



The Role of AI-Based Campaign Media Design in Shaping Public Perceptions: A Big Five Personality Theory Approach

Aliyah Khoirunnisa¹, Arievidiana Ayu Laksmi², Maurey Ivy Sharon Makadolang³

¹ State University of Surabaya (UNESA), Surabaya, Indonesia

² State University of Surabaya (UNESA), Surabaya, Indonesia
arievidianalaksmi@unesa.ac.id

³ State University of Surabaya (UNESA), Surabaya, Indonesia

Abstract. Artificial Intelligence, also known as AI, is one of the technological advances of the 4.0 era that has caused many societal disputes, especially among creative industry players. Indonesian General Election of 2024 used AI as integration to enhance campaign media efficiency, personalizes content, and fosters voter engagement through digital platforms like social media. The research employs the Big Five Personality traits (Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) to analyze public opinion, using a survey of 70 respondents from 23 regions. In politics, AI was positively received, with 73% of respondents agreeing that its use is structured and purposeful, and 77% acknowledging its growing role. AI is seen as a time-efficient and innovative tool that streamlines voter outreach and campaign management. In the creative industry, AI was viewed as beneficial, offering new ideas (70%), though it faced criticism for inconsistent results (68%). While AI facilitates innovation and problem-solving, its application in creative processes often raised concerns about its variability and influence on human creativity. The findings demonstrate AI's transformative potential in shaping campaign strategies and driving innovations in both political and creative landscapes.

Keywords: Artificial Intelligence based Design, Campaign Media, Big Five Personality.

1. Introduction

1.1. Artificial Intelligence

It cannot be denied that, over time, many things can be done with technology, especially with artificial intelligence (AI). AI is a part of computer science that can create technology to carry out activities that a person can do [12]. In another sense, some say that artificial intelligence is a way of creating a system to do a job better than humans can [8]. Based on the definition mentioned, artificial intelligence offers

capabilities that make human survival easier. The use of artificial intelligence (AI) allows for better personalization of content [2].

The scope and implementation of AI is vast, so it can cover all aspects and fields [1]. One of them is the creation of visual works of art produced by AI technology. Pros and cons also color the existence of AI. The feeling of being threatened by the presence of AI makes someone feel that the human era will end. Creative industry players are one of the parties who feel this. However, in the political year 2024, increasing income will impact creative industry players. Campaign props for candidates for office-colored highways and local areas. This increased orders for posters and design services rapidly [15]. However, with an intelligent approach that is responsible and adaptable to AI, the creative industry can continue to develop and innovate towards a brighter and more vibrant tomorrow [4].

The presence of AI will contribute to enlivening the 2024 election contestation as a campaign tool. The application of AI in political campaigns has received attention from political cadres and parties on various sides to process data and then form strategies for campaigning. A political campaign is an organized communication process to influence the public when making decisions over a certain period. Political communication is the process of transferring messages containing an intention or meaning from the sender to the recipient, which involves the process of interpreting power, authority, public life, government, country, conflict interests, policy, decision making, and distribution or allocation [3]. Political campaigns are a place to provide messages to the public and provide information about the presidential candidate pair. This work program will be implemented along with the vision and mission and the supporting party so that the public can determine whether the candidate pair is suitable for the public to choose or not.

1.2. AI-Based Campaign Media Design in Public Perceptions

According to the constitution, which is regulated based on Article 1 Paragraph 35 of Law Number 7 of 2017 concerning General Elections which explains that an election campaign is the activity of election participants or other parties appointed by election participants to convince voters by offering a vision, mission, program and/or image [19]. Election participants themselves. Talking about elections must be connected to election campaign activities and campaign props as regulated in General Election Commission Regulation 20 of 2023. Campaign props function as media used by parties and candidate pairs to explain their vision and mission clearly using various latest innovations using advanced technology so that it can attract the attention of the public; apart from that, it also has an impact on cost savings by candidate pairs through quickly and creatively conveying their vision and mission to potential voters [18].

AI in political campaigns can be considered a form of use of the digital world in Indonesia that must be developed and matured. The Minister of Communication and Information himself has regulated this by ratifying the Circular Letter of the Minister of Communication and Information Technology Number 9 of 2023 concerning the Ethics of Artificial Intelligence on December 19, 2023 [20]. The use of artificial intelligence, such as video images as campaign material, is permitted as long as the AI used does not violate anything. Suppose violations related to the articles of the

Information and Electronic Transactions Law (UU ITE) or the Personal Data Protection Law (UU PDP) are found. In that case, this Circular Letter from the Ministry of Communication and Information can be used as a guide.

