ABSTRAK

Khoirun Nisa. 220531100075. Prodi Ilmu Komunikasi. Representasi Diri Dan *Alter Ego* Generasi Z Dalam Penggunaan *Prompt* AI

Penelitian berjudul "Representasi Diri dan *Alter Ego* Generasi Z dalam Penggunaan *Prompt* AI" bertujuan mengetahui dan menganalisis bagaimana Generasi Z membentuk, memilih, menampilkan citra diri melalui visual hasil AI. Penelitian menelaah hubungan antara kondisi asli, profil virtual, dan kesan yang ingin ditampilkan kepada audiens di media sosial.

Penelitian ini menggunakan paradigma konstruktivis, pendekatan kualitatif, dan metode netnografi. Informan dipilih melalui teknik purposive sampling, terdiri atas 11 Generasi Z berusia 20–26 tahun yang menggunakan Gemini AI dan pernah mengunggah visual hasil AI di media sosial. Data dikumpulkan melalui wawancara mendalam, observasi digital, dan dokumentasi. Analisis data menggunakan model interaktif Miles dan Huberman melalui reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Keabsahan data diuji melalui triangulasi data.

Hasil penelitian menunjukkan bahwa *prompt* AI tidak hanya berfungsi sebagai instruksi, tetapi juga sebagai sarana menerjemahkan keinginan, selera visual, dan gambaran diri ideal ke dalam profil virtual. Visual AI yang dipublikasikan menjadi *front stage*, sedangkan kondisi asli dan penyusunan *prompt* menjadi *back stage*. Keduanya dihubungkan melalui *impression management* untuk membentuk kesan. *Alter ego* terbentuk secara bertingkat, dari penyempurnaan diri yang masih dekat dengan kondisi asli hingga persona alternatif yang lebih ideal. Interaksi audiens menjadi jejak netnografis, tetapi tidak langsung menentukan keberhasilan pengelolaan kesan.

Kata Kunci: Representasi Diri, *Alter Ego*, dan *Prompt* AI.

ABSTRACT

Khoirun Nisa. 220531100075. *Communication Science Study Program. Self-Representation and Alter Ego among Generation Z in the Use of AI Prompts*

This study, entitled "Self-Representation and Alter Ego among Generation Z in the Use of AI Prompts," aims to examine and analyze how members of Generation Z construct, select, and present their self-images through AI-generated visuals. It also explores the relationship between their actual selves, virtual profiles, and the impressions they seek to convey to audiences on social media.

This study employed a constructivist paradigm, a qualitative approach, and a netnographic method. The participants were selected through purposive sampling and consisted of 11 Generation Z individuals aged 20–26 who used Gemini AI and had uploaded AI-generated visuals to social media. Data were collected through in-depth interviews, digital observation, and documentation. The data were analyzed using Miles and Huberman's interactive model, which involved data reduction, data display, conclusion drawing, and verification. Data validity was ensured through triangulation.

The findings reveal that AI prompts function not only as instructions but also as a means of translating users' desires, visual preferences, and ideal self-images into virtual profiles. Published AI-generated visuals represent the front stage, while the participants' actual conditions and prompt-construction processes constitute the back stage. These two areas are connected through impression management to create particular impressions. Alter egos are formed gradually, ranging from self-enhancement that remains close to the actual self to a more idealized alternative persona. Audience interactions serve as netnographic traces but do not directly determine the success of impression management.

Keywords: *self-representation, alter ego, and AI prompts.*