



The Impact of Artificial Intelligence on Empathy and Visual Storytelling in Digital Campaigns Targeting Muslim Communities

Putri Merak Jingga Sameto¹, Yogi Abdullah², Mayang Belia Sameto¹

¹Universitas Teknologi Digital, Indonesia

²STIT Syekh Burhanuddin Pariaman, Indonesia

✉ jinggasameto@gmail.com *

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Abstract

The massive adoption of Generative Artificial Intelligence (AI) in Visual Communication Design (VCD) has revolutionized visual production processes by offering high efficiency. However, this mechanical efficiency raises fundamental issues, namely the loss of authentic emotional connection and intentionality in visual storytelling. This study aims to examine the impact of AI-generated design works on the transmission of empathy and to redefine the role of designers in the era of automation, particularly within the context of digital campaigns targeting Muslim communities. This research employs a qualitative method with a literature review approach, synthesizing interdisciplinary scholarly publications from reputable databases focusing on the intersections of computational technology, graphic design, communication psychology, and Islamic ethics. The findings reveal that machines operate purely on statistical probability, producing only a collective “illusion of emotion” while failing to convey genuine individual empathy. The absence of intentionality and the inability of Artificial Intelligence (AI) to respond to cultural and Islamic values risk disrupting affective communication chains, leading to visual desensitization and audience trust crises (AI fatigue). The implications of this study highlight the necessity of redefining the role of VCD practitioners. Designers are required to transform from mere assemblers of graphic elements into “empathy directors” capable of preserving the authenticity of Islamic narratives. Within this framework, Artificial Intelligence (AI) is positioned solely as a technical collaborative instrument, while full control over communication strategies, ethical values, and narrative authenticity remains in human hands.

INTRODUCTION

In this era of accelerating digital transformation, Artificial Intelligence (AI) has emerged as an innovation that is transforming many aspects across various fields, including the creative sector such as graphic design. Artificial Intelligence (AI), which

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was originally designed to support information processing and repetitive tasks, has now advanced rapidly with the ability to independently create innovative content or assist individuals in their creative processes. In line with advancements in AI technology, graphic designers have begun integrating AI into various stages of the creative process, from concept development to final execution. Using machine learning algorithms, AI can identify patterns, colors, and structures efficiently and provide input or recommendations that enhance the designer's work.

The expansion of Artificial Intelligence (AI) technology is making the landscape of art and design creation increasingly diverse. Visual expression is now more interactive and data-driven, opening up opportunities for the exploration of new aesthetics at the intersection of technology and humanity. Technically, Artificial Intelligence (AI) systems are designed to simulate human thought with high precision, respond adaptively to instructions, and recognize patterns of human behavior (Shen et al., 2021). However, behind the perfection of these calculations lies a fundamental limitation: machines lack the inherent capacity to organically replicate human emotions. This reality has sparked polarization among creative practitioners. Some artists adopt a pragmatic approach by accepting visual simulations generated by Artificial Intelligence (AI) as a new form of art. On the other hand, many designers reject these prompt-based visuals as complete designs. This rejection stems from the principle that meaningful work arises from the creator's understanding of objective reality, which is then filtered through their subjective experiences and emotional vulnerabilities a process that cannot be replicated by mathematical algorithms.

In the field of Visual Communication Design (VCD), this debate is crucial because design is not merely a matter of surface decoration, but rather a practice of solving communication problems. The efficiency offered by Generative Artificial Intelligence (AI) is indeed extraordinary in producing images instantly. However, reliance on machines poses the risk of losing intentionality (planned design intent). A design piece generated by Artificial Intelligence (AI) operates purely on the basis of statistical probability, placing visual elements at specific points because, mathematically speaking, that composition is commonly found in the billions of training data points. The machine does not place design elements based on a conscious effort to build a narrative or evoke specific empathy. When a designer's intentionality is lost, the chain of affective communication between the message creator and the audience is vulnerable to being severed. This has the potential to trigger a crisis of authenticity, in which the audience begins to doubt the message's credibility upon realizing that the emotions behind the visuals are merely a simulation, not a genuine manifestation of empathy.

Building on this phenomenon, this study aims to examine the boundaries between mechanical efficiency and the authenticity of human communication. Specifically, this study analyzes how AI-generated design not only transforms visual workflows but also disrupts the chain of empathy in visual storytelling. Furthermore, this paper aims to critique the illusion of emotion engineered by machines, explore the limits of tolerance for affective communication between audiences and artificial content, and redefine the strategic role of visual communication designers.

