

ABSTRACT

Technological developments require Public Relations (PR) practitioners to keep adapting. Like virtual influencer Miquela, a Computer Generated Imagery (CGI) product that successfully collaborated with various high-end brands. In May 2019, Miquela collaborated with Calvin Klein on controversial PR campaign “I Speak My Truth in #MyCalvins” as a digital adaptation tool. This study aims to determine the virtual influencer practices of Miquela and Calvin Klein's PR in the PR campaign. The research method used is single case study with qualitative approach and data collection by observation, documentation, and interview. This study shows that Miquela's virtual influencer practice, by her fictional identity (lesbian) had bad impact on Calvin Klein's image but not on its reputation. Besides that, Calvin Klein also benefits from Miquela's promotional activities and information dissemination. The use of Miquela as a digital adaptation tool did not mean it failed, it just does not provide maximum benefits for Calvin Klein's credibility. The fault is not in the practice of virtual influencer Miquela but in the PR practice of Calvin Klein which failed to understand the representation of its public identity, then chose the wrong influencer and became controversial.

Keywords: *Virtual Influencer; Digital Adaptation Tool, PR Campaign; Calvin Klein; Miquela*