The Influence of Artificial Intelligence Image for Product Advertisements (Case Study of Using Model Photos in Levi's Advertisements)

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Article Info

Abstract

Initially, photographic works were a representation of reality that depicted facts and truth. However, with the presence of artificial intelligence imaging has shifted the concept underlying photography. Openly the company Levi Strauss & Co with its Levi's product uses photos of models generated by AI for its advertisements. The presence of artificial intelligence (AI) in the field of photography has become a dialectical discourse in society that can replace human work in various fields. This study aims to understand visual phenomena by describing and analyzing them to see the impact of Artificial Intelligence (AI) technology in the field of photography on Levi's advertisements. The focus of the research is the influence of technological advances on very significant changes in the world of advertising. Gillian Rose's Visual Methodology is used to present comprehensively, assisted by various literatures. Data collection is done by conducting observations, documentation, interviews, and questionnaires. The socio-technological approach is used to reveal the influence of technological developments on social issues and advertising photography phenomena as research objects. The results of the study show that artificial intelligence technology, namely, (1) produces more creative and innovative visual aesthetics for advertising; (2) supports more effective and efficient work; (3) there is social anxiety for some commercial photographers, designers and advertising models.

1. INTRODUCTION

AI technology is often said to challenge conventional perceptions of visual representation (images) in producing creative and innovative visual aesthetics. The development and advancement of this technology have opportunities in the advertising world because of its ability to create realistic things into hyper-realistic, full of fantasy [1], [2]. In a product advertisement, the sophistication of AI is important and needed to realize imaginative ideas as an effort of persuasion. In the digital era, the practice of photography for advertising has become part of the discourse of information communication technology, where the visual

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meaning of advertising cannot be separated from the dynamics of software culture and online platforms. Regarding technological disruption, AI provides space and opportunities for easy digital manipulation, and advertising visuals can be easily and quickly distributed online.

The advancement of Artificial Intelligence (AI) technology has been widely used for various purposes, including advertising. Not all manufacturers are willing to convey the use of AI for advertising openly. However, Levi Strauss & Co., with its Levi's product, has openly said that it will use AI-generated human models for its advertising. Levi's advertising uses AI technology to create highly realistic body type, age, size, and skin tone models. Genova [3] The virtual models are described as 'body-inclusive' and aimed at developing a more personal and sustainable shopping experience. The appeal of this AI product model is expected to encourage companies to attract it as a brand ambassador for Levi's advertising. Thus, AI has penetrated the world of the fashion industry, which can produce model innovations for its advertisements. The presence of AI has also raised discourse on the degradation of photography, photographers, and the profession of models for advertising because advertising models are starting to be replaced by AI technology.

So far, studies regarding model photography for advertising in the AI era are viewed from three perspectives. **First**, the influence of AI technology is seen as a new "virus." Some believe that AI will make photography never the same again [4], [5], [6]. Furthermore, Agung et al. [4] revealed that this disruption can affect the decline in understanding the meaning of physical and non-physical photography. AI is considered to destroy the established foundations in photography in image transfer. Therefore, the entry of AI is both a challenge and a threat. The threat from the development and advancement of AI technology is that it can potentially replace human work in various fields [7], [8], [9]. According to this study, the profession of photographers and models will slowly lose their jobs in advertising, and there is a tendency that they will no longer be needed.

Second, the reconception of models as brand ambassadors for advertising. Not just anyone can be a model because models generally receive special education or training. Photo models have specific requirements that are ideal for becoming advertising models. The main thing for this model segmentation is the attractiveness in front of the camera or photogenic. Advertising models are tasked with promoting products or services attractively and persuasively. Therefore, models become brand ambassadors for the advertised products, so models must be able to attract the audience's attention so that the audience will be interested in the products or services being promoted. Therefore, the role of models as brand ambassadors is significant to promote a product. In addition, photographers also play an important role in shaping the image of a model through lighting arrangements, angle directions, concepts, and photo locations that are arranged in such a way as to form the meaning of an advertisement [9]. Thus, the role of advertising models and photographers becomes central in realizing the visualization of product advertisements in bridging communication between producers and potential consumers communicatively and persuasively.

