

Proses Penerimaan Artificial Intelligence Dalam Bidang Komunikasi Di Industri B2B Indonesia (Studi Kualitatif Berdasarkan Diffusion Of Innovation Theory Dan Technology-Organization-Environment Framework) = The Process Of Receiving Artificial Intelligence In The Field Of Marketing Communication In Indonesia's B2B Industry (Qualitative Study Based On Diffusion Of Innovation Theory And Technology-Organization-Environment Framework)

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Abstrak

Budaya komunikasi yang diciptakan oleh suatu organisasi memainkan peran penting dalam keberhasilan adopsi AI. Penelitian ini bertujuan untuk menganalisis tahapan proses penerimaan Artificial Intelligence dalam bidang komunikasi pemasaran di industri B2B Indonesia. Menggabungkan teori Difusi Inovasi dan Technology-Organizational-Environmental Framework, penelitian ini menggunakan metode kualitatif dengan wawancara semi-terstruktur terhadap tiga informan yang bekerja di tiga industri B2B dengan sector berbeda. Hasil penelitian menunjukkan bahwa masing-masing individu melewati proses lima langkah: knowledge stage, persuasion stage, decision stage, implementation stage, serta confirmation stage. Terdapat dua jenis struktur organisasi yang ditemukan yang terbentuk dalam keputusan adopsi, yaitu struktur organisasi organik dimana lebih cocok untuk fase adopsi, serta struktur organisasi mekanistik yang lebih cocok untuk fase implementasi. Ketiga informan telah berhasil melakukan adopsi AI dikarenakan perilaku kepemimpinan manajemen perusahaan yang cenderung mengkomunikasikan serta mendukung pentingnya inovasi. Budaya komunikasi yang inovatif tidak dapat terlepas dari peran agen penghubung internal yang bersifat informal. Terdapat berbagai macam tools AI di divisi pemasaran industri B2B yang dapat diklasifikasikan berdasarkan fungsinya masing-masing, yaitu fungsi produksi konten, placement, analisis, dan Customer Service. Manfaat penggunaan AI yang dirasakan yaitu efisiensi waktu dan tenaga kerja, budget, manfaat terhadap kualitas konten dan growth marketing, dan peningkatan kreativitas karyawan. Biaya yang dikeluarkan oleh perusahaan dalam menginvestasikan AI tidak sebanding dengan outcome berupa keuntungan serta ketertarikan calon pelanggan kepada perusahaan menjadi lebih besar. Ketiga informan menyatakan bahwa penerapan AI saat ini sudah tepat guna serta akan dilanjutkan untuk membantu kegiatan perusahaan kedepannya.

.....The communication culture created by an organization plays a vital role in the success of AI adoption. This research aims to analyze the stages of the process of accepting Artificial Intelligence in the field of marketing communications in the Indonesian B2B industry. Combining the Diffusion of Innovation theory and the Technology-Organizational Environmental Framework, this research uses qualitative methods with semi-structured interviews with three informants who work in three B2B industries with different sectors. The research results show that each individual goes through a five-step process: knowledge stage, persuasion stage, decision stage, implementation stage, and confirmation stage. There are two types of organizational structures found that are formed in adoption decisions, namely organic organizational structures which are more suitable for the adoption phase, and mechanistic organizational structures which are more suitable for the implementation phase. The three informants have succeeded in adopting AI due to

the behavior of company management leadership which tends to communicate and support the importance of innovation. An innovative communication culture cannot be separated from the role of informal internal liaison agents. There are various kinds of AI tools in the B2B industrial marketing division which can be classified based on their respective functions, namely content production, placement, analysis and customer service functions. The perceived benefits of using AI are time and labor efficiency, budget, benefits to content quality and marketing growth, and increased employee creativity. The costs incurred by companies in investing in AI are not commensurate with the outcomes in the form of profits and the interest of potential customers in the company becomes greater. The three informants stated that the current application of AI is appropriate and will continue to help the company's activities in the future.