'Rungkad' which adds to her appeal as a virtual influencer. Her humorous and cheerful demeanor makes her more relatable to fans. She has joked with her creator about her desire to have a partner as wealthy as herself, specifically a metahuman or AI. This humor creates an emotional connection with the audience, showing that although Arbie is a digital character, she possesses a personality that can be related to real life.



**Figure 3. Arbie Seo's Podcast Content**

Source :Arbie Seo's TikTok(2024)

Additionally, she has collaborated on content with several Indonesian TikTok artists and content creators, such as Sony Wakwaw, Vilmei, and others. These collaborations not only expand her audience reach but also add a new dimension to the

content she creates. By engaging with other influencers, Arbie demonstrates that she is not just an isolated digital character but part of a larger creative ecosystem. Through her combination of humor, warm interactions, and engaging collaborations, Arbie successfully establishes a strong identity as a virtual influencer. She represents a new generation that values creativity and connectivity, serving as an example of how digital characters can inspire and entertain audiences in today's digital era.

### Lentari Pagi From Indonesia

As of December 2024, Lentari Pagi has 159K followers on TikTok. Lentari Pagi embodies a persona that is sexy, mature, and cheerful. Her content emphasizes a relaxed and energetic lifestyle, appealing to younger audiences seeking entertainment and an engaging personality. Lentari Pagi represents a blend of Indonesian and Dutch cultures, reflected not only in her last name, van Lorainne, which originates from Dutch, but also in her character and the content she creates. As a virtual influencer, Lentari incorporates the use of local Indonesian language in her interactions and showcases themes that closely relate to everyday life, such as playing soccer, strolling around the neighborhood, or engaging in other simple activities.

The lifestyle portrayed by Lentari embodies authentic simplicity, aligning with the philosophy of Indonesian culture that emphasizes warmth, togetherness, and openness. This friendly demeanor is evident in how Lentari interacts with her audience, creating a welcoming atmosphere that resonates across various layers of society.



**Figure 4. Lentari Pagi's TikTok Content**

Source :Lentari Pagi's TikTok(2024)

Her visual appearance, which emphasizes beauty and youthful energy, is a significant part of her appeal. Lentari Pagi's representation on social media highlights a contemporary view of femininity that resonates with her audience. By blending elements of charm with a cheerful attitude, she presents a relatable image that appeals to both young men and women.

Her content often includes lifestyle advice and personal stories, showcasing a character that embodies confidence and empowerment. Additionally, Lentari Pagi effectively engages her audience through interactive features on platforms like TikTok. For instance, through her content, For instance, through her content, Lentari invites her followers to participate in football events or other challenge-based activities, such as the eFootball x Tsubasa sports event or the promotion of the Piattos snack. By creating a two-way communication channel, Lentari Pagi cultivates a loyal fan base that feels invested in her journey as a virtual influencer.



**Figure 5. Lentari Pagi's TikTok Content**

Source :Lentari Pagi's TikTok(2024)

Her cheerful and dynamic personality makes her an engaging figure for fans looking for lighthearted entertainment on social media. Her communication style in her content is casual and lively. Lentari often posts or promotes content aimed at an adult male audience, such as sports events or topics related to football, effectively attracting sports enthusiasts. As a virtual influencer, Lentari Pagi seeks to form a connection with her online audience, fostering a sense of comfort and closeness. The communication feels genuine and welcoming, steering clear of the mechanical tone typically associated with virtual entities. This approach allows Lentari Pagi to cultivate an environment where followers feel more than just fans, but members of a group involved in authentic and relatable conversations.

