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The Benifits of Artificial Intelligence in Increasing Students' Interest in Learning ITSKs Muhammadiah Selong Digital Business Innovation

Muhip Abdul Majid[1*]
[1*]Institut Teknologi Kesehatan & Aspirasi

*Corresponding Author Email:muhipabdulmajid@gmail.com

Abstract: The use of Artificial Intelligence (AI) in Digital Business Innovation student learning is an increasingly relevant issue in the context of digital education. This Journal Article outlines the core issues by explaining the challenges and benefits of AI in education. The purpose of this journal article is to provide a comprehensive understanding of the role of AI in improving digital business innovation student learning in Indonesia. The research method used is a literature review, which includes an analysis of various sources and perspectives related to the use of AI in higher education. The data used in this article includes information from various literature sources, including research findings, scientific articles, and news related to the implementation of AI in education. Examples of AI applications, such as chatbots for academic guidance, online learning systems, and automated assessments, are obtained from these sources. The results of the data analysis indicate that the use of AI in improving learning motivation for Digital Business Innovation students has significant potential to improve the quality of learning. However, attention must be paid to ethical challenges, the risk of dependency, and the important role of human interaction. Solutions such as AI ethics education, strict multi-party regulation, and the integration of AI with human interaction are integral to the conclusions drawn in this journal article

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Introduction

In today's era of industrial digitalization, Artificial Intelligence (AI) is progressing rapidly. The advancement of Artificial Intelligence (AI) has had a significant impact on various industries, including education. According to John McCarthy, Artificial Intelligence is a science and technique in creating intelligent machines, especially in creating intelligent computer programs or applications. Artificial Intelligence is a step to create computers, robots, applications or programs that work intelligently, like humans (McCarthy, 2007). In recent years, AI has been increasingly integrated into the educational environment to enhance the teaching and learning experience (Kamilla et al., 2025). This study aims to explore the influence of AI in increasing students' interest in learning digital business innovation. By understanding how AI can be used to engage students in this field, lecturers can better prepare them to better understand the ever-evolving digital world of business.

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This study will investigate specific Artificial Intelligence (AI) tools and techniques that can be applied in the classroom to make digital business innovation more accessible, understandable, and engaging for students (P. & Adithya, 2023). By examining the effectiveness of AI in sparking curiosity and creativity in students, educators can adapt their teaching methods to better suit the needs and interests of modern learners. Ultimately, this study seeks to provide valuable insights into how AI can be leveraged to foster interest in digital business innovation in students, paving the way for a new generation of innovative thinkers and leaders in the field.

One AI tool that has shown promise in enhancing digital business innovation in the classroom is machine learning algorithms. These algorithms can analyze large amounts of data to identify patterns and trends, allowing students to make more informed decisions and predictions (Zeide, 2017). Additionally, natural language delivery technology can help students communicate more effectively with AI systems, allowing them to ask questions and receive feedback in real time. By incorporating these AI tools into the curriculum, instructors can create a more interactive and personalized learning experience for students, ultimately fostering a deeper understanding and appreciation of digital business innovation. Artificial intelligence tools can enhance the learning experience by providing personalized and interactive content to students, leading to better engagement and understanding of the material. However, challenges such as data privacy issues and the need for instructor training may arise when implementing AI in education (Miguel et al., 2019).

Furthermore, AI technology can also provide personalized recommendations to students based on their individual learning styles and progress. This can help students stay engaged and motivated, which ultimately leads to better information retention and improved academic performance. Using gamification mobile applications can help students stay engaged and motivated, which ultimately leads to better information retention and improved academic performance (Daniel et al., 2017). Artificial Intelligence also provides a more engaging learning experience. By using technologies such as augmented reality (AR) and virtual reality (VR), students can experience immersive and interactive learning. Artificial Intelligence can also be used to develop educational games that make learning more fun and engaging, but there are several challenges that need to be overcome to integrate Artificial Intelligence into student learning. One of them is the issue of student data privacy and security. It is important to ensure that students' personal data is not misused by the Artificial Intelligence system. In addition, adequate training is needed so that educators can use this technology properly.

