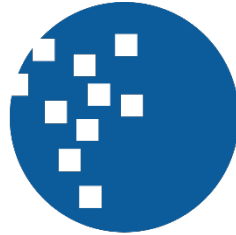


INTERACTIVE CAMPAIGN FOR BEHAVIORAL CHANGE

TOWARDS ARTIFICIAL INTELLIGENCE MUSIC

PRODUCER



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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ART AND DESIGN

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

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TOWARDS ARTIFICIAL INTELLIGENCE MUSIC

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Proposed to Fulfill one of the requirements
to obtain the title of Bachelor of Design Degree (S.Ds.)

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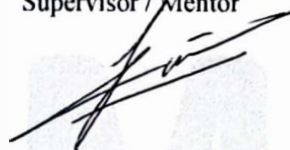
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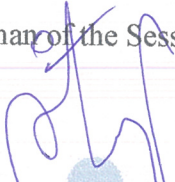
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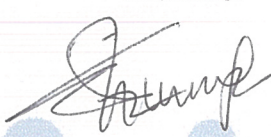
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PREFACE

Praise God Almighty for all the gifts He has bestowed so that the author can complete the Final Thesis Report titled "Interactive Campaign for Behavioral Change towards Artificial Intelligence Music Producer" so that the author can complete it smoothly and on time. By making this final report, the author hopes to increase awareness and create informative media that is useful for students to learn more about AI Music. The process of writing this final report could not have been realized if there were no parties who had helped the author, therefore:

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1. Dr. Ninok Leksono, M.A., as the Rector of Multimedia Nusantara University.
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8. Natalia Windi Stevani, as moral support and fellow thesis student.
9. Jessica Christyanawatie, as moral support and fellow thesis student.

Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 20th May 2024



(Dyah Anindya Wulandari)



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INTELLIGENCE

(Dyah Anindya Wulandari)

ABSTRAK

Teknologi merupakan sesuatu yang selalu berkembang dalam hidup, beberapa tahun kebelakang, teknologi yang diketahui sebagai Artificial Intelligence telah berkembang pesat. Perkembangan ini tentu membuat pekerjaan lebih mudah tetapi juga sering disalahgunakan. Misalnya mengambil suara seorang penyanyi atau artis dan menggunakannya kembali untuk tujuan yang berbeda atau membuat musik murni dari Artificial Intelligence itu sendiri dan mengaku telah membuat musik. Tujuan dibuatnya Kampanye ini adalah untuk meningkatkan kesadaran masyarakat dan sebagian besar generasi muda untuk tidak bergantung pada teknologi seperti Artificial Intelligence sekaligus menunjukkan bahaya dari ketergantungan tersebut. Dalam pengumpulan data, penulis menggunakan metode kualitatif dan juga metode kuantitatif. Dalam metode kuantitatif, penulis telah melakukan kuesioner untuk mengumpulkan data dan sebagian besar setuju bahwa penggunaan Kecerdasan buatan dapat merusak atau mengancam bidang pekerjaan di industri musik. Dalam kuesioner tersebut, penulis juga mempelajari media yang paling umum digunakan oleh responden sasaran dengan Media utama dalam format Visual Novel dan media sekunder dalam format Sosial media, Lanyard dan stiker sebagai pendukung.

Kata Kunci: *Teknologi, Informasi, Artificial Intelligence, Musik*

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INTERACTIVE CAMPAIGN FOR BEHAVIORAL CHANGE

TOWARDS ARTIFICIAL INTELLIGENCE MUSIC

PRODUCER

(Dyah Anindya Wulandari)

ABSTRACT

Technology will always be something that is constantly evolving in life, in recent years, the technology known as Artificial Intelligence has been growing vastly. This growth has made certain things easier but most commonly misused, with the example of taking the voice of a singer or an artist and reusing them for different purposes or making music purely from the Artificial Intelligence itself and claiming to have made music. The aim for making this Campaign is to raise awareness to the people and mostly younger generations to not depend on technology such as Artificial Intelligence while also showing the dangers of that dependency. In gathering data, the writer uses qualitative methods and also quantitative methods. In the quantitative methods, the writer has done a questionnaire to gather data and most agree that the usage of Artificial Intelligence can ruin or threaten fields of work in the music industry. In the questionnaire, the writer also learnt media that is most commonly used by the target respondents with a Visual Novel as the main media and Social Media as the secondary with a Lanyard and Stickers to accommodate for the secondary media.