Lil Miquela From the United States

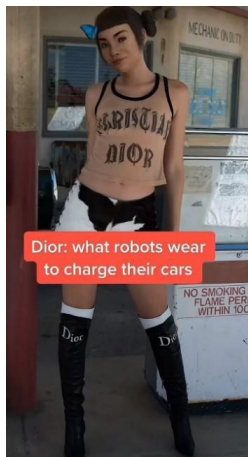
As of December 2024, Lil Miquela has 3.4 million followers on TikTok. Lil Miquela, a digital avatar, is consistently portrayed as a 19-year-old identifying as a person with a brown skin tone. She stands

out with her fashionable style, working as a model and singer. Miquela also frequently showcases luxury items in her TikTok content, maintaining a stylish and trendy image. Lil Miquela leans towards representing Western culture, particularly the lifestyle and values often associated with the United States. This is evident in her modern appearance, her focus on OOTD (Outfit of the Day) trends featuring luxury items, and the glamorous lifestyle she frequently showcases. These attributes align with key philosophical and cultural characteristics of Western, especially American, society.

American culture places significant emphasis on individualism, where personal expression and uniqueness are highly valued. This is reflected in Lil Miquela's identity as a digital influencer who uses her platform to showcase her personal style and creative narratives. Materialism also plays a role in American culture, where owning and displaying luxury items is often seen as a symbol of success and achievement—something that is clearly mirrored in Lil Miquela's fashion-forward and high-end content.

Moreover, self-promotion and ambition are integral to the American ethos, often referred to as the «American Dream.» Lil Miquela embodies this by presenting herself as a self-made influencer, participating in collaborations with major brands, and maintaining a strong presence in popular culture. Her content also captures the Western focus on entertainment and storytelling, as she uses her posts not just to showcase her lifestyle but to create a relatable narrative that resonates with her audience.

Overall, Lil Miquela's representation can be seen as a digital extension of American cultural ideals, blending modernity, aspiration, and self-expression in a way that appeals to a global audience.



**Figure 6. Lil Miquela's TikTok Content**

Source :Lil Miquela's TikTok(2019)

Lil Miquela regularly posts content featuring high-end branded products such as Dior, Gucci, and Calvin Klein. These luxury items reflect the glamorous image she promotes, while more affordable or mid-range products rarely feature in her content. This strategic focus reinforces her positioning in the high-end fashion segment. Lil Miquela's social media persona is carefully designed to embody a mix of modernity, creativity, and inclusivity, making her a prominent figure in the online world. On TikTok, she is well-known not just for her fashionable looks but also for her friendly and approachable communication style. Although she represents a luxurious lifestyle, her content often maintains a casual and conversational tone, which makes her feel accessible to her audience. She actively interacts with her followers through comments, duets, and engaging

content, cultivating a digital community that is both aspirational and relatable.

Beyond fashion and lifestyle, Miquela leverages her platform to advocate for social issues and inclusivity, aligning with the values of her mainly Gen Z audience. She frequently takes part in popular TikTok challenges, collaborates with other influencers, and incorporates storytelling elements that emphasize diversity, self-expression, and empowerment. This diverse approach to content creation not only solidifies her position as a trendsetter in the high-end fashion scene but also establishes her as a socially aware influencer who meets the changing expectations of digital audiences. With her identity as a young woman with brown skin, she represents diversity in the fashion industry, which is often dominated by certain beauty standards. Miquela gives a voice to the younger generation, particularly Gen Z, who greatly value inclusivity and authenticity in the content they consume.



**Figure 7. Lil Miquela's TikTok Content**

Source :Lil Miquela's TikTok(2024)

In her TikTok content, Lil Miquela portrays herself as friendly and

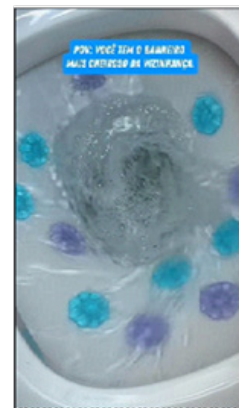
approachable to her followers. This is evident through her use of interactive captions such as «come dye my hair with me,» which invites her audience to engage with her in a personal and relatable way. By encouraging followers to participate in a seemingly casual activity, Lil Miquela creates a sense of closeness and connection, blurring the lines between virtual and human interaction. Every piece of content shared by Lil Miquela is designed to reflect the important values for her audience, such as the courage to be oneself and celebrating differences. In her TikTok videos, she enjoys sharing personal experiences or providing her insights on various topics. Her friendly and approachable communication style adds a human dimension to her image as a digital influencer. This helps to bridge the gap between the digital avatar and the human audience, making her more relatable.