Third, there is a need for media for promotion or advertising. Along with the growth and development of the economy, individuals, institutions, and industries need media to promote their products and services. To introduce products or businesses, one of the tools needed to carry out promotions is through advertising media. Therefore, fashion manufacturer Levi's always makes various efforts and strategies to advertise everything related to the product conveyed in various messages on a particular media or platform. Advertising aims to convey communication messages to all people or parts of society [10]. Frascara [11] said that other elements built together with aesthetic values as one of the tools to drive lifestyle are called advertisements. In " The Design Concept, " Hurlburt [12]"

said that advertisements have three important constructions: identification, information, and persuasion. Advertisements essentially function as a medium for conveying information. The main mission of advertising is to inform consumers about products and services. Every advertisement aims to influence or persuade consumers with an attractive appearance that is as attractive as possible to stimulate certain attitudes and behaviors according to the expectations of the advertisement. It can be said that "advertising is persuasion" because almost all advertising presentations intend to persuade or influence the audience with specific presentations to attract attention that encourages behavior and attitudes as expected by the advertisement presented. The functions of persuasion, information, and identification are interrelated. From the three tendencies, it appears that studies that see the progress of AI technology for Levi's advertising models have not been widely revealed and studied.

This study was conducted based on the argument that artificial intelligence (AI) in the model for Levi's product advertisements strongly influences the efficiency and effectiveness of its creation. In addition, visual works created with this technology have aspects that can be utilized in visual appeal or visual persuasion in Levi's advertisements in order to convey commercial messages. The persuasive power of this image (model) lies in the touch of artificial intelligence (AI) technology, which can produce various visual effects that can increase the value of imagination. Moreover, this study is unique because it analyzes the impact of aesthetics and AI technology in advertising and its influence on branding strategies and consumer trust. The AI technology used for Levi's product advertisements can go further by performing certain tricks in visualization that can make the natural become supernatural, full of imagination, and even hyper-realistic. This is important in sharpening the expression of visual messages and increasing the persuasive power of advertisements. Thus, AI has the potential to bring significant changes in human life.

2. METHODS

Descriptive qualitative methods are used to present comprehensively, as assisted by various literature. The object of the study is Levi's product advertisements that use models with Artificial Intelligence technology. The analysis is conducted based on visuality as the method used by Rose [13] in her book "Visual Methodology, which includes Technology, image, and audience." In this context, technology is related to how AI technology plays a role in creating images, while the image is the image (model) itself, which contains aesthetic elements. Meanwhile, the audience is a group of people with social, political, economic, and cultural references who can respond differently when consuming a photo in advertising.

Data was collected using observation, documentation, interviews, and questionnaires. Observations were made by observing the design of product advertisements in various media. By observing, answers can be found in this study, the purpose of which is to get an overview of the visualization of Levi's advertisements created using AI technology. Qualitative data were collected through a survey of 100 randomly selected respondents. A sample of 100 respondents was selected based on prior advertising research [10], which suggests that a minimum of 100-150 respondents is required for reliable trend analysis. This instrument collects information about respondents, responses to digital/AI technology advancements, visual appeal in Levi's advertisements, and engineering of reality/image facts. Respondents were selected based on gender, consisting of 50 men and 50 women. Respondents were sorted based on occupation, including art/design students, models, and commercial photographers. Determination of the age of student respondents between 17-25; practitioners 26-50 years.

Furthermore, in-depth interviews were conducted with informants with professional backgrounds by asking several questions prepared to deepen the data to be submitted by

the informant. The questionnaire was created based on the description of the problems formulated in the research questions. The researcher summarized the variables and aspects of AI technology progress in Levi's product advertisements and visual appeal (visuality). Furthermore, the visual communication message on the perception and response received by the audience to the visual message resulting from AI technology. This study aims to describe the studied object in-depth, broadly, and in detail. The data obtained are then processed statistically, and scoring is given according to the system applied. Scoring is done using the Likert scale [14]. The Likert scale can measure attitudes, opinions, and perceptions of a person or group about a phenomenon.

