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AI INFLUENCER GOVERNANCE IN DIGITAL PLATFORMS: REGULATORY AND TECHNOLOGICAL PERSPECTIVES IN INDONESIA

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Abstrak

Kemajuan teknologi kecerdasan buatan telah secara dramatis mengubah cara kita berkomunikasi secara digital dan strategi pemasaran yang kita gunakan. Platform media sosial seperti Instagram, TikTok, dan YouTube kini menjadi tempat utama untuk interaksi dan penyebaran konten. Dalam konteks ini, influencer memainkan peran penting dalam membentuk pandangan audiens dan memengaruhi pilihan pembelian mereka. Baru-baru ini, munculnya influencer berbasis AI, karakter digital yang dibuat menggunakan teknologi seperti kecerdasan buatan generatif, citra yang dihasilkan komputer (CGI), dan pembelajaran mesin, telah menarik perhatian. Teknologi ini memungkinkan pembuatan karakter virtual yang dapat membuat konten, berkomunikasi dengan pengguna, dan terlibat dalam kegiatan promosi secara mandiri. Namun, kehadiran influencer AI menghadirkan beberapa tantangan manajemen, khususnya yang berkaitan dengan transparansi, perlindungan data pribadi, dan dampak algoritma pada penyebaran konten. Studi ini bertujuan untuk menganalisis infrastruktur teknologi yang mendukung keberadaan influencer AI dan untuk mengidentifikasi tantangan tata kelola dalam ranah platform digital di Indonesia. Metode yang digunakan adalah pendekatan kualitatif melalui studi hukum normatif dan analisis literatur. Temuan studi ini menunjukkan bahwa influencer AI beroperasi dalam ekosistem teknologi yang kompleks, yang menghubungkan sistem AI generatif, teknologi avatar digital, dan algoritma platform. Penelitian ini juga menawarkan kerangka kerja manajemen yang terdiri dari tiga lapisan, yaitu teknologi, regulasi, dan perlindungan bagi pengguna.

Kata Kunci: Kecerdasan Buatan, Influencer AI, Platform Digital, Tata Kelola, Regulasi Teknologi

Abstract

Advances in artificial intelligence technology have dramatically changed the way we communicate digitally and the marketing strategies we employ. Social media platforms like Instagram, TikTok, and YouTube are now primary venues for interaction and content dissemination. In this context, influencers play a crucial role in shaping audience views and influencing their purchasing choices. Recently, the emergence of AI-based influencers, digital characters created using technologies such as generative artificial intelligence, computer-generated imagery (CGI), and machine learning, has garnered attention.

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This technology enables the creation of virtual characters that can create content, communicate with users, and engage in promotional activities independently. However, the presence of AI influencers presents several management challenges, particularly those related to transparency, personal data protection, and the impact of algorithms on content dissemination. This study aims to analyze the technological infrastructure supporting the existence of AI influencers and to identify governance challenges within the digital platform realm in Indonesia. The method used is a qualitative approach through normative legal studies and literature analysis. The findings of this study indicate that AI influencers operate within a complex technological ecosystem, interconnecting generative AI systems, digital avatar technology, and platform algorithms. This research also offers a management framework consisting of three layers, namely technology, regulation, and protection for users.

***Keywords**: Artificial Intelligence, AI Influencer, Digital Platforms, Governance, Technology Regulation*.

INTRODUCTION

The swift evolution of digital technologies has profoundly changed how people communicate, share information, and engage in marketing within modern society. Platforms like Instagram, TikTok, and YouTube have become major channels for online interaction, allowing both individuals and companies to create, share, and consume content on an unprecedented level. In this online landscape, influencers have risen as pivotal figures, affecting public views, shopping habits, and online participation by consistently producing content and engaging with their audiences (Freberg et al., n.d.).

Influencer marketing has emerged as a crucial element of digital marketing approaches. Businesses increasingly turn to influencers for promoting goods, services, and social initiatives because these figures tend to be seen as more relatable and trustworthy than conventional advertising methods. As the digital world continues to grow, influencers play a larger role in guiding online culture and consumer choices.