This research employs a qualitative literature review approach. This method was strategically chosen for its ability to analyze and synthesize discourse from various interdisciplinary scientific publications, particularly at the intersection of computational technology and design psychology. The data collection process focused on reviewing academic literature through reputable databases.

The analysis is directed toward a comprehensive exploration of how the adoption of Artificial Intelligence (AI) disrupts execution techniques while simultaneously transforming the way designers orchestrate visual elements. Specifically, this study examines literature discussing the interaction between

Generative AI algorithms and the psychological responses of audiences, in order to identify the extent to which machine-generated visuals are able or fail to elicit authentic emotional responses in the context of visual communication design.

METHODS

This study employs a qualitative method using a literature review approach. This approach was chosen to conduct an in-depth examination of the phenomenon of Generative Artificial Intelligence (AI) use in Visual Communication Design (VCD) and its implications for empathy and visual storytelling in digital campaigns targeting Muslim communities. Research data were obtained from various secondary sources, namely interdisciplinary scientific publications indexed in reputable databases such as Scopus, ScienceDirect, and Google Scholar. The literature synthesis focused on the fields of computing technology, graphic design, communication psychology, and Islamic ethics to construct a comprehensive analytical framework (Efendi et al., 2026; Engkizar et al., 2023; 2024; 2026; Hamid et al., 2026).

The research instrument consisted of a content analysis sheet used to identify themes, patterns, and relationships among the variables of empathy, intentionality, and Islamic values in the context of AI-based design. Data analysis was conducted using thematic analysis, following these steps: i) collection and selection of relevant literature, ii) thematic categorization based on issues of empathy and Islamic communication, iii) interpretation of meaning and ethical implications, and iv) synthesis of results to formulate a redefinition of the role of Muslim designers in the era of automation.

RESULT AND DISCUSSION

The Purpose of Visual Communication

Visual Communication Design plays a role in conveying information to readers through various visual elements such as illustrations, typography, color, and so on with the aid of technology (Supriyono, 2010). Visual Communication Design utilizes elements such as images, text, color, typography, symbols, and composition to communicate information to audiences through various media, both print and digital. In this sense, design does not merely serve to enhance aesthetics but also functions as a communication strategy designed to ensure that messages are understood, capture attention, and influence the audience's perspective and response (Yudhanto, 2023). Thus, Visual Communication Design is, at its core, a planned communication activity that integrates objectives, context, audience, and medium into a unified visual system. Epistemologically, Visual Communication Design cannot be reduced to a purely artistic activity but is rather a problem-solving practice. Designers work by identifying communication problems, understanding the needs of users and audiences, developing concepts, devising alternative solutions, and then creating prototypes and evaluating them.

The Design Thinking approach emphasizes the design process as an iterative and collaborative “making” activity that combines empathy, idea exploration, prototyping, and feedback-driven refinement (Tham, 2021). From this perspective, design quality is measured not only by aesthetic aspects but also by the effectiveness of the strategy. In a cultural context, Visual Communication Design (VCD) serves as a shaper of representation and identity through what is known as visual culture. Various design products ranging from branding, advertising, and packaging to social media content not only convey messages but also reproduce values, lifestyles, and the ways in which society interprets reality. In the digital age, images and visuals have become increasingly dominant in shaping perceptions because people interact with the world by “reading images” across various media platforms (Soreanu, 2022). This

underscores that design is always in dialogue with its context social, cultural, economic, and technological thereby requiring designers to be attuned to the meaning, ethics of representation, and cultural sensitivities underlying every visual decision.

AI's Role in Visual Communication

Artificial Intelligence (AI) refers to a branch of computer science focused on developing systems capable of mimicking human cognitive abilities, such as learning, recognizing patterns, understanding language, making decisions, and automatically generating solutions. As it has evolved, AI is no longer viewed merely as a futuristic concept but has become a tangible technology integrated into daily life from search engines and recommendation systems to facial recognition and creative applications such as text, image, and video generation. The emergence of AI marks a significant shift from procedural computing systems toward adaptive systems capable of learning from data and experience (Stanford HAI, 2024).

In Reza et al. (2024), the use of Artificial Intelligence (AI) in graphic design has given rise to a variety of innovative methods that enhance and accelerate the design process in several ways: First, style transfer: Style transfer technology allows designers to apply the artistic style of one image to another. Through the use of complex Artificial Intelligence (AI) algorithms, style transfer opens up possibilities for diverse visual experimentation, blending various styles without the limitations of manual methods. For example, a designer can transform a realistic image into an impressionist-style artwork or quickly change a color scheme, creating a distinct aesthetic. This is particularly useful in marketing contexts that require fast and flexible visuals. Second, Generative Adversarial Networks (GANs): GANs consist of two competing neural networks and are used to create new, authentic, and distinctive visuals. GANs are often used in graphic design to generate patterns, textures, and visual elements that are not only unique but also resemble the original data they have been trained on. This technology allows designers to create innovative designs with minimal human intervention and enables the rapid development of design variations. For example, GANs can generate a wide range of character or background variations that meet specific design requirements.

