

ABSTRACT

Aqzra Rizki Ramadhandi, 1604190121, 2023, Visualisasi *Project-101* sebagai Kloning Digital Penulis dalam Bentuk Instalasi, TA: Program Studi Seni Rupa Fakultas Industri Kreatif Universitas Telkom

The future will be colored by technological advancements such as robotics, quantum computing, the Internet of Things (IoT), and Artificial Intelligence (AI). Artificial Intelligence can collect and analyze data from various sources to create a comprehensive picture of the individual's life. The creation of digital clones due to the development of Artificial Intelligence presents many complex implications. Digital cloning has been developed. This provides the possibility for humans to live eternally in digital form. This artwork aims to explore how the visualization of the author's data processed by Artificial Intelligence becomes a work of art in new media. The author carrying out four steps in the process: creating a work concept and sketch, processing the data they have, bringing together various mediums to create a physical installation work, and incorporating digital assets into a physical installation. The results of this study indicate that the installation work Project-101 can be a medium for duplicating the author's data in digital form so that the audience can feel the author's existence through different experiences.

Keywords: *Artificial Intelligence, digital cloning, personal data visualization*