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LANDSCAPE OF VISUAL AI IN INDONESIA'S CREATIVE INDUSTRY: BETWEEN INNOVATION OPPORTUNITIES AND ETHICAL REGULATORY CHALLENGES

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ABSTRACT

The rapid development of generative visual AI in Indonesia's digital creative ecosystem has outpaced clear ethical and regulatory frameworks, creating a landscape of opportunities rife with uncertainty. This study maps these complex dynamics using a mixed-methods explanatory sequential design. The quantitative phase involved an online survey of 322 respondents, followed by a qualitative phase through in-depth interviews with 10 selected respondents. The findings indicate a high but pragmatic level of AI adoption (96.6%). There is a strong paradox between enthusiasm for the benefits of AI (Mean > 4.3) and deep concerns about ethical risks (Mean > 4.1), particularly regarding originality. A significant gap was identified between high personal ethical awareness and low understanding of formal regulations (Mean < 3.8). The practical implication of this study is the urgent need to develop ethical guidelines and legal literacy modules for creators in Indonesia.

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1. INTRODUCTION

The rapid advancement of generative artificial intelligence (AI), particularly in the visual domain, has become a global phenomenon marked by significant acceleration [1]. This progress is not merely a technological evolution but a revolution with transformative potential for various sectors, including Indonesia's digital creative industry [2]. Visual AI tools like Stable Diffusion and Midjourney enable the creation of complex and innovative content with unprecedented efficiency, opening new avenues for creators to experiment and push beyond traditional artistic boundaries [3][4]. This context is particularly relevant for Indonesia, whose digital economy landscape shows remarkable growth and is projected to be the largest in Southeast Asia [5].

However, this technology is a double-edged sword. On one hand, AI promises the democratization of creativity and efficiency. On the other, it presents serious ethical and social challenges [6]. The ease of producing high-quality visual content also opens the door to misuse, such as the creation of deepfakes for disinformation that can threaten public trust and social stability [7]. Furthermore, copyright issues have become increasingly complex, especially when AI is trained on billions of images from the internet without explicit permission, sparking intense debates about originality and ownership of works. Existing legal frameworks, such as Indonesia's

Copyright Law (UU Hak Cipta), face challenges in interpreting and applying their articles to machine-generated works [8] [9].

This situation creates a critical gap between the speed of technology adoption by digital creators in Indonesia and the ecosystem's readiness to provide adaptive ethical guidance and regulatory frameworks [10]. Based on this background, this research was formulated to answer a series of key questions: (1) How do Indonesian digital creators adopt and interpret visual generative AI in their creative processes? (2) How do they perceive and navigate the emerging ethical dilemmas, such as originality, copyright, and disinformation? (3) What is the extent of their understanding of the existing regulatory landscape (UU ITE, UU Hak Cipta), and what are the implications for their professional practices?

While several international studies have addressed the implications of generative AI, there is a significant literature gap in the specific Indonesian context. Much of the discussion remains theoretical and unsupported by empirical data from practitioners in the field. Specifically, there has been no mixed-methods research that comprehensively maps the adoption rates, concrete perceptions, and gaps between ethical awareness and regulatory understanding among Indonesian digital creators. The urgency of this research lies in the urgent need to fill this data gap. Without an evidence-based understanding of how creators navigate this landscape, the formulation of effective government policies and the development of relevant industry practice guidelines will be hampered, risking leaving the creative ecosystem in a state of uncertainty that could stifle innovation.

To analyze this phenomenon, this study utilizes the theoretical framework of the Social Construction of Technology (SCOT). The SCOT theory argues that technological development is not determined by its internal logic but is actively shaped by the interpretations and actions of "relevant social groups". In this context, digital creators, academics, and industry experts are the groups who, through their perceptions and practices, negotiate and assign meaning to visual AI [11] [12] [13]. This lens allows the research to move beyond technological determinism and understand how the visual AI landscape is being negotiated and shaped within Indonesia's digital ecosystem [14]. The novelty of this research lies in its empirical data-driven approach from the specific context of Indonesia, using a mixed-methods design to bridge quantitative trends with deep qualitative insights, an area that remains largely underexplored in existing literature.

2. RESEARCH METHODS

This study adopts an Explanatory Sequential Mixed-Methods Design. This approach was chosen for its ability to systematically integrate the strengths of both quantitative and qualitative data [15]. It aims to answer research questions comprehensively, where the first quantitative phase aims to map the general landscape ("what"), followed by a qualitative phase to provide in-depth explanations and context ("why"). The first phase (quantitative) aims to identify general patterns and trends in the adoption and perception of visual AI among creators. The second phase (qualitative) is then used to explain, elaborate, and provide a more nuanced understanding of those quantitative findings [16].

