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Strategic optimization of artificial intelligence for marketing communications in the creative industry

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Abstract

Artificial intelligence (AI) has become an agent of change in marketing communication and in the creative industries. This study explores the growing role of AI in content personalization, marketing automation, and consumer data analysis. Beyond its various advantages, the application of AI can also be problematic, for instance, about data privacy and ethical concerns, as well as human-centered innovation, that influences creative thinking and practices across a range of domains. The objective of this paper is to explore how AI has influenced marketing communication strategies; to call attention to the most likely difficulties to be faced with its implementation in creative industries. From a qualitative approach, data were gathered from interviews with marketing professionals of innovative companies and by analyzing relevant documents. The findings demonstrate the potential for marketing AI based on automation, content customization, and real-time data analysis. However, the topics of data privacy, marrying technology with human creativity, and the necessity for a specific kind of training are still big hurdles. The findings indicate that firms need to integrate AI and creativity for constructing an efficient marketing strategy.

Introduction

The creative industries including advertisement, art, layout, and leisure, hold to reveal extensive boom, pushed by rapid digital transformation. One of the most prominent innovations in this ecosystem is artificial Intelligence (AI), that has emerged as a catalyst in advertising communication strategies. AI permits speedy, huge-scale data processing, producing strategic insights that assist automation, operational efficiency, and notably targeted content personalization. However, regardless of the convenience and efficiency that AI gives, its integration into the creative enterprise gives essential demanding situations, specifically regarding the humanistic dimension. Marketing in this region is not always most effective about correctly conveying a message however, additionally about fostering emotional resonance, originality of thoughts, and authenticity of expression, that sets brands apart in the minds of purchasers. Over-reliance on technology dangers eroding values, replacing human instinct and sensitivity with algorithmic responses that frequently lack emotional nuance.

In addition, ethical troubles that include statistical privacy, device transparency, and algorithmic bias, further complicate the continued implementation of AI. The middle difficulty discussed is: how can AI be optimized in advertising verbal exchange techniques in the creative industry without sacrificing the humanistic values that form the essence of creativity and innovation. This study is important as an effort to become aware of the stability between automation and human contact, between technological performance and emotional specialty, in order that verbal exchange techniques do not lose the meaning, empathy, or cultural attraction that is crucial to the innovative industry.

The previous studies have proven that AI gives a full-size aggressive benefit throughout diverse sectors, in particular in advertising, through predictive analytics and gadget learning knowledge of skills. In line with research (Davenport et al., 2020) that believed AI enables agencies to discover customer behavior patterns and market developments with more precision, thereby enhancing decision-making performance and business overall performance. In the realm of virtual marketing communications, AI has converted the way brands engage with customers by means of permitting customized, real-time, and data-driven strategies. Technology, along with chatbots, voice assistants, automatic content material creation, and programmatic marketing, permit special audience segmentation and context-aware message shipping. Those innovations enhance consumer experience and engagement by tailoring content material to individual preferences and behavioral insights. AI based virtual advertising and marketing is solely on creative instinct, increasingly more shaped through algorithmic responsiveness and adaptive mastering systems.

However, the adoption of AI inside the creative domain poses epistemological and moral dilemmas. Many prevailing techno-centric narratives anticipate that automation, performance, and personalization inherently go beyond the price of intuition, emotion, and the nuances of human tradition. The assumption often ignores the fact that the emotional resonance, creativity, empathy, and satisfaction of originality are essential to innovative work and cannot be completely encoded into algorithmic common sense. In other words, there may be an unexamined perception that AI can completely replace human creativity, without questioning whether or not; such substitutions can result in homogeneous content, diminished meaning, or a lack of cultural intensity.

Therefore, this study not only aimed to address gaps in the existing literature regarding the under-explored impact of AI on human creativity and interpersonal engagement in marketing practices, but also seeks to critically examine the normative assumptions underlying the increasing adoption of AI in creative production. By conceptually and empirically exploring how AI is applied in marketing communication strategies within the creative industries, this study aspires to contribute deeper theoretical insights and offer practical recommendations that balance technological advancement with ethical reflection and humanistic values.

