

The Role of Artificial Intelligence (AI) Technology as a Golden Bridge in Accelerating Creative Economic Industries in the Era of Society 5.0"

Anggi Ariska Putri^{1*}, Abid Nurhuda², Anas Assajad³, Arif Al Anang⁴,
Ana Maghfuroh⁵

^{1*} UIN Raden Mas Said Surakarta, Indonesia

² Universitas Nahdlatul Ulama Surakarta, Indonesia

³ Universitas Muhammadiyah Surakarta, Indonesia

⁴ Universitas Gadjah Mada Yogyakarta, Indonesia

⁵ Universitas Negeri Yogyakarta, Indonesia

corresponding author e-mail: anggiariskaputri@gmail.com

Article Info

Article history:

Received 07/02/2024

Revised 09/02/2024

Accepted 10/02/2024

Keyword:

The Role of Technology,
Artificial Intelligence (AI),
Creative Economy,
Society Era 5.0

ABSTRACT

Era Society 5.0 is a concept that aims to improve the quality of human life, one of which is through Artificial Intelligence (AI). This AI technology has an impact on all sectors of life, from government, education, to the creative economy industry. This research aims to describe the role of artificial intelligence (AI) technology as a golden bridge in accelerating the creative economy industry in the Society 5.0 era. The method used is qualitative, with data collected using document study techniques, then analyzed to provide a structured and relevant discussion and then presented descriptively. Research results show that the role of Artificial Intelligence (AI) technology includes the application of Virtual Anchor to replace news anchors, AI-based advertising models, data analysis and pattern discovery in music, as well as the use of AI in image processing to form digital art. From these various roles, he can produce various benefits that can be implemented in life and work in the Era of Society 5.0.

Info Artikel

Kata Kunci:

Peran Teknologi,
Kecerdasan Buatan (AI),
Ekonomi Kreatif,
Era Masyarakat 5.0

ABSTRAK

Era Society 5.0 adalah sebuah konsep yang bertujuan untuk meningkatkan kualitas hidup manusia, salah satunya melalui Artificial Intelligence (AI). Teknologi AI ini berdampak pada semua sektor kehidupan, mulai dari pemerintahan, pendidikan, hingga industri ekonomi kreatif. Penelitian ini bertujuan untuk mendeskripsikan peran teknologi kecerdasan buatan (AI) sebagai jembatan emas dalam mengakselerasi industri ekonomi kreatif di era Society 5.0. Metode yang digunakan adalah kualitatif, dengan data yang dikumpulkan menggunakan teknik studi dokumen, kemudian dianalisis untuk memberikan pembahasan yang terstruktur dan relevan lalu disajikan secara deskriptif. Hasil penelitian menunjukkan peran teknologi Artificial Intelligence (AI) dalam penerapan Virtual Anchor untuk menggantikan pembawa berita, model periklanan berbasis AI, analisis data dan penemuan pola pada musik, serta penggunaan AI dalam pengolahan gambar untuk membentuk seni digital. Dari berbagai peran tersebut, ia dapat menghasilkan berbagai manfaat yang dapat diimplementasikan dalam kehidupan dan pekerjaan di Era Society 5.0.

Corresponding Author:

anggiariskaputri@gmail.com

1. Introduction

Recently, the term Society Era 5.0 has often been discussed in various forums, both in the mass media and in educational activities such as campus seminars. The transformation from the Era of Society 4.0 to Society 5.0 has been an interesting and complex journey. In the Era of Society 4.0, Science and Technology (IPTEK) is developing day by day, Various data and information can flow quickly, and communication between each other becomes more effective and intense. This era is usually known as the Information Society where data that was originally physically based changed to digital so that humans can access information without having to think about distance and time (Syukri, Putri and Nurhuda, 2023).

This easy access to data and information causes everything to become more open or transparent, such as government activities. Not only in the government sector, economic activities are also changing to a digital economy that applies the internet and computers, even industrial players are starting to use technology in running production, distribution, and service systems. Digital technologies such as Artificial Intelligence (AI), Augmented Reality (AR), Big Data, Internet of Things (IoT), and the like have also been widely used by society, especially in the health sector. The sophistication of this technology has made a major contribution to the world of nursing and medicine, such as the discovery of new patterns in genetic engineering and the basic information can be seen on Google (Suherman et al., 2020). These advances which continue to have an impact on humans are what then bring transformation towards the Era of Society 5.0.