Third, image recognition and augmentation: Image recognition technology makes it easier for designers to automatically identify objects and elements in images, making the modification process faster and more accurate. Image recognition allows designers to tag or automatically extract specific elements from images, which is extremely useful in the process of creating data-driven visual content. Additionally, Artificial Intelligence (AI) enables the modification of colors, textures, or shapes of visual elements, giving designers the opportunity to easily generate design variations without having to start from scratch. Fourth, automating layout and design generation: Artificial Intelligence (AI) algorithms can design visual layouts on a canvas while taking into account design aesthetics, visual hierarchy, and other design principles. This greatly supports digital advertising and social media platforms, which often require rapid and diverse designs. With the help of Artificial Intelligence (AI), designers can reduce the time needed to create compositions and focus on developing other creative ideas.

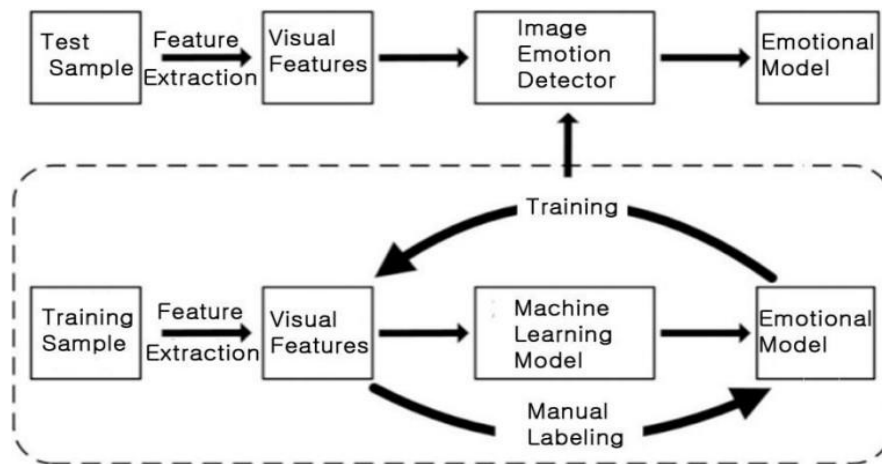


Fig 1. Framework for Traditional Image Emotional Semantics Analysis

In practice, this collaboration between humans and machines naturally requires a balanced and clear division of labor based on their respective roles, in which machines operate based on user commands specifically, prompts to handle routine, repetitive tasks processed within a system connected to big data worldwide, while human tasks focus on complex strategic decision-making involving ethical and aesthetic considerations rooted in human nature, based on specific needs and guided by the creation of appropriate prompts. In the creative industries, particularly in the field of visual communication, the role of digital technology is indispensable in creating extraordinary works capable of influencing the psychology of those who view them. A form of collaboration between humans and intelligent machines known as Generative AI has now expanded into the creative and educational sectors, and the impact of this has triggered a paradigm shift in how we understand the meaning of mastery in the creation of a work of art or design. Generative Artificial Intelligence (AI) acts as a catalyst in the rapid process of research and development (Kaplan, 2016:44). Thus, artificial intelligence technology actually serves as a complement that enhances creativity and innovation, rather than as a competitor that negates human contributions to the process of creating art and design.

The Dynamics of Human and AI Emotions in Visual Communication

The expansion of Artificial Intelligence (AI) is no longer limited to physical production tools; it has also begun to touch on psychological aspects, presenting new challenges in visual storytelling. In the context of visual storytelling for digital campaigns, Artificial Intelligence (AI) can create designs that effectively evoke emotional reactions from the audience through affective computing methods. Although Artificial Intelligence (AI) lacks the intrinsic ability to consciously feel or understand emotions, this technology utilizes machine learning algorithms to mimic empathy through the extraction of basic visual features, such as color composition and texture (Huo & Choi, 2024). These visual characteristics have been psychologically proven to evoke specific emotions in individuals, such as the association of certain colors with feelings of warmth or sadness. Using an analytical framework, Artificial Intelligence (AI) then computationally maps these features through basic emotional psychology models both in terms of categories and dimensions to establish structural connections between image features and the emotional meanings they convey (Zhao et al., 2016). Consequently, designs generated by Artificial Intelligence (AI) for a campaign are often effective due to their ability to create visual formulas that probabilistically evoke emotions in the audience based on historical data.

