

DAFTAR PUSTAKA

- Anantrasirichai, N., & Bull, D. (2022). Artificial intelligence in the creative industries: a review. *Artificial Intelligence Review*, 55(1), 589–656. <https://doi.org/10.1007/s10462-021-10039-7>
- Cardon, P., Fleischmann, C., Aritz, J., Logemann, M., & Heidewald, J. (2023). The Challenges and Opportunities of AI-Assisted Writing: Developing AI Literacy for the AI Age. *Business and Professional Communication Quarterly*, 86(3), 257–295. <https://doi.org/10.1177/23294906231176517>
- Chaisatitkul, A., Luangngamkhum, K., Noulpum, K., & Kerdvibulvech, C. (2024). The power of AI in marketing: enhancing efficiency and improving customer perception through AI-generated storyboards. *International Journal of Information Technology (Singapore)*, 16(1), 137–144. <https://doi.org/10.1007/s41870-023-01661-5>
- Chen, H., Li, L., & Chen, Y. (2021). Explore success factors that impact artificial intelligence adoption on telecom industry in China. *Journal of Management Analytics*, 8(1), 36–68. <https://doi.org/10.1080/23270012.2020.1852895>
- Chen, Y., Stavropoulou, C., Narasinkan, R., Baker, A., & Scarbrough, H. (2021). Professionals' responses to the introduction of AI innovations in radiology and their implications for future adoption: a qualitative study. *BMC Health Services Research*, 21(1). <https://doi.org/10.1186/s12913-021-06861-y>
- Clow, K. E., & Baack, D. (2018). *Engage, Assess, Apply with MyLabMarketing* ®.
- Crespin-Mazet, F., Goglio-Primard, K., Havenvind, M. I., & Linné, Å. (2021). The diffusion of innovation in project-based firms – linking the temporary and permanent levels of organisation. *Journal of Business and Industrial Marketing*, 36(9), 1692–1705. <https://doi.org/10.1108/JBIM-01-2020-0066>
- Creswell, J. W., & Creswell, J. D. (2018). Fifth Edition Research Design. *Sage Publication*.
- De Bruyn, A., Viswanathan, V., Beh, Y. S., Brock, J. K. U., & von Wangenheim, F. (2020). Artificial Intelligence and Marketing: Pitfalls and Opportunities. *Journal of Interactive Marketing*, 51, 91–105. <https://doi.org/10.1016/j.intmar.2020.04.007>
- De Pelsmacker, P. (2018). *Marketing CoMMuniCations*. www.pearson.com/uk
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research*.
- Dienlin, T., Johannes, N., Bowman, N. D., Masur, P. K., Engesser, S., Kümpel, A. S., Lukito, J., Bier, L. M., Zhang, R., Johnson, B. K., Huskey, R., Schneider, F. M., Breuer, J., Parry, D. A., Vermeulen, I., Fisher, J. T., Banks, J., Weber, R., Ellis, D. A., ... de Vreese, C. (2021). An Agenda for Open Science in Communication. *Journal of Communication*, 71(1). <https://doi.org/10.1093/joc/jqz052>
- du Plessis, G., & Smuts, H. (2021). The Diffusion of Innovation Experience: Leveraging the Human Factor to Improve Technological Adoption Within an Organisation. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 12896 LNCS, 318–329. https://doi.org/10.1007/978-3-030-85447-8_28
- Gunkel, D. J. (2025). *AI for Communication*. <https://doi.org/10.1201/9781003442240>