3. RESULTS AND DISCUSSION

3.1. AI and the Threat to Advertising Photographers and Models

The advancement of Artificial Intelligence (AI) technology is currently creating concerns because it can create images without photographic equipment. It does not stop there; the role of the model as a photographic object is replaced, and the model can be created through imagination and narrative. The advancement of AI has become an interesting topic and a topic of discussion in various fields, with various perspectives from technology, philosophy, law, and aesthetics. To observe the direction of development and progress of technology in the field of model photography in Levi's advertisements, a survey was conducted by distributing questionnaires to 100 respondents. Based on the respondents' responses, the questionnaire results show: 1). AI technology is invaluable in realizing ideas/concepts that are realistic to imaginary/imaginary = 42%); 2). Models/brand ambassadors in advertisements are still needed and important = 30%; 3). The threat of AI that can replace jobs = 28%. At the same time, there is something more interesting, where younger respondents (17-25 years) were more receptive to AI-generated images (60%) compared to older respondents (26-50 years), who expressed concerns about the authenticity of the images (40%).

Table 1. Survey data of respondents' choices regarding implementing AI (digital imaging) technology for advertising photography.
[Source: Survey Data, 2024]
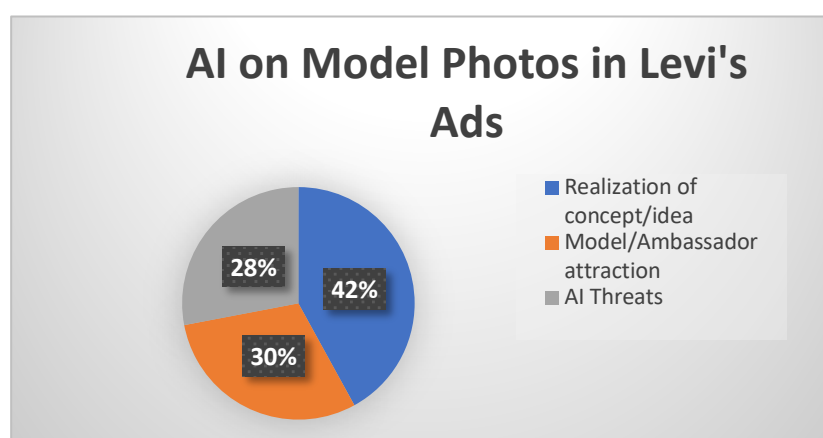
The data above shows that respondents have received various responses from digital technology disruption (AI). As stated by KN (33 years old), a model photographer:

> "In my opinion, the progress and development of AI, especially digital imaging, has greatly helped work to become much more effective. In fact, in digital photography, it can be realized by combining two processes, namely images produced from shooting using a camera, then the image is transferred to a computer and processed with digital imaging to produce more interesting, imaginative photo images in line with the desired

idea. Ideas in the analog era that could not be realized, are now no problem, especially for advertising or promotional designs, the photos displayed need to be digitally engineered to make them more attractive. However, if you look at the current trend of AI progress, it is far from what I could have imagined before." (Interview, 16 May 2024).

The response given by KN was not much different from the understanding of BWD (32 years old), who said that:

"AI technology makes it easier for me to create images with a quality that is very similar to photographic images. In addition, the work becomes more effective and efficient. I must continue to follow the rapid development of AI technology because I am sure there will be new opportunities. I must be able to adapt to the progress of AI, because in my opinion the development and progress of technology cannot be stopped." (Interview, 19 May 2024).

Next, G (24 years old), who works as a model and has often been contracted for several product advertisements, said:

"With the advancement of AI technology, photo image engineering with a certain application/software can provide freedom in expressing ideas, concepts so that they become more creative and imaginative. However, the advancement of AI technology that can create super realistic images without going through the photo shoot process can also be a source of anxiety for everyone, including me as a model. With this advancement, it is very possible that I will lose my job or my photo shoots will be reduced." (Interview, 7 June 2024).