Recent advancements in artificial intelligence have led to the emergence of AI influencers or virtual influencers. These are digital entities created using artificial intelligence technology and computer-generated imagery (Andre, 2016). Unlike human influencers, AI influencers are entirely governed by their developers or organizations and can generate content via automated processes. These crafted personas can mimic human looks, behaviors, and communication styles, enabling them to engage with audiences on social media similarly to real people (Lou et al., 2023). Artificial

intelligence technologies have been widely implemented in digital media platforms to automate content creation and distribution processes (Syuhada et al., n.d.).

The technology that supports AI influencers involves a range of sophisticated computational systems. Generative artificial intelligence models, such as generative adversarial networks and diffusion models, allow for the generation of highly realistic visuals and videos. Computer-generated imagery techniques are applied to design and animate digital characters, and machine learning algorithms analyze user interaction trends to enhance content sharing. Meanwhile, social media platforms employ intricate recommendation algorithms to manage how content is showcased and shared within user networks.

By combining generative AI technologies with platform algorithms, AI influencers can perpetually create content, uphold stable online personas, and connect with vast audiences across various social media sites (Floridi et al., 2018). This technological strength opens new avenues for digital marketing, entertainment, and innovative communication practices. Notable virtual influencers like Lil Miquela and Imma have garnered millions of followers online, illustrating the rising significance of AI-driven digital personas in the online space.

Even with the rapid rise of AI influencers in the global digital landscape, managing AI-generated content presents significant challenges (S. Russell and P. Norvig, Artificial Intelligence: - Google Scholar, n.d.). The application of artificial intelligence in social media raises critical issues concerning transparency, accountability, and data security. Users might not realize that the content they engage with comes from artificial systems instead of human creators [7]. This lack of clarity can lead to ethical dilemmas regarding authenticity, manipulation, and the spread of misinformation in digital interactions.

In Indonesia, the laws and policies regulating digital technologies are in a state of development. The current laws like the Electronic Information and Transactions Law (UU ITE) and the Personal Data Protection Law (UU PDP 2022) lay down the basic legal principles for online communication and data management. Nevertheless, these legal frameworks do not specifically tackle the technological and ethical issues related to content creation powered by artificial intelligence and algorithm-based communication systems (Bennet & Neuman, 2007). As AI technology becomes more embedded in digital platforms, there is an increasing need for more thorough governance strategies. Many researchers have pointed out that managing artificial intelligence should encompass not only legal frameworks but also accountability for technology and mechanisms to protect users (Guzman & Lewis, 2020). Effective governance structures need

to take into account how technological infrastructure, institutional oversight, and social consequences interact, ensuring that AI systems are responsibly designed and utilized.

The urgency of this research is underscored by the rapid proliferation of AI influencers in Indonesia's digital economy, where social media penetration exceeds 60% of the population and influencer marketing has become a primary driver of consumer behavior. Indonesia currently lacks specific regulatory provisions that address AI-generated content actors, creating a critical governance vacuum. The existing Electronic Information and Transactions Law (UU ITE) and the Personal Data Protection Law (UU PDP 2022) were designed for human-generated content and do not adequately anticipate the systemic risks posed by autonomous AI entities operating at scale on digital platforms. Without targeted regulatory intervention, these gaps leave Indonesian users vulnerable to opaque algorithmic manipulation, undisclosed AI-generated advertising, and misuse of personal data by automated systems. This research is therefore timely and necessary to inform policy development before the governance deficit widens further.

This study draws on a multi-layer governance framework as its theoretical foundation. Governance theory in the context of digital platforms posits that effective oversight requires coordination across three distinct but interconnected domains: technological infrastructure, regulatory institutions, and user rights protection (Floridi et al., 2018; Guzman & Lewis, 2020). In the technological domain, governance concerns the design and accountability of AI systems, including generative models and recommendation algorithms. In the institutional domain, governance involves legal frameworks, platform policies, and industry standards that set enforceable norms for AI behavior. In the user protection domain, governance centers on transparency mechanisms, data privacy rights, and safeguards against algorithmic manipulation. This three-layer model provides the conceptual architecture for analyzing AI influencer governance in Indonesia and for proposing an integrated regulatory response that addresses the technological, institutional, and social dimensions of the problem simultaneously.