In a study conducted by (Juwika Afrita, 2023). Journal with the title "The Role of Artificial Intelligence in Increasing Efficiency and Effectiveness of the Education System." Similarities with my research, both research related to the utilization of Artificial Intelligence in the field of education. While the difference with previous research applies the literature study research method, while in the current research applies the observation, interview, documentation and questionnaire methods. And the focus of the current research is on the digital business course for ITKs Muhammadiah Selong Students. Then the research conducted by (Bambang Karyadi, 2023). Journal with the title "Utilization of Artificial Intelligence in Supporting Independent Learning." The similarity with the current research is that both are researching the utilization of Artificial Intelligence in the field of education. While the

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difference with the previous research is that it applies the literature study research method, while the current research applies the observation, interview, documentation, and questionnaire methods. And the focus of the current research is on the digital business course for ITKs Muhammadiah Selong Students.

So overall, the role of Artificial Intelligence (AI) in student learning has great potential to change the paradigm of education. With proper and responsible use, Artificial Intelligence can improve the quality and accessibility of education, allowing students to learn in a more personal and effective way. This is an important step towards a more inclusive and innovative future of education, so that students' understanding of digital business innovation is better and more complex. From the root of this problem, researchers created a journal entitled "The Influence of Artificial Intelligence (AI) in Increasing Students' Interest in Learning ITSKs ".Muhammadiah Selong Digital Business Innovation

Research Method

Research Design

In this study entitled "Benefits of Artificial Intelligence in Improving the Learning Interest of Digital Business Students at ITKs Muhammadiah Selong", the researcher used a qualitative approach. According to Denzin and Lincoln, "qualitative research is research that uses a natural context with the aim of explaining the phenomena that occur and is carried out using various different methods" (Lexy J Moelong, 2016). Departing from the qualitative definition above which is relevant to the purpose of this study is to draw conclusions by describing the results of data collection, the method used in this study is a qualitative approach.

This study applies the type of case study research. The case study is an approach to gain a deep understanding of the data collected and analyzed in order to produce findings through the position of studying individuals, groups, organizations, or activity programs in a certain period. In compiling qualitative research data collection techniques, this approach uses interview, observation, quisioner and documentation methods (Zuchri Abdussamad, 2021).

Data Collection

1. Surveys and Questionnaires

General surveys and questionnaires are methods used to collect data on students' experiences and perceptions in learning environments (Anke, 2023). These tools can provide valuable information on various aspects of learning, such as learning satisfaction, stress levels, and study-life balance. By asking specific questions related to learning experiences, researchers can gather insights into how often students experience increases in learning interest, what activities or tasks facilitate decreases in learning interest, and any barriers that may prevent decreases in learning interest. Additionally, surveys can help identify patterns or trends in flow experiences across demographic groups or over time. This data can then be analyzed to uncover key factors that influence flow conditions and inform interventions intended to improve flow in learning environments.

Overall, understanding the prevalence and factors that influence flow experiences in learning settings can lead to more positive and productive learning environments. By encouraging more opportunities for students to enter a state of flow, campuses have the potential to increase student engagement, creativity, and overall enthusiasm for learning

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(Bakker, 2011). This, in turn, can lead to increased learning satisfaction, lower stress levels, and a better work-life balance for employees. Ultimately, prioritizing flow experiences can contribute to more fulfilling and successful learning experiences for all students involved.

2. Interviews with Educators and Students

One way to gain a deeper understanding of the impact of the learning experience in the classroom is to conduct interviews with educators and students. By gathering insights from those directly involved in the educational environment, we can uncover specific examples of how flow experiences impact their work and learning. These interviews can provide valuable insight into strategies and practices that have been successful in increasing flow, as well as any challenges or barriers that may be preventing flow from occurring. Additionally, hearing firsthand accounts of the benefits of flow experiences can help further emphasize the importance of prioritizing this state in the workplace.

Overall, these interviews serve as an important tool in understanding the impact of flow experiences in education. Through the perspectives of educators and students, we can gain a deeper understanding of the conditions that drive flow and the outcomes that result from it. By highlighting success stories and addressing potential barriers, we can work toward creating a supportive and encouraging flow environment, ultimately leading to increased engagement, productivity, and overall well-being in educational settings.