Meanwhile, KW (21 years old), a visual communication design student, saw the development of AI, which can create human images for advertising models, saying:

"In my view, as an effort to persuade in promotion or advertising, the existence of a public figure model ambassador is still important or necessary for the appeal of advertising and is an effort to persuade potential consumers. So, if the advertising model is made with AI, I don't really agree (sreg)...." (Interview, 9 June 2024).

Figure 1: The role of photo models (brand ambassadors) used in Levi's advertisements before being replaced by images created with AI technology
[Source: https://www.esdemarca.com/en/Levis/Camiseta-Relaxed-Fit-Poster-Logo-negro-16143-0391-2526204.html]

As Kurniawan [15] said, jeans are an inseparable part of the world fashion industry. Jeans have become an everyday fashion item, with various models and color innovations. Before experiencing rapid development as it is now, jeans used to be a model of pants and were blue. Jeans used to be clothing that was only worn by American miners and cowboys. As the inventor and founder of the blue jeans manufacturing company, Levi Strauss was eventually immortalized for this fashion industry brand. Levi Strauss & Co. was born in 1873 and has continued innovating. Beyond generations, Levi's jeans have captured diverse individuals' attention, imagination, and loyalty. The Levi's brand continues to give meaning to the fashion industry with classic products such as 501 jeans, Commuter, Levi's Revel, and many more variants. Levi's has dominated the fashion market for a long time, and its iconic logo is known worldwide (Figure 2).

Figure 2. The Levi's logo has undergone 8 redesigns in almost 150 years, from the iconic 2 horses (Horse Brand), to the bat wings logo.
[Source: https://www.tailorbrands.com/blog/levis-logo]

Levi Strauss & Co., known as Levi's, is an American clothing manufacturer whose flagship product is jeans. Jeans with the 501 series are one of the most popular jeans from Levi's. Initially, the 501 series was present to meet the needs of miners who needed strong clothing. For 140 years, the 501 series has evolved from generation to generation. Since the 1950s, Levi's has become increasingly popular because many famous movie stars have become models or brand ambassadors of Levi's jeans, such as Marilyn Monroe, Marlon Brando, Bruce Springsteen, Hailey Baldwin, and Heron Preston (Figure 1). Thus, the presence of models as public figures in Levi's advertisements has become attractive, and this brand has become popular and well-known worldwide. Since then, Levi Strauss & Co. has often used model photos in its advertisements to promote its fashion products.

Initially, the appearance of the model photos for Levi's advertisements represented reality, and its creation involved photographers, designers, make-up artists, stylists, and art directors (see Figure 1). To do a model photo shoot in the studio, a photographer and his team must go to a specific location according to the desired concept. The era of technology for making such model photos is said to be static technology, where creating images still requires a camera to photograph (take pictures). Therefore, the development of technology related to visual images can be called static AI (static learning). The era of photography technology for taking advertising models is called the analog/conventional era, which peaked in the 1990s and slowly began to recede along with the discovery of digital photography technology.

Early in the 21st century, photography experienced a tremendous technological revolution. Many old principles or ways of working in photography have changed and were replaced by new and easier ones. The presence of digital photography technology is what Benjamin [16] called "postauratic". In the analog era, the nature of the photo/image produced was a single piece of film. In contrast, the image can be duplicated in the digital era without

losing the original. In the analog era, the image was single and could not be separated; however, in the digital era, images can be engineered, cut, and combined into one perfect whole [17], [18]. Thus, the visualization of advertisements appears to bring imagination and fantasy, which in the era of analog photography could not be created. The development of AI in photography at this time can be said to be an advancement in digital imaging processing.

However, advertising model photo images can be created without visiting the location in the digital era simply by combining several images through the compugraphic process (digital imaging). Model photography in this digital era can be engineered and manipulated according to the creator's concept [2], [19], [20]. The digital photography process can change, move, cut, overwrite, and transform images without disturbing the original copy. Thus, the advancement of digital technology provides practicality and convenience for creators to create a photo/image by doing certain tricks to make the natural become supernatural, full of fantasy (imaginary), and even the impossible becomes possible. With the presence of digital photography technology, the concept of representation shifted to the supernatural, full of fantasy and imagination.

