

The Use of Artificial Intelligence Technology in Understanding Media and Business Content to Increase People's Digital Literacy

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Abstract

This research aims to describe the use of artificial intelligence technology in understanding media and business content to increase people's digital literacy. The research approach applied in this study is a qualitative approach using the literature study method. The data collection method used is documentation techniques, where data is collected from various library sources that are relevant to the research theme. The research instruments used are various bibliographic sources, such as books, journals, articles, bibliography, and so on. The research results show that the presence of Artificial Intelligence in the digital marketing realm, especially content creation, is very useful for developing ideas through to their execution. Even so, humans are still needed when wanting to run Artificial Intelligence. Artificial Intelligence technology can be utilized to drive efficiency, innovation and strategic advantage. This involves understanding how Artificial Intelligence can be used in areas such as customer service, marketing, human resources, supply chain management and decision making. In the era towards Society 5.0 which is filled with technological innovation for the purpose of human welfare, we are witnessing surprising and sometimes very unexpected changes in various fields, including literacy.

Keyword: *Artificial Intelligence, Understanding Media, Business Content, Digital Literacy*

INTRODUCTION

Currently, the use of artificial intelligence-based technology is very significant and one of them is used to help market products in business activities. There are many compelling reasons to use artificial intelligence (AI) in product marketing. Fast and accurate data analysis. AI can analyze large amounts of data quickly and accurately (Adi Rakhman, 2020). Product marketing, there is a lot of data that needs to be processed, such as customer data, transaction data, online behavior data, and much more. This technology can quickly optimize this data analysis process and gain deeper insights into customers, market trends and product preferences.



Personalization and better customer experience. This technology enables content personalization and better customer experience. The process of analyzing customer data aims to provide relevant product recommendations, send messages tailored to customer preferences, and provide more personalized customer support via chatbots. This personalization increases customer engagement, builds stronger relationships, and increases customer loyalty.

The impact of AI in the media industry is significant, with many companies leveraging AI to improve their operations, enhance consumer experiences, and create more personalized content. One of the main areas where AI is impacting media is content creation. AI algorithms can now analyze large amounts of data to create content tailored to specific audiences. AI is also being used to improve consumer experiences in entertainment for example, chatbot more widely used by entertainment companies to provide customer service and answer frequently asked questions, while voice recognition technology is used to allow consumers to control their entertainment experience hands-free. AI-powered personal assistants such as Amazon Alexa and Google Assistant are also integrated into entertainment systems, allowing consumers to control their entertainment experience with voice commands. Personalization is a key aspect of AI's influence in media recommendation system music and content uses AI algorithms to provide suggestions customized, thereby increasing user satisfaction by demonstrating content that aligns with individual preferences. The personalized experience keeps players engaged in the game by dynamically adjusting the difficulty level to suit their skills and preferences.

The media industry is also benefiting from the efficiencies that AI brings. Automated tools such as AI-based animation and character modelling increase the realism of 3D models in films and video games. AI-powered music composition tools make it easy for composers to produce original soundtracks. Additionally, AI simplifies the content creation process by automating tasks such as video editing, proofreading, and even creating ad copy, resulting in cost savings and increased productivity. Lastly, AI plays an important role in marketing and audience engagement. This allows for precise ad targeting, ensuring that content reaches the right audience. Social media analytics helps businesses refine their strategies by identifying trends and measuring their online impact more accurately. AI's impact on the media and entertainment industry is transformative, increasing creativity, personalization and efficiency while optimizing marketing efforts for better results. AI is also being used to improve marketing and advertising in the media industry. By analyzing data regarding consumer behaviour and preferences, AI algorithms can help companies create more targeted and personalized marketing campaigns.

The presence of artificial intelligence technology is considered to provide a breakthrough for the world of business and industry. Companies around the world are starting to implement it for more efficient business processes.