Despite this, there is a scarcity of academic studies analyzing AI influencers within Indonesia's digital landscape (Kaplan et al., n.d.). Most current research tends to look at influencer marketing, artificial intelligence technologies, or governance of digital platforms in isolation. There remains a significant gap in research that integrates the technological framework of AI influencers with their governance issues in the Indonesian digital environment (Natale, 2021). Thus, the objective of this study is to explore the technological features and governance hurdles related to AI influencers on digital platforms in Indonesia. Additionally, this research will propose

a conceptual governance model that combines technological systems, regulatory approaches, and principles for user protection. By investigating the connection between artificial intelligence technologies and the governance of digital platforms, this study aims to enhance the ongoing academic dialogue on the responsible advancement of artificial intelligence in digital communication systems.

METHOD

This research employs a qualitative approach that merges normative legal inquiry with digital content investigation to explore the governance issues posed by AI influencers on online platforms in Indonesia. This blend of methods enables the study to assess both the legal context and the technological aspects of AI-created content that is shared on social media.

Normative legal inquiry is utilized to investigate the current Indonesian laws that pertain to digital technology, the governance of artificial intelligence, and the distribution of online content. This encompasses laws like the Electronic Information and Transactions Law, the Personal Data Protection Law, and the latest AI governance guidelines established by Indonesian entities. This type of legal inquiry emphasizes scrutinizing legal principles, regulatory deficiencies, and the implications for policies related to emerging technological trends such as AI-generated influencers. (HUKUM, n.d.) In addition to the legal assessment, this study applies digital content analysis to understand the functioning of AI influencers on social media. This type of analysis enables researchers to identify trends in AI-generated content, the interactions between users and AI influencers, and the technological attributes that support these interactions. This methodology has been commonly utilized in studies of digital communication to examine online media landscapes and behaviors on social media(Silverman, 2020). Recent studies in Indonesian digital communication research also highlight the growing integration of digital technologies and data processing systems within online platforms.

The data for this study consists of secondary information sourced from scholarly articles, policy reports, documents from digital platforms, and prior research on AI influencers and virtual personas. Furthermore, instances of globally recognized AI influencers are presented as examples to illustrate the technological workings behind these AI-generated online identities. The secondary data selected for this study share several key characteristics. First, all sources are peer-reviewed academic publications or official policy documents issued between 2016 and 2025, ensuring both scholarly rigor and relevance to the current regulatory environment. Second, the data sources cover

interdisciplinary domains including artificial intelligence, digital communication, media studies, and legal scholarship, reflecting the multi-dimensional nature of the governance challenges examined. Third, materials specifically addressing the Indonesian digital and regulatory context were prioritized, supplemented by global comparative cases to provide broader analytical perspective. Fourth, case examples of AI influencers were selected based on their documented reach, operational transparency, and relevance to the governance issues discussed, including internationally recognized virtual personas such as Lil Miquela and domestic equivalents emerging in Southeast Asian markets. The analytical approach consists of three phases. The initial phase investigates the technological components of AI influencers, such as generative AI systems, computer-generated avatars, and machine learning frameworks that create content and mimic human behaviors. The second phase examines the governance structures and regulatory systems in place aimed at overseeing AI-generated digital entities. The final phase assesses user protection initiatives concerning transparency, accountability, and data privacy on digital platforms. Through the integration of legal research with digital media analysis, this study seeks to offer a deeper insight into the governance of AI influencers within the larger framework of digital platform ecosystems.

RESULT AND DISCUSSION

Research Finding

The emergence of AI influencers represents a significant transformation in digital communication and online marketing ecosystems. Unlike traditional influencers who are real individuals managing their social media presence, AI influencers are fully or partially generated through artificial intelligence technologies, computer-generated imagery (CGI), and machine learning algorithms. These technologies enable the creation of digital characters capable of producing content, interacting with audiences, and participating in brand promotion activities.