In Indonesia, it can be said that the Industrial Revolution 4.0 and Society 4.0 have not been fully realized. However, a new concept regarding Era Society 5.0 has been introduced by Japan, which is famous for its ability to create technology. Era Society 5.0 is a concept that makes humans a source of innovation that is not only limited to the industrial or manufacturing sector but also utilizes the help of the integration of physical and virtual space in solving social problems. (Usmaedi, 2021) If previous technology such as Artificial Intelligence (AI), Augmented Reality (AR), Big Data, Internet of Things (IoT), and others were used in business productivity processes, in Society 5.0 this sophistication is aimed at improving the quality of human life and creating various opportunities. new to humanity. The Society 5.0 era emerged as a development of the previous revolution which was considered to reduce the role of humans themselves, which is why this era is often called the New Society. Humans will indeed remain at the center of a life filled with technological sophistication, but patent breakthroughs are needed to face the challenges that will be posed by the Era of Society 5.0. (Umro, 2020) This breakthrough aims to ensure that the role of humans is irreplaceable and able to

adapt to technological advances so that humans can have a positive impact and have a view on what they will do.

In this New Society era, there are many cases of disruption that occur in human life, especially in the creative economy industry (Putri and Nurhuda, 2023). Technological transformation accompanied by increasing connectivity has fundamentally changed the face of the global economy. One of them is through the use of advanced artificial intelligence which creates opportunities amidst the turmoil presented by the digital revolution. Now, large factories have utilized artificial intelligence or the trendy term Artificial Intelligence (AI) in carrying out the production process, so that they can minimize the number of workers and errors usually made by humans, only requiring a small number of human resources who are superior in operating this artificial intelligence. Services that are usually carried out by a Customer Service person at either a bank or hospital have also been replaced by AI, namely via ChatBot. ChatBot is a service that can answer someone's questions 24 hours a day, They don't need to bother expending energy to get to their destination, they only need a cellphone with sufficient internet.

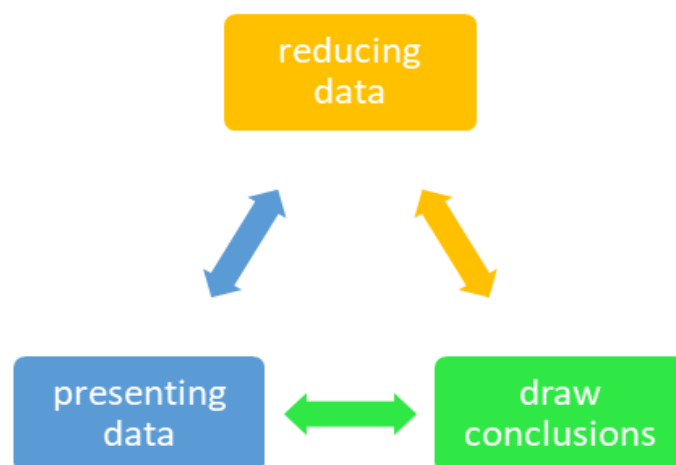
Similarly, in the creative economy industry, artificial intelligence has also had a significant influence in it. Abroad, many television stations have implemented Artificial Intelligence (AI) as presenters. For example, CNN and BBC in the United States, CGTN and Xinhua in China, and Al Jazeera in Qatar. Recently, one of the private television information media channels in Indonesia, namely TV One, has demonstrated an innovation regarding technology-based hosts or presenters which can make it easier for presenters to convey information to viewers. This technology is Artificial Intelligence (AI) in the form of robots, including Sasya, Nadira, and Bhoomi. On April 21, 2023, Kartini Day, robots named Sasya and Nadira were introduced by information media from TV One. Whereas, (Darmawan, 2023) This proves that little by little Indonesia will use Artificial Intelligence (AI) technology in carrying out its activities and work. So, both in information media and other industrial fields, Indonesia will not be left behind by other countries.

Not only does it replace the role of the presenter, but Artificial Intelligence (AI) technology is also able to change the voice according to what is needed. In social media, which is currently booming in society, TikTok contains various kinds of videos that use the help of AI to create interesting content. One of them relates to videos with the concept of telling someone's story according to the orders of a content creator, only requiring sound and entering text in the video (Nurhuda, 2022). So, a content creator doesn't need to call or come to the person concerned to make a video. Even now, many artificial intelligence-based applications can be used to increase creativity and make it easier to make things. Artificial Intelligence

(AI) technology has given a new face to the creative economy industrial sector, which is one of the most developed sectors at the moment. From the previous explanation, it can be seen that artificial intelligence technology has creative potential that can be explored by society, especially the younger generation. Humans only need guidance, training, and further understanding of artificial intelligence, including its role in life. Therefore, Researchers will analyze the innovative revolution and solutions related to the creative economy to describe the role of Artificial Intelligence (AI) in accelerating the creative economy industry in the Society 5.0 Era.