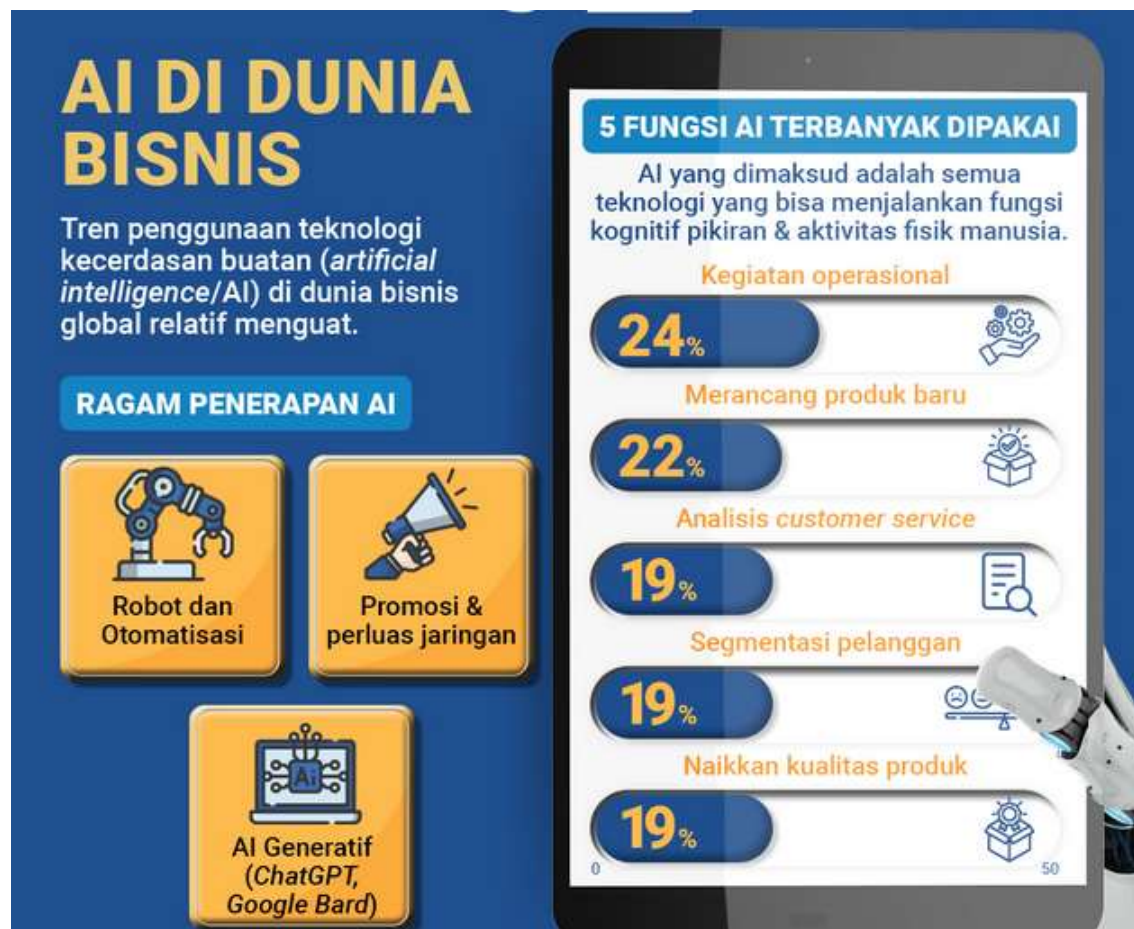


Figure 1. AI in the Business World

The Ministry of Communication and Information consistently runs community digital literacy programs. The National Digital Literacy Movement (GNLD) program has been attended by 5,923,983 participants from all regions of Indonesia. In this program, literacy in using AI is also one of the focuses of attention of the Ministry of Communication and Information. So, literacy about artificial intelligence is included in the digital literacy movement as well. The Digital Talent Scholarship (DTS) program is here to provide training in digital technology skills such as artificial big data analytics and digital marketing. The various problems caused by artificial intelligence have made many countries think about a regulatory framework so that the new technology can provide more benefits and mitigate risks. We make maximum use of AI to advance innovations in the field of digital technology, but we also carry out a number of risk mitigation measures that are recognized as negative impacts arising from unethical and irresponsible use of AI.