Regarding photographic images for advertising, one of the aesthetic values often used is trick effects, which are done both during and after the photo shoot, namely digital imaging processing on a computer. Engineering or manipulation in advertising photography is needed to provide appeal and increase persuasive power [21], [22], [23]. The advancement of digital technology has shifted the concept of photographic work from reality for the sake of advertising. The achievement and creation of aesthetic value in advertising photography can in principle be created by engineering technically or non-technically (ideas/concepts). However, what is more fundamental is how this technology is very supportive in an industrial society for the benefit of visual communication.

However, the advancement of digital technology in model photography for an advertisement still has to involve professionals (photographers, designers, makeup artists, stylists, and art directors). A model is a person used as an object to be photographed by a photographer. Fashion or modeling photography is one type of commercial photography with high appeal and charm for photographers. In addition, for models, becoming an artist or photo model is a promising dream profession for their future. An advertising model can appear in various media, television, the internet, or billboards. A model can come from a public figure, artist, or professional model who is sometimes used as a brand ambassador for a product. Brand ambassadors generally work with a brand for a limited time according to an agreed work contract. A brand ambassador is an individual invited to work with a company to become the 'face' or icon of a brand to increase brand awareness. Generally, the Models who appear in an advertisement do a photoshoot, work with the photographer, and involve makeup artists, stylists, and art directors. A photographer works as a "photographer." The profession of photographer can be compared to other professions such as teachers, notaries, doctors, and others. The profession of photographer has played a vast and meaningful role in the world of advertising so far, as with other professions such as makeup artists, stylists, and art directors.

However, the current advancement of AI technology can become a new term to mark the activity of creating an image that is visually similar to photography but no longer extended to photography because the principles and working methods used are very different from AI technology. Creating an image similar to reality/fact does not have to be done with camera equipment; pictures must be taken, as in analog/conventional photography. The principle of conventional photography requires main elements such as cameras, light, lenses, and film/CCD/CMos. However, in today's AI technology, it is enough to have an idea, imagine, and write down verbal commands (prompts) to create a photographic image. Thus, the ever-

evolving AI technology revolution will likely eliminate some, even all, of the photography practices that have been commonly done.

The above exposure has become a reality as fashion products with the Levi's brand announced that the company will use AI-generated models. Levi's company stated that this is to 'increase diversity and efficiency regarding the money spent on advertising. Models said this is a step backward, and the company should hire real people as their models. Holt [24], AI, a technology capable of processing and analyzing data quickly, can significantly change human life. However, the advancement of AI has also raised concerns about its impact on various areas of life, such as law, politics, economics, and social and cultural [7], [25]. AI also has the potential to replace human jobs in various fields, including jobs that require specific expertise and skills, as in the world of visual communication design. Thus, using AI has both positive and negative effects, so a wise, appropriate, and integrated solution is needed.

Every new technology presence always implies a change in perspective, attitude, and idea towards the new technology. The presence of AI technology to create model images in Levi's advertisements will shift the perspective and attitude of a person or society. Technology has a huge role; it can even be said to be an agent of change in various aspects, such as politics, society, culture, and economy [26], [27], [28]. Therefore, the pros and cons issue cannot be avoided due to changes in various perspectives. Likewise, the progress of AI technology applied to advertising has caused pros and cons regarding the impact it will have. Levi's AI-generated advertising models significantly impact the commercial photography industry, modeling industry, movie stars/public figures, designers, and other professions. Holt [24] said that AI for modeling figures had been used by Levi Strauss & Co. to automate its fashion industry. This company chose AI technology for its advertising model photos, which is estimated to save costs and earn more than 100 million dollars annually. However, the negative impact is the loss of 800 jobs.