By combining elements of glamorous fashion and important social messages, Lil Miquela not only serves as an influencer but also as a symbol of positive change in the industry and society. She demonstrates that even though she is a digital character, her impact is felt in the real world, shaping how people perceive representation and diversity in the digital realm.

### Lu Do Magalu from Brazil

As of December 2024, Lu do Magalu has 7.3 million followers on TikTok. Lu Do Magalu presents a clean and professional style in her content, often dressed in outfits like blazers, resembling a businesswoman. Gilberto Freyre proposed the philosophy of Brazilian society, emphasizing its openness. Brazilians are generally open and friendly

toward foreigners, as reflected in their daily interactions. Family and community values are highly esteemed in Brazilian culture, fostering close social relationships and mutual support. Additionally, many Brazilians maintain an optimistic and positive outlook on life, contributing to the warm atmosphere among them. Similarly, Lu do Magalu represents Brazilian culture through the use of Portuguese language with a distinct Brazilian intonation. Her energetic and friendly way of speaking reflects the character of Brazilian society, complemented by her casual yet stylish attire.



**Figure 8. Lu Do Magalu's Content Review**

Source :Lu Do Magalu's TikTok(2024)

Lu Do Magalu frequently posts or reviews household products, such as toilet fresheners, dishwashing sponges, toothbrush dispensers, and similar items. Her emphasis on these products resonates with an audience looking for practical solutions to everyday needs, rather than promoting luxury or fashion items. Lu Do Magalu utilizes engaging language and adopts a professional tone to promote products or convey information. Her communication is clear, respectful, and tailored to resonate with her diverse

audience. By maintaining a balance between professionalism and relatability, she ensures that her messages are both informative and appealing, creating content that effectively bridges the gap between entertainment and education.



**Figure 9. Lu Do Magalu's Tiktok Content**

Source :Lu Do Magalu's Tik Tok(2024)

This polished and approachable style allows her to connect with viewers on multiple levels, establishing credibility while keeping the content accessible and engaging. Whether reviewing practical household items or addressing broader lifestyle topics, her delivery exudes confidence and trustworthiness, making her recommendations feel both reliable and relevant. She encourages her audience to choose efficient, cost-effective, and eco-friendly products through narratives that are informative without being preachy. This approach reflects her dedication to digital ethics and social awareness, positioning her not just as an influencer but as a trusted figure for modern lifestyle recommendations.

## DIGITAL STORYTELLING

Digital storytelling is a method of narrating personal stories using digital media. These stories are stored and shared through online sites or platforms that exist because of the internet. With digital media capabilities, these stories can be presented and shared in numerous ways (Nicoli et al., 2022). Personal stories hold significant power in digital storytelling.

Everyone has stories to tell, and with the advent of new media, individuals now have greater opportunities to share and immortalize their personal experiences. Personal stories hold significant power in digital storytelling. Through new media platforms, everyone can now share, narrate, and preserve their personal journeys more easily than ever before. What makes digital storytelling particularly captivating is its ability to draw the audience into the narrative. Viewers often don't realize how they become part of the story, as digital storytelling seamlessly blends content with engagement. The combination of visuals, audio, and interactive elements creates a compelling experience that resonates emotionally with the audience, making them feel as though they are part of the storyteller's world. This immersive experience enhances the connection between the content creator and the audience, making digital storytelling a powerful tool for both personal expression and audience engagement.