Keywords: Technology, Information, Artificial Intelligence, Music

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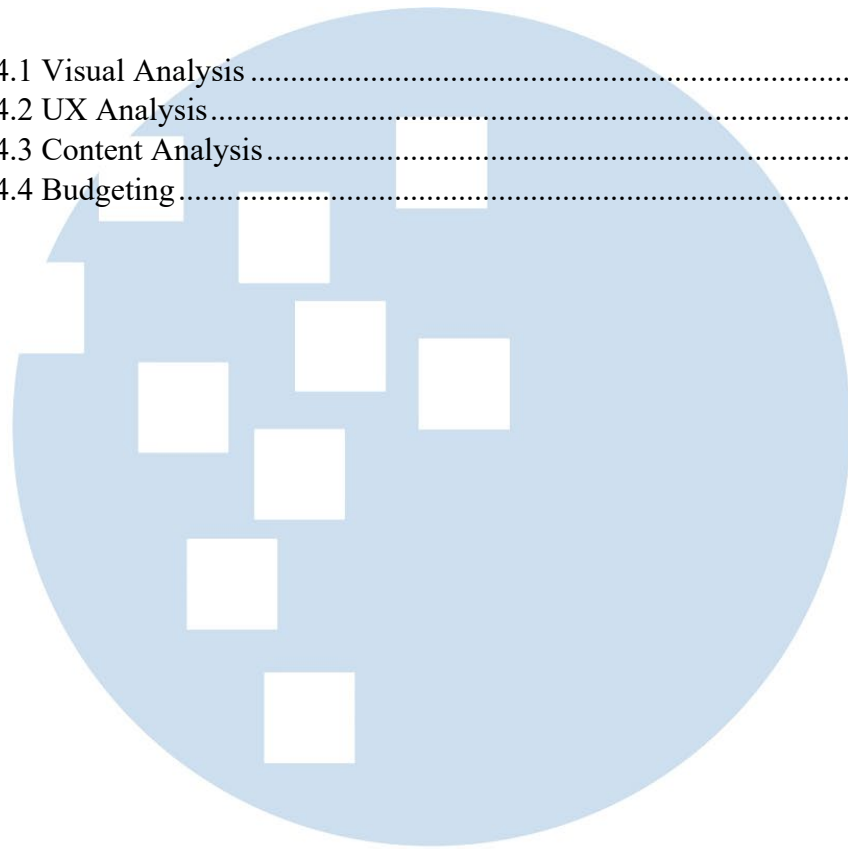
TABLE OF CONTENT

NON PLAGIARISM STATEMENT PAGE.....	ii
APPROVAL PAGE	iii
APPROVAL PAGE	iv
PREFACE.....	vi
<i>ABSTRAK</i>	viii
ABSTRACT.....	ix
TABLE OF CONTENT.....	x
LIST OF TABLES	xiii
LIST OF PICTURES.....	xiii
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Formulation.....	2
1.3 Problem Limitations.....	3
1.4 Final Assignment Goals	4
1.5 Final Assignment Benefits	4
CHAPTER II LITERATURE REVIEW.....	5
2.1 Visual Communication Design.....	5
2.1.1 Visual Design Principle.....	5
2.1.2 Layout and Grid.....	9
2.2 Informative Media.....	10
2.2.1 Print-based Information Design.....	11
2.2.2 Interactive Information Design.....	12
2.2.3 Environmental Information Design.....	13
2.3 Artificial Intelligence.....	13
2.3.1 Narrow AI.....	14
2.3.2 Artificial General Intelligence.....	14
2.3.3 Reactive Machine AI.....	15
2.3.4 Limited Memory AI.....	15
2.3.5 Theory of Mind AI.....	15
2.3.6 Self Aware AI.....	16

2.4	Music.....	16
2.4.1	Composition	16
2.4.2	Arrangement	17
2.4.3	Sound Design and Production	17
2.4.4	Mixing	18
2.4.5	Mastering.....	18
2.5	Campaign	19
2.5.1	Campaign Types	19
2.5.2	AISAS Strategy	20
2.6	Digital Storytelling.....	21
2.7	Visual Novel	22
2.8	Illustration.....	23
2.9	Three Dimensional Characters	30
CHAPTER III RESEARCH AND DESIGN METHODOLOGY		32
3.1	Research Methodology	32
3.1.1	Qualitative Method.....	32
3.1.2	Quantitative Method	36
3.2	Design Methodology	41
CHAPTER IV DESIGN AND STRATEGY ANALYSIS		43
4.1	Design Strategy	43
4.1.1	Empathize.....	43
4.1.2	Define	43
4.1.3	Ideate.....	46
4.2	Design Analysis	80
4.2.1	Beta Test	81
4.3	Secondary Media	84
CHAPTER V CLOSING.....		93
5.1	Conclusion	93
5.2	Advice	93
REFERENCE.....		xvi
APPENDIX.....		xix

LIST OF TABLES

Table 4.1 Visual Analysis	73
Table 4.2 UX Analysis	75
Table 4.3 Content Analysis	76
Table 4.4 Budgeting	92