Nevertheless, the empathy demonstrated by works generated by Artificial Intelligence (AI) is essentially a representation of “human-machine hybrid emotions” or collective emotions, rather than an expression of genuine individual empathy as

produced by human art. The development process of Artificial Intelligence (AI) relies heavily on the symbolic mapping of written commands into image pixels, which often faces contextual ambiguity. In the practice of visual communication design, a graphic element (such as a specific symbol) can have multiple meanings that are highly dependent on the context of the narrative. Because Artificial Intelligence (AI) calculates visual probabilities based on closed-database classifications and does not always have a one-to-one mapping, the machine's inability to "sense" cultural nuances or metaphors remains a technical limitation that cannot yet be fully overcome without human supervision.

These limitations underscore that humans continue to play a crucial role as guides and providers of context in digital campaigns. Absolute reliance on AI-generated design without curation and interpretation by visual communicators risks giving rise to the phenomenon of "visual domestication." This condition refers to a situation where the emotional imagery consumed by the audience becomes uniform and loses its authentic depth due to being continuously reproduced from the same algorithmic data source. In the long term, these domesticated visual narratives have the potential to limit the audience's imagination and degrade their sensitivity to campaign messages. Thus, designs generated by Artificial Intelligence (AI) should ideally be positioned as collaborative tools, while humans retain full control over infusing genuine empathy so that campaigns achieve a deep emotional resonance.

Case Study 1: The Use of Artificial Intelligence (AI) in Political Campaigns

Artificial Intelligence (AI) technology is now also being deployed to polish the image of political campaigns. One presidential ticket that actively campaigned using Artificial Intelligence (AI) technology was the Prabowo-Gibran ticket during the 2024 Indonesian general election. This candidate pair released AI-generated photos and videos depicting Prabowo and Gibran with faces resembling those of young children. As a result, these AI-generated photos and videos further amplified the "Gemoy" or "Gemas" image associated with Prabowo, in stark contrast to his previous image as a firm and authoritative figure. The use of these AI-generated "Gemoy" visuals has proven effective at capturing attention on a visceral level; however, it also triggers resistance once the audience realizes the lack of authenticity behind them.



Fig 2. Media Coverage of the 2024 Election Campaign, by CNBC Indonesia

Based on data collected by Siregar et al. (2025), a sentiment analysis using the Naive Bayes algorithm on 16 tweets showed that Indonesian netizens' opinions regarding the government's campaign promoting the use of Artificial Intelligence (AI) were predominantly negative. Statistically, the audience's sentiment distribution was as follows: Negative Sentiment: 68.75% (11 tweets). Neutral Sentiment: 18.75% (3 tweets). Positive Sentiment: 12.5% (2 tweets)

The majority of the public responded to this policy with concern and criticism, while only a small fraction expressed optimism or maintained an objective stance. Negative responses from netizens centered on three critical issues. First, the

disregard for creative workers. The government's decision to use Artificial Intelligence (AI) has sparked disappointment because it is seen as threatening the livelihoods of designers, visual illustrators, and writers, and as demonstrating a lack of sensitivity toward career sustainability in the local creative industry. Second, the lack of regulatory readiness. The public highlights the absence of a strong, ethical legal framework, which fuels fears of data exploitation and technological inequality. Third, the politicization of Artificial Intelligence (AI). Some netizens are skeptical and view this AI campaign as merely a tool for political image-building, rather than a concrete step toward revolutionizing public services.

Positive and Neutral Perspectives On the other hand, positive-sentiment tweets highlight the potential of Artificial Intelligence (AI) as a constructive tool for collaboration. An optimistic audience hopes that Artificial Intelligence (AI) can be integrated as a supportive tool not a replacement capable of boosting efficiency and enriching creative exploration, provided it is implemented fairly. Meanwhile, neutral sentiment consists of descriptive observations that do not convey strong emotions. Narratives in this group generally simply state the fact that the adoption of Artificial Intelligence (AI) is indeed occurring on a massive scale, even though the legal framework governing it is not yet in place.

