# CHAPTER III

RESEARCH AND DESIGN METHODOLOGY

3.1   Research Methodology

According to John.W Creswell and J. David Creswell in their book of Research Design, the process of gathering data is split into three different categories which is Qualitative Method, Quantitative Method and a mix of both. In the process of gathering data for this Informative media, the writer has chosen to do a mix of methods that includes both Qualitative Method and also Quantitative Method to ensure a complete data that can provide substantial amount of accuracy with the topic that is in hand.

3.1.1   Qualitative Method

A Qualitative Method is a method of research that consists of searching information from a specific group of people that is connected to the research topic, The qualitative method that is most commonly used are Interviews, Field Study, Existing Study and also Literature Review

3.1.1.1   Interview
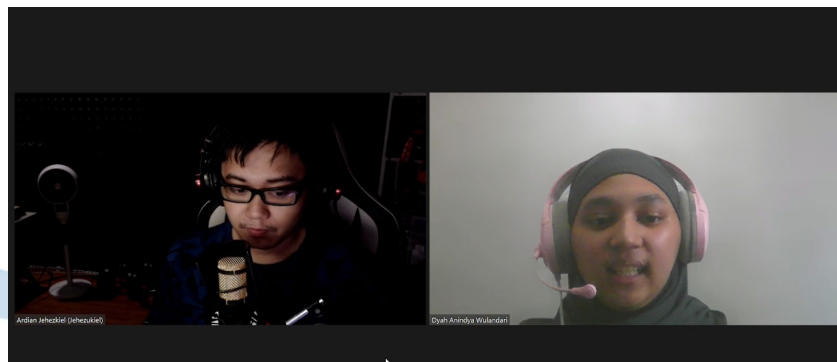
Picture 3.1 Interview
Source: Personal

The interview was done with a freelance sound designer and sound director named Ardian Jehezkiel on 26th of April 2024 in a Zoom meeting to accommodate Mr. Jehez's schedule. The writer starts with asking what the general meaning of music is and follows

32

up with a question asking of how the music industry works. Mr. Jehez had answered that in the music industry, it is very possible to work on your own for small projects and be a freelancer but there is a possibility of working together with an entire team if the project is too big, for example, projects like making big name games and movies, the range of making music with a team is generally from three weeks to a year up to the polishing stage with mixing and mastering and he had explicitly mentioned that it was a team effort.

After that question, the writer begins asking about Mr. Jehez's opinion on the general AI Music, he had replied that he only sees the AI engine as a tool to help make music and if there is a person who uses generative AI to make music and publishes it instantly, he thinks that the person who does most probably didn't do anything or put in any effort to their work.

The next question that the writer asked is if AI Music is ethical in the eyes of a music worker or a music producer, he had answered that the topic is a gray area because there is something called sampling, which is taking certain noises and producing it to something else, and sampling is something that is being done a lot. But in terms of AI, the engine itself is only trying to copy and interpret it and that's all they're doing which is copying someone else's work.

The writer had asked if it was important that the public knew how to use Artificial Intelligence correctly and he had replied with yes because the public is the customer and client. It is important to know what we are listening to because music and sound has a strong influence next to visuals. While asked if there is currently any media or information about the correct use of AI music, he had mentioned that there is currently none because of the public's favorability towards the progressive technology such as Artificial Intelligence, be it to music or arts.

The end conclusion of this interview is that there is certainly an impact that the AI music made on the industry but it can never replace man-made music because of the human touch behind the works while the AI engine can only copy others' work.

3.1.1.2   Reference Study

Picture 3.2 Save Ralph Campaign
Source: https://www.youtube.com/watch?v=G393z8s8nFY

In designing the media to spread more awareness about AI Music, the writer has researched and found a few references for what counts as a storytelling campaign. The first reference is a video called Save Ralph from a Youtube account called The Humane Society of the United States. This video is a stop motion animation campaign in an attempt to ban animal testing on products. It features a character of a rabbit named Ralph, he gives us a sneak peak into his life which is filled with pain and sadness but he truly believes that he's doing this to make the humans happy. The campaign has reached 16 million people and because of the popularity of the video, it has touched the hearts of many, making them sign a petition to also stop animal testing.

