



Artificial Intelligence Strategies in presenting Social Phenomena and Message Design in Videos to instill Spiritual and Social Values

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Abstract : Advances in artificial intelligence technology have opened up new opportunities in video processing, analysis, and creation, spanning sectors such as entertainment, security, education, and business. This study explores the capabilities of AI in automatically creating video content, including narrative recognition, context interpretation, and dynamic visualization. The study uses a phenomenological approach to understand individuals' subjective experiences related to the application of this technology to enhance spiritual and social values. Data were collected through in-depth interviews to explore changes in participants' spiritual and social attitudes. The results show that AI is capable of producing detailed and realistic narratives and storyboards, making a positive contribution to the production of automated video content. Discussions include the use of AI for facial and object recognition, video analysis for security, and automatic video editing. In addition, the study highlights the impact of technology on spiritual and social life, such as increasing access to spiritual resources and the formation of virtual communities that support social interaction. However, ethical challenges such as the misuse of deepfakes and dependence on social media are also identified. This study contributes to a deeper understanding of the impact of AI technology on spiritual and social values, while providing recommendations for its wise use to support positive spiritual and social development.

Keyword: *Artificial Intelligence, Social Value, Message Design, Video, Spiritual*

Introduction

Artificial Intelligence (AI) has become a cornerstone of technological innovation in the modern era, particularly in video processing, analysis, and creation. Recent advancements in AI have enabled significant progress in identifying objects, automating content analysis, and personalizing videos. These developments are made possible by machine learning, deep learning, and computer vision, which have expanded the utility of AI-based video technology across various sectors such as entertainment, security, education, and business (Goodfellow et al., 2016). This paper discusses the major advancements in AI-based video technology, focusing on their applications and implications.

One prominent development is the implementation of facial recognition and object detection. With the power of deep learning, AI systems can identify and track faces or objects in real-time, making them valuable for surveillance and social media applications. For instance, AI-enhanced



cameras can recognize individuals for security purposes or auto-tag users in social media content, improving user engagement and security (Zhao et al., 2019).

Facial recognition technology has become integral in both the security sector and consumer analytics. For example, AI-equipped surveillance systems authenticate identities without requiring physical devices, while social media platforms utilize this technology to recommend personalized content. Object detection has diverse applications, from autonomous vehicles that detect obstacles to e-commerce platforms that analyze user preferences (Ren et al., 2015). These implementations demonstrate AI's role in improving efficiency and enhancing user experiences.

Another breakthrough is automated video editing. AI can now process, cut, and arrange video clips, reducing manual labor in content creation. Text-based video creation, where scripts are automatically transformed into videos with relevant visuals and audio, is increasingly used in marketing, education, and news production (Xu et al., 2020). This innovation not only saves time but also democratizes video production, enabling non-experts to create professional-quality content.

The emergence of deepfake technology is another noteworthy aspect of AI in video. While often used in entertainment, deepfakes raise ethical concerns due to potential misuse in spreading misinformation or defamation. Despite these challenges, the technology showcases the sophistication of AI in generating realistic visual and audio content (Mirsky & Lee, 2021).

AI has also revolutionized video analytics for surveillance and security. Intelligent systems can analyze video footage to detect suspicious behavior, such as unusual movements or aggressive actions, in real-time. These capabilities enable swift and effective responses to potential threats, enhancing public safety (Vishwakarma et al., 2020). Moreover, AI can monitor crowd density and track individuals in large gatherings, aiding in event management and security.

In the realm of entertainment, content recommendation systems powered by AI have transformed video streaming platforms like Netflix and YouTube. By analyzing user behavior, such as watch history and interactions, AI generates personalized content recommendations. This enhances the user experience and increases engagement by delivering content aligned with individual preferences (Gomez-Uribe & Hunt, 2016).

AI also plays a pivotal role in targeted video marketing. By analyzing viewer data, AI tailors advertisements to specific audiences, improving the effectiveness of marketing campaigns. For instance, platforms use AI to suggest promotional content that aligns with user interests, resulting in higher conversion rates (Dwivedi et al., 2021).