Using narrative analysis as the foundation, McLellan's concept of digital storytelling emphasizes the structure and elements that form a narrative, such as how the story is organized, how characters develop, and how the plot functions

to guide the audience toward the core message. According to Aristotle in *Poetics*, the essential elements that should be present in a storytelling content, based on basic narrative analysis, are as follows (Christin, Obadyah, & Ali, 2021):

1. Characters: Focuses on representing specific traits or characteristics of human beings.
2. Plot: Content with a well-constructed story tends to capture attention more easily and leave a lasting impression on the audience.
3. Main Theme: The moral message or lesson that the story aims to convey or instill in the audience's mind.
4. Diction or Language: This includes word choice, language selection, style of delivery, and tone, which contribute to making the story more authentic and memorable.
5. Music: The use of music in content enhances its appeal and leaves a lasting impression on the audience.
6. Performance: This refers to the visual aspects of the story, including costumes, settings, decorations, and other visual elements that can contribute to the content's virality.

### Arbie Seo

Arbie Seo is depicted as a friendly, kind-hearted, humorous, cheerful, and relatable individual. At the age of 17, she embodies the '4B' qualities, brain, beauty, behavior, and bravery which make her both charismatic and intelligent. Despite her remarkable potential to represent Indonesia on larger platforms, Arbie remains true to her youthful identity. She embraces her innocence and exuberance, balancing her

ambitions with the simple joys of being a high school student.



**Figure 10. Arbie Seo's Tiktok Content**

Source :Arbie Seo's TikTtok(2024)

Arbie Seo's plot revolves around the typical experiences of a high school teenager. It captures her involvement in various activities, including participating in school events, spending time at local food stalls near her school, creating TikTtok content with her friends, and exploring different places. To ensure her content remains captivating and relevant, Arbie actively incorporates current trends and viral topics.

The main theme of Arbie Seo's TikTtok content centers around the life of a high school student, guided by the concept of forever 17. This theme highlights values such as courage, self-confidence, and self-exploration while emphasizing politeness, kindness, and the importance of education. Through her content, Arbie aims to inspire her audience to embrace their true selves and pursue their dreams without compromising on good behavior and integrity. Her varied content pillars include school-related topics, comedic



sketches, dancing, and singing, all designed to deliver moral messages and positive values in a relatable and entertaining manner.



**Figure 11. Arbie Seo's TikTok Content**

Source :Arbie Seo's TikTok(2024)

Arbie uses casual and informal language in her content. However, she adjusts her speech based on her audience – when addressing older individuals, she opts for formal language to show respect. Arbie Seo uses casual, everyday Indonesian in her content, often incorporating Sundanese expressions like «ih,» «atuh,» and «mah» to add an authentic cultural flavor. This linguistic style makes her content more relatable and distinctive, especially for audiences familiar with her regional background. The use of Sundanese expressions reflects the warmth, friendliness, and humility that are core to Sundanese philosophy. In Sundanese culture, communication is often characterized by politeness, respect, and a strong sense of community. By using these expressions, Arbie not only connects with her audience on a personal level but also embodies the Sundanese values of mutual respect, openness, and the importance of maintaining harmonious relationships,

making her virtual persona even more genuine and approachable.

Music plays an essential role in Arbie Seo's TikTok content. She relies on remixed or royalty-free music and often uses the latest trending sounds on TikTok. These sounds are carefully selected to align with teenage life and local trends, such as popular tracks like «Jedag Jedug» or various remixes. This approach helps her content remain relevant and engaging, particularly among younger audiences. The visual aspects of Arbie Seo's content include relatable settings and costumes. She often appears in high school uniforms or traditional attire like kebaya, and her videos are frequently shot in locations such as school classrooms or local food stalls. These elements not only enhance the authenticity of her content but also resonate with the everyday lives of Indonesian teenagers.