The significant development of AI explicitly greatly influences human social life in all fields [27]. It is estimated that in the next few years, several jobs will be lost following the ongoing development of AI technology. The threat of job loss is caused by the adoption of several technologies, especially AI and automation. This was revealed in the World Economic Forum (WEF) report entitled 'Future of Jobs Survey,' which predicts that the technological revolution will be increasingly massive and driven by artificial intelligence and automation. Another problem with AI today is the ethical issue and the potential for legal problems. The images produced by AI are likely to come from unclear sources. Michael Hans (2023) said that if AI produces a work, according to the Copyright Law, the work is not classified as a creation that can be protected, and AI is not classified as a creator.

Therefore, one of the main requirements for a creation to be categorized as Intellectual Property is that the creation must be human-made. In copyright theory, two conditions are required for a creation to be categorized as a creation: originality and fixation. Originality is not the same as novelty; even two creators can take inspiration from the same two things, and both can be protected by copyright on the condition that the two creators do not imitate each other. The following requirement is fixation or manifestation. Copyrighted works must be fixed in a medium. Copyright does not protect ideas but expresses those that manifest in a stable medium. AI works can be said to meet this requirement because works such as images, songs, and so on are stable mediums and are expressions of specific ideas. However, it should be remembered that both requirements are cumulative, so if works produced by AI do not meet originality requirements, then AI works cannot be categorized as copyrightable creations. Therefore, an important aspect of AI-generated images is the ethical implications of their use. Thus, the advancement of AI technology has positive and negative impacts that need to be anticipated. However, the development and advancement

of technology certainly cannot be avoided. Therefore, all parties need a wise and adaptive attitude.

3.2. Artificial Intelligence (AI) in Levi's Advertising Models as the Future of Fashion

The presence of AI that can create visual images/images like model photos in Levi's advertisements is considered to shift the basic scheme of image transfer, namely objects photographed using a camera. Visual images from technological advances are an interesting revolutionary step in visual/image creation and mark the end of the darkroom (camera) and lightroom (computer screen) as the central place to create and process images. Photographers no longer capture a slice of time but can manipulate it to enlarge ideas about what constitutes reality. This transformation offers new possibilities for imaging and understanding the visual world in new and different ways. In turn, this AI technology of visual imagery has produced tools for creating images, such as deep fake, mid-journey, etc.

Artificial intelligence (AI) is the science and engineering of intelligent machines that involve mechanisms to carry out a task using computers. Therefore, artificial intelligence is a technology that allows computer systems, software, programs, and robots to "think" intelligently like humans [29], [30]. Artificial Intelligence (AI), a technology that can process and analyze data quickly, significantly changes the creation of images (photographic images). There are various types/kinds and purposes of someone in creating images, including visuals for advertising. In this case, the image of the advertising model is no different from a medium to realize aesthetic and communicative ideas. The aesthetic idea is used to increase the power of persuasion in conveying commercial and non-commercial messages.

The progress and development of AI image technology, or what can be called modern AI, is like a machine that can learn automatically (Machine Learning) and whose essential work is connected to the network/internet [31], [32]. This technological revolution makes conventional (analog) photography seem no longer adequate for discourse and can no longer cope with the increasingly complicated and complex visual/image world. With the advancement of artificial intelligence image technology (AI image), the practice of analog/film photography that covers all technical aspects today as an ancient idea (past) has become part of the history of photography. The disruption of Artificial intelligence (AI) technology is a digital mechanism created to resemble human intelligence. The goal is to complete various jobs, including creating human images (models). AI disruption in the imagery field can be seen as positive or negative, like a dynamic technological innovation. According to Don Ihde in Lim [27], the form and impact of technology are a recurrent phenomenon. This phenomenon is related to mass responses to actions and reactions. Image technology plays an important role in the recurrent phenomenon. Where and who has access to this technology, who controls it, and who uses it effectively will significantly influence the world of life. The role of image technology is very significant as a link between global information systems for socio-cultural change.