2. Research Method

The research method used in this research is descriptive qualitative, which means a procedure in research that produces descriptive data in the form of written or oral, or even the behavior of the people being observed, and is usually also related to social sciences and education (Moleong, 2000). Apart from that, it is also used to uncover unclear and hidden problems to understand social interactions, develop existing theories, and research the history of their development. Meanwhile, the data collection technique is through document study by focusing on published notes, textbooks, newspapers, magazines, articles, journals, and the like (Abdussamad, 2021). After successfully finding data that suits your needs, proceed with content analysis, namely by analyzing the parts that are relevant to the theme so that the results can be justified (Nurhuda, Ansori and Engku Ab Rahman, 2023). To make it easier for readers to understand the method used, this research will describe a scheme with an interactive model after the following data collection:



Gambar 1. Interactive Model Analysis

3. Results and Discussions

Creative Economy Concept

The term creative economy better known as the creative economy is an activity that refers to the economic sector that involves production, consumption, and distribution, as well as services produced by the thoughts, creativity, and talents of humans. The existence of this creative economy can create good economic value and give birth to new jobs through creative ideas. In the creative economy, some aspects are emphasized, namely aspects of exploration and exploitation of ideas which will then lead to economic and social performance (innovation). (Basri & Chatib, 2012) So, the concept or idea of innovation is included in the creative economy which will then become a product that is full of innovation and creativity. As with changes that occur in economic activities, this transformation occurs due to the influence of new products that are created. Continuous changes in the economic sector, technological innovation, and creativity in science have shifted the orientation of the economy, from initially an agricultural economy, to an industrial economy, then an information economy, and finally to a creative economy. (Suryana, 2017). Definition of Creative Economy:

1. Based on the Indonesian Ministry of Trade (2009)

The creative economy is a form of effort to seek sustainable development (a condition where the economy is competitive and has renewable resource reserves) through creativity (Reniaty, 2013).

2. Simatupang (2007)

The creative industry is an industry that prioritizes talent, skills, and creativity which are basic aspects of every individual. The main elements of the creative industry are creativity, expertise, and talent which have the opportunity to improve welfare through offering intellectual creations.

3. Based on the United Nations Conference on Trade and Development

The creative economy is a cycle of producing goods and services that utilizes creativity and intellectual capital as the main input (Restrepo & Marquez, 2015)

In Indonesia, the creative economy industry has an important role in improving the national and global economy. This is because the creative economy can contribute economically or non-economically. If viewed from an economic perspective, the creative economy can create a business climate, employment opportunities, innovation and creativity, renewable resources, and play a role in the gross national product (GNP) which has economic and non-economic indicators, namely having an impact on aspects social, cultural preservation, and education.

Currently, based on Presidential Instruction Number 72 of 2015, there are 16 sub-sectors in the creative economy sector, including architecture, application and game development, visual communication design, interior design, product design, fashion, film, animation and video, and photography. , crafts, music, culinary, advertising, publishing, fine arts, performing arts, television and radio. Based on research conducted by Nandha Rizki Awalia, the sub-sector that has the highest role is fashion and crafts, while the one that has the lowest role is the performing arts goods market and advertising because it has not yet reached 1 percent (Awalia, 2015).

1. Architecture

Architecture is a building design that has a commercial function. Architecture also involves ideas, imagination, and creativity so that designers can assess through application what can be seen from the development of building design by the times. Starting from building technology, then information technology, to increasing human resources for designing and building. (Widyakusuma, 2022) For example, urban planning architecture, cost planning, parks, conservation of historical buildings, and so on (Arifianti & Alexandri, 2017)

2. Application and Game Developer

Application and Game Developer is someone who develops one or several games. According to Salen and Herman (2003), a game is an interactive activity, which can be played by one or more players according to the rules that apply to the game and creates artificial conflict with measurable results.

3. Communication and Visual Design

Communication and Visual Design is the visual language in the form of graphics, symbols, signs, illustrations, typography, and others to convey messages through media to provide information, influence, and change user behavior according to what is desired (Az Zahra & Priyadi, 2022)

4. Design Interior

Interior design is the initial concept or plan needed for a room and building so that it has aesthetic (living) value. (Nurhayati, 2004) This is useful for creating a comfortable room to live in and do activities.

5. Product Design

Product Design is a management tool to realize results before they become real designs and are sold to generate profits. The design of a product has a positive influence and determines purchasing decisions (Rachman & Santoso, 2015).

6. Fashion

Fashion is a lifestyle that a person has and is shown by the way they wear bags, shoes, hairstyles, clothing, and the make-up they wear (Sakinah et al., 2022)

7. Film, Animation and Video

Film, Animation, and Video are part of the creative economy subsector. Film is a form of communication using electronics in the form of audio-visual media which can display words, sounds, images, and their combinations. Film is also one of the second most modern forms of communication in the world. (Sobur, 2004) Meanwhile, video is a device that can be used to provide information between the source and recipient. Meanwhile, animation is an activity in moving inanimate objects to make them look alive. So, animated video is a combination of audio and visual media to attract someone's attention and present information in detail so that it is easy for the recipient to understand.