### Lentari Pagi

Lentari Pagi is a virtual influencer with a multifaceted personality, combining friendliness, confidence, and a sporty appeal with a touch of maturity despite her youthful image. Her charm lies in her ability to be relatable while also presenting herself as knowledgeable and sophisticated. These qualities allow her to connect with a diverse audience, especially young adults.

Lentari Pagi positions herself as a relatable yet insightful figure, promoting topics that resonate with young adult audiences. She frequently engages with themes like sports events, financial education, and current news, delivering them in a casual yet informative manner. Her content reflects a balance between

light-heartedness and substance, catering to those seeking both entertainment and valuable insights.



**Figure 12. Lentari Pagi's TikTok Content**

Source :Lentari Pagi's TikTok(2024)

The main themes of Lentari Pagi's content revolve around casual yet engaging topics such as promoting football events, providing informational content, sharing football score predictions, and offering entertainment. By blending sports, knowledge, and fun, she creates content that appeals to fans of football and young audiences interested in staying updated while being entertained. Lentari uses informal language and often addresses her audience as «kakak,» creating a approachable vibe. Lentari Pagi's communication style is characterized by the use of polite and respectful Indonesian, aligning with the traditional values of Indonesian culture. She frequently uses polite language forms, addressing her audience in a friendly and approachable manner, often incorporating honorifics and terms of endearment. Her language

reflects warmth and humility, fostering a sense of closeness and respect, which helps her build a strong emotional connection with her followers. This politeness is also evident in the way she interacts in everyday scenarios, reinforcing her approachable and down-to-earth image.

Lentari frequently integrates the latest trending TikTok songs into her content, utilizing them as dance tracks or background music to enhance the overall appeal. She often selects popular pop remixes or humorous sound effects, which align with trending preferences among her target audience. Virtual influencer Lentari also relies on remixed or royalty-free music to craft her content. This strategic use of music not only keeps her content engaging but also ensures its relevance to the dynamic trends on TikTok. Lentari Pagi's visuals emphasize her sporty and confident persona. She frequently appears in outfits like crop tops and shorts, often set against dynamic backdrops such as football fields, cozy home settings, or trendy cafes. These elements create an authentic and vibrant atmosphere that reflects her energetic and stylish character.

### Lil Miquela

Lil Miquela is depicted as a young, fashion-forward virtual woman living in the United States, leading a glamorous life with a strong activist side. Despite her seemingly perfect life on social media, she also faces personal conflicts, which she often highlights to build a closer connection with her audience. One notable example is her ongoing conflict with fellow virtual influencer Bermuda. Lil Miquela's character is energetic, edgy, confident, and brave,

making her relatable to a young, trend-conscious audience.



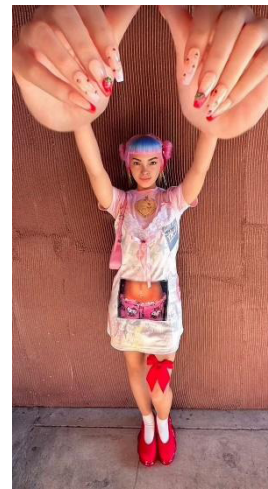
**Figure 13. Lil Miquela's TikTok Content**

Source :Lil Miquela's TikTok(2024)

Lil Miquela is not just about posting photos or videos to attract attention, the stories she builds through her content present a plot that sparks curiosity. One of the main storylines in her life is her relationship with fellow virtual influencer, Bermuda. The conflict between Miquela and Bermuda is often highlighted in their social media narratives, considering both have large audiences and compete for attention. While most of these issues are presented as fictional stories, the audience often feels as though they are witnessing a real confrontation between two figures with contrasting identities.