Branding political campaigns starts with creativity and leads to elections by targeting individuals and groups while utilizing advances in AI technology so that it can be interpreted as two sides of a coin that have different front and back appearances but look the same. On the one hand, targeting individuals is seen as the optimal and more economical method. On the other hand, it must be known that implementing AI, which aims to improvise when branding either an individual or a group, can seriously threaten the democratic system. Therefore, a good approach is needed from the community from various groups to the government so that the use of AI as a form of technological sophistication can accommodate the formation of political marketing in the form of political advertisements in the 2024 election campaign to the public in a healthy, conducive, effective and transparent manner for the sake of creating fair democratic system.

The implementation of AI in political campaigns can often be found in digital advertising. The Komite Independen Sadar Pemilu (KISP) and Muda Bicara ID released a report on digital ad spending on Meta platforms (Facebook and Instagram) by presidential and vice-presidential candidates for the 2024 election, covering the period from November 14 to December 9, 2023 [13]. Prabowo-Gibran spent the most on digital ads, demonstrating a strong focus on social media campaigns, while Ganjar-Mahfud published the most content, indicating their consistent engagement with voters. In contrast, Anies-Muhaimin's digital ads came solely from Anies' supporters, with no ads linked to Muhaimin. The analysis highlighted transparency issues regarding social media campaign financing, as there are no clear regulations governing digital ad spending or the use of agencies like buzzers. Instagram is the one kind of social media and the most effective way in using for election campaigns [6]. AI can provide significant benefits for political campaigns in various aspects, including helping to create campaign materials that suit the target voters, saving time and resources in creating campaign materials, and providing variety and uniqueness in campaign materials. However, the use of AI in election campaigns also has challenges and risks that must be aware of. One of them is ethical and legal issues. Through the use of AI, candidates can create campaigns that are more effective, efficient, and attractive to voters, especially the younger generation, who have different characteristics and preferences from previous generations. The use of AI in the 2024 election campaign in Indonesia is proof of the creativity and contribution of the younger generation in creating interesting, informative, and persuasive content [19].



Fig. 1. Implementation of Artificial Intelligence in Election Campaigns.
Source: kisp-id.org

According to a survey conducted by Google Indonesia, 43% of AI users in Indonesia are the younger generation (Gen Z) [16]. Country Head of Android of Google Indonesia, Denny Galant, explained that they are the group that is most adaptive and responsive to AI technology. The trend of implementing AI in election campaigns shows the readiness of users to adopt and expand the benefits of AI technology more than before. Gen Z and millennials must upgrade their creative and imaginative skills to compete in the modern era. Therefore, experts say that the February 14, 2024 elections provide a glimpse of how AI can transform large-scale political campaigns in the world's third-largest democracy [17].

Indonesia is a country that holds general elections based on a democratic system. In political campaigns, competing political parties introduce their candidates to the public and provide informative messages about their vision, mission, and opinions that can attract public decisions. Political campaigns can bring political awareness to the public to increase voter participation and provide opportunities for candidates to convey their vision, work programs, and promises to the public. Implementing AI technology in the context of political campaigns will ultimately show the extent of Indonesia's preparations and potential towards society 5.0. Because with increasingly strong and integrated data systems using the use of digital technology nationally as well as increasing technological innovation that focuses on developing AI data systems, it can facilitate political movements in the lives of Indonesian people towards a new era, namely society 5.0. Elections are democratic parties that create a better governance structure.



Fig. 2. The Implementation of Artificial Intelligence in Election Campaigns.

Source: www.voaindonesia.com

Implementing AI in elections can prevent problems in over budget. However, the use of AI in elections must ensure integrity and security [5]. AI can increase voter participation by providing more accessible and easier-to-understand information about candidates and political issues related to elections. Therefore, voters can vote more intelligently and informatively when choosing candidates from political parties.

1.3. Big Five Personality

Public opinion regarding the impact of using AI in political campaigns can be seen from the principle of personality. Personality is an action or way of responding to someone when they are in a situation [9]. There is a theory that explains the development of personality traits; one of the studies related to the trait approach theory that is widely known is the Big Five Personality theory. This theory has been identified and developed by Allport and Olibert. Raymon Cattell used Allport and Odbert's trait descriptive terms as a starting point for fundamental personality analysis. Therefore, Goldberg stated that Cattell was the intellectual father of the Big Five Personalities [11].