8. Photography

Photography is a form of visual communication through images or photos that are obtained and can convey messages from the photographer to people who see the image or photo. (Pramiswara, 2021)

9. Craft Arts

Craft art is something that is done involving ability and expertise produced by skilled hands, is decorative, has artistic visuals, and has a practical or useful function. (Rispu, 2012)

10. Music

Music is a form of sound artwork in the form of a song or musical composition that expresses the thoughts and feelings of the creator through musical elements such as melodic rhythm, harmony, and song structure and expression as a single unit. (Khoiriyah, 2017)

11. Culinary

Culinary is an aspect of the culture of a nation that can be used to recognize the identity of a society and show social relationships. (Utami, 2018).

12. Advertising

Advertising is one of the tasks of marketing which focuses on activities designed by management to achieve the desired goals. (Yusat, 2011).

13. Publishing

Publishing is a process of producing and distributing information in the form of print intended for the general public.

14. Art

Fine art is a branch of art in a visual form that can be expressed, created, seen, and felt through touch. (Thabroni, 2020)

15. Performing Arts

Performing arts is a creative activity that refers to efforts to develop content and produce performances, such as wayang performances, traditional dances, operas, and others.

16. Radio and television

Radio and television is a creative activity that refers to the business of creating, and producing, television programs, broadcasting, and content, as well as the activities of transmitting radio and television broadcasts.

Artificial Intelligence Concept

The development of science and technology has brought significant changes, especially with the presence of artificial intelligence which is an innovation in science. Artificial intelligence is a science that studies how to make computers do things like humans do. (Calsum, nd) Artificial intelligence commonly known as Artificial Intelligence (AI) is designed to be an intelligent and clever program so that it can act like humans do by applying several functions of the human brain, such as language definition, knowledge, thinking, reasoning, problem-solving, and decision making. (Rich & Kevin Knight, 1991). There are two main parts needed in artificial intelligence, namely the knowledge base and the inference motor. A knowledge base that contains facts, theories, thoughts, and relationships between one another. Inference motor which contains the ability to draw conclusions based on knowledge. Artificial intelligence has several reliable advantages, including the following (Kurniawan, 2020):

1. Permanent

The natural intelligence possessed by humans can change, this is because humans are forgetful. Meanwhile, artificial intelligence will not change as long as the computer systems and programs do not change it.

2. Easy to duplicate and share

Transferring knowledge from one person to another takes a very long time, even expertise cannot be completely duplicated. In contrast to artificial intelligence which resides in a computer system, this knowledge can be copied and transferred easily to other computers.

3. Cheaper

Of course, providing services with a computer system will be easier and cheaper than bringing in workers to do the work over a long period.

4. Be more consistent and thorough

This is because artificial intelligence is a part of computer technology, if no one changes the program, it will run like the previous program. It's different from natural intelligence which can change.

5. Can be documented and do the job faster and better.

This means that artificial intelligence can be documented by tracking the activity of the system or what is usually called history. That way, the use of artificial intelligence can work more quickly.

Meanwhile, the main scope of Artificial Intelligence technology is Expert Systems (Experts store the knowledge they have in computers so that computers have skills that can solve problems by imitating the skills possessed by the experts themselves). Natural Language Processing (This language processing allows users to communicate using everyday languages with computers, such as Indonesian, English, etc.). Speech Recognition (human voice recognition can communicate using voice with a computer, for example giving instructions to a computer via voice). Robotics and Sensor Systems (In washing machines, there is a sensor system that uses an optical sensor, which will emit light into the water and measure the light to the other end. If it gets dirty, the light rays will get fainter. The system is even able to recognize the type of dirt, both dirt and oil. The system contained in the washing machine is also able to determine the rotation automatically based on the type and amount of dirt to be washed) (Nurhuda *et al.*, 2023).

Then there are those too Computer Vision (Through computer vision you can show images or objects only through a computer). Intelligent Computer-Aided Instruction (In this case computers can be used as tutors who can train and teach things like Learning to Speak English), Game Playing, and finally SOFT Computing (a new concept that can build intelligent systems that have human-like skills in certain domains. Apart from that, being able to adapt and work better if environmental changes occur).

The Relationship between the Creative Economy and Artificial Intelligence

Remembering the concept of Era Society 5.0 put forward by Japan humans will live side by side with technology to improve the quality of human life itself. Artificial intelligence (AI) is considered to be able to carry out human activities more easily. Therefore, it is not surprising that currently, many sectors are utilizing the sophistication of AI technology in carrying out their production processes, especially in the industrial sector. The existence of Artificial Intelligence (AI) technology in this field has opened the door to innovative collaboration and

solutions. One relationship that is increasingly attracting attention is the creative economy industry with Artificial Intelligence (AI) (Amrona, Nurhuda, *et al.*, 2023).