The technique employed in this study is a qualitative approach, utilizing data collection methods such as in-depth interviews with marketing practitioners in innovative companies. It also examined relevant documents to gain deeper insights into the using of AI in marketing. This study offers new value by integrating technological and creative perspectives to identify strategies that balance automation with humanistic values in marketing. The urgency of this study lies in the need for companies to remain relevant in the digital era by harnessing technological potential without compromising creativity and human interaction. The findings are expected to guide organizations in effectively implementing AI to enhance efficiency while preserving innovation and the relevance of their marketing strategies. Therefore, this study provides an original contribution to the development of sustainable marketing practices in the digital era. The application of AI in

creative industry marketing supports innovation, automation, and content personalization. However, the challenges persist in maintaining a balance between technology and human creativity, as well as in ensuring data privacy and security. If managed wisely, AI can strengthen brand relevance and enable powerful, competitive marketing communications.

AI refers to the potential of machines to mimic human cognitive strategies, that include getting to know and problem-solving. In an enterprise context, AI serves to improve operational performance and decision-making through huge data analysis, revolutionizing writing recognition, speech, device translation, and photograph textual content era, used by primary companies, inclusive of Google, Apple, and Microsoft. There is currently a professor of AI at USI, Lugano, Switzerland. The recurrent NN (RNN) evolved by his studies group with the Swiss AI Laboratory Istituto Dalle Molle in the study with sull'Intelligenza Artificiale & Università della Svizzera Italiana and SUPSY, Manno, Switzerland, and TU Munich, Munich, Germany, was the primary RNN to win a respectable worldwide contest (Greff et al., 2015). As generation evolves, the adoption of AI is accelerating, but the transparency of AI-based systems is regularly a problem. This has sparked interest in the importance of explainable AI (XAI) to boost acceptance as true with transparency, and ensure the sustainability of AI technology improvements (Adadi, 2018).

The studies suggests that AI can optimize the purchasing experience by offering personalized recommendations and analysing customer behaviour patterns. Various AI applications—such as natural language processing and machine learning—are increasingly used to enhance customer interactions and strengthen marketing strategies, making them essential tools in the face of ever-changing market challenges. The field of Explainable Artificial Intelligence (XAI) continues to evolve, with an emphasis on algorithmic transparency and replicating the way humans provide justifications. AI is now gaining significant momentum and demonstrates remarkable potential across diverse sectors. XAI is emerging as a critical component for enhancing transparency and enabling the practical application of AI models in a broad range of domains (Barredo Arrieta et al., 2020). Despite its potential, AI faces persistent challenges, including data silos, as well as issues of privacy and security (Yang, 2019). AI systems are also required to compete and coordinate with other agents in complex environments (Vinyals, 2019).

A novel approach in Go-playing AI systems incorporates neural networks and value functions, combining supervised learning and reinforcement learning techniques (Silver et al., 2016). AI is also a powerful tool in radiological imaging, aiding in the detection and classification of medical conditions (Ozturk, 2020). The advances in machine learning have significantly impacted the field of chemistry, accelerating the design of molecules and materials. The using of AI can also simplify complex tasks such as scientific summarization and data interpretation (Butler, 2018). The development of AI mostly depends on the ability of agents to perform tasks sequentially. It enables agents to adapt for changing tasks, retain knowledge across multiple tasks, and apply that knowledge effectively over time (Kirkpatrick, 2017).

The marketing strategies involve long-term planning based on data and digital technologies to target markets, adapt to consumer preferences, increase customer engagement, and respond to market changes. The traditional marketing approaches are become less effective at reaching connectors, experts, and salesman, prompting companies to leverage social media and the broader internet. Meanwhile, online content-based marketing strategies have established a new relationship paradigm, bridged the physical-digital divide and enhanced marketing effectiveness amid shifting market dynamics toward customer-centric approaches (Tiago, 2014). The Social Media Marketing Strategy (SMMS), by integrating elements of marketing strategy and social media, addresses the

lack of studies that systematically examines the role of social media in marketing practices (Li et al., 2020).

Advertising is based on Mass prestige (Masstige) and analyzes the evolution of the 'masstige approach' with a focal point on how this phenomenon evolved from the conventional way of advertising premium manufacturers (Kumar et al., 2020). The sustainable sharing economic system platform via developing profitability metrics for sharing; including carbon emissions from manufacturing, distribution, to the usage of garment-sharing services (Eckhardt, 2019). The corporations are increasingly leveraging consumer-generated content (UGC) to identify consumer needs. However, conventional strategies are often less effective in utilizing large volumes of UGC, as the content is frequently uninformative or repetitive (Timoshenko & Hauser, 2019). An artificial index has been developed to measure the benefits of digital marketing using 14 indicators, resulting in four utilization profiles based on a multidimensional scaling analysis.