Figure 2. Utilization of AI

In Indonesia, currently only 28 percent of companies plan to develop AI. Domestic companies have not been agile in adopting AI, mainly due to the limited availability of digital talent. In fact, AI in general has the potential to present positive opportunities for businesses, such as helping to complete repetitive work, enabling the creation of digital assistants, and helping make decisions more quickly. Apart from that, the presence of AI continues to be accompanied by challenges for industry players. For example, the cost of developing AI is expensive. Another challenge is that AI risks creating unemployment, as well as AI's limitations in thinking creatively or out of the box. In today's highly competitive business world, the use of AI technology is an important step towards long-term success. AI can improve efficiency, support better decision making, and provide significant competitive advantages. Therefore, for business stakeholders, it is time to harness the potential of AI and embrace digital transformation to ensure a brighter and more innovative business future. By doing so, you will not only keep up with trends but also take the lead in shaping a brighter and more innovative

business future.

Artificial Intelligence

Artificial is something that is not real, like a hoax because it is the result of a simulation (Mochon and Baldominos, 2019). According to Pratikno (2017) Artificial intelligence is a technology that can be used by humans as a moving assistant like a robot but its existence is in the form of a virtual display in a computer system. Artificial intelligence is the embodiment of machines that display aspects of human intelligence and continues to be used in services and is a source of innovation today (Huang and Rust, 2018). According to Bedy & Iwan (2021:21) Artificial intelligence is technology that allows machines to simulate human behavior.

Digital Literacy

Digital literacy or also called digital information literacy is a concept that explains literacy in the digital era. The concept of digital literacy has emerged since 1990 (Masitoh, 2018:16). According to Syah et al, (2019:61) stated that digital literacy refers to an individual's ability to find, evaluate and write clear information through writing and other media on various digital platforms. Digital literacy is an individual's interest, attitudes and abilities in using digital technology and communication tools to access, manage, integrate, analyze and evaluate information, build new knowledge, create and communicate with others in order to participate effectively in society (Setyaningsih, 2019) .

METHOD

The research approach applied in this study is a qualitative approach using the literature study method. The data collection method used is documentation techniques, where data is collected from various library sources that are relevant to the research theme. Data analysis was carried out descriptively with the aim of finding information that was relevant and related to the research theme (Sugiyono, 2018). The research steps carried out include selecting a research topic, collecting data from library sources, analyzing data, preparing a research report, and presenting research results.

The research instruments used are various bibliographic sources, such as books, journals, articles, bibliography, and so on. Data validity is guaranteed through the selection of literature sources that are relevant to the research theme, and data selection and verification have been carried out to ensure accuracy and validity. The validity of this research is supported by reliable references and referrals. By applying the research methods above, it is hoped that this research report can produce accurate information and can be used as a reference in the context of utilizing Artificial Intelligence (AI) technology.



RESULTS AND DISCUSSION

The Role of AI (Artificial Intelligence) in Creating and Understanding Media Content

Artificial intelligence (AI) or artificial intelligence has become quite popular recently and is claimed to be able to simplify various jobs in the digital marketing realm, one of which is creating content for social media. Even so, the use of AI also has pros and cons. There is even an opinion that AI can do it replacing the role of humans in the content creation process. Artificial intelligence or *artificial intelligence* (AI), is a branch of computer science that focuses on creating machines or programs that can perform tasks that normally require human thinking. Examples of the most common AI abilities are providing opinions or ideas, interpreting language, solving problems, and recognizing patterns or objects.