Technological Infrastructure of AI Influencers. AI influencers are typically created through a combination of generative artificial intelligence models, CGI-based avatar design, and automated content generation systems. Generative AI models allow the production of visual images, textual captions, and even voice outputs that simulate human-like behavior. Technologies such as Generative Adversarial Networks (GANs) and diffusion models are frequently used to generate realistic digital human representations (Gillespie, 2018). These AI-generated characters are often supported by machine learning systems that analyze audience engagement patterns. Through the analysis of likes, comments, shares, and viewing behavior, AI systems can optimize content production strategies to maximize audience interaction. This technological infrastructure allows AI influencers to continuously adapt their digital persona to audience preferences and platform trends.

Role of Social Media Algorithms

The distribution of AI influencer content is largely influenced by social media platform algorithms. Platforms such as Instagram, TikTok, and YouTube rely on recommendation systems that prioritize content based on engagement metrics and user behavior patterns. Algorithmic recommendation systems analyze massive datasets of user activity to determine which content appears on users' feeds (Gillespie, 2018). In this environment, AI influencers can perform particularly well because their content production can be optimized through data-driven strategies. AI systems can analyze which types of content generate higher engagement and automatically adjust future content accordingly. As a result, AI influencers can become highly effective tools for digital marketing and online brand communication.

Governance Challenges in Indonesia

Despite the rapid technological development of AI influencers, regulatory frameworks in Indonesia have not fully addressed the governance challenges posed by AI-generated digital actors. Existing regulations such as the Electronic Information and Transactions Law primarily focus on human-generated online activities. Similarly, the Personal Data Protection Law addresses issues related to data privacy but does not specifically regulate AI-generated personas operating within social media environments.

The absence of clear regulations creates several governance challenges. First, users may not always be aware that the content they interact with is generated by artificial intelligence rather than a real human influencer. Second, AI-generated influencers may be used to disseminate misleading information or manipulate public opinion. Third, accountability becomes difficult to determine when harmful or misleading content is generated through automated systems.

User Protection and Transparency

One of the key governance concerns related to AI influencers is transparency. Many scholars argue that digital platforms should require clear disclosure when content is generated by artificial intelligence. Transparency mechanisms allow users to understand whether they are interacting with a human influencer or an AI-generated persona (Floridi et al., 2018). User protection also includes ensuring that AI influencers do not exploit personal data or manipulate user behavior through algorithmic persuasion techniques. Regulatory frameworks must therefore address both technological transparency and ethical standards in AI-generated communication.

Conceptual Framework for AI Influencer Governance

Based on the analysis above, this research proposes a conceptual governance framework consisting of three interconnected layers. The first layer is the technological layer, which includes generative AI models, CGI-based avatars, and social media recommendation algorithms that enable AI influencers to exist and operate within digital platforms. The second layer is the governance layer, which includes regulatory frameworks, industry standards, and platform policies designed to ensure responsible development and use of AI technologies. The third layer is the user protection layer, which focuses on transparency, data privacy, misinformation prevention, and

accountability mechanisms. This multi-layer governance framework highlights the need for integrated regulatory approaches that combine technological understanding with legal and ethical oversight.

According to the results discussed earlier, it is clear that the emergence of AI influencers is not solely a result of technological progress but is also shaped by restrictions in governance and difficulties related to user protection. These concerns emphasize the necessity for a cohesive strategy that brings together technological frameworks, regulatory policies, and principles for safeguarding users. In response to these difficulties, this research presents a theoretical model for managing AI influencers, as depicted in Figure 1.