Innovative Industries in the Digital Transformation Era. The creative industries—including advertising, art, design, and entertainment—continue to grow rapidly amid the global wave of digital transformation. As consumption patterns shift toward more interactive and participatory forms, digital technology is no longer merely a tool but a transformative force that redefines how value is created, delivered, and consumed. The report on the creative sector's economic dimensions (Jayne, 2005) illustrates how countries such as the United Kingdom have incorporated creative industry narratives into their national development strategies and international cultural imagery, as exemplified by the "Cool Britannia" campaign. Theories of collectivistic and clustering, as part of a new generation of spatial and organizational thought, highlight that creativity in these industries does not emerge solely at the individual level, but is shaped through location-based collaborative ecosystems. Drake (2003) argued that creative clusters promote the exchange of ideas and foster innovation. Similarly, Santoro (2020) also emphasized the importance of both formal and informal cross-company collaboration in creating value, adapting products to market demands, and accelerating innovation.

The disruption brought by the digital era has fundamentally transformed business models within the creative sector. Li (2020) and Lo et al. (2021) noted that digital technologies enable message personalization, production automation, and the emergence of new revenue models. However, these advancements are not without limitations. Landoni et al. (2020) identified some challenges such as managerial constraints and value chain fragmentation, that continue to hinder the growth of this sector—particularly for small and independent business actors. Several studies highlight the importance of experiential value and emotional attachment in creative products. In the context of creative tourism, the quality of the experience and perceived value significantly influence tourist loyalty (Suhartanto et al., 2020). Meanwhile, study by Haans (2019) and Belenzon (2019) suggested that the "uniqueness" of creative products has a performance impact that varies depending on the degree of heterogeneity within their market categories.

Critique of the Dominant Technology Narrative. While the literature often celebrates the potential of AI and digitalization, much of the existing research still presents theoretical frameworks in a descriptive and normative manner—rarely addressing the underlying assumptions behind the adoption of these technologies. Narratives centred on efficiency, personalization, and scalability frequently overshadow critical concerns such as the diminishing role of human creative agents, unequal access to technology, and the homogenization of creative labour. Duffy (2017) and Peuter (2017) warned that creative work in the digital era is often characterized by job instability, informality, and structural exclusion.

Based on this framework, the study positions itself to fill gaps in the existing literature by offering a critical and contextual evaluation of the integration of AI in marketing communication strategies within the creative industries. This approach not only assesses the effectiveness of technology from a technical perspective, but also considers its implications for humanistic values, creativity, and the sustainability of the creative ecosystem. Therefore, this study is expected to broaden the discourse on AI and creativity in a more reflective and multidimensional manner.

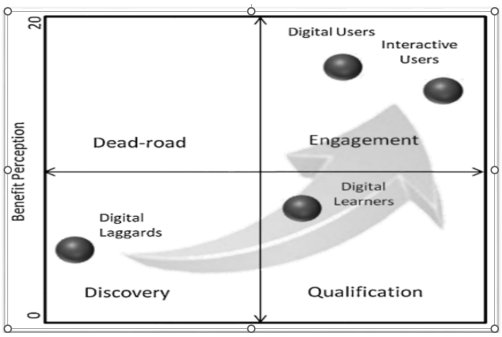

Figure 1: Digital Engagement Matrix,
Source: Digital Marketing Usage (Tiago, 2014)

Based on the image described above, four digital marketing engagement profiles are identified:

Engage – Companies actively engaging in interactive and virtual channels apply digital marketing differently, utilizing diverse tools with varying benefits across different business sectors.

Qualifications – Organizations in the IT and retail sectors, categorized as digital learners, rely on institutional websites and social networks, yet exhibit relatively low expectations and limited engagement.

Discovery – Public service and software organizations tend to be digitally slow, depending primarily on basic, low-impact webpages, chat functions, and voice-based communication.

Dead-End – This quadrant reflects the inefficiency of an unbalanced digital strategy, characterized by low commitment to digital marketing. No organizations were identified in this quadrant (Tiago, 2014).