The video itself gains much empathy from the somber mood of the video as it tugs on the consciousness of the people, plot-wise of the story, Ralph pretends that everything is alright with his life, he

34

keeps on a happy face and explains how he used to have a family but he hasn't seen them in a while because of the testings that they went through. The target of the campaign itself consists of over 16 countries with the main target being Southeast Asian countries such as Thailand, Singapore, Indonesia and so on. The campaign starts off by publishing in Thailand as the country is a big market for local cosmetics that promote themselves as an animal-free testing makeup and products.

After the video of Save Ralph was published, many more cosmetic brands made claims that their brand was cruelty-free. The campaign even reached Myanmar which was not in the range plan of their campaign reach, but the video itself raised many views that it caught the attention of bloggers and social media influencers.

Picture 3.3 Fur's Dirty Footprint Campaign
Source: https://www.youtube.com/watch?v=L4Ok7bfyTxg

Another reference that the writer used is from the same youtube account, the video is a small animation called Fur's Dirty Footprint. It is another campaign that uses stories to relay their message. The campaign explains how many animals such as ferrets, raccoons and foxes are taken captive and put in a barn until their fur is taken away for the fashion industry. The fur industry has taken it too far and has begun to make a dent in the ecosystem from their farming. The campaign video didn't reach as many people as Save

35

Ralph but it did reach a substantial amount of people to sign a petition to stop the fur industry, the video itself reached around 4000 more views. Much like the other videos in the Youtube account of the Humane Society of the United States, their campaigns take on a much somber mood until the viewers are in the same state of mind, their empathy for animals in the videos have moved them until they decided to sign the petition to stop fur fashion.

Along with the exposure that the campaign has gotten, many celebrities and social media influencers have used their voices in different platforms to raise awareness of the topic itself, garnering even more support to stop the cruelty of fur farming.

3.1.2 Quantitative Method

Aside from the Qualitative method, the writer is also using the Quantitative method to gather data with a more wide variety of people. Quantitative method of research is a way to gather data in a more accurate and systematic way using different variables and questions. In this instance, the writer is using an online Questionnaire to gather answers.

2.1.1.3 Questionnaire

The writer has spread the online Questionnaire or online Google Form to various people according to the problem limitations that have been set at the beginning.
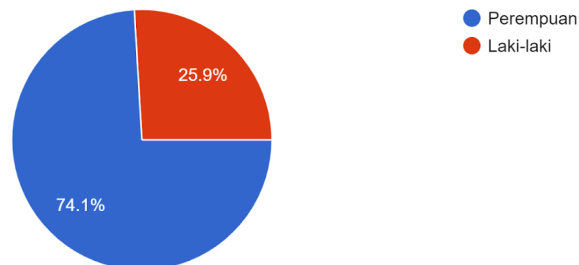
Usia
108 responses

