**ESSAY**

**The Utilization of Artificial Intelligence Technology to Assist Students in Daily Life**

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**Introduction**

According to the online publication Quartz (in Nurlaela Arief, 2019), "Artificial Intelligence is software or a computer program with a mechanism to learn, and it then uses that knowledge to make decisions in new situations, just as humans do." Meanwhile, according to Lasse Rouhiainen (in Nurlaela Arief, 2019), "Artificial intelligence is the ability of machines to use algorithms to learn from data and utilize what has been learned to make decisions like humans would. AI is a system that thinks like a human, acts like a human, thinks rationally, and acts rationally."

Artificial Intelligence is the ability of a computer program to learn and process data in order to perform rational thinking and actions similar to that of a human.

In this era of Industry 4.0, the use of Artificial Intelligence, also known as AI, is no longer unfamiliar across various industries. It is widely utilized in fields ranging from journalism and media to seemingly smaller aspects like automated chat responses on social media platforms such as WhatsApp, Telegram, and others. Almost everything can now be accomplished with the help of Artificial Intelligence technology.

The application of Artificial Intelligence technology in the retail industry can be seen in Amazon's Just Walk Out technology. Just Walk Out is a system implemented by Amazon in their stores. With Just Walk Out technology, customers can purchase items without having to wait in line to pay at a cashier. This technology combines artificial intelligence with computer vision, sensor fusion, and deep learning technologies. It allows customers to take the desired items and leave after completing the purchase, without the need to queue at a cashier like in traditional grocery stores. This is because the payment is automatically processed by Amazon's system.

In the entertainment industry, there have been advancements in Artificial Intelligence programmed to become an influencer or social media celebrity. This can be achieved by combining humanoid robot technology with Artificial Intelligence, allowing the robot to mimic human behavior and interactions. By integrating AI into

these robots, they can exhibit human-like traits and engage with their audience in a way that resembles a human influencer. This application of AI in the entertainment industry showcases the potential for creating virtual personalities and expanding the boundaries of human-machine interactions.

In Indonesia, Artificial Intelligence technology has started to be implemented in various industries. One example is the use of Artificial Intelligence by TV One, introducing AI-powered presenters in their shows. There are also robot influencers with Artificial Intelligence technology, such as Thalasa, who has an active following of 485,000. This demonstrates that the development of Artificial Intelligence has reached the entertainment and media sector in Indonesia, enabling more engaging interactions and experiences for viewers and users.

The increased role and utilization of technology in the era of the Fourth Industrial Revolution, including the use of Artificial Intelligence (AI), have significant impacts across various sectors. Furthermore, these developments also affect changes in lifestyle and habits of society, which can lead to complex needs and challenges faced by the community (Supriyadi & Asih, 2020).

With the presence of Artificial Intelligence, many jobs are being assisted by such technology. For example, with the advent of tools like GitHub Copilot and ChatGPT, many programmers are benefiting from Artificial Intelligence. Programmers who used to spend a long time fixing errors can now resolve them more quickly. Moreover, ChatGPT can even explain the causes of those errors, providing additional insights and assistance.

As a student, it is important to adapt to these changes. There are various forms of Artificial Intelligence that can help alleviate the tasks of students in their daily lives. Examples include ChatGPT developed by OpenAI, Bing AI Chatbot developed by Microsoft, Bard developed by Google, and many others. These AI tools can assist students in various ways, such as answering questions, providing explanations, offering

research assistance, and aiding in productivity and organization. Embracing and utilizing these AI technologies can enhance efficiency and effectiveness in academic pursuits.

**DISCUSSION**

To keep up with the advancements of Industry 4.0, which heavily utilizes Artificial Intelligence, students must adapt accordingly. They should leverage AI technology in their daily lives. Students can make use of AI-powered chatbots like ChatGPT, Bard, Bing AI Chatbot, and others to seek information. The use of AI is more effective and efficient compared to conventional search engines like Google and others.

Artificial Intelligence is used to adapt learning to each student on a personal level. This AI technology assists in creating individual learning profiles for each student, allowing learning materials to be tailored to their abilities, learning styles, and experiences. With AI and machine learning, personalized digital learning content can also be developed (Zahara, Azkia, Chusni, 2023).

For students in information systems, informatics, computer science, and related fields, the use of Artificial Intelligence like ChatGPT can be beneficial for learning programming, data management in databases, and much more. Based on my personal experience, I have applied AI in learning programming by instructing the AI to generate a case study and algorithms for a program that would later be implemented into code and corrected by the AI.

AI technology can also serve as a personal assistant. Its utilization is common among students and the general public, whether consciously or unconsciously. AI assistants like Google Assistant or Siri from Apple can be utilized as personal assistants for study reminders, alarms, and more.

Furthermore, some AI systems serve as virtual personal mentors, such as the ELSA: AI Learn & Speak English app available on Google Play Store. This app uses AI technology programmed to be a virtual personal mentor for English language learning, providing assessments for students.

There are numerous types of Artificial Intelligence that offer various benefits. Therefore, as students, it is crucial to maximize the use of such technologies to adapt to the demands of Industry 4.0 in the future.

**CONCLUSION**

       Artificial Intelligence offers numerous benefits and proves to be highly valuable in the lives of students, especially in their learning journey. The use of AI can enhance student productivity and make learning more accessible. Moreover, students can utilize AI to generate ideas or provide references for their projects or assignments.

       By leveraging AI tools and platforms, students can access vast amounts of information, receive personalized recommendations, and even receive assistance in generating creative ideas. AI-powered systems can analyze data, provide insights, and suggest relevant resources or approaches to problem-solving. This not only saves time but also expands the possibilities for students to explore new concepts and innovative solutions.

       Furthermore, AI can assist students in organizing their tasks and schedules. Intelligent virtual assistants can set reminders, manage deadlines, and help students stay on track with their assignments and study plans. This level of support contributes to increased efficiency and effective time management.

       Overall, the integration of Artificial Intelligence into students' lives empowers them with a wealth of resources, personalized assistance, and innovative tools, ultimately enhancing their learning experience and enabling them to achieve academic success.

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