In addition, AI-based strategic marketing has evolved into a three-level framework: practical automation, data analysis, and emotional understanding. These elements are applied across marketing research, segmentation-targeting-positioning (STP) strategies, and 4P/4C-based marketing activities (Huang, 2021).

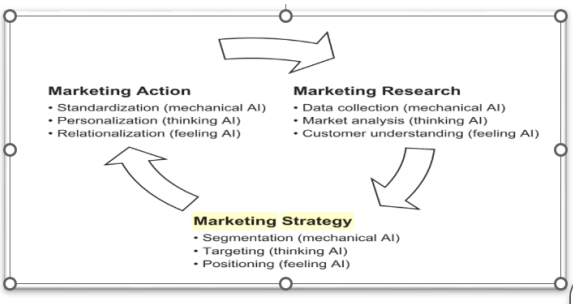

Figure 2: AI Strategic Marketing,
Source: AI and strategic marketing decision practices

According to Figure 2 above, the advertising research cycle—comprising advertising research, strategic planning, and marketing actions—serves as an effective framework for strategic advertising management. With three interrelated stages—research, strategy development, and action implementation—this cycle facilitates continuous feedback and improvement at each level, ensuring the ongoing effectiveness and optimization of the marketing process (Huang, 2021). At the strategic planning stage, AI is applied in segmentation, targeting, and positioning (STP). The mechanical AI identifies preference patterns, cognitive AI recommends segment strategies, and affective AI interacts with customers in personalized ways (Huang, 2021). The marketers now use AI for segmentation, data analytics, messaging, personalization, and predictive analytics to refine marketing strategies and better understand consumer behaviour (Davenport et al., 2020).

The creative industries—including marketing, art, and entertainment—are undergoing digital transformation through increasingly interactive and participatory approaches. The report *"Creative Industries: Near-Term Dimensions"* underscores the sector's significant economic role. Governments, particularly in the United Kingdom, have actively promoted the creative industries to counter negative perceptions and present Britain as a vibrant and dynamic part of the global economy (Jayne, 2005). The UK's advancement in digital design within the creative industries highlights the value of collective creativity, demonstrating how geographic clustering and collaboration among firms stimulate innovation and enhance the creative process (Drake, 2003). The innovation now commonly involves formal and informal inter-company collaboration, where strategic alliances play a critical role in product development and aligning with market demands in the cultural and creative industries (Santoro, 2020). The digital technologies also support the innovation of business models within the creative industries. The holistic approach to business model development is emerging, integrating creativity with commercial strategies to strengthen sustainability and competitiveness in the digital age (Huang, 2021).

Digital technologies have significantly transformed business models across sectors, with notable developments emerging in the creative industries (Li, 2020). These technological advances have brought substantial changes to the operational and strategic frameworks of businesses within the creative sector, driving innovation and opening new opportunities (Lo et al., 2021). However, firms in the cultural and creative industries (CCI) continue to face challenges such as limited managerial capabilities and complex value chains, that often hinder growth despite the sector's significant contribution to the economic development of industrialized nations (Landoni et al., 2020). In the context of creative tourism, factors such as experience quality, perceived value, and satisfaction influence tourist loyalty, with motivation acting as a key mediating variable (Suhartanto et al., 2020). Furthermore, the impact of uniqueness on performance within the creative industries is shaped by category heterogeneity—showing a U-shaped effect in homogeneous categories and varied outcomes in heterogeneous ones (Haans, 2019; Belenzon, 2019). The spatial proximity of specialized firms tends to foster concentration in creative sectors, enhance employment opportunities for specialists, and increase sectoral density, thereby contributing to innovation (Montalto, 2019). Additionally, scholars in the field note parallels between academic and cultural labour, emphasizing shared challenges such as precarity and informality (Duffy, 2017). The collaboration across dispersed, independent workers in media and creative sectors is seen as a strategic solution to organizational fragmentation, enabling more cohesive and innovative output (Little One, 2017).

The creative industry in Indonesia exhibits distinct spending patterns and policy strategies, with a strong reliance on innovation and human capital, particularly concentrated in urban areas (Fahmi, 2016). The creative industry often experiences tension

between the identity of creative workers and the pressure from corporations to produce goods or services that meet commercial demands (Beech, 2016). The encompassing sectors such as art, design, and media, the creative industries play a vital role in global economic development by fostering employment, driving regional innovation, and promoting social inclusion (Chen, 2015).