- 20 - 21
- 22 - 23
- 24 - 25
- 20 - 22

28.7%

25.9%

41.7%
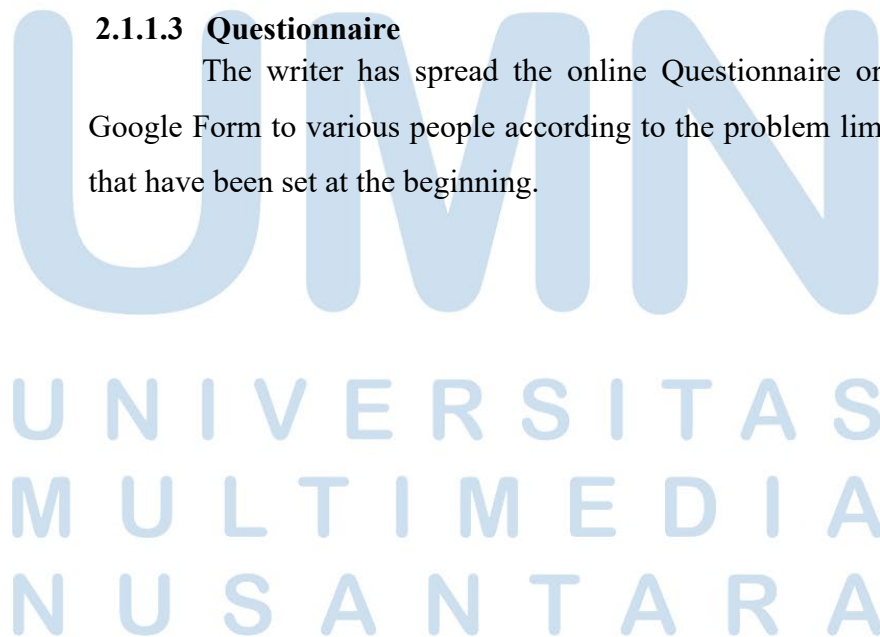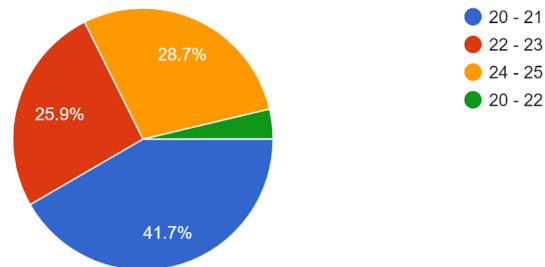
Picture 3.4 Age Data

Based on the picture above, the highest respondents are from the age of 20 to 25 years old with 20-21 year old as the leading respondent followed by 22-23 year old as the second biggest respondent.

Jenis Kelamin
108 responses

- Perempuan
- Laki-laki

25.9%

74.1%

Picture 3.5 Gender Data

Based on the data that has been collected, the respondents are a majority of females with 74.1% while the male respondents follow with a number of 25.9%. The majority of the respondents reside in Jakarta with a number of 84 people and most of the respondents are college students.

Apakah anda tau dengan keberadaan Musik Artificial Intelligence?
108 responses
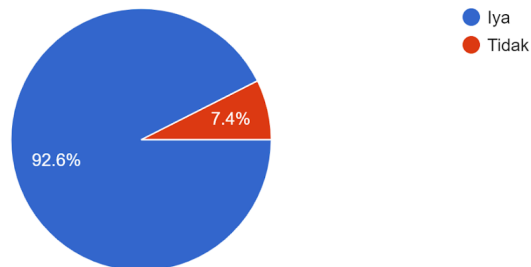
Picture 3.6 Data of AI Music Knowledge

Out of all the respondents that were gathered, over 92.6% of them were asked if they knew what Artificial Intelligence Music was and responded 'yes' while the other 7.4% were unaware of what it is.

Seberapa sering anda memakai AI (Artificial Intelligence) dalam keseharian?
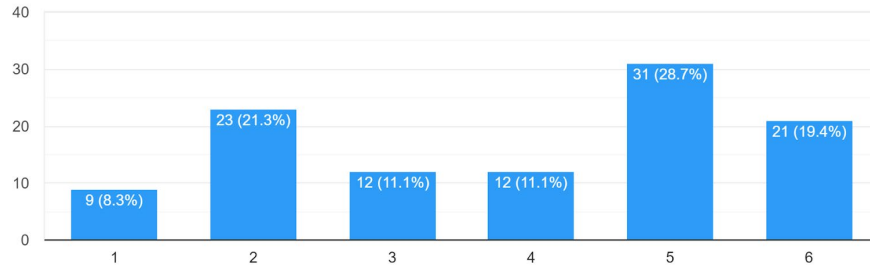108 responses
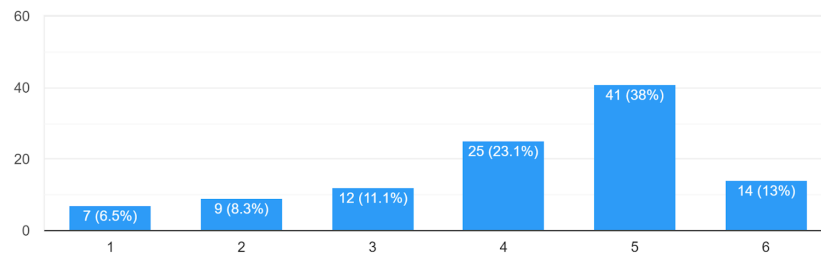
Picture 3.7 AI Frequency data

