



VOLUME
03

Is That Even Real??

Look Twice Before Believing

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Have you ever been scrolling through social media and suddenly stopped at a photo or video that looked too perfect? And sometimes... unrealistic. Maybe it was a dreamy forest cafe, a waterfall glowing under neon skies or more recently, a cat wearing an apron cooking nasi goreng kampung in a kitchen. You pause, amazed, but also confused. **HOW IS THAT EVEN REAL??**

Welcome to the world of AI-generated visuals, where the lines between imagination and reality are blurrier than ever. AI tools are making it easier than ever to create jaw-dropping images and videos with just a few detail prompts. No camera, no crew - just creativity, and a clever AI.

However, while these visuals are fun and fascinating, they can also mislead people.

In July 2025, a story that went viral on Threads captured national attention. An elderly couple from Kuala Lumpur stumbled upon a video showcasing a newly tourist attraction in Pengkalan Hulu, Perak - a cable car linking Kuak Hulu to Baling, Kedah. The video even included what looked like a professional news segment, complete with a journalist reporting live from the site. It appeared so realistic and convincing — the kind of scenic getaway anyone would dream of visiting. Motivated by what they saw, the couple travelled across the country to see it for themselves... only to discover that the place did not exist. The entire scene had been created using AI-generated visuals.

It is heartbreaking, and it highlights how convincing these visuals have become. When AI images look that real, it is easy to be fooled,

especially when the posts do not come with disclaimers.

What is trending now? A quirky new wave on TikTok and Reels features adorable animals cooking local dishes and Malaysians are hooked. One of the most popular examples in Malaysia right now is Akak Utan on TikTok. The character, an orangutan who talks, dresses and acts like a human while sharing recipes and cooking Malaysian dishes, has captured the attention of thousands. The views are soaring, proof that people can not get enough of this wildly entertaining trend.

These videos are amusing, but they also show how far AI has come in creating synthetic content that engages people emotionally. It is no longer just about art or posters. AI visuals are influencing humor, culture, even our cravings.

But with all this comes a new responsibility, to look twice before we believe what we see. While AI tools are empowering creators, marketers, and students to work faster and bolder, they are also introducing risks, especially when images or videos are shared without disclaimers.

Should we start labelling AI content more clearly? Should platforms educate users on spotting fake visuals? As AI continues to evolve, digital literacy will become just as important as creative ability.

So the next time you are scrolling and see a cat flipping roti canai or a magical village that looks way too perfect, take a second to pause. Just remember, not everything online is what it seems. **LOOK TWICE BEFORE BELIEVING.**