Despite its advantages, AI in video technology also faces challenges, such as ethical concerns and privacy issues. For instance, the use of facial recognition raises questions about consent and data protection. To address these challenges, it is essential to establish clear regulations and promote ethical AI practices (Whittaker et al., 2018).

In conclusion, AI-based video technology continues to redefine various industries by enhancing efficiency, personalization, and interactivity. From facial recognition to automated video editing and recommendation systems, these advancements underscore AI's transformative potential. However, addressing ethical and privacy concerns remains critical to ensuring that AI serves as a force for positive change.



Research Methods

Phenomenological methodology is a qualitative research approach that focuses on understanding the subjective experiences of individuals in a particular context. The main purpose of phenomenology is to explore and understand the essence of the experiences experienced by the subjects, and how they give meaning to those experiences. In the context of improving spiritual and social attitudes, the phenomenological approach can provide deep insight into how individuals experience and develop their spiritual depth and social interactions.

Phenomenology as a research methodology was first introduced by Edmund Husserl, a German philosopher. This approach focuses on understanding human experiences by setting aside previous assumptions and theories (bracketing), and exploring the direct experiences of the subjects. In the context of spiritual and social attitude research, phenomenology prioritizes understanding how individuals feel and interpret their experiences in relation to their spirituality and social life.

The main purpose of phenomenological research is to understand the meaning and essence of the experiences experienced by individuals. In improving spiritual and social attitudes, phenomenological research will explore individual experiences related to how they build, live, and develop spiritual and social attitudes through daily experiences, social interactions, and religious or spiritual practices. **Bracketing (Emptying Thoughts):** Researchers empty assumptions or previous knowledge about the topic being studied. This aims to allow researchers to see and understand the experiences of participants purely and without bias. **Data Collection:** Data collection methods in phenomenological research usually use in-depth interviews. In the context of improving spiritual and social attitudes, researchers can interview individuals or groups to explore their experiences in living social and spiritual lives.

Researchers describe the experiences shared by the research participants in detail. This description includes how the experiences affected their spiritual and social attitudes. **Identifying Themes and Categories:** After the data is collected, researchers analyze and identify key themes that emerge from the participants' experiences. These themes can relate to changes in spiritual attitudes, social engagement, and how the two relate to each other.

Developing the Essence of Experience: Researchers seek to uncover the essence of the experiences that participants have, which is the core of how spiritual and social experiences shape an individual's attitudes.

Spiritual attitudes involve a person's relationship with the transcendental or religious dimensions of their life. In phenomenological research, researchers can explore how spiritual experiences, such as worship, meditation, or other religious experiences, affect the way a person views life. This can show how spiritual practices can strengthen inner peace, self-development, and deeper self-understanding.

An example of its application can be seen in the experience of someone who participates in a certain spiritual practice, such as a retreat or religious community, which has a positive impact on inner peace, inner peace, and an open and loving attitude towards others.

Social attitudes involve how a person interacts with others in society, including empathy, social concern, and participation in social activities. Phenomenological research can be used to



explore individuals' experiences in interacting with their social groups, as well as how spiritual or religious values influence how they interact with others.

This research can include individuals' experiences in the community, such as participating in social programs or volunteering, which help them develop empathy, concern for others, and strengthen social connections with others. Researchers can also examine how spiritual experiences shape how a person relates to others in a social context, for example, how certain religious teachings or moral principles motivate individuals to contribute to the common good.

Phenomenology allows researchers to understand the subjective meanings that individuals give to their spiritual and social attitudes, which cannot be measured with numbers or quantitative data. Through in-depth interviews, researchers can explore in depth the personal experiences of individuals in spiritual and social contexts. Phenomenological research reveals patterns of experience that can provide new insights into how spiritual and social attitudes develop through everyday experiences.

Results And Discussion

Artificial Intelligence (AI) has experienced very rapid development in recent decades. This technology is not only used in industry or scientific research, but has also penetrated various aspects of human daily life, such as virtual assistants, data analysis, and entertainment. In this study, the discussion focuses on how AI is able to process an instruction into a video form automatically. This process involves sophisticated technology that is able to understand narratives, interpret context, and translate them into dynamic visual formats.