This narrative reminds us that although the digital world may appear perfect, there are conflicts happening behind the scenes that shape this virtual reality. Miquela's storyline also involves her search for self-identity and how she tries to adapt to a constantly changing world. She often expresses feelings of alienation, which connects her to an audience that experiences similar uncertainty in the real world. How

she deals with these issues and finds ways to stay relevant is one of the key themes explored in her content. Miquela doesn't just follow trends; she often attempts to create new trends, demonstrating that, despite being a digital character, she plays a significant role in shaping real-world popular culture.



**Figure 14. Lil Miquela's Visual Style**

Source :Lil Miquela's TikTok(2024)

Additionally, Miquela's life story also involves exploring the impressive world of fashion, where she often shows how clothing and accessories can be a way to express identity and personal values. Every outfit she wears in photos or videos is not just a fashion choice, but a symbol of a larger statement about who she is in this world. The main themes of Lil Miquela's content revolve around fashion, activism, and modern lifestyle. She frequently showcases her fashionable and trendy outfits, often featuring high-end, branded collections. Additionally, Lil Miquela uses her platform to advocate for social causes, such as environmental issues and LGBTQ+ rights, blending her personal brand with

activism. The theme of modern lifestyle is also prominent, as she shares glimpses of her glamorous life that capture the attention of a young, aspirational audience, blending both luxury and social consciousness.

Lil Miquela speaks in a relaxed and informal style, giving the impression of chatting with close friends and creating a friendly connection with her audience. Lil Miquela's content is delivered in casual, contemporary English, using a relaxed and modern tone that appeals to her youthful audience. Lil Miquela's language politeness is more casual and modern, reflecting her role as a digital influencer in a global context. She uses English with a friendly tone, avoiding formalities in favor of a more laid-back and conversational style. While her language may be informal, she still maintains respect for her followers by acknowledging their contributions and comments. Her politeness comes across in her inclusive language, often addressing her audience in a way that makes them feel valued, which is key in building trust and engagement. For example, Lil Miquela often uses a casual yet polite tone when inviting her audience to join her in everyday activities, such as when she invites them to accompany her to the salon. In one of her posts, she might say "Alright y'all here's a big one. Come with me to dye my hair" and this example shows how Lil Miquela uses relaxed, friendly, and inclusive language. She not only shares her activity but also invites her audience to engage by offering suggestions or comments.

As a virtual influencer closely connected to the world of music and trends, the choice of music used in Lil Miquela's content is highly strategic. The latest

trending TikTok pop and hip-hop songs frequently featured in her videos provide an energetic and lively vibe.

Although Lil Miquela has her own song titled «Not Mine,» she more often uses royalty-free music or popular pop tracks on TikTok. This music not only accompanies her content but also helps to create a stronger identity in building her personal brand. The songs she selects align with Miquela's trendy and bold persona, creating an atmosphere that complements the personality and message she aims to convey. For example, Miquela often uses songs by famous artists like Nicki Minaj, known for her bold and high-energy music style. The chosen music not only enhances the visual appeal of Miquela's content but also reinforces the impression that she is a bold and trendy figure.

### Lu Do Magalu

Lu Do Magalu is portrayed as an intelligent, reliable, and professional woman, embodying the qualities of a career driven individual. As the face of the Magalu brand on social media, she represents both competence and approachability. Her character combines being knowledgeable and informative with a friendly and positive demeanor, making her a trusted figure in her field. Lu Do Magalu is always ready to offer practical solutions, further cementing her status as an expert who is both relatable and dependable. The plot of Lu Do Magalu's content revolves around product reviews, household tips, and everyday solutions. She often shares videos that feature unboxing or reviews of various products, particularly those related to home and lifestyle. Through these informative yet

engaging videos, Lu provides her audience with helpful suggestions for improving their daily lives. Her content is designed to be both practical and accessible, ensuring that her audience can easily incorporate her advice into their routines.