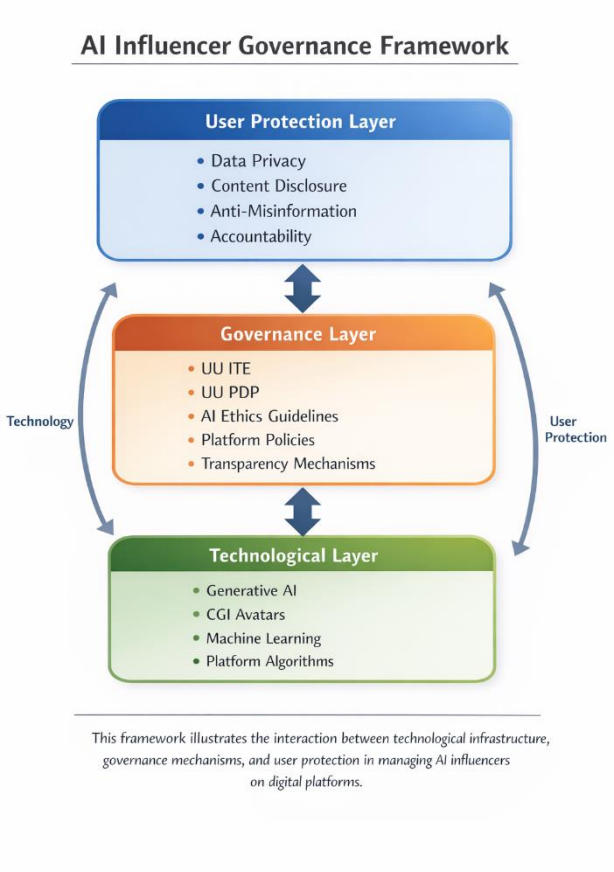

Figure 1. AI Influencer Governance Framework

The suggested model is made up of three linked layers. The technology layer serves as the basic framework, incorporating generative AI systems, CGI avatars, and algorithms from platforms that support the production and dissemination of AI influencer material. The governance layer encompasses legal rules, platform regulations, and ethical standards designed to manage and steer the application of these technologies.

The user protection layer prioritizes the defense of user rights, covering aspects such as data confidentiality, clarity of content, and safeguards against false information. The interplay among these layers illustrates that successfully managing AI influencers necessitates both regulatory actions and a thorough comprehension of technological frameworks and user interactions on digital platforms.

Discussion

The results of this research indicate that AI influencers are more than just a new tech trend; they signify a major change in the ways we communicate and market online. By using generative artificial intelligence, computer-generated characters, and machine learning technologies, AI influencers can function independently and adjust in real time to what their audience wants. This aligns with earlier research that emphasizes the growing impact of artificial intelligence on how users engage and create digital content. (Kaplan et al., n.d.) state that “artificial intelligence is changing how people engage and decide in online settings”

From a technological angle, AI systems' capability to assess user engagement metrics and enhance content creation offers a significant edge over conventional influencer. Unlike their human counterparts, AI influencers have the ability to generate content constantly and modify their strategies in real-time. This supports (society & 2019, 2019) observations that "the visibility of content is heavily impacted by the algorithm-based optimization tactics used by digital performers. "Nonetheless, these technological benefits come with significant governance difficulties. The findings indicate a significant lack of clarity regarding AI-generated identities, with users often unaware they are engaging with artificial constructs. (Floridi, 2023) points out that "AI systems bring forth ethical issues concerning transparency, accountability, and the trust of users. " This absence of clarity might mislead audiences and undermine trust in digital platforms. In Indonesia's situation, the lack of dedicated rules concerning AI influencers makes governance even more challenging. Current legal structures like the Electronic Information and Transactions Law and the Personal Data Protection Law offer broad guidelines, yet they do not adequately address AI-created identities. As mentioned by (WICAKSANA & 2025, n.d.) et al., "Indonesia's data protection laws are still evolving and confront difficulties in both application and enforcement."

Moreover, the influence of platform algorithms increases the reach of AI-generated content. Algorithmic frameworks often favor content driven by engagement, which can inadvertently elevate AI influencers over content created by humans. (Gillespie, 2018) observes that "platforms don’t merely host content; they actively influence its visibility through algorithmic selection. " This situation poses risks like misinformation, manipulation, and bias in how content is shared. To tackle these issues, this research suggests a multi-tiered governance approach that combines technological infrastructure, regulatory frameworks, and user protection measures. (Floridi, 2023). argue that "a thorough governance framework for AI should include ethical guidelines, transparency, and accountability. " This plan underscores the necessity of not just legal measures but also technical comprehension and responsibility from platforms for effective governance. In conclusion, the conversation underscores that AI influencers function at the crossroads of technology, governance, and societal dynamics. Consequently, future regulatory strategies must embrace a holistic approach that takes into account both the technological potentials and their societal consequences.