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LIST OF PICTURES

Picture 2.1 Example of Design Principle Format.....	5
Picture 2.2 Example of Design Principle Balance	6
Picture 2.3 Example of Design Principle Hierarchy	7
Picture 2.4 Example of Design Principle Unity	8
Picture 2.5 Example of Layout and Grid	9
Picture 2.6 Typography Example.....	10
Picture 2.7 Example of Print-base Information design	11
Picture 2.8 Example of Interactive Information Design	12
Picture 2.9 Example of Environmental Information Design.....	13
Picture 2.10 Example of Narrow AI	14
Picture 2.11 Example of Self Aware AI.....	16
Picture 2.12 Example of Arrangement.....	17
Picture 2.13 Example of Mixing	18
Picture 2.14 Example of Campaign	19
Picture 2.15 AISAS Model	20
Picture 2.16 Example of Visual Novel (Twisted Wonderland - Disney).....	22
Picture 2.17 Example of Character Illustration.....	23
Picture 2.18 Example of Caricature	24
Picture 2.19 Example of Cartoon.....	25
Picture 2.20 Example of Characters.....	25
Picture 2.21 Example of Comic	26
Picture 2.22 Example of Conceptual Art	26
Picture 2.23 Example of Hyperrealism	27
Picture 2.24 Distinctive Characters.....	28
Picture 2.25 Character Posture.....	29
Picture 2.26 Three Dimensional Social Aspects.....	30
Picture 2.27 Three Dimensional Hobby Aspects.....	31
Picture 3.1 Interview	32
Picture 3.2 Save Ralph Campaign.....	34
Picture 3.3 Fur's Dirty Footprint Campaign	35
Picture 3.4 Age Data	37
Picture 3.5 Gender Data	37
Picture 3.6 Data of AI Music Knowledge.....	38
Picture 3.7 AI Frequency data.....	38
Picture 3.8 Negativity opinion data.....	39
Picture 3.9 AI Music Opinion Data.....	39
Picture 3.10 Common Used Media Data.....	40
Picture 3.11 Preferred Media Data.....	40
Picture 3.12 Preferred Media Data.....	41
Picture 4.1 Campaign Mindmap	44
Picture 4.2 Campaign Big Idea and Tone of Voice	45

Picture 4.3 Campaign Flowchart.....	47
Picture 4.4 Campaign Title Alternatives.....	48
Picture 4.5 Campaign Prologue Script.....	49
Picture 4.6 Campaign Chapter 1 Script.....	50
Picture 4.7 Campaign Chapter 2 Script.....	51
Picture 4.8 Campaign Chapter 3 Script.....	52
Picture 4.9 Campaign Moodboard.....	53
Picture 4.10 Livia Moodboard.....	54
Picture 4.11 Anna Moodboard.....	55
Picture 4.12 Levi Moodboard.....	56
Picture 4.13 Ezra Moodboard.....	57
Picture 4.14 Livia Sketches.....	58
Picture 4.15 Anna Sketches.....	59
Picture 4.16 Levi Sketches.....	60
Picture 4.17 Ezra Sketches.....	61
Picture 4.18 Livia Expressions.....	62
Picture 4.19 Anna Expressions.....	63
Picture 4.20 Levi Expressions.....	64
Picture 4.21 Ezra Expressions.....	65
Picture 4.22 Hallway and Kitchen Environment.....	66
Picture 4.23 Announcement Hall and Venue Environment.....	66
Picture 4.24 Living room and Bedroom Environment.....	67
Picture 4.25 Home screen UI.....	68
Picture 4.26 In-game UI.....	69
Picture 4.27 Virgo Font.....	70
Picture 4.28 Comfortaa Font.....	70
Picture 4.29 Coding Script.....	71
Picture 4.30 Coding Script.....	72
Picture 4.31 Home Screen Revision.....	77
Picture 4.32 Character Revision.....	78
Picture 4.33 Textbox Revision.....	79
Picture 4.34 Story Revision.....	79
Picture 4.35 Pose Revision.....	80
Picture 4.36 Beta Test.....	81
Picture 4.37 Beta Test.....	82
Picture 4.38 Beta Test.....	83
Picture 4.39 Beta Test.....	83
Picture 4.40 Secondary Media Social Media.....	85
Picture 4.41 Secondary Media Social Media.....	86
Picture 4.42 Secondary Media Sticker.....	87
Picture 4.43 Secondary Media Lanyard.....	88
Picture 4.44 Secondary Media Lanyard.....	89
Picture 4.45 Sony Music Label.....	91

LIST OF APPENDICES

Appendix A Counseling.....	xix
Appendix B Questionnaire & Alpha Test Questionnaire.....	xx
Appendix C Turnitin.....	xxxi
Appendix D Sketches.....	xxxii
Appendix E Secondary Media.....	xxxiv
Appendix F In-Game.....	xxxviii
Appendix G Environment.....	xli
Appendix H Expressions.....	xlvii
Appendix I Coding.....	xlix
Appendix J Script.....	lxix
Appendix K Transcript.....	lxxviii

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