The Big Five Personality theory has five dimensions, resulting from a summary of the 35 dimensions proposed by Cattell [14]. This theory does not limit personality types but explains human personality characteristics in each vast dimension. Acronym for these five dimensions called OCEAN: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism [10]. The openness to experience factor (O) includes how open a person is to their life experiences. The Conscientiousness Factor (C) is related to achievement, tasks, and control in daily socializing. The Extraversion Factor (E) and Agreeableness Factor (A) are a person's interpersonal factors, where a person is assessed as being able to get along and cooperate with other people. Lastly, the Emotional Factor (N) includes negative feelings, anxiety, sadness, and being easily touched.

Table 1. Big Five Personality Traits and Characteristics [21]

No.	Traits	Definition	Characteristics
1.	Openness	This trait signifies a person's curiosity, creativity, and openness to exploring new ideas and experiences.	Imagination Artistic interests Emotionality Adventurousness Intellect Liberalism
2.	Conscientiousness	Refers to an individual's level of organization, reliability, responsibility, and strong work ethic.	Self-efficacy Orderliness Dutifulness Achievement-striving Self-discipline Cautiousness
3.	Extraversion	Highlights how sociable, outgoing, and comfortable a person is in social interactions.	Friendliness Gregariousness Assertiveness Activity level Excitement-seeking Cheerfulness
4	Agreeableness	Indicates a person's cooperativeness, empathy, and tendency to care about others.	Trust Cooperation Altruism Sympathy Modesty Moralism
5.	Neuroticism	Measures emotional stability, focusing on a person's vulnerability to anxiety and negative emotions.	Anxiety Anger Depression Self-consciousness Immoderation Vulnerability

The Big Five Personality theory can reveal the perspectives of creative industry players and political actors regarding the impact of implementation because a person's personality is closely related to how they think and respond to things and the mindset they have. The purpose of using this theory is to research topics related to the personality of the respondents, and the hope is that it can provide an understanding of the approach through a research method based on the Big Five personality theory. In this way, this research aims to provide an understanding of optimizing the use of AI in election campaigns from the perspective of the creative industry and the political realm to achieve future goals through the Big Five Personality theory approach.

2. Method

This research was conducted using quantitative research methods. The data sampling method from the questionnaire which distributed to potential voters in Indonesian General Election of 2024 in a Google Form so that they could cover all aspects and target categories. The target respondents in this research include creative industry players and political actors and are supported by the perceptions of students as well as the general public without age limits.

The measuring instrument used to collect data from respondents was obtained using instruments in the International Personality Item Pool (IPIP), which has been modified and adapted in Indonesian. There are 50 items to measure the Big Five Personality, resulting in 10 statements from each personality principle so that the results obtained are accurate as research output. The statements given include positive and negative connotations for each aspect of personality. They are written as simply as possible to make it easier for respondents to understand them.

The data sample measurement method was carried out using a Likert scale for each statement item. Each statement uses a scale of 1-4, which states that 1 is the answer for "Strongly Disagree," 2 is the answer for "Disagree," 3 is the answer for "Agree," and 4 is the answer for "Strongly Agree." The collected data will be analyzed and identified, then arranged and categorized according to the point of view of each group. The research results are presented in the form of descriptive analysis as a data visualization that describes research findings so that they are easier to understand in the form of more concise information.

3. Result and Discussion

In the 2024 election, AI has been integrated into political campaigns, with each political party leveraging it to create winning strategies. These strategies aim to gather resources, attract public attention, and secure support. By implementing AI, political parties and candidates can transform data into strategic insights, delivering implicit messages that emotionally influence the public while adhering to legal norms. The use of AI enhances political communication by making it easier for citizens to engage, understand political developments, and voice their aspirations through digital platforms. AI's role accelerates the dissemination of campaign information, making it more engaging and accessible to the public.

