| RESEARCH ARTICLE

Digital Discourse on the ChatGPT Controversy: Reflections on the Controversial Use of Artificial Intelligence Among Indonesian Youth

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| ABSTRACT

At the end of 2022, a nonprofit technology research institution funded by Altman and Musk released an AI-based chatbot, ChatGPT, which within just three months has shown utility across various industries, particularly in jobs like copywriting, news report writing, customer service, and legal document creation. Its ability to provide coherent and insightful answers, as well as serve as a brainstorming partner, has some college professors concerned that this machine may replace various human jobs (Stokel-Walker, 2022). One likely negative impact is students using this AI-based writing tool to complete academic assignments in the form of essays (Hutson, 2022). Another implication is that researchers (both students and lecturers) may be able to compose scientific texts, partially if not wholly, and escape the radar of AI-written text detection tools (Kim, 2022), as well as peer reviewers (Else, 2023). The methodology used is digital discourse, aiming to reveal how youth discourse influences the presence of the ChatGPT application and how the consumption practice of the application impacts their creativity and critical thinking skills. The findings of this study are expected to contribute to understanding the impact of AI-based chatbots on critical thinking abilities among young people as a basis for development strategies to enhance critical and creative thinking skills in the era of Artificial Intelligence.

| KEYWORDS

Artificial Intelligence, ChatGPT, Digital Discourse, Youth Culture.

| ARTICLE INFORMATION

1. Introduction

The evolution of contemporary technology has shown its effectiveness in supporting and accelerating various complex activities and tasks in everyday life. Furthermore, the emergence of several recent implementations of Artificial Intelligence (AI) has attracted widespread public attention, integrating convenience and efficiency in various aspects of life, often without us fully realizing it. In the context of AI evolution, predictions indicate that AI has the potential to replace up to 375 types of professions during its development. This situation implies an urgent need for workforce adaptation and skills development to remain relevant in the digital era. The main reason for the adoption of AI in the industrial sector is its ability for automation tailored to the specific needs of individuals, allowing industries to identify target markets precisely and deliver information with greater efficiency. In the discourse on industry, work, and professions, there are two key concepts to consider: knowledge as the main intellectual capital of individuals, while information is considered a commodity. This information commodity has, in fact, become a major asset for large technology companies such as Google, Instagram, and now Meta. Although AI has the ability to provide information quickly, cost-effectively, and in significant volumes, humans still have the advantage in presenting accurate, quality, and relevant information. Compared to human capabilities, the relevance of information generated by AI still has limitations.

AI is not new to the communications industry. Since the development of digital technology, AI has been widely used in various information systems. However, recently, AI in the form of ChatGPT has become popular among students because of its ability to collect information quickly. On the other hand, the development of AI has received pros and cons among experts. In historical retrospect of AI, early public perception tended to view this technology as a complex entity, largely inaccessible to the majority (Cockburn, Henderson, & Stern, 2018). However, over time, AI has developed rapidly and is now integrated into various aspects of everyday life. However, with the increase in AI capabilities, various challenges have also emerged.

There are a number of complex issues related to cultural norms and values that are difficult to measure through computation or data (Markov, 2015). As a result, AI technology faces various challenges and problems. According to several reviews from ChatGPT users, there are indications that the information provided by this system can sometimes be inaccurate and potentially ambiguous. In addition, by relying on available online data, AI carries the risk of misuse, including the threat of data leakage and the risk of digital impersonation. AI has emerged as a contemporary technological phenomenon that has received significant public attention (Ng, A., 2016). One of its implementations, ChatGPT, is recognized for its significant contribution in supporting students' academic activities. Through its sophisticated algorithms, AI has shown potential in facilitating various sectors, including medical, security, and social interaction. Although AI has the ability to approach human cognitive abilities in solving complex problems, there are ethical and normative issues that are difficult to measure through computational data. Some ChatGPT users have pointed out inaccuracies and ambiguities in the information presented. In addition, by relying on digital data, AI carries potential risks, including data leakage and impersonation.