Case Study 2: AI-Generated Key Opinion Leaders

Public resistance to the use of AI in the political sphere (as in the first case) stems from a crisis of authenticity. This issue of authenticity becomes even more complex when Artificial Intelligence (AI) is used not only to create static images but also to bring them to life as digital personas, as seen in the phenomenon of AI-Generated Key Opinion Leaders (KOLs). Authenticity remains the foundation of effective communication, particularly in the realm of influencer marketing. Traditional Key Opinion Leaders (KOLs) build credibility by sharing real experiences, personal values, and emotional transparency. However, when KOLs are generated by Artificial Intelligence (AI), the question arises: "Can they embody the same traits as human KOLs?" The concept of authenticity becomes more complex when audiences interact with virtual entities that simulate human behavior but lack real-life experiences (Abdussalam, 2024). Research shows that while content generated by Artificial Intelligence (AI) can reduce follower engagement due to a perceived lack of authenticity, this reluctance diminishes if AI merely assists in human content creation rather than fully automating it. This suggests a nuanced relationship between the involvement of Artificial Intelligence (AI) and perceived authenticity (Brüns & Meiner, 2024). Conversely, studies have shown that individuals may prefer empathetic responses from Artificial Intelligence (AI) over human responses in certain digital environments, which can influence perceptions of trust (Garcia & Hicks, 2024).



Fig. 3. AI Influencers, by CI Group

Virtual KOLs often rely on design features, storytelling techniques, and carefully curated identities to simulate authenticity. While these strategies can create a realistic impression, they can also expose contradictions when the audience realizes

that the influencer's experience is fabricated. Research shows that audiences are willing to suspend their disbelief and view virtual influencers as trustworthy if their content aligns with expectations of reliability, consistency, and transparency (Ooi et al., 2023). This suggests that authenticity does not stem solely from human experience but is also constructed through consistent symbolic cues. For example, the requirement for virtual influencers to possess human attributes such as empathy and human-like qualities underscores the complex interplay between simulated authenticity and consumers' assessments of authenticity in brand promotions (Koles et al., 2023). This dynamic highlights the vulnerability of virtual KOLs compared to their human counterparts, whose authenticity is rooted in tangible life experiences. This vulnerability becomes particularly evident given that inaccuracies in content and the potential for "Artificial Intelligence (AI) hallucinations" can significantly undermine credibility, as highlighted by more than 80% of respondents in a related survey (Salvago, 2024). The phenomenon of "coherent nonsense" in which AI generates responses that make sense but are factually incorrect further exacerbates this problem, posing a significant risk to brand reputation and consumer trust (Ooi et al., 2023).

This transformation compels academics and practitioners to reconsider how trust is formed in mediated communication environments. This paradigm shift calls for a deeper investigation into the psychological mechanisms by which audiences attribute authenticity to non-human entities, as well as the factors that maintain or erode such perceptions over time (Purwanto & Hanif, 2024). Ultimately, whether in the context of political campaigns or marketing through virtual KOLs, this crisis of authenticity underscores that visual communication cannot be reduced to mere algorithmic calculations. When the chain of empathy is severed by machine simulation, designers and visual communicators must reclaim their central role as guardians of narrative and stewards of genuine emotion.

CONCLUSION

The integration of Generative AI into the field of Visual Communication Design (VCD) brings about a dual disruption. On the one hand, artificial intelligence is revolutionarily redefining the boundaries of technical efficiency in visual production. On the other hand, the absolute delegation of the creative process to machines has triggered a crisis of authenticity and severed the chain of empathy in visual storytelling. Design works generated by Artificial Intelligence (AI) essentially operate purely on the basis of statistical probability calculations, and are therefore only capable of simulating a collective "illusion of emotion." The resulting visuals may be aesthetically perfect on the surface (visceral), yet they lack the intentionality or conscious communicative intent that a designer typically infuses through their life experiences and vulnerabilities. The absence of intentionality and an understanding of cultural context in these machines causes design messages to lose their affective substance. In the long term, the overuse of these artificial visual's risks creating visual desensitization and "AI fatigue," where audiences become skeptical and lose trust in campaign narratives because they recognize the absence of genuine empathy behind them.

Therefore, Artificial Intelligence (AI) technology should not be viewed as an independent entity that replaces the role of designers, but rather as a collaborative tool limited to the mechanical execution phase. The essence of Visual Communication Design as a practice of problem-solving and message delivery will always hinge on human connections. Facing this era of automation, VCD practitioners are required to evolve. The role of the designer must shift from merely being an operator who assembles graphic elements to becoming an "empathic director." Artificial intelligence can be directed to handle the visual mechanics, but

humans must retain absolute control over communication strategy, the curation of meaning, and the infusion of intentionality to ensure that a design piece remains relevant, ethical, and capable of resonating authentically with its audience.

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