Data Analysis

1. Statistical Analysis Techniques

Statistical analysis techniques will be used to analyze the data collected from interviews with educators and students. This will involve identifying patterns, trends, and possible correlations between flow experiences and factors such as teaching methods, curriculum design, and student motivation. By utilizing statistical analysis, we can quantitatively measure the impact of flow on educational outcomes and identify areas for improvement. This data-driven approach will provide valuable insights into the effectiveness of flow in education and guide future research and interventions in this area. Furthermore, qualitative analysis will be conducted to delve deeper into the subjective experiences of educators and students related to flow. This will involve identifying themes and narratives that emerge from the interviews, providing a more nuanced understanding of how flow impacts the teaching and learning process.

By combining quantitative and qualitative analysis, we can gain a comprehensive understanding of the role of flow in education and its potential for pedagogy. Ultimately, this study will contribute to the development of knowledge about flow theory and its application in educational settings.

2. Thematic Analysis for Qualitative Data

Thematic analysis for qualitative data will involve a close examination of the narratives and experiences shared by educators and students regarding flow. Through this process, we will identify common themes, patterns, and insights that explain the impact of flow on teaching and learning. By studying the qualitative data collected from interviews, we can gain a deeper understanding of how flow manifests in educational settings and its application to pedagogy. This in-depth analysis will provide valuable insights that complement the quantitative findings, offering a more holistic view of the role of flow in education.

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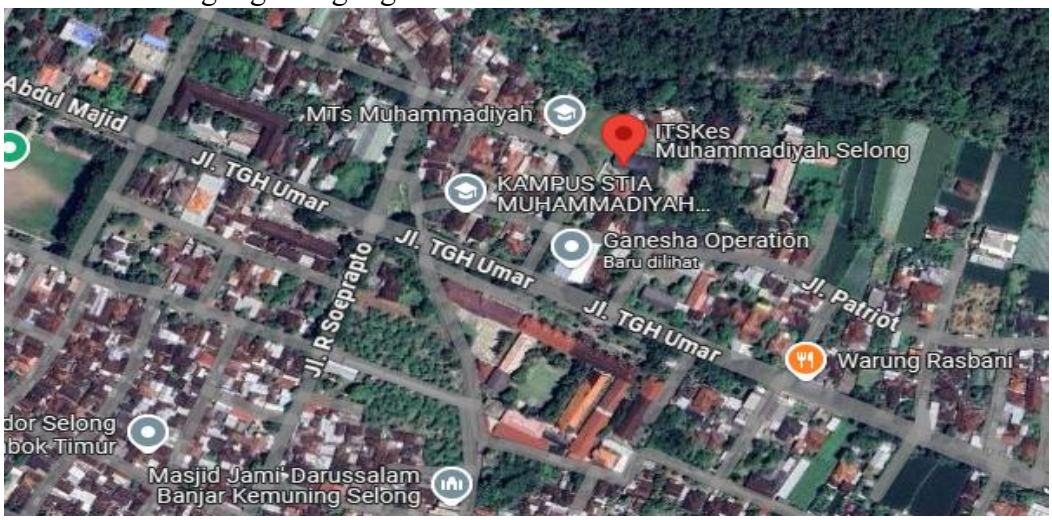
Ultimately, the thematic analysis will help us draw meaningful conclusions and contribute to a broader understanding of flow theory in educational contexts. Through this research, we hope to uncover specific strategies and practices that educators can employ to enhance flow in their classrooms, leading to increased student engagement and academic performance. By recognizing the conditions that facilitate flow in learning environments, educators can create more dynamic and fulfilling educational experiences for their students. Additionally, this research will contribute to the growing literature on flow theory, providing nuanced perspectives on its application in educational contexts. Ultimately, our findings will inform future research and guide the development of evidence-based practices that promote optimal learning experiences for students of all ages.

Result and Discussion

The data for this study was obtained through interviews, observations, documentation, and questionnaires conducted among students majoring in digital business at ITKs Muhammadiah Selong. The results of the data reduction process will be presented in this study using qualitative research, and the researcher will briefly describe the findings. This discussion is related to the research questions that the researcher has formulated previously, which will serve as the basis for this study. In other words, the main focus of this research is the benefits of AI in enhancing the learning motivation of students in the Digital Business Program at ITKs Muhammadiah Selong regarding digital business innovation material.