2. Literature Review

The development and emergence of artificial intelligence (AI) in Indonesia shows progress supported by several national initiatives and industry applications. Indonesia has developed a National AI Strategy for 2020 to 2045, known as Strategi Nasional Kecerdasan Buatan (BPPT, 2020), which aims to drive the growth of AI through collaboration between government, industry, academia, and society. The strategy also advocates a shift from a government-driven model to a demand-driven model through partnerships, with the establishment of the Center for Artificial Intelligence Innovation (PIKA) and a collaborative effort called KORIKA (Hani, 2021). The potential of AI in Indonesia has attracted the attention of global players such as the United States and China, and China is investing aggressively in new partnerships in Indonesia to drive digital and economic breakthroughs in Southeast Asia (Goode & Kim, 2021).

AI is starting to impact various sectors including logistics, human resources, education, cybersecurity, and customer service. For example, logistics companies are leveraging AI to optimize shipping prices and routes (East Ventures, 2023), while education platforms are leveraging AI to enhance the learning experience. Among its economic benefits, AI is estimated to contribute a significant US$366 billion to the Indonesian economy over the next decade. Although the potential of AI has not been fully realized in Indonesia, AI promises progress in addressing health service disparities, revolutionizing agriculture, manufacturing, and mining, and improving financial literacy and services. To embrace AI across sectors, the need for responsible data management in accordance with regulations is essential to support the ethical and effective use of AI, which will ultimately drive increased productivity and better outcomes for Indonesian society (Autor, 2015).

Recently, the presence of AI chatbots has become increasingly prevalent globally, including in Indonesia. One of them is the ChatGPT chatbot, which has raised concerns in the field of education. This chatbot can be easily used by students to complete school or college assignments, especially those that are text-based. ChatGPT, for example, uses a deep learning approach to generate text, and operates by learning human language patterns from various data sources (text) on the internet (Alfianto, 2023). This OpenAI application is campaigned by content creators on various social media platforms such as YouTube, Instagram, Twitter, and TikTok. Students can easily find tutorials on how to use the application for various school and college assignments through various tips and tricks delivered persuasively by content creators (Brynjolfsson, Rock & Syverson, 2018).

3. Methodology

This study uses a qualitative method with a digital discourse approach. Discourse is an interdisciplinary analysis technique that reveals the motivation behind a text. This study focuses on how information related to the use of AI circulates through social media and how actions and interactions are carried out by young people towards information about the use of AI. Research using the discourse method pays attention to four aspects in its data analysis, namely (1) text, (2) context, (3) actions and interactions, and (4) power and ideology. The operationalization of this analytical framework is simplified in the following table:

Table 1. Analytical Framework of Digital Discourse

Dimension	Methods	Analysis
Text	Textual Analysis: Exploring the content and structure of the text, and trying to understand the main message that emerges from the text	Exploratory: Applies descriptive content and text analysis to understand how information related to AI is spread through social media
Context	Intertextuality: The process of connecting texts from the past with texts from the present, allowing for various socially recognized actions, including seeing who created the text and what underlies their perspective.	Interpretative: Interprets texts in relation to the social and material situations in which they are constructed, consumed, exchanged, and adapted
Action and Interaction	Observation of the comments column on social media to see how the audience responds and negotiates	Exploratory: Explores what people do with texts, especially what they do to each other
Power and Ideology	Literature study related to artificial intelligence and youth culture	Explanatory: Seeks to explain how individuals use texts to dominate and control others, and to construct particular versions of reality

Source : author analysis

4. Results and Discussion

4.1 TikTok Content About ChatGPT

In this study, researchers tried to analyze content on TikTok that showed the use of AI applications to complete tasks. The initial step taken by researchers was to utilize the search feature using three keywords. The first is "gpt chat for assignments"; the second is "open ai tutorial"; and the last is "gpt chat tips". From these three keywords, researchers identified several of the most popular accounts with likes exceeding twenty thousand comments, including accounts such as Bagus Yusron, Digital Marketing & PR Agency, Frederico Christopher, and Reza Erfit. Observations were made on the four accounts to find out which content discussed AI applications and their role in the tasks of the younger generation as students. From these observations, it can be seen that.

