



## Credibility Content AI- Based : Perspective Consumer to *Transparency* in Social Media Campaigns

Ian Zulfikar

Nasional University, Jakarta, Indonesia

E-mail: [ian.zulfikar@civitas.unas.ac.id](mailto:ian.zulfikar@civitas.unas.ac.id)

**Abstract:** However, the incorporation of artificial intelligence in content generation on social media platforms has completely transformed the domain of marketing communications while raising questions about the issue of authenticity. The objective of this study, which uses qualitative research methods, is to delve into the topic of consumer perceptions regarding the authenticity of content generated through artificial intelligence, especially by exploring the importance of transparency in social media campaigns. In qualitative research, data was collected through case studies and in-depth interviews. From the findings, it is clear that transparency functions as an agent that catalyzes the transformation of audience skepticism to enhance brand trust via two pathways of perceptual change: (1) Institutional Integrity, which entails changing the basis of trust from that of authentic human origin to brand honesty; and (2) Strategic Curation, which entails basing the evaluation of expertise on intelligent use of technology by the brand. Transparency has been found to be useful in addressing expectancy violations and enhancing message acceptance through minimizing psychological resistance among consumers. From this study, it is concluded that digital honesty through proactive transparency is not just an ethical practice but also an important strategy for fostering sustainable relationships between brands and consumers in an automated age.

**Keywords:** Intelligence Artificial Intelligence (AI), Credibility Content, Transparency, Social Media, AI-Transparency Credibility Model (ATCM).

### 1. INTRODUCTION

Development of Technology Intelligence Artificial Intelligence (AI) has transformed ways brand develops content on social media, from automatically generated text to hyper-realistic graphics that distinguish from efforts of a human mind (Senypar, 2025). While AI increases efficiency in marketing campaigns, conversely it sparks an authenticity crisis in the view of the general public. Where the distinction between authentic and artificially generated content is blurred, consumers begin to doubt the authenticity of their messages, eventually leading to distrust in the brand (Iyelolu et al., 2024)

The most prominent problem arises in the context of companies that use AI without any transparency at all. Questions of who or what is behind the creation of A particular content lead consumers to question its authenticity, perceiving it as manipulation (Walmsley, 2021). Presently, there are no established guidelines how transparency can be achieved without compromising consumers' experience while expectations for digital honesty keep rising (Stevens et al., 2018).

The introduction of Artificial Intelligence (AI) in social media marketing has brought about many efficiencies; however, it has also sparked an authenticity crisis. Today, there is a disparity in terms of the rate at which AI technology is being adopted by companies versus how quickly consumers are willing to accept fake content (Sharma & Sharma, 2024). Although

AI has the ability to create perfect pictures and stories, today's consumer is concerned that the boundary between truth and deception is becoming increasingly difficult to distinguish. The problem does not arise from technology itself, but rather from the consumer's lack of understanding of whether he or she is speaking to a real person or to an AI system (Gündüzyeli, 2025).

In a unique manner, it is still not there is a universal norm or rule about how transparency in the use of AI (AI Disclosure) should be disclosed without compromising its aesthetic appeal or power to influence the campaign. Many organizations fear that if they reveal the use of AI, it might reduce the "honesty" value of their content, while at the same time, concealing the use of AI is risky because it may provoke a negative backlash if the audience feels cheated (Figuroa-Armijos et al., 2023). In this regard, it becomes vital to understand the key principles of managing transparency in a strategic manner to ensure that it does not remain a mere technical term but a tool for building credibility of the brand (Bao & Zeng, 2026).

Transparency and trust are linked to each other in such a theoretical dynamic relationship. This relationship could be analyzed using Source Credibility Theory, where experts consider expertise and honesty (trustworthiness) as the two essential foundations of an effective message (Singh et al., 2026). However, in relation to the AI-based content, there is no credible attribution of the source. Instead of focusing on the visual output created, one should ensure that the source of that material does not involve any non-human means in generating it. When a brand becomes consistently transparent, this reinforces its honesty credentials in the eyes of its customers (Dominic et al., 2025).

Moreover, openness about AI usage will trigger the Persuasion Knowledge Model (PKM) in the target audience. Openness acting as a tool that facilitates the processing by consumers of digital persuasion. They do it critically but safely, because they have knowledge regarding the origin of the content provided (Ham et al., 2015). It is associated directly with the Expectancy Violations Theory, where dishonesty in relation to the application of AI is considered a violation that would negatively impact the hope of consumers for authentic interactions on social media platforms. In synthesizing both theories above, this research will try to achieve its objectives (Burgoon, 2015).