Benefits of Using AI for Media Content. The popularity of artificial intelligence technology in the digital marketing field is not without reason. With the use of AI, various jobs that are considered time-consuming can be cut to become more efficient and practical. The following are some examples:

1. Idea Source

AI can help you find new angles or innovative ways to tell a story. This ability can make it easier to create ideas or concepts that will be reworked in brainstorming with the team.

2. Facilitate the Research Process

Creating content, whether in the form of static images or short videos, certainly requires in-depth research. AI can significantly shorten research time by scanning web content in seconds. Just decide which results are most relevant and valid to your needs.

3. Improving Content Quality

A very common problem in content creation is feeling short of ideas and having difficulty deciding which aspects need to be developed. This problem can be resolved quickly by entering some content into the AI generator, then asking it to correct and improve the quality of the content that has been created.

4. Increase Quantity

It is no secret that the content creation process is very long, from idea development, execution, to video or image editing. Thanks to the help of AI, this process can run faster. So, the amount of content produced can also increase.

5. Speeding up the Production Process

AI can speed up the production process by automating several tasks that usually take a long time if done manually. As a result, the content production cycle will run faster compared to without AI assistance at all.

How Artificial Intelligence (AI) Improves Society's Digital Literacy Capabilities

Modern era developments in the digital world era 5.0 have penetrated and influenced all aspects of life. It is inevitable that technological sophistication has become the backbone of human civilization, bringing about major shifts in the way we live and interact. One important





component of this change is artificial intelligence or better known as Artificial Intelligence (AI). AI itself is proof of technological progress which is capable of simulating human intelligence and thought processes through sophisticated machines connected to an ocean of data and information. Information technology is currently developing very rapidly. Its development is proven by increasingly sophisticated technology in helping various human jobs. Information technology has become the most important part of human life. Currently what is popular among the public is artificial intelligence which is often called AI (Artificial Intelligence). Artificial Intelligence is artificial intelligence that is used to help solve various tasks and problems using techniques that imitate human cognitive intelligence. In fact, Artificial Intelligence is able to replace humans in certain jobs.

The development of increasingly sophisticated and creative AI in the future requires humans to continue to improve their abilities and upgrade themselves to follow current developments, especially in the field of information technology. This is done so that humans have creative skills and abilities in the field of information technology, so that it is difficult for AI to replace them later. Even though currently there are several human jobs that have been replaced by AI, in essence humans as a whole cannot be replaced by AI, especially from their emotional side. Artificial Intelligence (AI) in the last few decades has become one of the most significant technological innovations. Its ability to process big data and present new information quickly is able to change various areas of human life, one of which is in the field of education, especially in the aspect of information literacy.

Information literacy refers to a person's ability to know when information is needed and a set of skills that a person has to search, find, analyze, evaluate and communicate information to meet information needs to solve various problems. Information literacy can also be interpreted as a person's ability to think critically in finding and using information. Information literacy is also referred to as a harmonious skill, where this skill includes finding effective, efficient and credible information, understanding the creation of that information and being able to provide judgment, using the information obtained according to needs, and actively participating in the learning process. Information literacy in this modern era is very important for every individual, because the development of information technology is increasingly sophisticated and creative, resulting in major changes in every aspect of life. Currently, people have fast access to find the information they need.

The explosion of information that floods society every day requires people to have information literacy skills. The information explosion that is occurring is closely related to the current development of AI. AI has an important role in increasing information accessibility. One example of AI is a search engine. This feature is one of the AI technologies that people often use in everyday life, especially in the world of education. With search engine features such as Google, Yahoo, Big, and others, someone can easily find the information they need. AI provides information that society is looking for and needs more effectively and efficiently and in the form of relevant results. The AI algorithm used in this search engine can analyze and identify information that is relevant to people's wants and needs according to their online preferences



and needs. In this way, AI can increase information accessibility, with relevant and diverse types of information. So that speed of access in searching for information will help increase information literacy.