Phase 1: Quantitative Data Collection and Analysis

Participants for the quantitative phase consisted of 322 Indonesian digital creators recruited using a combination of purposive and snowball sampling techniques [17]. This strategy was deemed effective for reaching a specific and networked population within online communities. The data collection instrument was an online questionnaire designed to measure various variables, including demographics, AI usage frequency, and perceptions of benefits and ethical risks using Likert scales [18]. The collected quantitative data were analyzed using descriptive statistics (frequencies, percentages, means, and standard deviations) to map the respondent profile and their general perceptions. Additionally, Spearman's rank-order correlation analysis was used to test the relationship between key variables, such as the frequency of AI use and the perception of its benefits.

Phase 2: Qualitative Data Collection and Analysis

Based on the initial quantitative data analysis, 10 participants were purposively selected for the qualitative phase. Selection criteria included diversity in professional roles (e.g., graphic designer, animator, academic), experience levels, and the spectrum of views identified from their survey responses. Data were collected through semi-structured in-depth interviews, which allowed for the flexibility to deeply explore emergent themes. Each interview session was audio and video recorded with participant consent and transcribed verbatim [19].

The qualitative data from the interview transcripts were analyzed using Thematic Analysis. This process involved several iterative phases, starting from data familiarization, systematic coding, development of potential themes, reviewing, and defining the final themes [20]. The goal was to identify significant patterns of meaning related to the creators' experiences, dilemmas, and strategies in navigating the visual AI landscape.

Phase 3: Data Integration

Integration between the two datasets occurred at the interpretation stage, consistent with the logic of the explanatory sequential design. The quantitative findings are presented first to provide context and a general overview. Subsequently, the qualitative findings are used to provide in-depth explanations, context, and a human voice behind the statistical figures [21]. For instance, the survey data can show what creators are concerned about, while the interview data explain why and how these concerns manifest in their professional practices and identities [22]. This approach allows for the triangulation of findings to produce a more comprehensive and valid understanding.

3. RESULT AND ANALYSIS

The integrated data analysis reveals a complex and nuanced landscape regarding the adoption of visual AI in Indonesia. The findings are presented thematically to highlight the key dynamics shaping the experiences of digital creators.

Respondent Characteristics

The adoption of generative visual AI among Indonesian digital creators has proven to be extremely widespread. Quantitative data shows that 96.6% of respondents have used visual AI tools, indicating that this technology has deeply permeated creative practices. The demographic profile of these AI users is highly specific, as summarized in Table 1. The majority of users are young professionals, with 60.9% in the 20-25 age range, and are in the early stages of their careers (48.4% have 1-3 years of experience). The most dominant professions are Graphic Designers (23.0%), followed by students and Visual Content Creators (16.5%). The most common frequency of use is "Often" (40.4%), suggesting that AI is no longer just an experimental tool but has become integrated into daily workflows.

Table 1. Profile of Indonesian Respondents (N=322)

Characteristic	Category	Distribution (%)
AI Usage Frequency	Never	3,4
	Rarely	6,8
	Sometimes	26,7
	Often	40,4
	Very Often	22,7
Age Group	< 20 years	16,5
	20-25 years	60,9
	26-30 years	11,5
	31-35 years	5,6
	>35 years	5,6
Industry Experience	< 1 year	37,0
	1-3 years	48,4
	4-6 years	9,0
	7-10 years	2,8
	> 10 years	2,8
Primary Profession	Graphic Designer	23,0
	Student (Non-Art/Design)	21,1
	Visual Content Creator	16,5
	Photographer/Videographer	12,1
	Student (Art/Design)	11,8
	Illustrator	5,0
	Lecturer	2,2
	Animator	1,9
	Etc.	6,4

This profile is crucial as it frames the subsequent findings. Ethical and regulatory issues become particularly relevant for a cohort that is young, digitally active, and in the process of building their professional foundations amidst technological disruption.