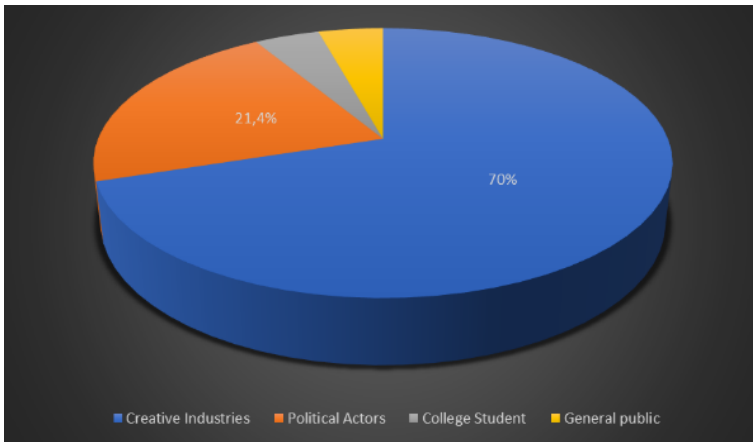


Fig. 3. Percentage of respondent categories.

Source: Author's research

The research involved 70 respondents from 23 regions in Indonesia, aged 18 to 47, representing potential voters in the 2024 Indonesian General Election. Most respondents were students, predominantly women, with a focus on the sustainability of politics and the creative industry. The survey coincided with the election campaign, during which participants closely followed developments on social media platforms like WhatsApp and Instagram. AI played a key role in shaping campaign strategies and communication. The questionnaire explored opinions from both political and creative industry perspectives, reflecting the growing intersection of technology, politics, and creativity in Indonesia.

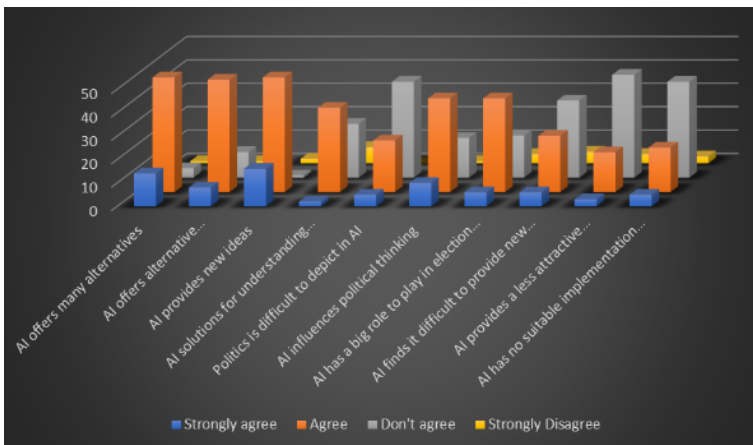


Fig. 4. Results of survey data on Openness Factor.

Source: Author's research

In the context of the Openness factor, respondents recognize AI's potential to drive innovation in politics by offering creative solutions and various implementation

strategies. AI's ability to process vast data and uncover patterns can generate new ideas for complex political challenges, providing alternative approaches that humans may miss. It can also enhance public engagement by powering interactive platforms that incorporate diverse opinions into decision-making. In the creative industries, AI's capacity to inspire novel ideas can challenge conventional thinking and promote alternative strategies, enriching political discourse and fostering a more dynamic and inclusive governance process.

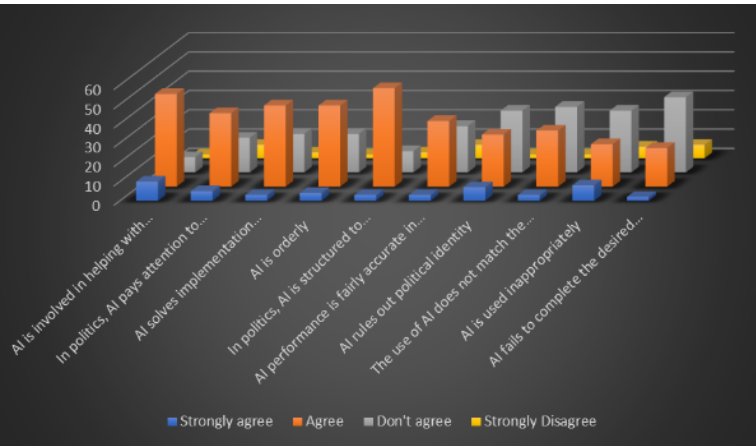


Fig. 5. Results of survey data on Conscientiousness Factor.
Source: Author's research

In the context of the Conscientiousness factor, respondents view AI as a valuable tool for bringing structure and efficiency to political processes, particularly in organizing the 2024 Election Campaign. AI can streamline voter outreach by automating communications and ensuring targeted messaging. It also aids in creating and distributing tailored campaign content, such as social media posts and ads, to engage specific voter segments. In the creative industry, AI analyzes audience behaviors to personalize content, optimize workflows, and suggest innovative campaign strategies based on data-driven insights. This enhances both campaign effectiveness and creative output, leading to more impactful results.

