AI Content Generator in the Young Accounting Scholars Association

by - -

Submission date: 26-Feb-2025 07:58PM (UTC+0800)
Submission ID: 2591763680
File name: 2..docx (61.21K)
Word count: 2723
Character count: 17252

Seroja Journal of Empowerment and Community Service

AI Content Generator in the Young Accounting Scholars Association

Nicholas Renaldo[a*], Annies Rusli Tanjung[a], Mukhsin Mukhsin[a], Pamuji Hari Santoso[a], Dominicus Josephus Swanto Tjahjana[a], Suhordjo Suhardjo[a], Emmia Rusdawati[a], Okalesa Okalesa[a], Ria Damsaci[a], Omry Setyawan[a], Yusnita Octoffia[a], Syukri Hadi[a]

[a]Business Faculty, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia

*Corresponding Author: nicholasrenaldo@lecturer.pelitaindonesia.ac.id

Article History
Received
6 November 2024
Revised
14 December 2024
Accepted
2 January 2025
Published
31 January 2025

ABSTRACT

This service aims to enable webinar participants to utilize AI Content Generator to conduct research. Most of the webinar participants at the Young Accounting Intellectuals Association (ICMA) are accounting lecturers in Indonesia. This methodology outlines the steps and procedures for organizing an international community service webinar via Zoom. The webinar, scheduled for December 28, 2024, aims to foster knowledge exchange and collaboration among more than 100 participants from Indonesia. It's helped by *Ikatan Cendekiawan Muda Akuntansi* (ICMA). AI Content Generator has revolutionized the way we produce content, offering incredible efficiency, scalability, and personalization. With its ability to generate content quickly and cost-effectively, AI helps individuals and businesses speed up the content production process. The technology also allows for content customization based on real-time data, enabling more relevant and targeted communications. The next community service can train lecturers and students on how to use AI for literature reviews, research question formulation, and data analysis.

Keywords: AI; Content; Generator

Fields: Business; Technology; Accounting

DOI: https://doi.org/10.61230/seroja.v1i1.107

SDGs: Quality Education (4); Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9); Reduced Inequalities (10); Peace, Justice and Strong Institutions (16); Partnerships for the Goals (17)

INTRODUCTION

AI Content Generator is an artificial intelligence-based technology designed to automatically create various types of content. The content generated can be text, images, videos, audio, and visual designs. This technology utilizes machine learning algorithms, such as Natural Language Processing (NLP) or Generative Adversarial Networks (GANs), to understand, process, and produce output that is relevant to user input (Feng, 2024).

Artificial Intelligence (AI) has developed rapidly since its concept was first introduced. Two main areas, namely Natural Language Processing (NLP) and Generative AI, are important foundations that allow AI Content Generator technology to become increasingly sophisticated (Disziye et al., 2024).

The low level of publication of accounting lecturers in Indonesia becomes a problem when the lecturers will submit their functional. They will lack special requirements and eventually their application will be rejected.

This service aims to enable webinar participants to utilize AI Content Generator to conduct research. Most of the webinar participants at the Young Accounting Intellectuals Association (ICMA) are accounting lecturers in Indonesia.

LITERATURE REVIEW

Community Service

Community service is community service which is more in the form of assistance to existing community needs for solving problems. The form of community service provided can be in the form of physical development, for example in the fields of health, education, transportation and religion. The second type is community service

which takes the form of providing assistance to the needs of the community for solving problems. The form of community service provided can be in the form of physical development, for example in the fields of health, education, transportation and religion (Alfariz et al., 2019; Nyoto et al., 2022; Renaldo et al., 2023; Sudarno et al., 2022; Suyono et al., 2022).

Natural Language Processing (NLP)

NLP is a branch of AI that focuses on the processing and understanding of human language by machines. The development of NLP allows AI to understand, interpret, and generate text naturally and relevantly.

Generative AI

Generative AI is a branch of AI designed to create new data based on patterns learned from previous data. It covers a variety of formats, such as text, images, sound, and video.