Based on the phenomenon and theoretical gaps that have been identified, this research This focused on two major problems. First, This research will attempt to find out how the consumer's perceptions about source credibility are formed through social media content that is expressed transparently, using artificial intelligence (AI). Second, This research will try to analyze the extent to which transparency in the application of AI may help mitigate any

violations in the audience's expectation (expectancy violations) on receiving information and building trust in brands.

Therefore, the aim of this study is to provide an analysis of consumer responses to mechanisms and dimensions of honesty and expertise embedded in content generated by AI. From an academic perspective, this study can contribute greatly to the body of literature on digital marketing communications, particularly with regard to integrating theoretical perspectives on credibility in the traditional sense with the dynamic aspect of new technology. Practically, this study intends to provide a basis for strategizing how to formulate effective policies for managing ethical issues related to content generated using AI technology. This is important in order to ensure that the use of this form of technological automation continues to be consistent with efforts aimed at maintaining consumer trust.

## **2. METHOD**

**Research Study** This involves using approach qualitative with research design descriptive. To gain an understanding of deep phenomenon in term of credibility of AI content from a subject perspective, researchers must conduct interviews with social media users who engage with AI-related campaign through interview in-depth interview approach. Qualifications for the informants are set based on their level of interaction with the digital campaigns and appropriate literacy in relation to technology used by them to detect AI content. In addition to the interviews, researchers conduct digital observation of several social media campaigns that make use of AI-based disclosure.

**Data Analysis** Involves conducting data analysis in a systematic way using analysis technique thematic. Thematic analysis consists of stages of data reduction, data presentation to withdrawal conclusions. Coding of transcripts is carried out to identify dominant patterns with regards to the topic of transparency and credibility of AI-based campaigns. Validity check of the research is achieved through member checking where the interpretation of results is tested against confirmation from the informants. The whole process is conducted in accordance with ethics research in relation to the anonymity of the informants and objectivity of consumer view.

## **3. RESULTS AND DISCUSSION**

### **Perception Credibility Source in Content Transparent AI Based**

From the analysis, it appears that the concept of consumer perception of source credibility has undergone a paradigm shift in relation to content based on intelligence from Artificial Intelligence. Wherein, if before the determination of source credibility was dependent

upon the human traits such as expertise, trustworthiness, and power pulling attributes of the communicator (attractiveness), the same no longer applies to AI-based content where the experience dictates that the consumer does not only focus on “who” is conveying the message but more importantly, on “how” the message is conveyed. This includes the accurate delivery of the information, consistency of the data presented, and the quality of the content itself.

Furthermore, the emergence of AI also introduces ambivalence in consumer perceptions. While AI technologies have been perceived to possess the capability of analyzing massive amounts of data and their ability to provide objective and efficient conclusions that could help in boosting the perception of credibility in factual or data-driven information, there also arises a sense of doubt regarding its transparency, algorithmic bias, and moral accountability that usually follows human communicators. This is cause consumer become more critical and selective in evaluate content, with consider whether information the produced by humans or machines, as well as how far along is the manufacturing process can trusted (Shin, 2021).

Honesty or trustworthiness dimension of landscape communication digital marketing is another important pillar of message effectiveness and persuasiveness. According to study findings, the informants attributed significantly greater credibility to brands that have voluntarily adopted AI disclosures. The above phenomenon suggests that in the eyes of consumers, honesty about the process of creation of the content has become part of new ethical standards. The disclosure in the context discussed does not qualify as confession about limitations in the source power of human beings but is rather an indication of their attempt at increasing transparency of their position as brands who are responsible for conveying information (Cambier & Poncin, 2020).

Psychologically speaking, the transparency in using AI functions as one way of mitigating the risk of being accused of manipulating the information in the media content. Whenever a brand decides to label their content as the outcome of AI usage, automatically lessens the burden of suspicion about the perfection of visuals that they frequently receive when interacting with the content in the face-to-face manner. It seems as the informants recognize this step as a sign of respect towards their autonomous status as the consumers to know the origin of information provided by the brands.

More research is necessary Further on AI disclosure is not about reducing the mark of creative A content, but changing the creativity in narrative from the technical aspect to the moral aspects. The consumers do not simply judge the final product of A visual work; they also judge the “intention” of using technology in this case. By making a voluntary disclosure, the

brand positions itself as an innovative brand with ethical behavior (Jovanović & Jovanović, 2019). This demonstrates that credibility does not only depend on the ability of producing aesthetic content but also on the moral integrity of behaving honestly in this era of disinformation and deepfakes, which are prevalent on social media.

