

CHAPTER I

INTRODUCTION

1.1 Background

The emergence of artificial intelligence brought about in a period of notable change in the field of creativity, business and expression. Conforming to Reecha (2023), the fear arises when AI causes some individuals with creativity slowly fades away their creative characteristics when they experiment deeper with generative AI. It shows concerns about AI-generated art's possible effects on artists, creativity, and the larger art ecosystem have been raised worries in the artistic community, even sometimes acknowledged by people outside the said field.

Referring to Tomorrow's World Today (2023), the development of AI technology has been revolutionary, particularly in the last ten years. On the other hand, it appears that people have adjusted to advancements in AI appropriately. However, there's still a lot ton to learn from the most recent developments in AI. Although artificial intelligence (AI) art presents new possibilities and fresh channels for artistic expression, there are a number of ways in which it may be viewed as disrupting or troublesome for artists. One of the distinguished features of AI especially in the generative part, is that it's quick to use and generate art from simple sentence. Generative AI, according to George Lawton on Tech Target (2023), is a type of AI that is able to produce a variety of content such as image, text, synthetic data and audio.

AI art is fascinating and inventive to many. Majority of public frequently admire the innovation and technological prowess behind it and are fascinated about how AI might produce artwork. AI art is popular within the creative industry itself. However, artists are also worried about the moral ramifications of AI-generated art, particularly with relation to originality and copyright. In accordance to the data by Katatikarn on Academy of Animated Art (2024), 74% of artists in 2023 do believe that art generated from AI is unethical. The ownership of AI-generated art rights and the question of

whether using databases of already-existing artworks violates the rights of the original artists are hotly debated topics. Additionally, from the same data by Katatikarn, 76% of artist do think that art generated from AI cannot be called as art.

Generative AI has many dangers in the world of creativity full of art, one of it being plagiarism according to Reecha (2023). Generative AI actually plagiarize and use art created by other people in its process, hence it is called as AI-generated art. It is impossible for technology to stop growing and developing, so the main concern is when people use generative AI, a feature they do not fully understand about, that impacted artists in general if not most local artists. There is no telling what will happen if people are unwilling to have themselves aware of the feature they keep using. On the other side, people need a way of simpler guide containing information regarding generative AI. This serves as an invitation to consider the wide-ranging effects that AI has had on artists and the art industry through a simple illustrated guide book, or some may call it as zine book.

The best thing about zine is that zines are able to share and provide different unheard voices for everyone including people outside of the mainstream, people from the underground community, the margins of society, and many more (AGO Insider, 2008). The ability to convey complex ideas and instructions in an uncomplicated and visual manner is a powerful tool, one that people seek to embrace and celebrate within the pages of zine. With awareness of generative AI put on zine, solutions can be found, such as visual representation and universal understanding. It can be said that zines and visual communication design are related very closely since the both involve the useful visual components to communicate concepts, feelings, and information to a target audience (Blue Sky School UK, 2022). Zine may not be as well-known or acknowledged by the general public while being a dynamic and significant component of alternative and DIY culture for a number of reasons. Creating an illustrated zine-book is a fascinating journey into the realm of visual storytelling, a journey that brings together the art of illustration and an effective communication about the zine itself and the impact AI-art has created on artists. There are zines about politics, poetry, and all subjects in between, thus there is no subject that is off-limits. There are not any

guidelines. The pages are dedicated to exploring the immense potential of visual aids in guiding, teaching, inspiring, and sharing knowledge with an array of audiences, each with their own unique needs and preferences. Zines usually have fewer marketing and promotional resources than mainstream magazines or books, which makes it a sufficient way for people to share awareness within small group to a possibly bigger one. In order to reach the intended audience, creators frequently rely on word-of-mouth, social media, or community promotion, which may not always go beyond their own networks.

According to Hutson, James and Robertson, Bryan (2023), artist's passing has now been mentioned in numerous papers. It seems that anyone may now make "art" or designs with the help of platforms like Midjourney, DALL-E 2, Craiyon (formerly DALLE-mini), and others, however it's debatable if this could make degrees in art and design obsolete. (Dex Parra and Scott R. Stroud, 2022) agreed that at the release of DALL-E 2 worldwide, following its publication, there was a resurgence of discussion over the benefits of AI art. In particular, graphic designers and painters started thinking about how new technology may help them in their careers.

AI and its effects on the creative world often involve visual elements and author expect to be proving that human-made visual elements can top those that AI can make, or generate. Using illustrations on zine allows people to represent and explain these concepts visually, making them more accessible and comprehensible. For zines, visual communication designers frequently produce their own original images, graphics, or artwork. Alternatively, they could select and use pre-existing visual components to enhance the text. Drawings and images can help in grabbing readers' attention, explaining chosen concepts, and highlighting the zine's primary themes. Visual communication transcends language barriers, making it suitable for a diverse and even the possibility to reach international audience. Illustrations can convey information effectively to people with varying language skills.