CONCLUSION

The swift advancement of artificial intelligence technologies has greatly changed the landscape of digital communication and online marketing activities. A prominent example of this change is the rise of AI influencers, which are virtual personalities developed through generative artificial intelligence, imagery generation technologies, and machine learning techniques. These digital personalities can create content, engage with users, and take part in social media

environments in a manner similar to that of human influencers. The growing visibility of AI influencers on social media platforms illustrates how artificial intelligence is altering the nature of digital communication, content production, and user interaction. By leveraging generative AI models and recommendation algorithms from platforms, AI influencers can consistently produce digital content, maintain stable online personas, and connect with vast audiences across various digital channels. This technological prowess opens up new avenues for digital marketing, creative sectors, and online interaction strategies.

Nevertheless, the swift expansion of AI influencer technologies brings forth considerable governance challenges. Existing regulatory frameworks in Indonesia, such as the Electronic Information and Transactions Law and the Personal Data Protection Law, lay important legal groundwork for digital oversight but fall short in tackling the unique challenges that come with AI-driven communication. Concerns including the clarity of AI-generated content, accountability of algorithms, and responsible management of data necessitate more thorough policy strategies
This research was initiated to address the widening gap between technological advancements and the preparedness of regulations within the Indonesian digital environment. Although AI influencers are being utilized increasingly in global marketing and social media contexts, there is still a lack of academic discourse concerning their technological frameworks and governance issues in Indonesia. Thus, this study seeks to enhance the understanding of AI influencer technologies and establish a conceptual framework for their regulation on digital platforms.

The results of this investigation reveal that effective regulation of AI influencers demands a cohesive strategy that incorporates technological systems, regulatory frameworks, and principles of user protection at the same time. The proposed conceptual framework in this study stresses three related layers: the technological layer, which encompasses generative AI frameworks and platform algorithms; the governance layer, consisting of legal rules and policy tools; and the user protection layer, which prioritizes transparency, data safeguarding, and accountability practices. By merging these three layers, policymakers and operators of digital platforms can more effectively handle the risks tied to AI-generated content, while also promoting technological advancement and growth in the digital economy. This framework can act as a guide for future policy formulation regarding the governance of artificial intelligence in digital communication systems.

The findings of this study carry significant implications for multiple stakeholders. For policymakers, the results demonstrate the urgent need to revise the UU ITE and to issue supplementary regulations under the UU PDP 2022 that explicitly address AI-generated content actors, mandatory disclosure requirements, and algorithmic accountability standards. The three-layer governance framework proposed here provides a practical blueprint for such regulatory reform, enabling Indonesia to move from a reactive to a proactive governance posture in the face of accelerating AI adoption.

For platform operators, the findings highlight the responsibility to implement transparency mechanisms—such as AI disclosure labels and auditable recommendation algorithms—as both an ethical obligation and a prerequisite for sustainable trust with Indonesian users. For digital marketers and brands, the study underscores that engagement with AI influencers must be governed by clear ethical guidelines on authenticity and data use, in order to protect consumer rights and maintain brand credibility. Based on these findings, this research makes the following

recommendations: (1) the Indonesian government should establish a dedicated AI Content Governance Task Force to draft platform-specific regulations for AI influencers within the existing digital law framework; (2) social media platforms operating in Indonesia should be required to maintain public registers of active AI influencer accounts, with verifiable disclosure of their AI-generated status; (3) the Kominfo (Ministry of Communication and Information Technology) should issue technical guidelines for algorithmic transparency and user consent standards applicable to AI-driven content distribution; and (4) academic institutions and civil society organizations should collaborate to build public digital literacy programs that help Indonesian users identify and critically evaluate AI-generated content. Collectively, these recommendations position Indonesia to develop a governance model that is both responsive to technological change and protective of public interest in the digital sphere.

Despite its valuable insights, this study does have certain limitations. The evaluation is mainly grounded in a review of existing literature and the analysis of regulations, resulting in a lack of empirical data regarding user perceptions, engagement trends, and the practical implementation of AI influencers in Indonesia. Future studies should thus look into empirical methods, such as examining user behavior, analyzing social media data, and conducting experimental research on audience reactions to AI-generated influencers. Additional cross-disciplinary research is needed to explore the wider social, cultural, and ethical effects of AI influencers in online communities. This type of investigation will assist lawmakers, tech creators, and online platforms in crafting governance approaches that promote the responsible and socially advantageous development and use of artificial intelligence technologies.

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