Interview Respondent Analysis Results

After quantitatively processing the questionnaire data, the author selected 10 respondents from the total number of respondents who completed the questionnaire, considering criteria such as work experience in the creative industry, profession, and the average score of the answers to the previously completed questionnaire [20]. By analyzing the interview transcripts as a whole, a comprehensive picture was obtained and a common

thread could be drawn from all the qualitative data that had been processed. The following is a summary of the views, roles, and key arguments from each respondent:

a. Respondent 1 (Media & Promotion Staff): Validated the role of AI as an "Ideation Assistant" in the early stages of brainstorming. He navigated the dilemma of originality by viewing AI as an "imperfect" tool that required human retouching
b. Respondent 2 (Student & Content Creator): Represents AI users as "Active Production Tools" for efficiency. For him, ethics are the "signposts" that distinguish between referencing and plagiarism. He emphasized that humans must be "skilled" by AI and voiced the urgency of AI ethics education.
c. Respondent 3 (Graphic Designer & Content Creator): A pragmatic AI user for technical efficiency (video clarification, scripting). His primary concern is the potential for disinformation and misuse of AI for hoaxes. He strongly emphasized the importance of improving digital literacy as a primary bulwark.
d. Respondent 4 (Business & Community Lead): Offering a helicopter perspective from the industry and talent perspective, he sees AI as an inevitable tool. He believes the biggest challenge isn't the technology itself, but rather developing "soft skills" like empathy and critical thinking in the new talent who will use AI.
e. Respondent 5 (Graphic Design Lecturer & Branding Practitioner): A "Cautious Skeptic." He uses AI only for idea validation, not execution. He is deeply concerned that AI will degrade critical thinking and "feel" in design. He vocally advises his students not to rely on AI lest they "kill their own careers."
f. Respondent 6 (Animator & Digital Agency Owner): A senior practitioner who views AI through the lens of business and production efficiency. He isn't overly concerned about originality, as clients prioritize quick results. His biggest concern is that future generations may lose fundamental skills due to the ease of AI.
g. Respondent 7 (DKV Lecturer & Senior Illustrator): Upholds the principle of "Human Touch." He consciously limits the use of AI to maintain the uniqueness and originality of his work. For him, the value of an artist lies in the process and "feel" that AI cannot replicate. He represents a purist in the creative world.
h. Respondent 8 (Digital Business & Public Relations Lecturer): A "Realistic Pessimist." From his experience, he sees the direct negative impact of AI on the quality of student assignments, which tend to be lazy and simply copy-paste. He is very pessimistic about the future without strict government regulations and changes to the educational curriculum.
i. Respondent 9 (UX Researcher): Analyzing from the perspective of user behavior and human-computer interaction, he argued that as AI advances in technical efficiencies, value and demand will shift to "humanistic skills" the ability to understand context, empathy, and relevance, which AI lacks.
j. Respondent 10 (AI Expert Lecturer): Provided both technical and pedagogical insights. He explained that AI is currently still in the "curation" stage and not yet truly "creative." He emphasized that fears about AI are often exaggerated. He believes adapting learning methods that encourage competition and validation is key to dealing with a generation accustomed to AI.

The Duality of Perception: Unpacking the Enthusiasm-Anxiety Paradox

A clear paradox exists in the creators' perceptions. On one hand, they show high enthusiasm for the practical benefits of AI. As seen in Table 2, respondents strongly agree that AI can enhance work efficiency (Mean = 4.28) and help overcome creative blocks (Mean = 4.16). However, this enthusiasm is matched, and even surpassed, by a higher level of concern regarding ethical issues. The greatest concerns focus on the originality of works (Mean = 4.34) and the potential for unauthorized imitation of artistic styles (Mean = 4.10).

Table 2. Descriptive Statistics on Visual AI (N = 322)

Perception Item	Mean	Std. Deviation
Benefits		
AI makes advanced technology more accessible	4.34	0.728
AI significantly speeds up my work process	4.28	0.833
AI opens new opportunities for new types of visual work/styles	4.18	0.937
AI helps overcome creative block	4.16	0.826
Risks and Concerns		
I am concerned about the originality of works	4.34	0.991
I am concerned AI can imitate artistic styles without permission	4.10	0.979
	4.10	0.935

I am concerned AI can be used for deepfakes/disinformation	3.85	1.136
I am concerned AI could replace creators' jobs		
Ethical and Regulatory Awareness	4.34	0.806
Importance of transparency when using AI	4.19	0.808
Aware of copyright issues in AI training data	3.80	1.020
Understand the link between Copyright Law and AI works	3.73	1.031
Understand the link between ITE Law and AI visual content		