In the long run, zines are important to amplify various voices, encouraging artistic expression, and building community interaction within different and independent publishing circles, even though they may not be as well-known or as recognized by the

general public. Zines may have the chance to be acknowledged and valued more in the larger cultural or global conversation as interest in alternative media and DIY culture grows, as well as raising public awareness of the negative effects of AI towards the creative field.

1.2 Problem Identification

From the paragraph in the background section, it is found that the problems are the unseen side of generative AI that is commonly used by people who does not fully understand about it and its drawbacks because they don't have the media to. This paper specifically focuses more on small artists within her reach or surroundings.

1.3 Problem Formulations

Based on the previous explanation, there are problem formulations, namely:

1. Lack of appreciation towards artists and lack of understanding of the existence of AI-art among the public.
2. Lack of media containing information about AI art and its impact on artists.

1.4 Research Scope

1. What?

The main focus of this research topic is to delve more into people's perspectives about generative AI itself and bring out awareness regarding the use of it and its impact towards local artist in Indonesia.

2. Who?

- a. Age: any age at the minimum of 14
- b. Gender: men and women

3. Why?

The alarming rise of AI usage on generating 'easy' art which has made several impacts towards artists and the lack of knowledge of people who are not from the same field as artists.

4. Where?

This research is taking place in Bandung City, West Java. Since the author lives in Bandung City, the research data can be easily gathered.

5. When?

This research is estimated to be finished August in the year of 2024.

6. How?

By designing or making a zine book filled with useful information, captivating visual elements/components, and words of encouragements for people regarding AI-art and its impacts to local artist. With this, it is hoped that an appreciation towards artist will improve.

1.5 Research Purposes

Based on the research questions set previously, the goal of this research are as follows:

1. To increase the knowledge and understanding of young people about the impact of AI art on artists, zine can be used as a medium to introduce this information to young people and help them understand its various impacts.
2. Increasing people's interest in original handcrafted art: By using zines, we can inspire young people to be more interested and start appreciating man-made art better.

1.6 Objectives and Benefits

Some of the objectives of this research are:

1. Benefit for the Institution: to assess the author's knowledge in her field after years and semesters of study in order for herself to feel like she's made a contribution.
2. Benefit for Readers: giving insights to readers about how bad the impact AI-generated art has to artists in various at fields. In hope for readers to know and can bring awareness about the impact AI can bring to the creative field.

3. Benefit for Author / Self-Benefit: Application to knowledge in the author's related field of visual communication design, as well as gaining a deeper understanding of the drawbacks of AI-generated arts for artists herself.

1.7 Collecting Data and Analysis

In preparing the research, there are several methods usable for the author such as:

1. Literature Study

The literature study or can be also said literature review, is a summary written by exploring and reading through journal articles, books, and some more documents that well describe the state of past and current information, which then the literatures are organized into topics and documents needed for a proposed study (Creswell, 2005).

In order to better understand the content, themes, and communicating of an illustration zine about the damaging impact of artificial intelligence on the creative industry, a thorough review of existing literature, academic articles, books, reports, and other relevant materials must be done. With this method, start by identifying the main themes and subjects surrounding the damaging impact of AI on the creative industry, such as algorithmic bias, employment displacement, ethical problems, and changes in artistic practice. Artworks, visuals, and visual references that relate to the zine's themes and subjects are gathered using this method.

2. Observation

The observation method is a method of data collection whereby an individual, typically trained in the relevant field, observes and records information about the characteristics of a phenomenon (Sproull, 1988).

With this method, the author observes how a few of the popular AI-art generator works and how audiences interact with AI-generator, also the broader discourse surrounding AI and creativity within the art world. With this method also, author observe other creator's zine, discussions, debates, and trends related to AI and creativity within online forums, groups, and communities. Observation method is

done in order to obtain valid and additional data to support the upcoming data and design of the visual work.

3. Questionnaire and Forms

This method is done by creating a question based on the intended target, a research tool is a collection of questions, or items, designed to elicit responses from participants in a consistent way. Questionnaires might either be structured or unstructured (Sir Francis Galton, 1870). This questionnaire method can help in information retrieval to the research. This questionnaire method will be carried out by determining the target participants such as fellow artist friends, emerging creatives, educators, or industry professionals. Then, integration findings into zine content will be conducted. The findings found from the questionnaire can be used to inform the content, themes, and messaging of the illustration zine. Questionnaire responses can be used to incorporate quotes, statistics, and key insights into the illustrations, narratives, and visual storytelling.

4. Content Analysis

Content analysis method is the systematic analysis of a body of texts, images, and symbolic matter, not necessarily from the perspective of the author or user (Krippendorff, 2004).

In general, content analysis has been defined as a method to determine the existence of words, topics, themes, or concepts within qualitative data. With this method, author is able to analyze the presence of generative AI in various art, meanings of art, and relationships between the art, artist, and AI.