**Figure 15. Lu do Magalu's TikTok Content**

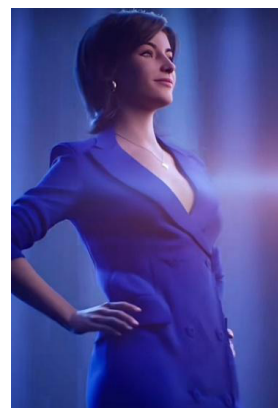
Source :Lu do Magalu's TikTok(2024)

The main theme of Lu Do Magalu's content focuses on providing practical, everyday solutions through product reviews and useful tips for household management. Her content consistently aims to inform and guide her audience, ensuring that they are equipped with the knowledge needed to make more efficient and effective decisions in their daily lives. The overarching message is one of empowerment, offering tools and insights that can simplify and enhance everyday tasks.

Lu do Magalu adopts a semi-formal tone, balancing professionalism with friendliness to ensure her message is clear and relatable to her audience. Lu Do Magalu uses Portuguese with a professional yet relaxed tone in her content. Lu do Magalu's communication is professional and polite, reflecting her association with a major Brazilian e-commerce brand. She

uses Portuguese with a courteous tone, often addressing her audience in a clear, respectful, and informative manner. Her language politeness is consistent with her role as a brand ambassador, ensuring that her communication remains approachable yet professional. Lu's responses are polite and educational, ensuring that her followers feel respected and informed while interacting with her content. The conversational style maintains a sense of approachability, making her content engaging while still conveying important information.

In her TikTok content, Lu do Magalu frequently uses royalty-free music and the latest trending tracks on TikTok. Additionally, she often opts for instrumental background music or tracks without lyrics, allowing the focus to remain on the narrative and the information she is sharing. This choice helps maintain a calm, professional atmosphere, enabling the audience to concentrate on the message without distraction. By strategically selecting music, Lu do Magalu ensures her content remains engaging while effectively communicating her message.



**Figure 16. Lu do Magalu's Visual Style**

Source :Lu do Magalu's TikTok(2024)

Lu Do Magalu's visual style is defined by her elegant and professional attire. She is often seen wearing neat, sophisticated outfits such as blazers, casual outerwear, or simple dresses. The settings in her content reflect a comfortable and organized environment, typically filmed in her home with a clean and tidy setup, in the garden, or even in her car. These locations and outfits align with her professional and approachable persona.

## VIRTUAL INFLUENCER AND DIGITAL STORYTELLING

Virtual influencers have become a unique phenomenon in the realm of content virality strategies, particularly on TikTok. The typical duration of storytelling content, usually under one minute, compels them to leverage TikTok's preference for concise and compact content. TikTok encourages virtual influencers like Arbie Seo, Lentari, Lil Miquela, and Lu do Magalu to craft narratives that are direct and impactful, as the platform's audience tends to favor quick and easily digestible content. This brevity challenges influencers to be exceptionally creative in delivering their messages, ensuring that every second is effectively utilized to capture attention and foster interaction. Unlike platforms like YouTube, which allow for longer narratives, TikTok necessitates a more succinct approach that emphasizes audio-visual elements.

The storytelling content presented by these four virtual influencers averages less than one minute in duration, an ideal timeframe to maintain the attention of TikTok's fast-moving audience. Within this brief period, they effectively utilize key elements of digital storytelling to create

a significant impact. Strong characters, straightforward storylines, and the strategic use of music and visuals are crucial in ensuring that their narratives remain engaging and easy to grasp within the limited timeframe.

These four influencers demonstrate that despite TikTok's short content duration, they can craft narratives that resonate strongly with their audience. Even with concise content, their stories consistently focus on specific themes. This approach highlights their ability to utilize short durations effectively to achieve virality, remain relevant to current trends, and deliver compelling content within tight time constraints. This aligns with the concept of digital storytelling, which, according to McLellan (2006), allows stories to be conveyed in engaging and meaningful ways, encompassing personal, educational, and entertainment themes.