Picture. 1. Campus Location Maps

The Benefits of Artificial Intelligence (AI) on Student Engagement in Digital Business at ITKS Muhammadiah Selong

1. Increased Interaction and Learning Participation

Among ITKS Muhammadiah Selong students observed when AI technology was used in the learning process, approximately 70% of students reported feeling more engaged and motivated to participate in discussions and activities, resulting in a more interactive and collaborative learning environment with ratings of 4 and 5. On the other hand, around 24% of respondents gave a score of 3, indicating that they felt the influence of AI was still quite limited

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in how they learned and accessed course materials. This rating may reflect their experience of not yet being fully connected to AI technology or feeling that traditional approaches still dominate their learning experience.

Additionally, the use of AI tools helps personalize each student's learning experience, meeting their individual needs and preferences. This results in higher student satisfaction and a greater sense of achievement in their academic performance. Overall, the integration of AI technology in the classroom has proven to be a successful strategy in increasing student engagement. By creating a more interactive and personalized learning environment, students can take responsibility for their education and excel in their studies. The positive impact of AI on student engagement and satisfaction highlights its potential to revolutionize the way education is delivered in the future. As technology advances, the possibilities for improving student engagement and learning outcomes are limitless.

2. Personalizing the Learning Experience for ITKs Muhammadiah Selong Digital Business Students

One of the main benefits of implementing AI technology in the classroom is the ability to personalize the learning experience for each Digital Business student at ITKs Muhammadiah Selong. By analyzing data about each student's learning style, strengths, and weaknesses, AI algorithms can tailor lesson plans and activities to meet the specific needs of each student. This level of personalization not only helps students understand and retain information better but also makes them more engaged and motivated to learn. Additionally, personalized learning experiences can help address gaps for students who may struggle with certain subjects by providing the additional support and resources they need to succeed.

Ultimately, personalizing the learning experience through AI technology has the potential to significantly improve the learning outcomes of ITK Muhammadiah Selong students and their overall academic performance. By tailoring lessons to each student's learning style and abilities, AI technology can help students reach their full potential and excel in their studies. This personalized approach also allows instructors to monitor each student's progress more closely and intervene when necessary to prevent them from falling behind. With the help of AI, the future of education promises to create a more inclusive and effective learning environment for all students.

Benefits for Student Motivation at ITKs Muhammadiah Selong

1. Increased Interest in Digital Business Innovation

One way AI technology can influence student motivation is by increasing their interest in digital business innovation. By integrating AI into the curriculum, students will be introduced to the latest technologies relevant to the current business world. Based on respondent feedback, there is variation in how students perceive the benefits of AI in enhancing their learning interest. Approximately 47% of respondents gave scores of 4 and 5, indicating that they view AI as a useful tool in increasing motivation and interest in learning about digital business innovation. However, approximately 29% of respondents gave a score of 3, indicating that they feel the benefits of AI in student learning are still quite limited. This suggests that they have not yet been fully exposed to or understand the full potential of AI in the context of learning.

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AI also sparks curiosity and excitement in students, motivating them to engage more deeply with the material and explore new ways of thinking. In addition, AI can provide real-time feedback and personalized recommendations, keeping students engaged and motivated to continue learning and growing. Overall, the integration of AI in education can inspire students to pursue their interests and passions, leading to increased motivation and academic success.

By incorporating AI into the curriculum, students not only learn about the technology itself but also develop important skills such as critical thinking, problem solving, and creativity. This prepares them for the future workforce where AI will become more prevalent. With personalized recommendations and feedback provided by AI, students can tailor their learning experience to suit their individual needs and learning styles. This individualized approach can help students reach their full potential and excel in their academic endeavors. In conclusion, integrating AI into education not only enhances the learning experience but also equips students with the tools they need to navigate a rapidly evolving world.

2. Improving Academic Achievement

Can be seen as a direct result of AI integration in education. By utilizing AI-powered tools and resources, students can receive immediate feedback on their work, identify areas of weakness, and access personalized learning materials. This targeted approach to learning has been shown to significantly improve academic performance and overall achievement. Additionally, AI's ability to analyze large amounts of data and provide insights into student progress allows educators to better support and guide their students towards success.