1.8 Research Framework

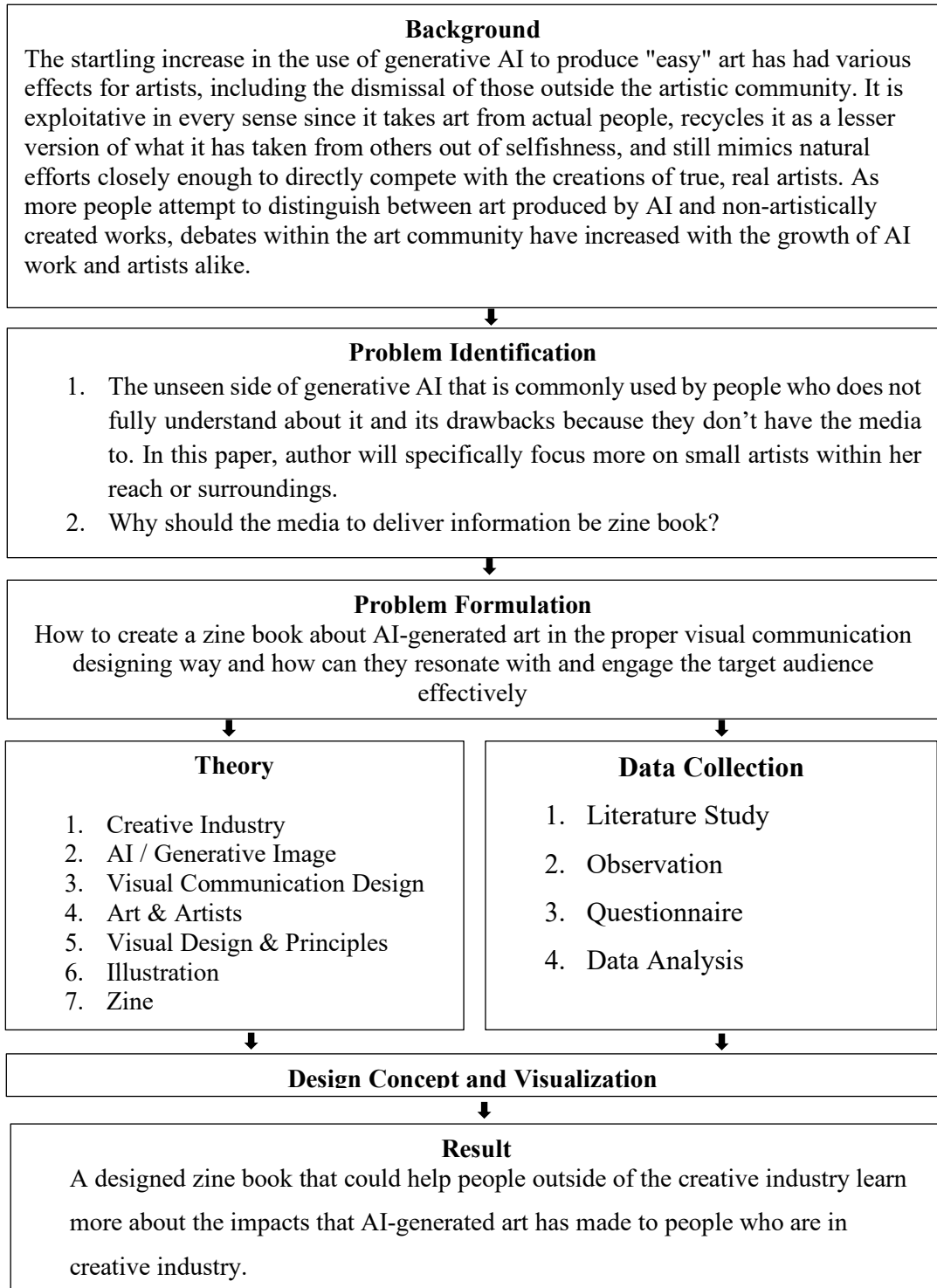


Figure 1. Research Framework

(Source: Personal data, 2024)

1.9 Writing Systematic

The following is the chaptering that the author used in writing research:

CHAPTER I: INTRODUCTION

This chapter provides the background, problem identification, problem formulation, scope, benefits of research, methods of data collection and analysis, as well as the framework of the Final Project.

CHAPTER II: THEORETICAL FOUNDATION

In this chapter, the relevant theoretical basis is explained as a basis for making designs for the output of this research report. This chapter contains theories and basics that are used as a foundation of the research and zine design.

CHAPTER III: DATA AND PROBLEM ANALYSIS

After obtaining data and results from questionnaires, observations, content analysis, interviews, and literature study, this chapter will be a segment where data are arranged in accordance with hierarchy for a clearer picture of the research.

CHAPTER IV: ZINE DESIGN CONCEPT AND RESULTS

This chapter will explain the concept of the visual zine book design and its whole process following the data that has been gathered and analyzed. This chapter will also show the results of the final visual zine book design.

CHAPTER V: CLOSING

The final chapter of this research. This chapter will show the conclusion of the research and zine book design by answering to all of the problem's formulations. Additionally, there will be suggestions from the author to the reader.