The initial step taken by researchers was to utilize the search feature using three keywords. The first is "gpt chat for assignments"; the second is "open ai tutorial"; and the third is "gpt chat tips". Through these three keywords, researchers observed various content that provided information on how to utilize various AI tools to complete assignments, write journals, and write theses.

4.1.1 Information About AI Tools

TikTok provides in-depth insights into various AI tools like ChatGPT, including how they work, their practical applications, and how they can help in everyday life. Through these videos, viewers can understand the sophistication of AI and how this technology can be used to solve real-world problems. TikTok users often explain the basic functions and advanced features of ChatGPT, helping viewers understand the full potential of this tool.

Picture 1. Content About AI on TikTok
(Source : Tiktok, 2023)

4.1.2 Tips for Using AI Apps

There is a lot of TikTok content that focuses on how to make the most of AI apps like ChatGPT. For example, some videos provide tips on how to best formulate questions or statements to get the most accurate and useful results from ChatGPT. Additionally, TikTok serves as a great platform for sharing tutorials and step-by-step guides on how to use specific features of these AI apps.

Picture 2. Content About Tips on Using AI
(Source : Tiktok, 2023)

4.1.3 Tricks to Manipulate College Assignments

Some TikTok users also share creative ways to use ChatGPT to manipulate or facilitate the completion of college assignments. For example, how to use ChatGPT to quickly compose essays or research reports. While this can be a time-saving method, it is important to remember that academic integrity should always be prioritized and the use of AI should not replace real understanding and learning.

Through platforms like TikTok, knowledge about artificial intelligence and its applications becomes more accessible to a wider audience. This content not only provides useful information but also encourages further discussion and exploration of the potential and ethics of AI technology. TikTok, in a unique way, opens the door to a more inclusive and engaging AI education, allowing more individuals to engage and benefit from the advancements in this technology.

Picture 3. Content Tricks to Manipulate College Assignments
(Source : Tiktok, 2023)

4.2 Content Creators Behind the ChatGPT Campaign

In the context of the ChatGPT campaign, content creators play a vital role in educating and informing the public about the applications and potential of this artificial intelligence tool. Through the TikTok platform, they have successfully captured the attention of viewers with short, engaging, and often entertaining content. TikTok, known for its quick and easy-to-digest video format, has become an effective medium for this campaign, allowing content creators to share tips, tricks, and information on using ChatGPT in an academic context.

Through this study, researchers attempted to analyze how TikTok content creators leverage the platform to explain and demonstrate the use of AI applications such as ChatGPT for completing assignments. This analysis involved observing various videos that showcase creative and effective ways of using ChatGPT to help complete college assignments and other academic projects. These videos illustrate how ChatGPT can be used to compose essays, conduct research, or even help solve mathematical and scientific problems.
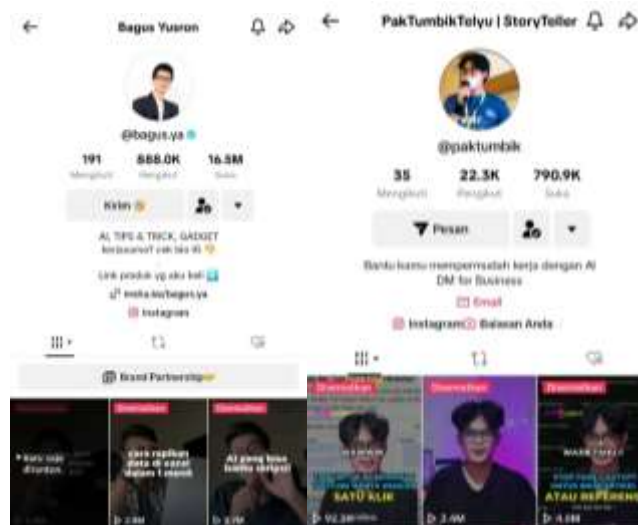
Picture 4. *Content Creators Behind the ChatGPT Campaign*
(Source : Tiktok, 2023)

In this study, researchers aimed to analyze TikTok content that describes the method of using AI applications to complete tasks. TikTok, a social media platform known for its short and engaging content, has now also become a platform for disseminating information related to artificial intelligence (AI) tools such as ChatGPT. Many TikTok users share their knowledge about this advanced technology through short informative and entertaining videos, among the most popular are accounts such as Digital Marketing & PR Agency, Bagus Yusron, and Pak TumbikTelyu.