Artificial Intelligence in Business Understanding

In a rapidly evolving business landscape, AI literacy has become a critical competency. As AI technology continues to revolutionize various business functions, understanding AI is quickly becoming a necessity for professionals at all levels and departments.

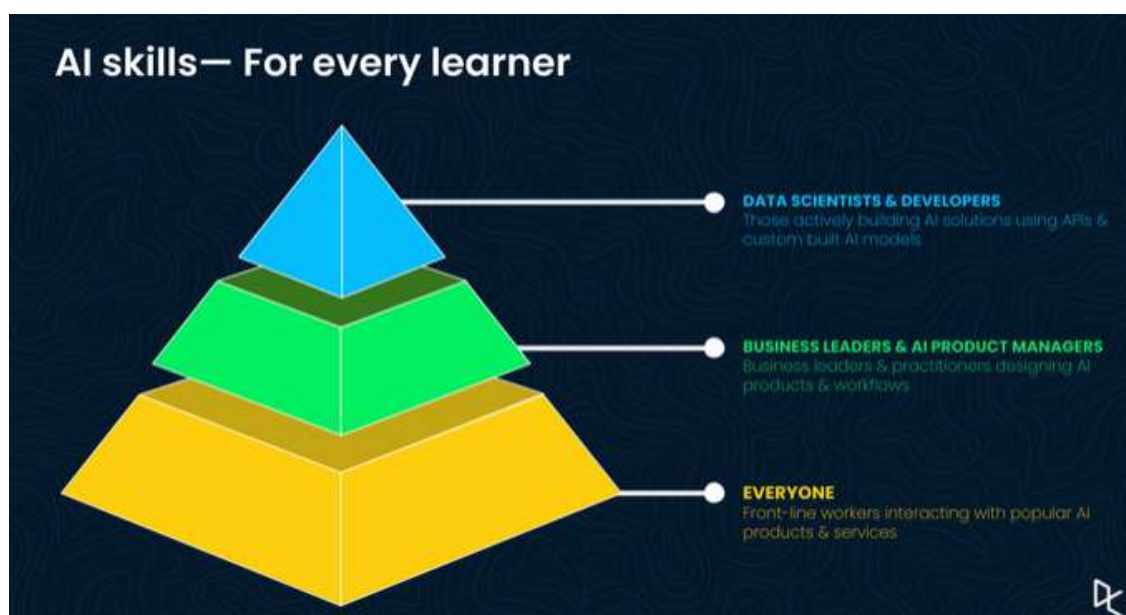


Figure 3. AI literacy is relevant across organizations

AI literacy in business is about understanding how AI technology can be leveraged to drive efficiency, innovation and strategic advantage. This involves understanding how AI can be used in areas such as customer service, marketing, human resources, supply chain management and decision making. It's about recognizing the potential of AI to transform business models, create new value propositions and reshape industries. In our course, Implementing AI Solutions in Business, we explore how organizations can benefit from AI, spot opportunities, and develop AI strategies. The field of AI is constantly evolving, with new technologies, applications, and implications emerging regularly. This makes continuous learning and upskilling important for professionals. Businesses need to invest in training and development programs to ensure their employees stay up to date with the latest AI trends, technologies and best practices.

AI literacy in business also involves understanding the ethical and social considerations of AI. This includes understanding how bias can be embedded in AI systems, the implications of

AI for privacy, and the need for transparency and accountability in AI applications. Businesses need to consider these factors when implementing AI, both to mitigate risks and build trust among customers, employees and stakeholders. AI literacy is becoming an essential competency in the business world, enabling professionals to utilize AI technology effectively, make informed decisions regarding AI applications, and navigate the ethical and social implications of AI.

Realizing public understanding of Artificial Intelligence through the four pillars of Digital Literacy

In realizing a smart society in the digital space, four pillars are needed digital literacy. These four pillars are very important to serve as guidelines and are expected to have a positive impact on society, especially when in the digital space. These pillars include being competent, cultured, safe and ethical in digital media.