With the question of how often the respondents use AI in their day to day life, the scale goes from 1 to 6, with 1 being never and 6 being very often, over 70 people have responded that they use AI often in their life.

Apakah bagi anda penggunaan AI yang terlalu sering bisa menjadi hal yang negatif?
108 responses

Picture 3.8 Negativity opinion data

After being asked if the constant usage of AI would impact negatively, the scale being 1 as strongly disagree and 6 being strongly agree. 64 of the respondents answered with 'agree' and strongly agree while 44 of the respondents responded with neutral and strongly disagree. After that question, the writer showed the respondents the example of Artificial Intelligence Music and asked the question if they would put AI music as a "real" music.

Apakah bagi anda Ai Musik itu masuk dalam kategori "Real" music?
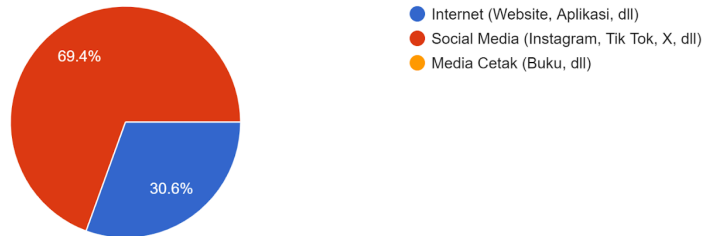108 responses
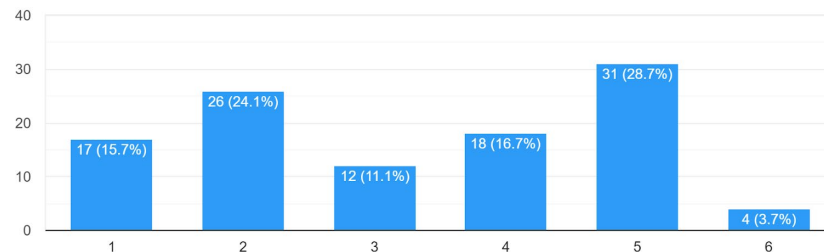
Picture 3.9 AI Music Opinion Data

The majority of the answer is more dominant towards the answer "strongly disagree" and "disagree". When asked the opinions of their answer, a majority of them answered that music is something that is made by humans and is a reflection of their emotions and desires which the AI music is desperately lacking at despite some of the respondents admitting that they have a fondness for AI Music.

39

Media apa yang paling sering anda pakai untuk mencari Informasi?
108 responses

● Internet (Website, Aplikasi, dll)
● Social Media (Instagram, Tik Tok, X, dll)
● Media Cetak (Buku, dll)

Picture 3.10 Common Used Media Data

After being asked the question of which media is the most commonly used by respondents to search for information, an estimate of 69.4% answered that they use Social Media as a default method of searching information while 30.6% of the respondents use the internet, much like websites and applications as a method for searching information that they need.