The creative economy industry involves many subsectors such as arts, culture, entertainment, and design which have become centers of innovation and human expression. Artificial Intelligence (AI) technology can understand patterns, analyze big data, and have other positive impacts. The use of AI opens up new opportunities to optimize creative processes, increase product efficiency, and analyze trends that are currently or will be booming. Apart from that, AI technology also makes it easier to create works of art and develop innovative content. The contribution made by AI technology shows that there is collaboration between the creative economy and artificial intelligence which then produces a work or product by a predetermined goal.

The Role of AI Technology in the Creative Economy Industry

The use of artificial intelligence (AI) has revolutionized various industries, including the creative economy industry. The application of AI in the creative economy industry has opened up new opportunities to create, manage, and deliver creative content in more innovative ways. With the ability of artificial intelligence to analyze data in depth, recognize patterns, and make intelligent decisions, this industry has also experienced a transformation in the way production and services are produced and received by the public (Nurhuda and Aini Setyaningtyas, 2021). The following are the benefits obtained in creative economy industry work that collaborates with Artificial Intelligence (AI) technology (Hanifa *et al.*, 2023):

1. Makes it easier to create content

AI technology has great potential to simplify the process of creating content in the creative economy industry. Through various techniques and algorithms, AI can play a significant role in creating various types of creative content such as music, art, writing, and the like. For example, the Jukin Media application is useful for creating videos based on given commands, and Ampere Musik can produce music automatically based on user preferences (Azami *et al.*, 2023).

2. AI Based Design

AI technology also has a significant role in processing images and designs in the creative economy industry. Apart from helping in aspects of image processing and design, AI technology also brings new efficiency, innovation, and creativity to the process of creating visual content. For example, Adobe Sensei can process images and designs, improve the editing process, manipulate images with object removal features, restore blurry images, as well as automatic settings.

3. Helps with Data Analysis and Predictions

AI technology has a very important role in analyzing data and making predictions in the creative economy industry. AI's ability to process data quickly and detect complex patterns helps in making better decisions and provides more effective strategies. Examples include data related to consumer trends, audience preferences, and user behavior (Murjazin et al., 2023). Of course, this can help industry behavior to create content according to booming trends or according to the target market.

4. AR and VR Technology Development

Artificial intelligence has a crucial role in the development of Virtual Reality (VR) and Augmented Reality (AR) technology in the creative economy industry (Amrona, Anggraheni, et al., 2023). This technology brings a more immersive and interactive experience for users or consumers and provides new opportunities to create more innovative and realistic content. Examples include recognizing body movements in a VR game or automatic adjustments in an AR filter application.

5. Translation and Multilingual Communication

Artificial Intelligence has brought a revolution in the field of language translation. This technology is better known as a neural translation machine or Neural Machine Translation (NMT) which can translate one language into another with an increasing level of accuracy. Apart from that, when publishing content, AI can also automatically generate summaries such as interesting titles or grammatical editing.

6. Content Personalization

AI has great potential to improve personalized content in the creative economy industry. Through the ability of artificial intelligence to analyze consumer data and provide appropriate recommendations, it can create a more interesting and relevant experience for users, such as Spotify, which is a music streaming platform that uses the sophistication of artificial intelligence to analyze users' music preferences in real-time and provide song recommendations, as well as playlists that suit listeners' tastes (Nurhuda and Prananingrum, 2022).

7. Visual Effects and Filmmaking

Artificial Intelligence technology also has a role in filmmaking and visual effects. Its ability to analyze data, content generation, and image processing has a significant impact on creativity and efficiency in the film production process as well as visual effects so that they become more complex and realistic.

8. Distribution and Supply Chain Optimization

AI can help optimize product distribution and supply chain management, this technology can even reduce costs and increase efficiency by optimizing equipment delivery flows, production logistics, and operational scheduling.

9. Creative Education and Training

AI can be used to create creative educational content and training so that it can present information interestingly and interactively.

10. Helps in Video Editing

AI technology greatly helps in video editing by offering efficiency and innovation to the video creation process through automatic editing, sentiment analysis, color and lighting adjustments, voice recognition and transcription, creative scene structuring, and so on. Application of video editing will help save time and energy so that you can produce quality videos.

Viewed as a whole, AI technology has opportunities and possibilities to accelerate efficiency and change operating procedures in the creative economy industry. It is important to remember, that even though human work is made easier by the presence of AI, humans still have a very crucial role in creative aspects, interpretation, and assessment. So, AI is used only as a supporting tool to maximize the potential given to this industrial sector.

