

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Within recent years, the growth of AI has made a substantial jump. In a survey that was done to scientists that has done publications about this topic, it was revealed that they have expressed that AI can take away their jobs in the near future, one of the revelations that has been made is that AI has already started developing on creative works such as generating lyrics and songs for pop music (Sari, 2024).

As it started developing on creative works such as generating songs and lyrics, the music industry has been impacted by them as well. A few musicians have made their stand very clear on the works of Artificial Intelligence generating new music, They have stated that the technology can only replicate what has already been done, not making new innovations because the system that is integrated in Artificial Intelligence is taking creations that has already been published on the internet and turning them into new collages, they could not replicate the emotions and the messages behind the real works of art (Reuters, 2024).

While it is true that the makings of AI music have touched several rights violations and legal problems because of the recycling of notes and voices, there will come a solution where AI will have a place in the industry as long as it is being handled responsibly and so that music producers, musicians and artists have full control of their work of art in the future (Reuters, 2024).

One of the more known AI engines to make music are Suno and Udio, the presence of these two engines have made the music industry contemplate if it is a threat or not. Suno and Udio is capable of making backgrounds, generating lyrics while being accompanied by an AI voice and giving out specific genre of music with a simple click of a button. For some musicians and music directors, Suno and Udio is a way to overcome a creative blockage, an engine where they can search for references but to others such as KUBI (*Kibordis Untuk Bangsa Indonesia*) have

expressed that the presence of AI is making many music producers and musicians restless (Alam, 2024).

Other cases in Indonesia based on the interview that was done by the writer that involve the uses of AI is with music producers that have been hired to do certain projects with big name companies but they are only hired to use AI in the works which music producers and directors have a big problem with. They have expressed that while the engine itself is useful in terms of referencing, they highly decline the dependant usage of AI in their works but simply do not have the voice to bring up the issue because clients have a fondness of the works that the AI engine makes.

Based on the research that was done, the writer has found that majority of Indonesians are very fond of the AI engine and are willing to use them on a day to day basis if it helps them do things much quicker rather than doing it traditionally (Annur, 2023), this information is backed up by the answers of the questionnaire that the writer has spread to over 100 respondents. Based on the interview that the writer has done with a music producer and director, they have stated that if it continues then music producers in Indonesia itself would lose the creativity and originality of what it once had because people would much prefer the works of an AI engine rather than an actual human worker.

Which is why there is a need for a media campaign to educate the AI musicians on why AI music software are only to be used for base references and not fully ingrained on works of music. The campaign itself is in the form of a Visual Novel to make the users empathize more with the story of the character and move them to change their behaviour to use less of the AI Engine because stories have the capacity to shape personal belief and behaviours whether it is consciously or unconsciously (Welnshenk, 2013).

## **1.2 Problem Formulation**

Based on the background of the final report, the problem that will be appointed is “How to design a campaign to change the behavior of people who is fully dependent on Artificial Intelligence to make music?”

### 1.3 Problem Limitations

As to make the working progress of this final report to be focused on certain topics, these are the limitations of the problem that is on hand :

#### 1.3.1 Demography

a. Age : 20 - 25

In a survey done by CNN in Indonesia (2023), they spread questionnaires about the usage of Artificial Intelligence and in their results have proven most of the respondents are of Gen Z which ranges from the age of 17 to 25 and they have accumulated to 55% of the entire respondents.

b. Gender : Male and Female

c. Education : University Students

As said in the sentence above, most usage of technology is by Gen Z which includes students, fresh graduates and newly working people. After the pandemic, students that attend college have spent more than 95.3% of their time on the internet and technology.

d. Economic Status : B

Based on a research report done by the Communication Government, they have stated that the higher the economic status someone is, they are more likely to be more digitally educated but in this instance, the people who have an Economic status as B is more likely to be digitally educated which reached 59.1% out of all other socio-economic status.

#### 1.3.2 Geography

a. Country : Indonesia

b. Provincial Area: DKI Jakarta

Based on the survey released by APJII(2020) the highest percentage of internet and technology users can be found in DKI Jakarta with 86,96% as a result.

#### 1.3.3 Psychographic

People, mostly students who still use Artificial Intelligence in their works and claimed to be theirs.

#### **1.4 Final Assignment Goals**

The aim for writing this final report thesis is to raise awareness towards students that are using Artificial Intelligence in their works and self-claim using an informative media.

#### **1.5 Final Assignment Benefits**

As of writing this final report thesis, there are a few uses of this report that has been split into three parts which are written below

##### **1.5.1 For the Writer**

With writing this final report thesis, It will expand a personal knowledge of technology, Artificial Intelligence while also testing the capabilities of what the writer has learned for the past years in college. While implementing the knowledge that was given in this final report, it would also be a use to be one of the conditions of graduating.

##### **1.5.2 For the People**

Using this final report thesis, many more people can be aware of the uses and also dangers of using Artificial Intelligence in schoolwork while also making them wiser in when and where to use engines of sorts.

##### **1.5.3 For the University**

This final report thesis can be used as a reference and inspiration for future students of Multimedia Nusantara University while also encouraging students to use less AI engines for assignments and works.

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