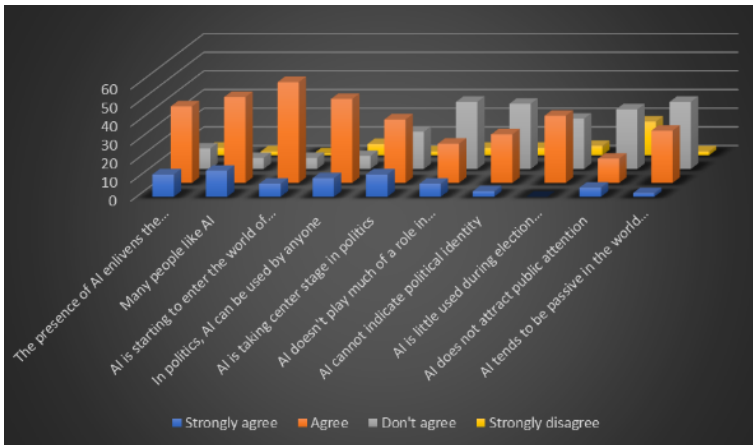


Fig. 6. Results of survey data on Extraversion Factors.
Source: Author's research

In the context of the Extraversion factor, respondents perceive AI as a tool that enhances inclusivity and accessibility in political processes, empowering citizens and innovating political engagement. AI is seen as a means to foster democratic participation by making political platforms open and accessible, while also improving governance practices. AI-driven tools are highlighted for their role in voter outreach, personalized messaging, targeted advertising, and campaign management through predictive analytics. Additionally, AI aids creative professionals in generating visually appealing campaign content, ensuring alignment with branding and optimizing materials for diverse platforms and audiences.

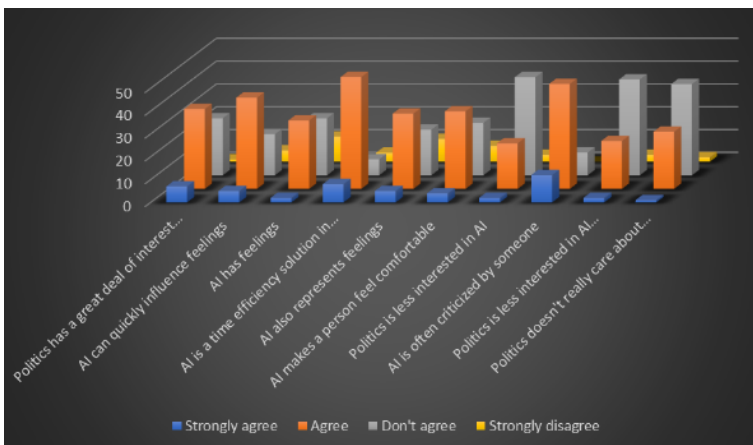


Fig. 7. Results of survey data on Agreeableness Factors.
Source: Author's research

In the context of the Agreeableness factor, respondents view AI positively for its potential to improve time efficiency and address traditional challenges in political

campaigns, such as voter targeting and message customization. AI is seen as a promising tool for enhancing campaign management, voter engagement, and strategic decision-making, offering innovative solutions that attract political actors looking for a competitive edge. As AI technology continues to evolve, its role in political processes is expected to grow, revolutionizing areas from voter outreach to policy implementation. In the creative industry, AI enables the rapid development and testing of campaign materials, improving messaging strategies based on audience feedback and engagement.