Implementation of AI in the Creative Economy Industry

Currently, the application of Artificial Intelligence technology has been widely applied in everyday life. For example, using Google Search, Google Maps to find the shortest route, and Virtual Assistant which is useful for finding information quickly. Apart from that, artificial intelligence can also be used to deepface on several smartphones and social media such as Facebook which can be used to mark faces. This sophistication brings breakthroughs that can answer society's needs (Hasan & Nurhuda, 2023). In business and economics, Artificial Intelligence (AI) technology is implemented through the use of Chatbot features, Recommendation Engines, and Smart Logistics. This can make it easier for customers to get products that suit their needs and desires. In addition, companies can improve company quality by increasing customer service satisfaction. (Pakpahan, 2021)

The development of artificial intelligence provides various opportunities in life and has a positive influence which can help complete human work more easily, including in the creative economy industry which consists of various sectors. In the television sector, the implementation of Artificial Intelligence can be done through Virtual Anchor by replacing the news anchor or host. On the other hand, the advertising sector also utilizes the role of Artificial Intelligence, this is marked by the emergence of AI-based advertising models (Maheningsih and Nurhuda, 2023). Advertising models with AI are increasingly being created and developed because they are cheaper, easier, and more efficient. The required advertising model can be adjusted to resemble the desired human. This advertising model is created digitally using AI so that it is superior to real models

or real humans. AI-based advertising models have been implemented in developing countries such as South Korea. In South Korea, this model is called Rozi and has received many offers from various well-known brands in the world. (advertising journal). (Putri et al., 2021)

AI is also used in determining musical composition and image creation. In music, artificial intelligence technology can be utilized in musical composition assisted by Artificial Intelligence in supporting music creation (rosila). The process involves analyzing data and discovering musical patterns such as chords, tempo, drums, and the like. These systems produce various suggestions for new melodies that can inspire artists. Examples of AI-based software are Flow Machines by Sony, Jukebox by Open AI, and Nsynth by Google AI. Meanwhile, in image processing, AI can be used automatically to create digital art forms, for example changing gray tones into natural colors using 8 simple convolution layers. (Anantra 2021). Not only image processing but Even in the field of animation, AI can illustrate or animate characters including faces and postures. Like Facebook Reality Labs which has used ML-AI to create real digital human animated content, usually known as Codec Avatars (Hanifa et al., 2023)

From the previous explanation, it can be seen that the implementation of AI in the creative economy industry is a combination of creativity with technology to create a positive influence on the surrounding environment. However, apart from the convenience offered by AI, the presence of this technology also brings concerns to artists regarding the chances of AI replacing their position in the job landscape in the next few years. Not only does it have the opportunity to replace the creative economy industry, but all sectors of human work (Nurhuda, Fajri and Ab, 2023). Therefore, artists and other people in society need to continue to adapt to existing technological advances and improve their ability to answer the challenges of the revolution in this New Society Era. and upgrade their brain abilities by continuing to hone their skills so that they become human beings who can master sophisticated technology. (Challenge journal) Thus, the presence of Artificial Intelligence (AI) technology can be a solution innovation, especially in the creative economy industry.

4. Conclusions

From the discussion above, it can be said that the huge role of Artificial Intelligence technology in the creative economy industry in the era of society 5.0. This is proven by the presence of new colors from AI which 1) makes it easier to create concepts, 2) makes it easier to process images and designs or can be said to be AI-based design, 3) helps data analysis and predictions, 4) develops AR and VR technology, 5) Facilitating translation and communication with multilingual programs, 6) Increasing personalization of content, 7) Playing a role in creating

visual effects and film making, 8) Optimizing distribution and supply chains, 9) creating more creative and interesting educational and training content, and 10) Video editing becomes more effective and efficient. And all of these things can be implemented in related work. For example, in the television sector, the application of AI is carried out through Virtual Anchors to replace news anchors or hosts. On the other hand, the advertising sector also applies AI in its advertising models, usually called AI-based advertising models. Not only in the fields of television and advertising, AI has also entered the world of music, where AI is implemented to analyze data and find patterns in music. In the world of image processing, it is the same, AI systems are also applied to create digital art forms. AI systems are also used in the field of animation which are useful in illustrating and animating facial characters and postures. It is hoped that this can be a breakthrough in accelerating the creative economy industry in the New Society Era. Although sometimes, there is a feeling of concern about the role of humans who are threatened with being replaced by AI technology. However, if you can adapt and explore its positive potential, AI will become a golden bridge in the creative economy industry. In the Era of Society 5.0, the development of science and technology (IPTEK) is increasingly advanced, this is marked by the presence of artificial intelligence (AI) in human life, especially in the creative economy.

Therefore as an implication of this research, humans must prepare themselves to continue to develop and improve their quality so that they are not left behind by the times. The author hopes that readers, whether artists, content creators, or others, can face future challenges by understanding in detail the benefits of artificial intelligence to increase character maturity and intellectual intelligence.