The creative industries distinguish between the cultural economy as a field and the broader culturalization of the economic system, although the two remain closely intertwined (O'Connor, 2015). Some international studies demonstrate that structural inequalities within the cultural and creative industries (CCI) are intersectional—arising from gender, ethnicity, disability, class, and race—that together exacerbate disadvantage and exclusion (Conor, 2015; Chen, 2015). The urban policy efforts have increasingly focused on constructing local identity through creativity, creative industries, relational tourism, and knowledgebased development strategies (Richards, 2014).

The successful advertising communication goes beyond delivering messages; involves conveying symbolic and emotional meaning. While AI can enhance efficiency through automation in campaign management and data analysis, there is a risk of creating an impersonal impression and compromising authenticity without social sensitivity. Although AI can simulate emotional expressions, meaningful relationships with consumers still require a human touch that embodies brand values. Ultimately, the effectiveness of AI in marketing hinges on its ability to foster emotional resonance, thereby sustaining brand differentiation in an increasingly digital landscape.

Method

This study employs a qualitative method using a case study approach based on (Yin, 1999) Robert ok. Yin framework, to investigate AI-based advertising and marketing communication strategies within the innovative enterprise. The selection of case studies is primarily based on the traits of companies that have adopted AI technology in their marketing processes, mainly in digital content creation, campaign control, and target market interplay.

The sampling strategy was conducted purposively, selecting informants considered most relevant and knowledgeable about the application of AI in creative marketing—such as digital marketing strategists, content managers, and AI specialists. To minimize selection bias and broaden the range of perspectives, this study also employed additional sampling methods, including snowball sampling and maximum variation sampling. The snowball sampling was used to identify additional informants recommended by initial participants, based on their recognized expertise or unique experience in AI adoption.

The sampling across diverse variants captures organizational differences, thereby enhancing data richness and theoretical depth. Theoretical saturation is considered to occur when subsequent interviews no longer produce novel insights. The interactive data analysis, combined with group discussions, was conducted to verify saturation by identifying consistent and recurring themes throughout the data.

The validity and reliability of study are maintained through several techniques: 1) Triangulation of information that combines in-depth interviews, digital documentation, discipline observations, and content evaluation as complementary fact sources. 2) The member exam using transcripts and initial interpretations are shared with numerous informants to acquire clarification and affirmation of meaning. 3) Peer briefing via researchers whilst discussing with colleagues or specialists to criticize assumptions, interpretations, and potential biases. 4) Audit trails conducted at each stage of records collection and evaluation

are systematically recorded to ensure traceability and transparency of the method.

The data analysis technique employed a systematic thematic analysis approach, supported by a rigorous manual coding system. The process involved the following stages: (1) Familiarization with the data, achieved through repeated readings of interview transcripts and field notes to understand the overall context; (2) Open coding, that relevant quotations were highlighted and initially labelled based on both explicit and implicit meanings; (3) Development of preliminary codes, grouped into sub-themes based on conceptual relationships. Although the process was primarily inductive, it was guided by theoretical perspectives, particularly symbolic interactionism and theories of influence; (4) Refinement of codes through collaborative team discussions, aimed at minimizing overlap, ensuring coding consistency, and testing analytical robustness; (5) Identification of final key themes, that were consolidated under core categories such as *AI implementation models*, *affective engagement*, *branding authenticity*, and *technological challenges*.

Results and Discussion

This study integrates evaluation, observation, and interviews with content analysis of AI-based marketing materials and field observations in creative firms. It examines communication patterns, visual symbols, and AI's role in brainstorming, content creation, and campaign evaluation. The case study approach enables deep exploration of complex real-world phenomena with procedural rigor and reflexivity. The systematic data recording, peer review, and reflective journaling ensure objectivity and minimize bias, enhancing internal validity and understanding of AI's emotional impact in advertising communications.

This system is designed not only to assess the technical efficiency of AI in marketing, but also to explore how it shapes—or disrupts—emotional, symbolic, and social experiences within brand communication. The integration of thematic analysis, field observations, and content analysis strengthens the study's contribution to ongoing discourses on affectivity and technology in contemporary marketing practices. The following table summarizes the qualifications of the informants who participated in this study:

Table 1, Qualification of Informants in the Study of the Using of AI in Creative Industry Marketing Communication Strategies, Source: Research (Faustyna, 2024)

Position	Experience	Notes
Beginner AI Marketing Practitioner	0-2 years	Assist in market research and basic content preparation that is integrated with AI technology.
Intermediate AI Marketing Practitioner	2-5 years	Design marketing strategies, perform trend analysis with AI, and tailor content to align with AI-driven digital campaigns.
Senior AI Marketing Practitioner	5+ years	Lead marketing teams, develop complex AI-based communication strategies, and ensure the integrity and effectiveness of communication strategies amid technological changes.
AI Technology Specialist	3+ years	Focusing on the application of AI algorithms in marketing, understanding the integration of technology to produce innovative and relevant content.