Overall, the use of AI in education has the potential to revolutionize the way we learn and ultimately lead to improved academic outcomes for students at all levels. By harnessing the power of AI, educators can tailor their teaching methods to better suit the individual needs of each student, ultimately leading to a more engaging and effective learning experience. With the ability to track and analyze student progress in real-time, teachers can intervene and provide additional support as needed, leading to a more personalized and impactful education for everyone. As AI continues to advance and become more integrated into the education system, the possibilities for improving student learning and achievement are truly endless.

Barriers to Effective AI Integration in Digital Business Students of ITKs Muhammadiah Selong

1. Technology Limitations

One of the main barriers to effective AI integration in education is technological limitations. Not all private campuses have access to the infrastructure and resources needed to support AI-powered devices and platforms. This can create a disparity in the quality of education available to students, with those in more affluent areas having access to updated technology while others are left behind.

Additionally, there may be compatibility issues between existing systems and new AI solutions, leading to difficulties in implementation and adoption. These technological barriers must be addressed to fully realize the potential of AI in education. By investing in infrastructure improvements and providing resources to campuses across the country, we can ensure that all students have equitable access to the benefits of AI technology. Collaboration between education officials, technology companies, and policymakers is critical to addressing these challenges and creating a more equitable learning environment for all. With the right planning

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and support, we can bridge the gap and ensure that AI is used effectively to enhance the educational experience for every student.

2. Resistance to Change

Another significant barrier that must be overcome to fully integrate AI into education. Many educators and administrators may be hesitant to embrace new technologies, fearing that they will replace traditional teaching methods or diminish the role of the instructor in the classroom. However, it is important to realize that AI is not meant to replace instructors, but rather to augment their abilities and provide additional support in areas that may not be possible with human instruction. Educators must be willing to adapt and learn how to effectively incorporate AI tools into their teaching practices to fully realize the benefits it can offer students.

Training and professional development programs can help educators build the skills and confidence needed to successfully integrate AI technologies into their classrooms.

By addressing these barriers to change, we can create more collaborative and innovative educational environments that harness the power of AI to improve student learning outcomes. Embracing AI technology in education can also help personalize the learning experience for students, catering to their individual needs and learning styles. With the right training and support, educators can use AI tools to track student progress, provide real-time feedback, and identify areas where students may need extra help. By working with AI technology, educators can create more engaging and effective learning environments that prepare students for success in the 21st century.

Conclusion

In education, AI and machine learning have the potential to revolutionize the way students and teachers learn. AI technologies can personalize learning experiences, provide real-time feedback, and perform administrative tasks. However, there are also concerns about the potential use of AI in education, such as the potential for bias in assessment or decision-making processes. It is important for educators to carefully consider these AI applications and ensure that AI is used responsibly and ethically to truly enhance the learning experience for all students.

By addressing these concerns and implementing safeguards, teachers can harness the power of AI to create a more inclusive and equitable learning environment. Additionally, integrating AI into digital business innovation education and course materials can help bridge the gap between traditional teaching methods and the needs of modern learners and motivate students to become digital entrepreneurs in today's digital world. Ultimately, with careful consideration and ethical oversight, AI has the potential to revolutionize education and empower ITKs Muhammadiah Selong Digital Business study program students to reach their full potential.

Recommendation

All stakeholders in the education system must come together to collaborate on the responsible implementation of AI technologies in the classroom. This includes educators, administrators, policymakers, and technology developers working together to ensure that AI is

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used in ways that benefit all students. By prioritizing ethical considerations and ensuring that AI is used to enhance, not replace, human interaction in education, we can create a more equitable and inclusive learning environment for all. It is critical that we take action now to shape the future of education and ensure that AI is used in ways that truly benefit students and empower them to succeed.

As we move forward, it is important for all stakeholders to remain vigilant and proactive in incorporating the impact of AI in education. By continuing to support and adapt our approach, we can ensure that AI technologies are used responsibly and effectively. With proper oversight and collaboration, we can harness the power of AI to revolutionize education and provide students with the tools they need to thrive in a changing world. Together, we can create a future where technology enhances the learning experience and empowers students to reach their full potential.

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