Through these videos, content creators also share their personal experiences in using ChatGPT, including the challenges they face and how they overcome these obstacles. The various tips and tricks shared through this campaign not only raise awareness about this AI application but also help build a more informed ChatGPT user community. In evaluating the effectiveness and impact of this campaign, researchers were able to collect data on the level of interaction, audience response, and growth of the ChatGPT user community on TikTok. Through this analysis, researchers were able to gain a better understanding of how TikTok content creators contribute to the spread of knowledge and acceptance of AI applications such as ChatGPT among the wider community.

4.3 Audience Reception of ChatGPT Campaign Content on TikTok

Audience reception of ChatGPT campaign content on the TikTok platform can be measured through various metrics, one of which is through the comments section available on each published video. The comments section serves as a forum for interaction between content creators and their viewers, and is often a place where viewers can express their opinions, questions, and responses to the content presented.

As the campaign progressed, the comments section under ChatGPT-related videos began to fill with various types of responses. Some viewers expressed their enthusiasm for the potential and ease that ChatGPT offers in helping to complete academic assignments and other needs. They often asked content creators to provide more tips and tutorials on how to use this AI tool effectively.

On the other hand, there were also groups of people who expressed concerns about the potential for misuse of this technology, especially in an academic context. Several comments noted how ChatGPT could be used to complete assignments without adequate effort and understanding of the material provided. This sparked discussions about the importance of academic integrity and how technology, no matter how great, should not replace the actual teaching and learning process.

Comments from the audience also often contained questions and requests for clarification regarding certain features of ChatGPT. This shows the high level of curiosity and interest of the public towards AI technology and its application in everyday life. Content creators, in response to this initiative, often provide additional answers and explanations through comments or newly uploaded videos to answer these questions. Occasionally, viewers also share their personal experiences in using ChatGPT, both successes and failures, and how this application has impacted their academic or professional lives. This discussion opens the door to sharing further knowledge and tips on using ChatGPT effectively. Overall, the comments section on the ChatGPT campaign videos on TikTok has become a dynamic discussion space, reflecting various perspectives, interests, and responses to this AI technology. The interaction between content creators and their audiences through this comment section shows that this campaign not only provides information but also encourages dialogue and reflection on the potential and limitations of AI applications such as ChatGPT in academic and everyday life.

5. Conclusion

Based on the results and discussion above, it can be concluded that the rise of artificial intelligence (AI) in Indonesia is increasingly supported by national initiatives and strategic industrial applications. The National Strategy for Artificial Intelligence (Stranas KA) is the foundation for encouraging cross-sector collaboration to maximize the potential of AI that attracts the attention and investment of global players. AI is starting to show its impact in various sectors in Indonesia, with the potential for significant economic contributions in the coming period.

The ChatGPT campaign through social media, especially TikTok, has become an interesting phenomenon, where content creators share information, tips and tricks in utilizing this AI application to help complete academic assignments. Although ChatGPT offers great assistance in text-based assignments, concerns about potential misuse and its impact on academic integrity also remain a major concern. Audience responses in the comments column show high enthusiasm and curiosity about AI, as well as concerns about ethics and academic integrity.

Content creators play an important role in educating and informing the public about the application and potential of AI through interesting and informative content. Interactions in the comments column show a dynamic dialogue between content creators and audiences, illustrating high interest and diverse perspectives on AI technologies such as ChatGPT. This content not only provides information but also encourages further discussion and reflection on the potential and limitations of AI technology, and supports the formation of a more informed ChatGPT user community.

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