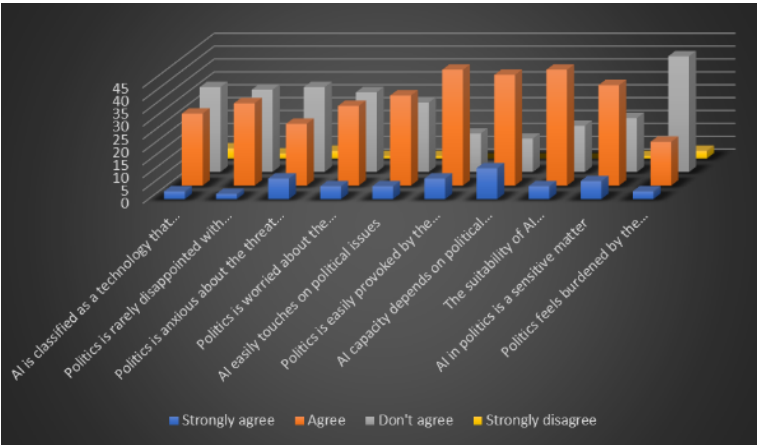


Fig. 8. Results of survey data on Neuroticism Factors.
Source: Author's research

In the context of the Neuroticism factor, respondents do not view AI as a burden on politics but acknowledge the uncertainties and sensitivities political actors may face regarding its implementation. To build trust and maximize AI's positive impact, clear communication, ethical guidelines, and adaptive governance are essential. The creative industry, which values innovation, aligns with AI's potential to introduce fresh strategies in politics. AI can help analyze data to create emotionally resonant narratives and campaigns, addressing voter concerns effectively. Additionally, AI assists in producing high-quality content, enhancing the creative industry's role in political storytelling and outreach.

Through the research stages carried out, comprehensive results have been obtained from a political perspective that the use of AI in the 2024 Election Campaign has received a positive response. This is supported by survey results, which show that despite AI's shortcomings and limitations in the implementation process, political actors do not feel burdened. Survey data on political perspectives reveal from a majority of respondents as shown in table below.

Table 2. Results of survey data from political perspectives.

Traits	Indicator	Percentage	Results
Openness	Politics is	58%	Respondents did not agree that

Traits	Indicator	Percentage	Results
	difficult to depict in AI		politics was difficult to depict in AI, they felt that politics was easy to depict in AI
Conscientiousness	In politics, AI is structured to follow directions	73%	Respondents agreed that in politics, the use of AI is structured according to direction
Extraversion	AI is starting to enter the world of politics	77%	Respondents agreed that the use of AI has begun to enter the world of politics
Agreeableness	AI is a time-efficient solution in election campaigns	70%	Respondents agreed that the use of AI could be a time-efficient solution during the election campaign
Neuroticism	Politics feels burdened by the existence of AI	64%	Respondents did not agree that politics felt burdened by AI, they felt that politics would be made easier by AI

Source: Author's research

The majority of respondents believe that AI can effectively represent or model political scenarios. This sentiment likely stems from AI's capabilities in data analysis and simulation, which can help in understanding complex political dynamics and predicting outcomes based on various inputs. They perceive AI for politics is being used in a focused and purposeful manner. AI is likely applied in specific areas such as policy analysis, voter targeting, or trend prediction, where its structured use can enhance decision-making and operational efficiency. They also recognize the increasing role of AI in political processes. AI technologies are being adopted across various stages of political campaigns and governance, from strategy formulation to communication and voter engagement, reflecting a trend towards integrating advanced technologies in political practices. The majority of respondents view AI as a tool that can alleviate challenges rather than impose additional burdens in politics. AI's potential to automate repetitive tasks, provide data-driven insights, and facilitate decision-making processes is seen as beneficial, potentially making political operations more efficient and effective. They also perceive that AI can streamline and expedite tasks traditionally associated with election campaigns, such as analyzing voter preferences, optimizing campaign strategies, and managing communication channels. AI's ability to handle large volumes of data quickly and accurately contributes to its perceived time-efficiency in electoral contexts.

Meanwhile, research results from a creative industry perspective show indications of a semi-negative response to the survey results obtained. This is supported by the

opinion of respondents who feel that the implementation of AI is often inappropriate and unable to influence a person's feelings. On the other hand, they agree that AI gives a new color to the world of politics in Indonesia. Survey data from the creative industry perspective reveals that AI is largely seen as beneficial and innovative which shown in table below.

Table 3. Results of survey data from creative industry perspectives.

Traits	Indicator	Percentage	Results
Openness	AI offers many alternatives and provides new ideas	70%	Respondents agreed that AI offers many alternatives and provides new ideas
Conscientiousness	AI solves implementation problems as desired and in an orderly manner	60%	Respondents agreed that AI can solve implementation problems as desired and in an orderly manner
Extraversion	The existence of AI is liked by many people	68%	Respondents agreed that the existence of AI is liked by many people
Agreeableness	The existence of AI is often criticized by people	68%	Respondents agreed that the existence of AI is often criticized by people
Neuroticism	The suitability of AI implementation results changes frequently	64%	Respondents agreed that the suitability of AI implementation results often changes