This enthusiasm and anxiety are not merely coexisting; they are causally linked. The very mechanism that drives enthusiasm AI's ability to accelerate and democratize content production is the same one that fuels anxiety. The easier and faster high-quality visual content can be generated, the greater the volume of content flooding the digital ecosystem [23]. This proliferation makes threats like style imitation, market saturation, and the devaluation of human expertise feel more immediate and urgent. Thus, the more a creator leverages AI for its efficiency, the more they contribute to the ecosystem dynamics that are the source of their professional anxiety

Correlations

			Frekuensi Penggunaan AI Visual	Alat AI visual dapat meningkatkan kreativitas saya	Alat AI visual dapat mempercepat proses kerja saya secara signifikan	Alat AI visual membuat teknologi/alat kreatif canggih lebih mudah diakses	Alat AI visual membuka peluang baru untuk jenis karya atau gaya visual yang sebelumnya sulit dibuat	Alat AI visual dapat membantu mengatasi creative block
Spearman's rho	Frekuensi Penggunaan AI Visual	Correlation Coefficient	1,000	,511**	,494**	,421**	,402**	,446**
		Sig. (2-tailed)	.	<,001	<,001	<,001	<,001	<,001
		N	322	322	322	322	322	322
	Alat AI visual dapat meningkatkan kreativitas saya	Correlation Coefficient	,511**	1,000	,601**	,547**	,562**	,560**
		Sig. (2-tailed)	<,001	.	<,001	<,001	<,001	<,001
		N	322	322	322	322	322	322
	Alat AI visual dapat mempercepat proses kerja saya secara signifikan	Correlation Coefficient	,494**	,601**	1,000	,550**	,541**	,452**
		Sig. (2-tailed)	<,001	<,001	.	<,001	<,001	<,001
		N	322	322	322	322	322	322
	Alat AI visual membuat teknologi/alat kreatif canggih lebih mudah diakses	Correlation Coefficient	,421**	,547**	,550**	1,000	,605**	,492**
		Sig. (2-tailed)	<,001	<,001	<,001	.	<,001	<,001
		N	322	322	322	322	322	322
	Alat AI visual membuka peluang baru untuk jenis karya atau gaya visual yang sebelumnya sulit dibuat	Correlation Coefficient	,402**	,562**	,541**	,605**	1,000	,506**
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	.	<,001
		N	322	322	322	322	322	322
	Alat AI visual dapat membantu mengatasi creative block	Correlation Coefficient	,446**	,560**	,452**	,492**	,506**	1,000
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	.
		N	322	322	322	322	322	322

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 1. Results of the Correlation Test of User Frequency and Benefits

Based on the figure above, the strongest relationship is between the variables "AI opens new opportunities for types of work" and "AI makes advanced technology more accessible" (Coefficient = .605). This means that respondents who feel AI makes creative technology more accessible also strongly agree that AI opens the way to creating new works that were previously difficult to create. This indicates the perception that the democratization of technology by AI is key to creative innovation.

The interview results provide insight into this paradox. Creators aren't rejecting technology, but they are grappling with its ethical and professional implications. Redefining Originality can be seen as a reference to the fact that in today's era, originality is no longer seen as "free from AI," but rather as the "level of human effort" involved. Respondent 5 (Graphic Design Lecturer) emphasized the importance of "feeling" and "humanity," which AI cannot replicate. He advised, "If you rely solely on AI, it will kill your career."

The Finishing Touch as a Differentiator is also felt by many practitioners who feel safe amidst the onslaught of AI because AI is considered "imperfect" and requires a final human touch. As expressed by Respondent 1: "How many people use AI but the results are 100% perfect straight away. They're always retouched and then finished".

Concerns about the Next Generation are also a focus for senior practitioners like Respondent 6 (animator), who worry not about themselves, but about future generations. "What I'm worried about is the next generation... we've already gone through these unprecedented times. It's like a manual."

This integration reveals that behind the high levels of anxiety lies a deep struggle over professional identity, the value of human expertise, and the future of the creative industry itself.

Navigating the "Grey Area": Community Ethics in a Regulatory Void

In Indonesia, the Copyright Law protects creative works, including visual arts. However, its implementation in the context of generative AI still requires further interpretation, particularly regarding the ownership and originality of AI-generated works [24]. Concerns have also been raised about the reliability and potential bias of generative AI systems, which could produce unfair or discriminatory outputs if training data is not representative. The adoption of AI in the creative industry has also raised concerns about potential job losses for creative workers.

