

ABSTRACT

Several design companies in Bandung have used AI to support creative processes such as content creation, writing, and video editing. Although AI improves efficiency, its role is only as a tool without replacing creative workers. However, there are some views from creative workers where there are concerns that AI could reduce the role of humans in the future, although some industry players are still not making optimal use of it at this time. This research aims to be able to provide in-depth knowledge about the role, impact, and benefits of AI in the design process, as well as how to use artificial intelligence or AI in the creative industry professionally in the company so that it can optimize the potential of this technology to support creativity and productivity in design projects. The method used in this study uses a qualitative method with a design process approach and contextual design. The instruments used in data collection are observation and interview instruments and supported by literature review and previous research. In the analysis method, data triangulation is used by combining and testing all the data produced based on the results of interviews, participatory observations based on design process theory, and FGD accompanied by associations and experts. AI has great potential to improve work efficiency and creativity, but it still cannot replace human flexibility and ideas. Creative workers can maximize the role and existence of AI as a supporting tool in their design process. Therefore, this technology needs to be used wisely to create a more innovative future.

Keywords: *AI Use Strategy, Artificial Intelligence, Creative Industries, Design Process, Contextual Design, Design Studio*