METHODOLOGY

Community Service Design

This methodology outlines the steps and procedures for organizing an international community service webinar via Zoom. The webinar, scheduled for December 28, 2024, aims to foster knowledge exchange and collaboration among more than 100 participants from Indonesia. It's helped by *Ikatan Cendekiawan Muda Akuntansi* (ICMA).

Target Audiences

Target audiences are: academicians and researchers from Indonesian universities, business professionals and industry experts, community leaders and policymakers, and students and young professionals interested in accounting.

Pre-Webinar Preparation

Community services pre-webinar preparations are:

1. Formation of Organizing Committee: Assign roles such as event coordinator, technical team, moderators, and speakers.
2. Speaker Selection: Invite experts in digital business literacy and technology.
3. Platform Setup: Use Zoom as the primary platform, ensuring a stable connection and necessary licenses for a large audience.
4. Promotion and Registration: Advertise the event through social media, institutional networks, and professional groups. Use Google Forms or an event management system for registration.
5. Technical Rehearsal: Conduct a trial session to ensure smooth execution and address any potential issues.

Webinar Execution

Webinar execution preparations are:

1. Opening Session: Welcome address by the moderator.
2. Keynote Presentations: Talks from invited experts discussing key topics from Asst. Prof. Dr. Nicholas Renaldo, S.E., M.M.
3. Panel Discussion: Interactive session with industry professionals and academia.
4. Q&A Session: Open floor for participants to engage with speakers.
5. Closing Remarks: Summary of key insights and future collaboration opportunities.

Post-Webinar Activities

Post-webinar activities are:

1. Survey and Feedback Collection: Distribute an online survey to assess participant satisfaction and gather suggestions for future events.
2. Certificate Distribution: Provide e-certificates to participants and speakers.

3. Publication of Proceedings: Share key takeaways and presentation materials via email and institutional websites.
4. Follow-Up Engagement: Establish an online community or mailing list for continuous networking and knowledge sharing.

Evaluation and Impact Assessment

Community service team measure success based on participant feedback, attendance rate, and engagement levels. We analyze the impact on knowledge dissemination and cross-border collaboration. We prepare a report summarizing key findings and recommendations for future webinars.

RESULTS AND DISCUSSION

Benefits of AI Content Generator

With AI, content such as articles, product descriptions, or visuals can be generated in seconds to minutes. Example: An e-commerce company can generate thousands of product descriptions in just one day using AI such as Jasper or ChatGPT. AI is not affected by human time constraints, allowing content to be created at any time without a break (Nyoto et al., 2024).

AI can replace some basic creative functions, reducing the need for a large content team. Example: A startup can manage digital marketing without having to hire many writers, designers, or editors. The cost of subscribing to AI tools is often cheaper than hiring full-time employees. Monthly subscriptions to AI Content Generators typically range from $30-$100, while creative workers' salaries are much higher.

Types of AI Content Generators

Text: OpenAI ChatGPT, Jasper, Copy.ai. Images: DALL-E, Midfourney, Canva AI. Video: Pictory, Synthesia. Audio: Descript, Murf.ai.

How AI Content Generator Works

Input Data. The user provides input in the form of text, images, or certain parameters. Data Processing. The AI algorithm processes the input using a previously trained model. Output. Content is generated according to the desired instructions or style.

Applications and Implementations

AI can help create personalized training modules, teaching materials, and educational materials based on the needs of students or trainees. Application Examples: Online training modules with difficulty levels tailored to individual abilities and in-depth learning videos or articles for specific topics. Case Studies: Platforms like Khan Academy use AI to generate adaptive practice questions that match the level of understanding of the learner.

Generative AI can create scenario simulations in professional training, such as: Business Scenarios: Crisis management or decision-making training in real-world conditions and Healthcare Simulations: Virtual medical practice using AI-generated narratives. Example: AI helps train new employees by creating case studies that resemble real-world challenges.