Figure 2. The Dilemma of Studio Ghibli Founder's Statement Regarding AI

For example, this year, ChatGPT and Stable Diffusion have made it even easier for anyone to create Ghibli inspired images, offering stunning visuals with significant time efficiency [21]. This has disappointed Studio Ghibli's founder, who feels that visual AI tools enable the creation of complex and innovative content with unprecedented levels of efficiency, opening up exciting new opportunities for creators to experiment with fresh ideas and push the boundaries of traditional artistic expression.

An interesting finding in the figure 3 below this is that the frequency of AI use has little impact. This can be seen in the variable "Frequency of Visual AI Use" (how often someone uses AI) shows a weak correlation with almost all other awareness and understanding variables.

Its relationship with understanding of the ITE Law (Coefficient = .250) and understanding of the Copyright Law (Coefficient = .261) is significant, but weak. Furthermore, its relationship with awareness of training data copyright issues (Sig = .063) and the importance of transparency (Sig = .921) is not even statistically significant.

There is also a strong correlation between awareness of copyright issues in AI training data and awareness of the debate over ownership of AI works (Coefficient = .615). This indicates a consistency in their ethical awareness; respondents who are aware of copyright issues in the images/works used to train AI are also likely to be aware of the debate over who owns the work produced by the AI. However, the frequency of AI use itself is not the primary driver of awareness and understanding. This could be an important insight, for example, in concluding that education about AI ethics and law needs to be improved for all users, not just those who use it frequently.

Correlations

			Frekuensi Penggunaan AI Visual	Seberapa sadar Anda tentang isu hak cipta terkait data (gambar/karya seni) yang digunakan untuk melatih model AI visual?	Seberapa sadar Anda tentang perdebatan mengenai siapa pemilik hak cipta karya yang dihasilkan AI?	Seberapa penting menurut Anda transparansi (memberi tahu klien/publik) saat menggunakan AI visual dalam sebuah karya?	Seberapa paham Anda tentang potensi kaitan Undang-Undang ITE (Informasi dan Transaksi Elektronik) dengan penyebaran konten visual (termasuk yang dihasilkan AI) di Indonesia?	Seberapa paham Anda tentang potensi kaitan Undang-Undang Hak Cipta dengan karya visual yang dihasilkan menggunakan AI di Indonesia?
Spearman's rho	Frekuensi Penggunaan AI Visual	Correlation Coefficient	1,000	,104	,071	-,006	,250**	,261**
		Sig. (2-tailed)	.	,063	,202	,921	<,001	<,001
		N	322	322	322	322	322	322
	Seberapa sadar Anda tentang isu hak cipta terkait data (gambar/karya seni) yang digunakan untuk melatih model AI visual?	Correlation Coefficient	,104	1,000	,615**	,417**	,375**	,392**
		Sig. (2-tailed)	,063	.	<,001	<,001	<,001	<,001
		N	322	322	322	322	322	322
	Seberapa sadar Anda tentang perdebatan mengenai siapa pemilik hak cipta karya yang dihasilkan AI?	Correlation Coefficient	,071	,615**	1,000	,437**	,438**	,464**
		Sig. (2-tailed)	,202	<,001	.	<,001	<,001	<,001
		N	322	322	322	322	322	322
	Seberapa penting menurut Anda transparansi (memberi tahu klien/publik) saat menggunakan AI visual dalam sebuah karya?	Correlation Coefficient	-,006	,417**	,437**	1,000	,180**	,245**
		Sig. (2-tailed)	,921	<,001	<,001	.	,001	<,001
		N	322	322	322	322	322	322
	Seberapa paham Anda tentang potensi kaitan Undang-Undang ITE (Informasi dan Transaksi Elektronik) dengan penyebaran konten visual (termasuk yang dihasilkan AI) di Indonesia?	Correlation Coefficient	,250**	,375**	,438**	,180**	1,000	,825**
		Sig. (2-tailed)	<,001	<,001	<,001	,001	.	<,001
		N	322	322	322	322	322	322
	Seberapa paham Anda tentang potensi kaitan Undang-Undang Hak Cipta dengan karya visual yang dihasilkan menggunakan AI di Indonesia?	Correlation Coefficient	,261**	,392**	,464**	,245**	,825**	1,000
		Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	.
		N	322	322	322	322	322	322

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 3. Results of the Correlation Test of User Frequency and Ethics

These results suggest that simply because someone frequently uses visual AI tools does not automatically mean they have a high level of ethical awareness or legal understanding regarding AI. Frequency of use does not guarantee an understanding of current regulations in Indonesia. This quantitatively demonstrates a "regulatory void" from the practitioners' perspective.