Table 1 investigated the effectiveness of AI in marketing within the creative industry, with particular emphasis on content innovation, audience engagement, and consumer loyalty. Through purposive sampling and in-depth interviews, the study identifies key technical challenges and examines AI's broader impact on marketing communication strategies. The data gathered provides practical insights and strategic guidelines for optimizing AI integration in future creative enterprises.

Table 2: Documents from Field Interview Data, Source: Research (Faustyna, 2024)

Informant	Question	Answer	Group
Informant1: Digital Marketing Manager, Creative Company	What are the biggest challenges in implementing AI in marketing strategies in the creative industry?	The main challenge is the adaptation of technology within the team. Many team members are skeptical about the change. Must ensure they understand and feel comfortable using new technology.	Technology Challenges and Team Adaptation
Informant1: Digital Marketing Manager, Creative Company	How does AI affect your marketing communications?	AI influences the way audiences communicate through message personalization, increasing content relevance, and enabling real-time message customization as needed.	Impact on Personal-ization and Communica-tion
Informant 2: AI Developers for Marketing, Technology Start-ups	What makes AI so important in digital marketing today?	AI enables efficient processing of big data, identifies customer behavior patterns, and improves personalized experiences and more timely responses.	Excellence in Data Process-ing and Per-sonalization
Informant2: AI Developer for Marketing, Tech Start-ups	What impact does AI have on your creative marketing strategy?	AI helps understand audiences more deeply, enables more relevant and efficient content curation, and designs more effective and targeted marketing campaigns.	Increased Engagement and Effectiveness of Marketing Campaigns
Informant 3: Director of Technology, Digital Marketing Agency	How do you see AI transforming the creative process in marketing?	AI transforms processes with efficiency and innovation, providing deep data analytics to design more scalable campaigns and enabling rapid experimentation and evaluation.	Changes in Creative Processes and Decision Making
Informant3: Director of Technology, Digital Marketing Agency	What are the biggest challenges in implementing AI in creative marketing?	The biggest challenge is integration with existing systems, and ensuring accurate data to train AI models as well as synchronize different platforms.	Data Quality and Integration Challenges

Table 2, explain about the outcomes of the study, presents an explicit mapping of the function and challenges in integrating AI into advertising conversation practices inside the innovative industries. A number of important elements cited include: improving work efficiency, optimizing records processing, personalizing messages, and the challenges of integrating technology into current systems.

Statistical representations through matrices make visible certain surface-level patterns but often fail to capture the hidden meanings, symbolic tensions, and affective contradictions experienced by actors. Therefore, post-matrix discussions are essential to reveal latent forces within narratives and organizational dynamics. This study highlights the ongoing tension between AI's operational efficiency in content production and the enduring need for human creative expression—an interplay that generates emotional ambivalence and redefines professional identities. AI emerges not only as a functional tool, but also as a symbol of digital transformation, shaping perceptions of organizational reputation and competitiveness. However, this symbolic role introduces conflicting technical and social values.

The findings confirm that the integration of AI in marketing is inherently complex, context-dependent, and deeply meaningful. It demands a nuanced understanding of emotional, symbolic, and intersubjective dimensions, aligned with the principles of symbolic interactionism and influence theory. This study also draws from internal documentation, organizational reviews, and statistical records of past AI-driven digital marketing activities, complemented by direct observations of AI implementation in current campaigns. These hands-on observations offer critical context for evaluating the practical effectiveness of AI-based marketing strategies.