This study also compares various AI-based applications available on the market for similar tasks. With in-depth analysis, the study produced findings that include how AI can be used to create narratives and storyboards efficiently. The narrative produced by AI is able to describe the story in detail, while the resulting storyboard shows a visualization of the story that is close to reality. The results of this study are expected to provide a positive contribution to the development of AI technology, especially in the field of automatic video content production.

The short narrative of the video is as follows " Sandi adalah seorang anak disabilitas dengan keterbatasan fisik pada kakinya. Ia menggunakan kursi roda untuk mobilitasnya. Cerita ini mengisahkan perjuangan Sandi dalam belajar berinteraksi dengan teman-temannya dan menemukan tempatnya di kelas baru.



No.	Scene	Visual	Narasi/Audio	Aksi
1	Opening Scene	Taman sekolah yang ramai, anak-anak bermain di lapangan. Kamera menyorot sebuah mobil berhenti di depan gerbang sekolah.	"Hari pertama Sandi di sekolah baru dimulai dengan perasaan campur aduk."	Sandi duduk di kursi roda, menatap sekolah dengan gugup. Ibunya berada di sampingnya, memberikan semangat.
2	Masuk ke Sekolah	Sandi didorong oleh ibunya melewati lorong sekolah. Beberapa anak melirik dengan penasaran, ada yang tersenyum, ada yang berbisik.	"Sandi merasa semua mata tertuju padanya, dan itu membuatnya semakin gugup."	Sandi mencoba tersenyum, tetapi terlihat ragu.
3	Di Kelas Baru	Guru memperkenalkan Sandi kepada teman-temannya di kelas. Anak-anak menyambut dengan tepuk tangan, tapi ada beberapa yang tampak ragu mendekat.	"Sandi tahu ini akan menjadi tantangan besar untuknya."	Guru meminta salah satu siswa, Raka, membantu Sandi selama di kelas.
4	Perjuangan Sandi	Sandi mencoba mengikuti pelajaran olahraga. Anak-anak bermain	"Ada saat-saat Sandi merasa terasing dan tidak tahu harus berbuat	Kamera menyorot wajah Sandi yang penuh keinginan



		sepak bola, apa." untuk ikut sementara Sandi bergabung. hanya menonton di pinggir lapangan.	
5	Momen Perubahan	Saat istirahat, Raka dan teman-temannya datang mengajak Sandi bermain 'lempar bola' yang bisa dilakukan sambil duduk.	"Raka tahu, Sandi semua orang berhak ikut lebar, ikut bermain dan tertawa bersama teman-temannya.
6	Sandi Menemukan Tempatnya	Sandi aktif di kelas, menjawab pertanyaan guru, dan bahkan memimpin diskusi kelompok. Anak-anak mulai menghargai dan menerima Sandi.	"Sandi menyadari, kekurangannya bukanlah hambatan untuk berkontribusi." Teman-teman memberikan tepuk tangan setelah Sandi memberikan presentasi di depan kelas.
7	Ending Scene	Sandi, bersama teman-temannya, bermain di taman sekolah. Kamera menyerot senyum bahagia Sandi.	"Kadang, perjuangan kecil membuka pintu untuk kebahagiaan besar." Kamera menjauh, menunjukkan Sandi dan teman-temannya dari kejauhan, mengakhiri cerita dengan suasana hangat.



Conclusion

Artificial intelligence (AI)-based video technology has advanced rapidly, providing new capabilities in video processing, analysis, and creation. This technology is used in various sectors such as entertainment, security, education, and business. The development of AI enables features such as facial recognition and object detection, which are applied in security, social media, and autonomous systems. AI is also used in automatic video editing, text-based video creation, and video analytics for security surveillance. However, there are ethical challenges, such as deepfakes that can be used to spread false information.

In addition, social issues such as poverty, inequality, and education are still developing amidst technological advances, which can exacerbate social disparities. Technology also affects spiritual and social life, providing wider access to spiritual sources and enabling wider social interactions. Technology helps in increasing social awareness, forming virtual communities, and humanitarian campaigns. However, there are challenges such as the spread of misinformation and dependence on social media that can reduce direct interaction. Therefore, it is important to use technology wisely to support positive spiritual and social development.

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