Apakah anda setuju dengan pembuatan Musik dengan Artificial Intelligence?
108 responses
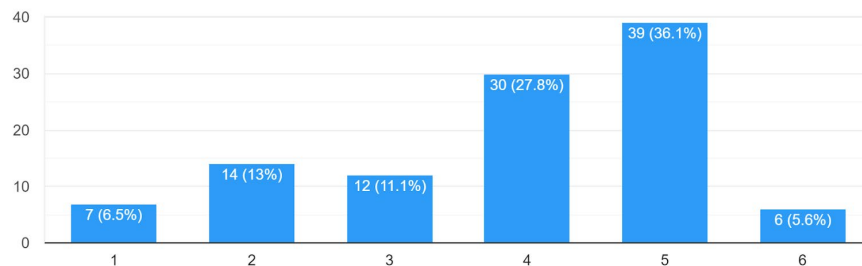
Picture 3.11 Preferred Media Data

The next question that the writer has asked is if the respondents agree with the making of music using Artificial Intelligence. The scale goes from 1 to 6 with 1 being strongly disagree and 6 as strongly agree. Around 43 of the respondents have disagree with the making of AI music while 75 of the other respondents have shown positive remarks with making music using Artificial Intelligence. Another question that the writer has asked is their reasoning in answering agreeing to the making of AI Music, and the

majority of the answer that they gave is that AI makes it easier for normal people to make music and it might give them ideas for music. Not only that, the majority of the respondents have answered that it is a source of creativity and might brew a new genre for music.

Media apa bagi anda yang cocok untuk menyebarkan informasi seperti ini?
108 responses
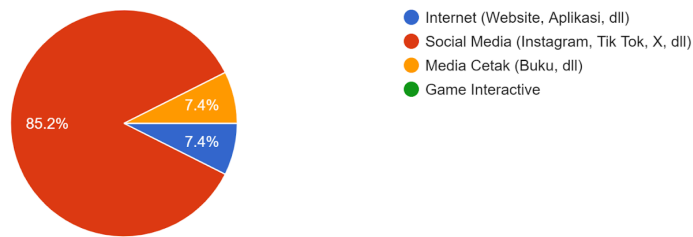
Picture 3.12 Preferred Media Data

In another instance, the writer has asked which source of media would be preferred to spread an information such as this, over 85.2% answered the usage of social media would be the preferred method or media while 7.4% would prefer the internet to spread this information like websites or applications, another 7.4% answered print media like books.

3.2 Design Methodology

The Design Methodology that the writer has chosen for this informative media is using the theory based off of the book "The Basics of User Experience Design" (The Interaction Design Foundation, 2018). There are 5 steps to understanding the full User Experience and these are the steps:

1) Empathize

In this certain stage of Empathize, the writer has to understand and also research deeper for the problem that is in the topic while deciding the appropriate media to make for this particular informative media. The writer has done extensive research from several books and journals to deepen the understanding of the root of the problem while also gaining a

Interactive Campaign for…, Dyah Anindya Wulandari, Multimedia Nusantara University

deeper understanding of the technology known as Artificial Intelligence and the impact it has on the music industry.

2) **Define**

In the Define stage, the designer is to decrease or to specify the target for the informative media to maximize the usage of the target while also utilizing the most of the specified data. Not only defining the target helps with specifying the target, it also helps to design the media in a certain type of way to attract the right targets. The writer has defined the targets in a specific way from the problem limitations that has been written which is to target people from the ages of 20 to 25 year olds and also University Students.

3) **Ideate**

Ideate is the stage where the designer could gather data in a more visual way, collecting visual references, making mood boards, starting off sketches to make the stages of Prototyping easier while also helping the designer to stick on a certain design so it would have a sense of unity to the media that has been made.

4) **Prototype**

Prototyping is the stage where the designer begins to gather all of their visual references and start to make the prototype for the intended media, or in another meaning, creating the solution for the problem that was first introduced in the stage Empathize.

5) **Testing**

The stage of testing is the last but not least stage of everything. After finishing the prototype, the designer would spread the prototype and gain insights of what is lacking in their design but also what needs to be changed. After getting insights and feedback from respondents that tested the prototype, comes the revisions and that leads the designers back to the Empathize and Define stage.