Source: Author's research

The majority of respondents perceive AI technology positively regarded among the general public within creative contexts. AI's potential to enhance productivity, facilitate experimentation, and introduce innovative tools and experiences may contribute to its favorable reception among creators and consumers alike. They recognize AI's capability to generate diverse ideas and alternatives. AI's ability to process large datasets and simulate scenarios can inspire creativity by proposing novel solutions and unconventional approaches to artistic, design, or content creation challenges. They also agree that AI is effective in addressing practical implementation challenges in a structured and efficient manner. In creative industries, where precision and adherence to design or artistic intent are crucial, AI tools like automation, predictive modeling, and iterative optimization can streamline production processes and ensure consistent quality in execution. The majority of respondents perceive variability in the outcomes and suitability of AI

implementations over time. Factors such as evolving AI technologies, changing user preferences, and ongoing refinements in AI algorithms can influence the effectiveness and relevance of AI-generated solutions in creative applications. This variability underscores the dynamic nature of AI's role in creative industries, where continuous adaptation and assessment are necessary to optimize outcomes. They acknowledge that AI's presence in the creative industries is met with criticism and concerns. Criticisms may include fears of job displacement, ethical implications of AI-generated content, or concerns about algorithmic biases influencing creative outputs. Despite its benefits, AI's integration into creative processes often sparks debates regarding its impact on artistic authenticity and human creativity.

4. Conclusion

Based on the research that has been conducted to focus on the impact of AI implementation on the 2024 election campaign from the perspectives of creative industry players and political actors. The findings reveal nuanced insights into how each group perceives the integration of AI into political campaigns. While differences in perspectives exist, they are not significantly stark, suggesting a converging view on the benefits and implications of AI in this context.

Creative industry as one of stakeholders in this field view AI as a tool that enhances creativity and productivity. They see AI as a means to streamline processes, generate innovative content, and improve the efficiency of campaign-related tasks. Meanwhile, politicians and campaign strategists recognize AI's potential to revolutionize campaign strategies. They focus on AI's ability to analyze vast amounts of data, personalize voter outreach, and optimize campaign resources. Both stakeholders acknowledge that AI introduces a new dimension to political advertising, offering enhanced efficiency and effectiveness. They agree that AI can significantly improve the precision of targeting and the impact of campaign messages. The implementation of AI is also seen as a transformative force that will bring a fresh dynamic to the political landscape. It is expected to be a catalyst for more sophisticated and data-driven campaign strategies, setting a new standard for political advertising in Indonesia.

As AI technology continues to evolve, its applications in political campaigns will become more sophisticated. Future developments may include advanced predictive analytics, real-time sentiment analysis, and more intuitive AI-driven content creation tools. The integration of AI in political campaigns will necessitate discussions around ethical considerations and regulatory frameworks. Ensuring transparency, accountability, and fairness in AI applications will be critical to maintaining public trust. The research suggests in the future that AI and human creativity work in tandem. This collaboration will likely lead to more innovative, effective, and impactful political campaigns. As both creative industry players and political actors become more adept at using AI, the quality and sophistication of campaign strategies will continue to improve.

Acknowledgments. We would like to express our gratitude to the Faculty of Vocational Studies, State University of Surabaya for the opportunity given to us to conduct research. We also thank the author's study program, Bachelor of Applied Science in Graphic Design which

becomes the background of this research. We would also remember to thank all respondents who have contributed to the data collection survey. We want to express our deepest gratitude for the support of the people closest to the author so that this research could be completed well.

Disclosure of Interests. The authors have no competing interests to declare that are relevant to the content of this article.