AI can help formulate research problems that are relevant to current trends in accounting. Key Features: Analysis of available literature and Identification of research gaps. Example: Using AI to analyze recent journal articles and generate research questions such as: "How does digitalization affect the quality of financial reporting in small and medium-sized companies?"

Copyright and Plagiarism

AI Content Generators can produce content that looks original, but often use data or information taken from other sources without clear attribution. Key Risks: Copyright Infringement: AI may use data or text from licensed sources without explicit permission and Accidental Plagiarism: AI-generated content may be similar to someone else's work due to repetitive patterns in training data. Solutions: Use of Plagiarism Detection Tools: Use tools like Turnitin to ensure original content, Writing Ethics: Encourage AI users to review the generated results and add proper attribution, and Regulations and Policies: Implement clear regulations regarding the use of data in training AI models. Example: A student uses AI to generate an essay and finds that the results are too similar to the journal articles that were used as training data. This could cause academic problems.

AI Content Generators are highly dependent on the data used to train the model. If the training data used is imbalanced or does not include multiple perspectives, the AI can generate biased content. This bias can take

many forms, including gender, racial, social, and other biases, which can negatively impact the quality and accuracy of the content generated.

The Future of AI Content Generator

The development of AI technology, especially in terms of content generation, continues to grow rapidly. In the future, AI will not only become more sophisticated in generating content, but also become more creative, collaborative, and integrated with other technologies, such as the Internet of Things (IoT) and the metaverse.

CONCLUSION

Conclusion

AI Content Generator has revolutionized the way we produce content, offering incredible efficiency, scalability, and personalization. With its ability to generate content quickly and cost-effectively, AI helps individuals and businesses speed up the content production process. The technology also allows for content customization based on real-time data, enabling more relevant and targeted communications. However, while AI has tremendous potential, its use must be done with caution. Potential risks such as copyright infringement, bias in training data, and the replacement of manual work in the education sector need to be considered. In addition, AI Content Generator still requires collaboration with human creativity to ensure that the content produced has depth, added value, and emotional aspects that can reach audiences more effectively.

Implications

AI Content Generators can significantly improve the research output of accounting lecturers by streamlining the content creation process. This can lead to increased publications, helping them meet functional requirements and advance their academic careers.

The AI Content Generator-powered webinar encourages knowledge sharing among Indonesian accounting lecturers, business professionals, and researchers. This fosters a collaborative academic and professional environment, bridging gaps in digital literacy and technology adoption.

Limitations

AI-generated content may unintentionally plagiarize existing works, raising ethical and legal issues. Researchers and businesses must implement plagiarism detection tools and adhere to ethical content creation practices. AI models rely on existing datasets, which can introduce biases or inaccuracies if the data is unbalanced. This may lead to content that lacks diverse perspectives, reinforcing stereotypes or misinformation.

Recommendations

Wise and Ethical Use: Users of AI Content Generators need to consider the ethics of their use, including ensuring that the content generated does not violate copyright and has a high level of originality. Strict monitoring of content quality and fair and balanced selection of data sources must also be considered to reduce bias.

Collaboration with Human Creativity: Although AI can generate content automatically, human creativity is still important. Therefore, collaboration between AI and human creators must be maintained to produce content that is not only relevant and efficient, but also full of meaning and emotional value. Human creators can provide a personal touch that cannot be replaced by AI.

Future Community Service

The next community service can train lecturers and students on how to use AI for literature reviews, research question formulation, and data analysis. Guide participants in using AI tools to enhance academic writing while maintaining originality and ethical considerations (Pratiwi & Renaldo, 2023). Educate professionals on leveraging AI for financial forecasting, risk analysis (Renaldo et al., 2020, 2024; Yunizal et al., 2021), and fraud detection (Renaldo et al., 2021, 2022). Train communities on how AI can be used for climate monitoring (Jahrizal et al., 2025; Renaldo, 2024a), resource management (Renaldo, 2024b; Tanjung et al., 2023), and environmental accounting (Chandra et al., 2024; Suhardjo et al., 2024).

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