This void forces creators to operate in a legal gray area. In this context, an informal governance system based on community norms emerges as a de facto regulatory mechanism [25]. Creators cannot work without rules; they need a framework to distinguish between acceptable practices (like seeking inspiration) and unacceptable ones (like plagiarism). Because formal law is perceived as slow and ambiguous, they turn to a system they can understand and influence: community ethics. This is reflected in the statement of Respondent 2 (Student & Content Creator), who emphasizes the importance of "guidelines" (rambu-rambu) to avoid "direct copying from AI," a distinction that is ethical, not juridical.

This community-based governance, while agile and contextually relevant, has a fundamental weakness: it lacks binding legal force and can be inconsistent across different communities. This creates a fragile stability that could collapse when faced with formal legal challenges, posing a significant risk to the entire industry. The need for clear guidance is a collective call. Respondent 8 (Digital Business Lecturer), a "Realistic Pessimist," expressed concern for a "broken" (rusak) future if there is no firm "regulation from the government".

The hope of mapping ethical and regulatory challenges was met with the most significant finding: a clear gap between high levels of personal ethical awareness and low levels of formal legal understanding. This demonstrates that creators currently operate in a gray area, relying on "community ethics" while voicing the urgent need for clear guidance. Thus, this study successfully fulfills the research urgency of shifting from mere assumptions to data-driven understanding, providing a rich and nuanced landscape map of the Visual AI landscape among Indonesian creators.

The Social Construction of Visual AI: Redefining Creativity and Skill

Applying the SCOT framework, this study shows that the meaning of "visual AI" is not inherent in the technology but is actively constructed by various relevant social groups [26]. The interviewees, with their diverse roles from pragmatic practitioners to skeptical academics represent the groups that are negotiating the role and impact of AI based on their respective values and interests. A thematic analysis of these interviews is summarized in Table 3 below.

Table 3. Core Themes from Qualitative Analysis of Creator Interviews (N=10)

Theme	Description	Illustrative Quote
AI as Assistant	AI is positioned not as the primary creator, but as a support tool for efficiency, ideation, or technical tasks.	"I first look for the keyword in ChatGPT to find the idea... several will appear, and I use that as an initial reference." (Respondent 1: Media & Promotion Staff)
Redefinition of Originality	Originality is no longer seen as "free from AI," but rather as the "degree of human effort," the final touch, and the artistic "feel" embedded in the work.	"How many people use AI and then use the result 100% directly. They must retouch it, they also go back to finishing it." (Respondent 1: Media & Promotion Staff)
Community as Regulator	In the absence of clear laws, creators rely on unwritten norms and ethics within their professional communities as guidance.	"We shouldn't just copy verbatim from AI. In my opinion, that's the most fatal thing." (Respondent 2: Student & Content Creator)
Intergenerational Skill Anxiety	Concern from senior practitioners that the new generation will lose fundamental skills and critical thinking abilities due to over-reliance on the ease of AI.	"What I'm worried about is this next generation... we've been through the times before this existed. The manual way." (Respondent 6: Animator & Digital Agency Owner)

Two main constructions emerge: first, the redefinition of originality. Originality is now being negotiated around the concepts of "degree of human effort" and the "final touch" that distinguishes an AI-assisted work from a raw machine output. Second, the emergence of intergenerational skill anxiety. Senior practitioners are not overly concerned about their own jobs but are deeply worried that the convenience offered by AI will erode the foundational skills and critical thinking processes of the next generation of creators. This is not merely a fear of job replacement, but a concern for the future of the creative craft itself [27].

4. CONCLUSION

This research comprehensively maps the use of visual AI in Indonesia's creative ecosystem, examining not only its adoption but also how creators navigate opportunities, ethical dilemmas, and regulatory uncertainty. Findings reveal that AI adoption is widespread (96.6%) yet remains pragmatic, serving as an ideation and efficiency tool rather than replacing core skills. A paradox emerges between enthusiasm for AI's benefits and concern over the redefinition of originality and the erosion of future skills. The study also confirms a regulatory gap, where high personal ethical awareness contrasts with limited legal understanding, leaving creators reliant on "community ethics" while demanding clearer guidance. Theoretically, this work contributes to the Social Construction of Technology (SCOT) by offering insights from a rapidly digitizing non-Western context, while practically it underscores the urgent need for multi-stakeholder initiatives to develop ethical guidelines, adaptive regulations, and targeted legal literacy programs. Despite methodological limitations, this study paves the way for longitudinal and comparative research across Southeast Asia to better understand the evolving role of AI in creative industries.

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