References

1. L.P.A.S. Tjahyanti, P.S. Saputra, and M.S. Gitakarma. The Role of Artificial Intelligence (AI) to Support Learning in the Covid-19 Pandemic Era. *Jurnal Komputer dan Teknologi Sains (KOMTEKS)*, 1(1):15-21 (2022).
2. M.F. Makmur and F.A. Alijoyo. The Impact of Artificial Intelligence on Creators, Brands, and Agencies. *SEIKO: Journal of Management & Business*, 6(2):128-140 (2023). <https://doi.org/10.37531/sejaman.v6i2.5287>.
3. M.F.A. Maulana, S.D. Anggara, and A. Silitonga. Campaign Strategy of the National Mandate Party (PAN) in the 2024 Legislative Election. *Kultura: Journal of Legal, Social, and Humanities*, 2(1):335–342 (2024). <https://doi.org/10.572349/kultura.v2i1.931>.
4. M. Shang and H. Sun. Study on the New Models of Music Industry in the Era of AI and Blockchain. 2020 3rd International Conference on Smart BlockChain (SmartBlock). 23-25 October 2020, Zhengzhou, China. pp. 63-68 (2020). <https://doi.org/10.1109/SmartBlock52591.2020.00019>
5. Nuraida and P.N.B. Simanungkalit. Utilization of Artificial Intelligence (AI) to Improve the Quality of the 2024 Simultaneous Elections. *ALADALAH: Journal of Politics, Social, Law and Humanities*, 1(4):158-180 (2023).
6. R. Arfan, S. Suryanef, and A. Rafni. The Role of Social-Media in Increasing Millennial Political Participation in the Medan Johor Subdistrict. *Journal of Etika Demokrasi*, 8(1):124-136 (2023). <https://doi.org/10.26618/jed.v8i1.10008>.
7. R. Hogan, J. Hogan, and B.W. Roberts. Personality measurement and employment decisions: Questions and answers. *American Psychologist*, 51(5):469 (1996).
8. E. Rich, *Artificial Intelligence*. 6th Edition. (McGraw Hill, New York, 1983).
9. J.P. Chaplin, *The Complete Dictionary of Psychology* (Raja Grafindo Persada, Jakarta, 2009).
10. O.P. John and S. Srivastava, *Handbook of Personality: Theory and Research*. 2nd Edition. (The Guilford Press, New York, 1999).
11. R.J. Larsen and D.M. Buss, *Personality Psychology: Domains of Knowledge about Human Nature*. 6th Edition. (McGraw Hill, New York, 2017).
12. S. Kusumadewi, *Artificial Intelligence (Techniques and Applications)*. 1st Edition. (Graha Ilmu, Yogyakarta, 2003).
13. Independent Election Monitoring Committee (2023). Looking at the Digital Campaign Ad Spending of Presidential and Vice-Presidential Candidates on Meta (FB and Instagram) – Release of Digital Election Monitoring Results 2024. URL: <https://kisp-id.org/12/2023/kajian-sosial-politik-budaya/melihat-belanja-iklan-kampanye-digital-capres-cawapres-di-meta-fb-dan-instagram-rilis-hasil-pemantauan-digital-pemilu-2024>. Accessed February 15, 2024

14. NS. Development (2024). Big Five Personality – History and 5 Dimensions of Personality. URL: <https://nsd.co.id/posts/big-five-personality-sejarah-dan-5-dimensi-kepribadian.html>. Accessed 15 February 2024.
15. S. Hidayat (2024). Antara Industri Kreatif, Resesi 2023 dan Pesta Demokrasi 2024. URL: <https://unair.ac.id/antara-industri-kreatif-resesi-2023-dan-pesta-demokrasi-2024>. Accessed 15 February 2024
16. T. Yudha (2023). Google Survey Reveals 43 Percent of Gen Z Indonesia is Literate with AI Technology. URL: <https://www.idxchannel.com/technology/survei-google-ungkap-43-persen-gen-z-indonesia-melek-teknologi-ai>. Accessed February 15, 2024
17. W. Kurniawan and G. Pradipta (2024). Gemoy 'Everywhere': Disruption of AI Becomes a Test in the 2024 Election. URL: <https://www.voaindonesia.com/a/gemoy-everywhere-disrupsi-ai-jadi-ujian-dalam-pemilu-2024/7479185.html>. Accessed 15 February 2024.
18. General Election Commission of the Republic of Indonesia. 2023. Regulation of the General Election Commission Number 20 of 2023 concerning Amendments to Regulation of the General Election Commission Number 15 of 2023 concerning Election Campaign. State Gazette of the Republic of Indonesia Year 2023 Number 816. Secretariat General of the General Election Commission. Jakarta.
19. Indonesian government. 2017. Law No. 7 of 2017 concerning General Elections. Republic of Indonesia State Gazette 2017, No 60. State Secretariat. Jakarta.
20. Ministry of Communication and Informatics. 2023. Circular Letter of the Minister of Communication and Informatics Number 9 of 2023 on the Ethics of Artificial Intelligence. Regulations. Minister of Communication and Informatics. Jakarta.
21. Calefato, F., Lanubile, F. and Novielli, N. A preliminary analysis on the effects of propensity to trust in distributed software development. In 2017 IEEE 12th international conference on global software engineering (ICGSE), pp. 56-60. IEEE, Buenos Aires, Argentina (2017).

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