Table 3: Document Matrix from Field Observation Data,
Source: Research (Faustyna, 2024)

Aspects	Description
Company	Company X (e-commerce)
Use of AI	Analyze customer data to improve the user experience on the website
Data Analyzed	Purchase history, interaction with products
Purpose of Using AI	Personalize product recommendations for each user in real-time
Technology Used	AI for user behavior analysis and personalization of product recommendations
Strategies Applied	More targeted market segmentation using AI
Results Achieved	Up to 20% increase in conversions
Increased ROI	Increased ROI through AI-based marketing with more effective segmentation
Key Benefits	Better personalization, better user experience, higher conversions
Evaluation Metrics	20% increase in conversions and increased ROI from AI-driven marketing campaigns

From table 3, along with the results of field observation data, demonstrate that the application of AI in digital marketing significantly enhances personalization and operational efficiency. These improvements contribute to increased conversion rates—by up to 20%—as well as faster response times and greater customer satisfaction. Collectively, these outcomes support strategic marketing efforts and contribute to higher returns on investment (ROI).

Table 4: Observations on the use of Chatbots in AI, Research Resources (Faustyna 2024)

Aspects	Description
Company	Company Y (customer service company)
Use of AI	AI-based chatbots to improve customer service through social media and websites
Functions of Chatbots	Answer basic questions, collect customer preference data, provide product recommendations
Purpose of Using AI	Increase customer satisfaction, increase brand engagement, and collect data for further marketing strategies
Duration of observation	Observation duration 3 weeks (conducted periodically during main service hours: 09:00–17:00, including weekdays and weekends)
The role of the observer	Non-participatory (passive), Observing without direct intervention to the system or customer, Recording AI responses, response times, and pitches
Context of Observation	Customer interaction with AI chatbots on social media and the company's official website
Technology Used	AI-based chatbot
Benefits Obtained	Quick response, better service, personalization, and customer preference data collection
Results Achieved	Increased customer satisfaction, increased brand engagement, richer data for marketing
Observations Made	Chatbots play a role in improving customer interaction, providing quick and relevant responses
Customer Engagement	Customers are more satisfied due to faster interaction and better personalization
Data Collected	Customer preferences, product interactions, and data for further development of marketing strategies
Evaluation Metrics	Higher customer satisfaction, increased brand engagement, and the effectiveness of data collection

Table 4 provides the following explanation: The chatbot implemented by Enterprise Y demonstrates high operational efficiency, successfully responding to up to 60% of routine inquiries and reducing service costs by 20–30%, with some regional banks reporting savings of up to 33%. Additionally, customer satisfaction (CSAT) improved by 7%. However, limitations emerge in handling complex or emotionally nuanced queries, that often require escalation to human agents. The presence of the ELIZA effect—where users anthropomorphize chatbots—may result in frustration and diminished trust when expectations are not met, leading to algorithmic dissonance. This highlights that while chatbots are effective for standardized tasks, their limitations underscore the necessity for a robust and integrated IT infrastructure. Furthermore, methodological transparency is critical in reinforcing the validity and strength of this study's findings.

The researchers employed purposive and snowball sampling methods combined with non-participant observation, ensuring data validity through systematic coding. To effectively integrate AI in the creative industries, organizations must prioritize educating teams on AI fundamentals, ethical considerations, and data analytics. This

requires interdisciplinary curricula encompassing psychology, marketing, and regulatory frameworks. Despite rising investments in AI technologies, 67% of marketers report a lack of training as a primary barrier to adoption, with only 27% having received formal AI education.

Therefore, comprehensive assessments—such as exams and simulations with a strong emphasis on ethical dimensions—are essential to identify knowledge gaps and tailor training programs accordingly. This strategic approach not only enhances technical proficiency and ethical awareness, but also cultivates practical competence, fostering agile and competitive creative teams in an increasingly AI-driven environment.

Conclusion

Artificial Intelligence (AI) significantly enhances efficiency and personalization in advertising, particularly within the creative industries. AI facilitates process automation, supports content creation, and enables chatbots to accelerate customer response times. However, concerns regarding data privacy and the limitations of human creativity highlight the need for ethical and transparent training among marketing teams. The researchers emphasize the importance of thoughtfully integrating AI with human intuition to develop innovative and ethically grounded communication strategies.

This study provides a foundation for constructing frameworks that effectively merge AI capabilities with creative practices. Some further study is necessary to explore AI's responsiveness to market dynamics and its influence on consumer behavior. Ultimately, AI should be regarded as a tool that augments —rather than replaces—human creativity. The holistic training that encompasses technical proficiency, ethical awareness, and empathetic understanding is essential for fostering innovation without destabilizing the marketing ecosystem.

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