References

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif* (1st ed.). CV. Syakir Media Press.
- Amrona, Y. L., Anggraheni, U. S., et al. (2023) 'Human Nature In The Perspective Of Islamic Philosophy', *Lisan Al-Hal: Jurnal Pengembangan Pemikiran Dan Kebudayaan*, 17(2), pp. 204–216. doi: <https://doi.org/10.35316/lisanalhal.v17i2.204-216>.
- Amrona, Y. L., Nurhuda, A., et al. (2023) 'Manajemen Peserta Didik sebagai Sarana dalam Mencapai Keberhasilan Tujuan Pendidikan', *Jurnal BELAINDIKA (Pembelajaran dan Inovasi Pendidikan)*, 5(3), pp. 93–103. doi: <https://doi.org/10.52005/belaindika.v5i3.124>.
- Arifianti, R., & Alexandri, M. B. (2017). Aktivasi Sub-Sektor Ekonomi Kreatif Di Kota Bandung. *Jurnal AdBispreneur*, 2(3), 201–209.

- Awalia, N. R. (2015). Analisis Pertumbuhan Teknologi, Produk Domestik Bruto dan Ekspor Sektor Industri Ekonomi Kreatif Indonesia. *Jurnal Ekonomi Dan Kebijakan Pembangunan*, 135–155.
- Azami, Y. S. et al. (2023) 'Islamic Education Environment In The Perspective Of Hadith And Its Implications For Student Development', *Forum Paedagogik*, 14(2), pp. 150–170. doi: <https://doi.org/10.24952/paedagogik.v14i2.8543>.
- Az Zahra, M. F., & Priyadi, D. T. (2022). Peran Profesi Desain Komunikasi Visual Pada Dunia Industri Kreatif Di Era Pasca Pandemic. *Jurnal Nawala Visual*, 4(2).
- Basri, M., & Chatib. (2012). *Rumah Ekonomi Rumah Budaya*. Gramedia Pustaka Utama.
- Darmawan, R. A. (2023, May). Robot Pembawa Acara AI, Inovasi TV One dalam Menghadapi Era Industri 5.0. *JurnalPost*.
- Hanifa, Sholihin, A., & Ayudya, F. (2023). Peran AI Terhadap Kinerja Industri Kreatif Di Indonesia. *Journal of Comprehensive Science*, 2(7).
- Hasan, Z., & Nurhuda, A. (2023). *The Role of Sharia Economic Law in Supporting A Healthy Economic System for Indonesian Communities*. 2(2), 103–110.
- Kalsum, U. (n.d.). Pengenalan Kecerdasan Buatan (Artificial Intelligence) Kepada Para Remaja. *Universitas Bina Darma*.
- Khoiriyah, N. (2017). Pemanfaatan Pemutaran Musik Terhadap Psikologis Pasien Pada Klinik Ellena Skin Care di Kota Surakarta. *Jurnal Seni Musik*, 6(2).
- Kurniawan, R. (2020). *Kecerdasan Buatan (Artificial Intelligence)* (1st ed.).
- Maheningsih, D. D. and Nurhuda, A. (2023) 'Community Empowerment In Gedangan Ngawi Village In Improving Health, Education And Economic Aspects', *Indonesian Journal of Advanced Social Works*, 2(1), pp. 9–20.
- Moleong, L. J. (2000). *Metode Penelitian Kualitatif*. Remaja Rosdakarya.
- Murjazin, M., Nurhuda, A., & Aziz, T. (2023). Community Social Education in the Perspective of the Hadith of the Prophet Muhammad SAW. *IJECA (International Journal of Education and Curriculum Application)*, 6(2), 161–170. <https://doi.org/https://doi.org/10.31764/ijeca.v6i2.16418>
- Nurhayati. (2004). *Penataan Tanaman di Rumah Tinggal*. Gramedia.
- Nurhuda, A. (2022) 'Pesan Moral Dalam Lirik Lagu Aku Bukan Jodohnya Karya Tri Suaka', *Pedagogi: Jurnal Ilmu Pendidikan*, 22(2), pp. 17–23.
- Nurhuda, A. et al. (2023) 'Flashback Of The Mosque In History: From The Prophet's Period To The Abasiyyah Dynasty', *Lisan Al-Hal: Jurnal Pengembangan Pemikiran Dan Kebudayaan*, 17(2), pp. 241–250. doi: <https://doi.org/10.35316/lisanalhal.v17i2.241-250>.
- Nurhuda, A. and Aini Setyaningtyas, N. (2021) 'Nilai-Nilai Edukatif Dalam Surat Al Kautsar Beserta Implikasinya dalam Kehidupan (Tela'ah Tafsir Al Qurthubi)', *Social Science Studies*, 1(3), pp. 162–176. doi: 10.47153/ss13.2332021.