From the viewpoint of ethical communication, disclosure action is seen as the fulfillment of the right of information, which is a fundamental principle of communication. The informants highlight that they appreciate the fact that they are treated as partners in communication rather than a brand trying to deceive its customers into believing that artificially generated content is real. In terms of communication, transparency in this issue works as a bridge between the sophisticated algorithms and the values held highly by humanity.

In addition, concerning the dimension of trustworthiness in AI ecosystem, it is dynamic and very reliant on how proactive the brand is when it comes to communication. As a result, if there is any hidden risk associated with the use of AI technologies, the brand's credibility will be severely compromised. On the other hand, when AI is disclosed from the onset, it acts as a protector of the strong reputation. By choosing authenticity over everything else, brands can successfully create a foundation of more credibility against future challenges related to digital skepticism.

With regards to Source Credibility Theory, expertise or skill in traditional sense refers to the competencies that a source should have in order to produce correct information. Nevertheless, according to the findings of this study, the concept of expertise has been redefined in the presence of Artificial Intelligence (AI) in information production process. The informant does not see skill as a person's ability to manipulate technically visuals or narratives; rather, it has become the competence of a brand to orchestrate technologies in order to generate relevant and quality information (Lucaser & Acedera, 2025).

This aspect shifts the audience evaluation criteria from "who created" to "how" the technology steers. Although artificial content is created, the informants see that there is technical competence in the work of human intelligence on the back end. A company that can incorporate AI to produce aesthetically and highly personalized campaigns is seen as being skilled. In consumer perception, the capacity to blend the usage of AI while preserving the true message means that the brand possesses an advanced level of expertise.

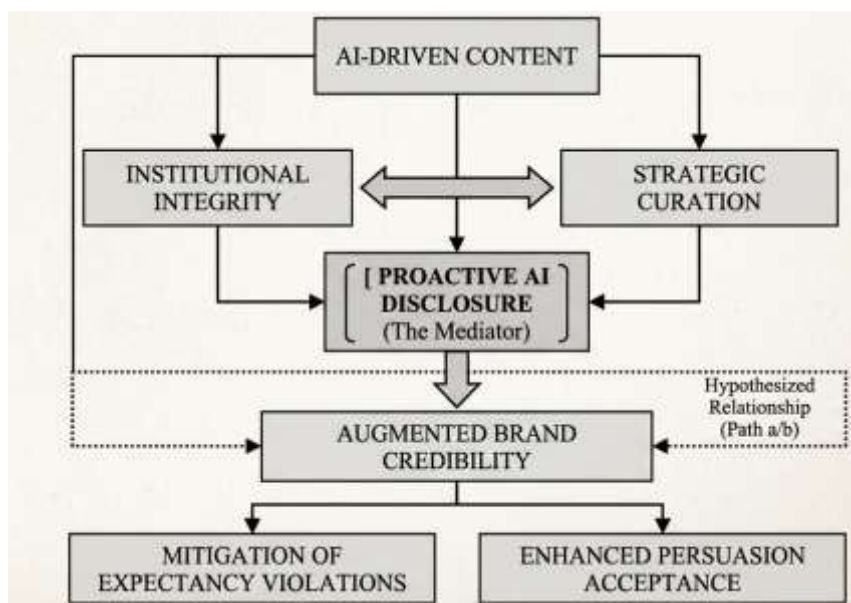
Another aspect considered by the informants when talking about an expert brand is related to the "literacy" of the source in terms of ethics. The source competency was assessed in regard to the company understanding of both the technical and ethical boundaries of using the AI technology. It should be said that the competency of the source depends not just on how

smoothly the video transitions flow or how poetic the texts written by the AI algorithms look. Rather, it was evaluated based on how accurately the company could choose an appropriate context for its utilization.

Theoretically, the use of AI contributes to collaboration between people and technology, which is called collaborative "expertise." The research showed that consumers positively respond to this collaboration when the outcome produced by means of the combination of human skills and machine efficiency offers something extra, like more vivid product images or more detailed and prompt customer support. Consumers agree that the ability to make the technology work on behalf of human qualities and thus keep the warmth of interaction artificial is a measure of the expertise of a brand (Peng et al., 2022).

In this case, curatorial intelligence and strategic expertise emerge as manifestations of expertise in AI-based communication because they do not mean any skillful use of traditional production tools anymore; instead, they represent leadership that implies innovation through responsible use of modern technologies. Such expertise ensures brand competence and, hence, builds up confidence in consumers regarding the reliability of information provided.