Digital storytelling lies at the heart of these influencers' content strategies. Their narratives incorporate essential storytelling elements, such as characters, plot, central themes, diction, music, and visual performance. These elements not only enhance audience engagement but also support their goal of creating viral and relevant content on TikTok.

The success of these influencers underscores the potential of well-managed digital storytelling to create widespread appeal, both locally and globally. Arbie Seo, for instance, often integrates Indonesian cultural elements into her narratives, while Lil Miquela portrays a more universal urban lifestyle. Lentari presents herself as a sporty character representing active young women, whereas Lu do Magalu emphasizes

the image of a career woman who also manages household responsibilities. This flexibility enables them to reach diverse audiences with consistent yet varied storytelling styles, amplifying the virality of their content.

Furthermore, digital storytelling has proven to be a critical tool for virtual influencers in strengthening their content virality strategies. By combining engaging narratives with current trends, they can

produce relevant and attention-grabbing content. Lu do Magalu, for example, frequently employs educational narratives with informative messages, while Lentari leverages sports moments and an active lifestyle to build emotional connections with her audience. These approaches demonstrate that through digital storytelling, virtual influencers can establish emotional bonds with their audience, create virality, and expand their reach in the digital world.

**Table 3. Virtual Influencer from Different Countries**

Aspect	Arbie	Lentari	Miquela	Magalu
Persona	Forever 17	Sporty	Fashion-forward	Professional
Main Themes	Highschool life	Sports	Fashion	Household tips
Language	Informal	Informal	Informal	Semi-formal
Music	Remixes (e.g., "Jedag Jedug")	Pop remixes	Pop/Hip-hop tracks	Instrumental sound
Visual	Highschool uniforms/ kebaya; School settings	Sporty outfits; Football field settings	High-fashion outfits; Glamorous urban settings	Blazer/ professional attire; home-based settings
Cultural Context	Indonesian and Sundanese cultural	Indonesian cultural	American culture	Brazilian Culture
Promotion Product	Fast-food; Nabati and Richeese Factory Product	Football events like eFootball and snacks like Piattos	Luxury and renowned brands; Dior, Calvin Klein, and Prada	Household essentials; toilet brushes, dishwashing sponges, and floor mops.

Source :Research Output(2024)

## CONCLUSION

Virtual influencers from various countries exhibit diverse representations on TikTok, reflecting their distinct cultures and markets. For example, American virtual influencers like Lil Miquela are often used by luxury and global brands like Dior to promote exclusivity. In contrast, Brazilian virtual influencers like Lu Do Magalu frequently promote practical household products. In Indonesia, influencers like Arbie Seo and Lentari Pagi tend to endorse mid-range products such as fast food and sports events, including football. A key strategy employed by these virtual influencers is digital storytelling, where the narratives they construct around their personal brand and product endorsements play a significant role in capturing audience attention. Through engaging and relatable stories, they are able to establish emotional connections with their followers, fostering a sense of authenticity and trust despite their virtual nature.

This emotional engagement not only enhances their credibility as influencers but also increases the likelihood of their content going viral, thereby expanding their reach and influence across different demographic segments. By strategically integrating cultural elements, visual aesthetics, and interactive features provided by TikTok, virtual influencers are able to maintain relevance and sustain high levels of audience engagement in an ever-changing digital landscape.

Moving forward, virtual influencers should continue to evolve their content strategies by leveraging advanced technologies such as artificial intelligence

and augmented reality to enhance their interactivity and personalization.

Collaborations with brands should also prioritize cultural sensitivity and inclusivity to resonate with diverse global audiences. Additionally, virtual influencers can benefit from expanding their presence across multiple social media platforms beyond TikTok to reach a wider audience and diversify their content formats. Conducting regular audience analysis and adapting to emerging trends will be essential for maintaining relevance and fostering long-term engagement. Ultimately, a balance between technological innovation, cultural relevance, and authentic storytelling will be key to sustaining their influence and impact in the digital marketing landscape.

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