- Nurhuda, A., Ansori, I. H. and Engku Ab Rahman, T. E. S. (2023) 'The Urgency Of Prayer In Life Based On The Al-Qur'an Perspective', *Lisan Al-Hal: Jurnal Pengembangan Pemikiran dan Kebudayaan*, 17(1), pp. 52-61.
- Nurhuda, A., Fajri, M. Al and Ab, T. E. S. bin E. (2023) 'The Concept of Facilities and Infrastructure Management in Schools: A Literature Review', *IJECA (International Journal of Education and Curriculum Application)*, 6(3), pp. 248-260. doi: <https://doi.org/10.31764/ijeca.v6i3.19655>.
- Nurhuda, A. and Prananingrum, A. V. (2022) 'Empowerment of Children in Dawung, Matesih, Karanganyar Village Through Educational Classes in the Time of Covid-19', *Journal of Educational Analytics*, 1(1), pp. 61-70.
- Pakpahan, R. (2021). Analisa Pengaruh Implementasi Artificial Intelligence Dalam Kehidupan Manusia. *Journal of Information System, Informatics and Computing*, 5(2).
- Pramiswara, I. G. A. N. A. Y. (2021). Fotografi Sebagai Media Komunikasi Visual Dalam Promosi Budaya. *DANAPATI: Jurnal Komunikasi*, 1(2).
- Putri, T. L., Adawiyah, R., & Fitriyani, R. A. (2021). Tren Teknologi Artificial Intelligence Pengganti Model Iklan Dimasa Depan. *Jurnal Sosial Politika*, 2(2).
- Putri, A. A. and Nurhuda, A. (2023) 'Analisis Ontologi Terhadap Peran Umkm Dalam Upaya Meningkatkan Perekonomian Masyarakat Di Daerah Ngemplak Boyolali', *Jurnal Ekonomi, Akuntansi dan manajemen Indonesia*, 2(01), pp. 56-66.
- Rachman, B. J., & Santoso, S. B. (2015). Analisis Pengaruh Desain Produk Dan Promosi Terhadap Kemantapan Keputusan Pembelian Yang Dimediasi Oleh Citra Merek. *Diponegoro Journal of Management*, 4(1), 1-15.
- Reniaty. (2013). *Kreatifitas Organisasi & Inovasi Bisnis*. Alfabeta.
- Restrepo, F. B., & Marquez, I. D. (2015). *Orange Economy*, terj. Hedwigis Hapsari. Mizan.
- Rich, E., & Kelvin Knight. (1991). *Artificial Intelligence*. McGraw-Hill Inc.
- Rispul. (2012). Seni Kriya Antara Teknik Dan Ekspresi. *CORAK Jurnal Seni Kriya*, 1(1).
- Sakinah, N., Nanda, D. M., & Tohiruddin. (2022). Trend Fashion di Kalangan Mahasiswa-Mahasiswi Universitas Negeri Surabaya. *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)*, 1.
- Sobur, A. (2004). *Semiotika Komunikasi*. PT. Remaja Rosdakarya.
- Suherman, Musnaini, Wijoyo, H., & Indrawan, I. (2020). *Industry 4.0 Vs Society 5.0* (R. N. Brilliant & N. Falahia, Eds.; 1st ed., pp. 1-92). CV. Pena Persada.
- Suryana. (2017). *Ekonomi Kreatif, Ekonomi Baru Mengubah Ide dan Menciptakan Peluang*. Salemba Empat.
- Syukri, M., Putri, Y. and Nurhuda, A. (2023) 'The Role Of Digital Literacy In Learning Media According To Islam', *Kasta: Jurnal Ilmu Sosial, Agama, Budaya dan Terapan*, 3(1), pp. 33-43.

- Thabroni, G. (2020, June). *Seni Rupa-Pengertian, Fungsi, Wujud, Unsur, dsb (Lengkap)*. Serupa.Id.
- Umro, J. (2020). Tantangan Guru Pendidikan Agama Islam Dalam Menghadapi Era Society 5.0. *Jurnal Al-Makrifat*, 5(1).
- Usmaedi. (2021). Education Curriculum for Society 5.0 In the Next Decade. *Jurnal Pendidikan Dasar Setiabudhi*, 4(2).
- Utami, S. (2018). Kuliner Sebagai Identitas Budaya: Perspektif Komunikasi Lintas Budaya. *Journal of Strategic Communication*, 8(2), 36–44.
- Widyakusuma, A. (2022). Arsitektur sebagai Subsektor Ekonomi Kreatif di Indonesia Melalui Desain Bangunan dengan Fungsi Komersial yang Melibatkan Imajinasi, Ide, dan Kreatifitas Perancang (Studi Kasus Tipologi Bangunan Hotel dan Kantor). *Prosiding Seminar Nasional Universitas Borobudur*.
- Yusat, K. S. (2011). Periklanan Dalam Perspektif Pemasaran. *Jurnal Pro Bisnis*, 4(1).