From the description on so can made a Transparency model credibility that can seen from picture under This :



**Figure 1 The AI- Transparency Credibility Model (ATCM)**

AI-Transparency Credibility Model (ATCM). visualization of research findings concerning the transformation of credibility of brands in the digital age, evolving systematically over five stages. The process began with AI-Driven Content as a stimulus, wherein the content marketing generated using artificial intelligence technologies. This stimulus undergoes processing through variables acting as mediators, namely Proactive AI Disclosure, which acts as an ethical filter to ascertain the direction of audience perceptions. The existence of proactive disclosure triggers the emergence of the Double Shift or Double Shift of traditional credibility pillars. In terms of trustworthiness, there is a shift in the direction of consumer evaluation toward Institutional Integrity, wherein honesty in the institution behind the brand's use of technology becomes the benchmark for integrity. Simultaneously, in terms of expertise, audience assessments shift to Strategic Curation, wherein strategic management and control of AI technologies by the brand become the benchmark.

Synergy through shift perception leads to the creation of Augmented Brand Credibility as the most important result, whereby the credibility of the brand will be improved significantly due to the openness about information. At this point, the model illustrates how credibility, which has been enhanced in the earlier stages, can be used to create a Final Impact, which is very strategic to the brand. The impact involves the enhancement of persuasion as well as acceptance of messages by the audience and the management of any risks associated with the expectation of violation of content through artificial means. Overall, this model proves that transparency is an essential tool in the current technology-driven social media environment.

### **The Role of Transparency in Mitigating Violation of Expectations and Acceptance Information**

- **Alignment Expectancy *Alignment***

Transparency through disclosure the use of AI (AI disclosure) serves an instrumental cognitive function by being proactive and preparing the audience for their expectations before processing the message any further. Under the conditions of conventional communication, consumers automatically use standards of "authenticity of human" as the main criterion to evaluate both validity and emotions of a certain content. The application of artificial intelligence technologies and ability to generate highly realistic content creates high risks of dissonance between consumer expectations and actual content produced in such way. By providing clear information upfront, brands can switch the consumer perception frame from the authenticity of human to innovative "digital creativity".

The change of the evaluation framework is highly important for avoiding possible shock experience (negative surprise) caused unintentionally by involving the machine. Without providing the consumer with transparency, there is always a possibility of fooling consumers with fake authenticity, which may evoke strong rejection response supported by psychological literature. At the same time, if consumers were aware and prepared to perceive content generated by AI technologies from the very beginning, it was viewed by them as a normal and legitimate tool.

In the end, the alignment expectation through transparency brings stability to the connection between the brand and its audience amid the onslaught of content from artificial sources. Mitigation to the possibility of a violation is aimed at making sure that the audience remains focused on the substance of the message rather than be sidetracked by doubts about the authenticity of the content source. With expectations managed in an open manner, the brand not only maintains credibility in the short run but builds a new standard of digital engagement, one which involves honesty about how content is produced.

- **Transformation Violation Negative become Positive**

Transparency through disclosure of AI (AI disclosure) acts as an instrumental cognitive approach that is proactive to set an expectation threshold for the audience even before they process the message further. In terms of conventional communication processes, the consumer employs the standard of "authenticity" of human being "as the primary criterion for judging the validity of content and the emotions it elicits." However, the emergence of AI technology, which has the potential to generate content that is hyper-realistic, creates a high possibility of disconnection between what the audience expects from the content and reality. Providing information in advance would make the brand shift its evaluation framework from the paradigm of human authenticity to that of "digital creativity."

It is critical to evaluate the shifting framework for avoiding the risk of experiencing the shock of a negative surprise due to the sudden realization that the machine's involvement is unintended. The lack of transparency can result in consumers feeling that their experience has been compromised by the artificial authenticity created by deep literature psychology and triggering an intense rejection response. However, on the other hand, if the expectations have been managed from the beginning, the involvement of artificial intelligence could be regarded as part of a legitimate approach in creating something.

- **Reduction Resistance Psychological**

Transparent through disclosure in the use of AI as a means to trigger psychological reactance or psychological resistance among consumers. For psychological consumers, there

exists psychological resistance in situations where individuals sense a deprivation in autonomy or freedom to choose and evaluate information that is at stake from hidden marketing techniques. Hyper-reality in content generated by the AI without a label that explains the technique is seen as a trap to the audience as this is a trigger of the self-defense mechanisms. However, through the availability of information, brands effectively eliminate any threat and create a situation of transparent communication.

Digital security is fostered by transparency This makes consumers For still, there is in the state of being in condition that is cognitive and not defensive moment cognitive when processing information in marketing. When the audience feels that the brand behaves in an open manner, cognitive process will be loaded which is usually used For suspecting the authenticity of the content diverted For understanding the substance of the message being sent out. This is how a cooperative environment is fostered between the brand and its consumers. In the absence of any resistance, information can flow seamlessly.