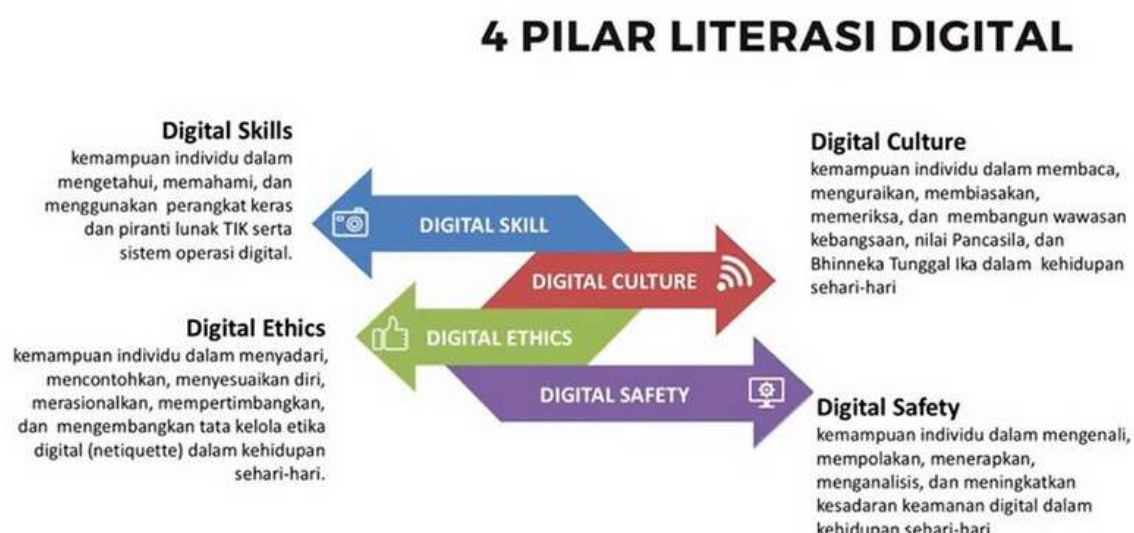


Figure 4. Pillars of Digital Literacy

Four Pillars of Digital Literacy

People's mastery of digital literacy will encourage the realization of a smart society, because creating a smart society must be supported by mastery of technology." There are 4 Pillars of Digital Literacy established by the Ministry of Communication and Information: Digital Media Capability (digital skills), Digital Media Ethics (digital ethics), Digital Media Culture (digital culture), and Safe Digital Media (digital safety). In realizing an intelligent society in the digital



space, it is very important to understand the four pillars of digital literacy. These four pillars can become guidelines that can have a lot of positive impacts on society, especially when exploring the digital space or social media. The four pillars include being competent, cultured, safe and ethical in digital media. Expert Staff to the Minister of Communication and Information for Social, Economic and Cultural Affairs, Wijaya Kusumawardhana, emphasized how important it is to increase digital literacy among the public when they are utilizing telecommunications infrastructure.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

It can be concluded that the presence of Artificial Intelligence in the digital marketing realm, especially content creation, is very useful for developing ideas through to their execution. Even so, humans are still needed when wanting to run Artificial Intelligence. Artificial Intelligence technology can be utilized to drive efficiency, innovation and strategic advantage. This involves understanding how Artificial Intelligence can be used in areas such as customer service, marketing, human resources, supply chain management and decision making. It's about recognizing the potential of Artificial Intelligence to transform business models, create new value propositions and reshape industries.

In the era towards Society 5.0 which is filled with technological innovation for the purpose of human welfare, we are witnessing surprising and sometimes very unexpected changes in various fields, including literacy. This can happen partly because of the combination of creativity in writing and artificial intelligence (AI). This era marks a big step in the development of literacy, where Artificial Intelligence becomes an almost irreplaceable partner for writers who want to produce quality literary works but in a larger number of works and with more efficient use of time.

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