

ABSTRACT

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THE USE OF ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA FOR ADVERTISING ACTIVITIES FROM THE POINT OF VIEW OF THE PRINCIPLE OF BALANCE IN CONSUMER PROTECTION LAW

(viii + 82 pages)

The increase in value of the Indonesian digital economy has pushed more and more consumers towards the online economy. This is done by not only providing a more convenient purchasing method for the consumer, but also by increasing the amount of exposure that the online marketplace has received through advertising in social media and other websites. Initially these attempts to utilize social media for advertising purposes started with the use of image advertising with captions which then transitioned to using endorsements with influencers until the most recent developments, which is to automate the production of image or video advertising through the use of generative Artificial Intelligence to generate the images and texts used in such advertisements. This transformation in the utilization of social media for advertising is driven by the need of business to increase the exposure and sales of their brands by producing more convincing advertisements which are tailored to the wants of the customers down to the specific word being used. This gives rise to consumer protection concerns as the use of such generative AI that are not aware of laws and regulations concerning consumer protection will inevitably result in the production of advertisements that may mislead consumers. This study intends to research into the laws and regulations in place in Indonesia to prevent or remedy such occurrences with the normative research methodology. This research finds the current laws and regulations in place regulate such occurrences in general, but a more specific regulation pertaining to online advertisement and the use of AI not only in advertising, but also in other fields.

Keywords: Advertising, Artificial Intelligence, Consumer Protection.

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