In terms of reducing psychological resistance to an extended period, respect is important for building connections between people. Companies that value transparency also demonstrate that they respect their customers' intelligence, making them unique from other tools that use artificial intelligence in creating messages. Such companies are likely to have a strong psychological defense system against the consumer, which means that campaigns are not only effective at that exact point in time but also serve as a good base for establishing credibility. Consumers that do not feel like they are being held hostage are more likely to give their loyalty.

- **Activation Knowledge Constructive Persuasion**

Under the Persuasion Knowledge Model (PKM) model, the use of artificial intelligence (AI disclosure) serves as a catalyst that shifts how consumers perceive tactics used in marketing from a defensive mode to cooperation. From a theoretical perspective, the consumer uses “knowledge about their persuasion for recognize, interpret, and respond efforts influence from A brand.” In a social media campaign where the AI's role is admitted explicitly, this gives the consumers the opportunity to gain insight into the brand's "persuasion motives." They do not see themselves as threatened by an algorithmic approach but rather as having access to "persuasion knowledge" for evaluation purposes.

This leads to a shift in the power relationship when it comes to information because consumers will be treated with respect as partners in intelligent and appropriate communication, that is, not just objects of passive marketing. If the brand adopts openness, they will be doing so without directly validating the digital literacy of their audience, which

will then result in a decrease in the trend for consumer skepticism. Feelings of value are what will develop into a cooperative attitude; hence, the consumer will be more open to engaging with the content the brand creates.

More than that, the activation of knowledge in the construction of persuasion enables the audience to view the marks made using AI technology – such as beauty and efficiency in the information conveyed – without being clouded by doubt about whether there is a secret agenda behind it all. The elimination of any element of uncertainty through transparency allows for more mature and objective digital discourse. Consequently, the message from marketing will not be perceived as a threat to the autonomy of the consumer anymore but as an innovative method of honest communication.

- **Improvement Reception Message**

In terms of transparency through disclosure in the use of AI to increase receptivity or Power, acceptance of messages at the level of the consumer is achieved using a method to eliminate distortion of frequent emotional messages. This is because in most cases, when the audience feels the presence of the use of technology in a concealed manner of artificial intelligence, they tend to divide their attention between the processing of the message in the campaign and the evaluation of its authenticity in terms of visuals. Nevertheless, due to the presence of labels indicating honesty in the disclosure process, hurdles such as skepticism and betrayal are eliminated right from the start.

Efficiency, on the other hand, relies heavily on the presence of loss, or noise, psychological noise, which is always present alongside the content. In situations where doubt has been mitigated through transparency, consumers will be in a better state mentally and will be open to absorbing arguments and messages put forth through marketing. Acceptance of the message will not be hampered any further by skepticism since the emphasis will not be on the "honesty" of the message, but rather the solutions it provides. The message will have room to create more maximum persuasive impact, where the quality of the message will be able to make more noise than discussions about technological production.

Ultimately, the boost in receptivity that comes with this will lead to enhanced efficiency for social media campaigns in an overall sense. Brands that place importance on transparency will be able to create an environment that makes for easier communication when delivering complex information. By removing the obstacle of emotion, transparency guarantees that the investment in creativity made through the use of AI will actually help enhance participation in the main message rather than turning out to be boomerangs. Therefore, honesty created through AI disclosure has been proven.

#### 4. CONCLUSION

**Conclusion** The study finds that the application of Artificial Intelligence (AI) to the social media campaign does not inherently lead to lowered trust among consumers, as long as it is implemented with a proactive approach using a transparency strategy. With the help of the AI-Transparency Credibility Model (ATCM), it was revealed that AI disclosure acts as a catalyst to bring about the transformation in the audience's perception, which makes them more credible for their brands. Transparency leads to a paradigm shift in two aspects of credibility, which include honesty (trustworthiness) in which integrity of institutional branding takes place, and expertise based on curation skills in the management of technology.

**Further research needed** More evidence proves that transparency is critical to managing the violation of expectations and fostering receptivity. If there is open honesty about AI's capabilities in advertising, then psychological barriers such as the feeling of suspicion and resistance can be eliminated and therefore the audience will be focused on the substance of the message contained in the campaign. The transparency enables consumers to use their persuasive knowledge constructively by placing themselves in an equal position when communicating with others rather than being treated as objects of manipulation. To sum up, honesty in using AI has proved itself to be able to create a sense of digital security which enhances the bond between brand and consumer while ensuring the effectiveness of persuasion.

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