- Horani, O. M., Al-Adwan, A. S., Yaseen, H., Hmoud, H., Al-Rahmi, W. M., & Alkhalifah, A. (2023). The critical determinants impacting artificial intelligence adoption at the organizational level. *Information Development*. <https://doi.org/10.1177/02666669231166889>
- Ishengoma, F., & John, E. (2024). Factors influencing the adoption of mobile-based AI services in Tanzanian manufacturing SMEs. *Vilakshan - XIMB Journal of Management*. <https://doi.org/10.1108/XJM-11-2023-0214>
- Jayanthiladevi, A., Raj, A. G., Narmadha, R., Chandran, S., Shaju, S., & Krishna Prasad, K. (2020). AI in Video Analysis, Production and Streaming Delivery. *Journal of Physics: Conference Series*, 1712(1). <https://doi.org/10.1088/1742-6596/1712/1/012014>
- Knott, E., Rao, A. H., Summers, K., & Teeger, C. (2022). Interviews in the social sciences. *Nature Reviews Methods Primers*, 2(1). <https://doi.org/10.1038/s43586-022-00150-6>
- Krishnan, C., & Mariappan, J. (2024). "The AI Revolution in E-Commerce: Personalization and Predictive Analytics." In *Studies in Computational Intelligence* (Vol. 1094, pp. 53–64). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-55615-9_4
- Kshetri, N. (2024). Generative AI in Advertising. *IT Professional*, 26(5), 15–19. <https://doi.org/10.1109/MITP.2024.3457328>
- Kumar, D., & Suthar, N. (2024). Ethical and legal challenges of AI in marketing: an exploration of solutions. *Journal of Information, Communication and Ethics in Society*, 22(1), 124–144. <https://doi.org/10.1108/JICES-05-2023-0068>
- Lund, B. D., Oname, I., Tijani, S., & Agbaji, D. (n.d.). *Perceptions toward Artificial Intelligence among Academic Library Employees and Alignment with the Diffusion of Innovations' Adopter Categories*.
- Lyu, Y., Wang, X., Lin, R., & Wu, J. (2022). Communication in Human–AI Co-Creation: Perceptual Analysis of Paintings Generated by Text-to-Image System. *Applied Sciences (Switzerland)*, 12(22). <https://doi.org/10.3390/app122211312>
- Martinez-Sala, A.-M., Monserrat-Gauchi, J., & Quiles-Soler, C. (2024). Use of Artificial Intelligence Tools in Communication Companies. In *Revolutionizing Communication* (pp. 102–116). CRC Press. <https://doi.org/10.1201/9781003473633-10>
- Mbatha, B. (2024). Diffusion of Innovations: How Adoption of New Technology Spreads in Society. In *Synthesis Lectures on Information Concepts, Retrieval, and Services: Vol. Part F2941* (pp. 1–18). Springer Nature. https://doi.org/10.1007/978-3-031-60267-2_1
- Najdawi, A. (2020). *Assessing AI Readiness Across Organizations: The Case of UAE*.
- Neuman, W. & William L. (2014). *Social research methods : qualitative and quantitative approaches*.
- Prasad Agrawal, K. (2024). Towards Adoption of Generative AI in Organizational Settings. *Journal of Computer Information Systems*, 64(5), 636–651. <https://doi.org/10.1080/08874417.2023.2240744>
- Promsombut, P., Rungpanya, V., Chumworatayee, K., & Kerdvibulvech, C. (2024). Perspectives on AI artists in generating artwork in advertising industry. *International Journal of Information Technology (Singapore)*. <https://doi.org/10.1007/s41870-024-01878-y>

- Pumplun, L. ; Tauchert, C. ; & Heidt, M. (2019). *A NEW ORGANIZATIONAL CHASSIS FOR ARTIFICIAL INTELLIGENCE - EXPLORING ORGANIZATIONAL READINESS FACTORS*. https://aisel.aisnet.org/ecis2019_rp/106
- Ratten, V., & Jones, P. (2023). Generative artificial intelligence (ChatGPT): Implications for management educators. *International Journal of Management Education*, 21(3). <https://doi.org/10.1016/j.ijme.2023.100857>
- Rogers, E. M. (2010). *Diffusion of Innovations Fourth Edition*.
- Rutledge, P. B., & Hogg, J. L. C. (2020). In-Depth Interviews. In *The International Encyclopedia of Media Psychology* (pp. 1–7). Wiley. <https://doi.org/10.1002/9781119011071.iemp0019>
- Salma, B., Fatima, T., Sara, A., & Merieme, B. (2024). *Artificial Intelligence in Social Media: From Content Personalization to User Engagement* (pp. 45–52). https://doi.org/10.1007/978-3-031-65018-5_5
- Singh, S., & Singh, W. (2024). AI-based personality prediction for human well-being from text data: a systematic review. *Multimedia Tools and Applications*, 83(15), 46325–46368. <https://doi.org/10.1007/s11042-023-17282-w>
- Vimpari, V., Kultima, A., Hämäläinen, P., & Guckelsberger, C. (2023). “an Adapt-or-Die Type of Situation”: Perception, Adoption, and Use of Text-to-Image-Generation AI by Game Industry Professionals. *Proceedings of the ACM on Human-Computer Interaction*, 7(CHI PLAY), 131–164. <https://doi.org/10.1145/3611025>
- Wang, Y., Pan, Y., Yan, M., Su, Z., & Luan, T. H. (2023). A Survey on ChatGPT: AI-Generated Contents, Challenges, and Solutions. *IEEE Open Journal of the Computer Society*, 4, 280–302. <https://doi.org/10.1109/OJCS.2023.3300321>
- Xu, S., Kee, K. F., Li, W., Yamamoto, M., & Riggs, R. E. (2023). Examining the Diffusion of Innovations from a Dynamic, Differential-Effects Perspective: A Longitudinal Study on AI Adoption Among Employees. *Communication Research*. <https://doi.org/10.1177/00936502231191832>
- Yin, R. (2018). *Case Study Research and Applications Sixth Edition*.