Figure 3 and 4. The models in Levi's fashion product advertisements were created using AI technology. AI technology can visualize hyper-realistic models, hoping customers can choose the desired fashion items that suit their desires, whether in terms of body type, age, size, or skin color. [Source: https://www.welfare.id/]

Artificial Intelligence (AI) technology has been able to create model images in Levi's advertisements and replace the profession of photo models that were previously used. Artificial Intelligence, a system or machine that imitates human intelligence to perform tasks and can continuously improve its abilities based on the information collected, is said

by Madhavan [31] and Trivusi [32] as machine learning. This machine is like human thinking and analyzing data using previous experiences or data to complete the task. Artificial Intelligence (AI) can make predictions or make several decisions using pre-existing data without the need to be explicitly programmed so that the model created can produce accurate output. AI technology encourages re-perception of what it looks like and representation to produce more creative and innovative visual aesthetics.

The advancement of modern Artificial Intelligence (AI) technology in the image field has been utilized by Levi's to support the inclusive fashion industry in hyper-realistic advertising models. Artificial intelligence has significantly improved the quality of model images in Levi's advertisements. Levi's company considers AI technology to help marketing by complementing the models in its advertisements and hopes that consumers can see products that match what they want. In addition, the concept offered by Levi's through models created with AI technology can create a personal and inclusive shopping experience (https://www.welfare.id/). The presentation of model photos in Levi's advertisements no longer provides information about the value and quality of its products. However, it has become an expression of experience for its customers. Expressing experience is a form of Experiential advertising approach [33], [34].

The experiential concept in Levi's advertising aims to provide more than just information about a product or service; it also aims to manage and achieve customer satisfaction through exchanging experiences of personal events that occur as a response or stimulus. Based on consumer experience, consumers want a product to be seen not only from the overall situation when consuming the product but also from the experience gained [35], [36], [37]. Meanwhile, Kotler and Keller [34] said, "Experiences are private events that occur in response to some stimulation." Experiences are private events that occur due to certain stimuli. In this study, Experiential refers to a specific experience in a person that can provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values. The manifestation of the visual style in advertising that expresses this experience can be marked by various forms of dramatized stories (narration), such as the dramatization of a single situation or the Dramatization of a Headline, as seen in the model in Levi's advertisement. Meaning is created to build a holistic consumer experience that involves the product in the consumer. The meaning of the product is a core factor and is considered very important in its contribution related to efforts to build experience in consumers. Milano et al. [38], [39], [40], in "Experiential" said that consumers are not only seen from a rational perspective but also from an emotional perspective. A person or consumer wants to be entertained, stimulated and influenced emotionally and creatively. In experiential, a brand is not only a product identifier but also a provider of positive experiences for consumers to create loyalty in consumers.

4. CONCLUSION

The study found that AI technology creates hyper-realistic images without using a camera. The advancement of AI technology can increase efficiency and productivity in creating visual works. In addition, AI technology is positively correlated with the world of advertising but also negatively influences various aspects of life (social, political, cultural, and economic). Furthermore, advancing AI technology in Levi's advertising visualization can provide meaning in functional and aesthetic contexts. In a functional context, the model images in Levi's advertisements are created to help market the product persuasively to the target audience. In an aesthetic context, the model images in Levi's advertisements can reflect the era's style (visual characteristics).

This study contributes to understanding the implications of AI technology's progress and development and the various influences it causes. Thus, this study offers insights that can

direct the influences faced in the future, namely that society needs to be adaptive, able to adjust to technological advances, and not face progress with an apathetic attitude. In the era of AI technology that is very democratic in adopting the development of this era, what needs to be done is to study it to know and understand it as deeply as possible about AI and then live side by side to find potential possibilities that can be achieved and developed. The development of digital photography (AI) technology has made a very significant contribution to the development of modern human culture, namely visual culture. Thus, the progress of AI technology in creating visual images through its apparatus is so accurate and fast. However, it also has a broader influence in various fields (politics, economics, society, and culture). Further studies are important on consumer perceptions of AI-generated models or legal implications, where the current Copyright Law cannot accommodate copyright from works produced with AI. Given that copyright is a moral right and an economic right.

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