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THE ROLE OF AI LEONARDO, DISCORD, AND RYTR IN BUSINESS ENHANCEMENT AND DIGITAL ECONOMIC GROWTH IN INDONESIA

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Abstract

Artificial Intelligence (AI) is a series of computing techniques that can perform functions like humans. This technology can have an economic impact on a country. Unfortunately, AI adoption in Indonesia is still low and has not had an impact on the economy. Research This will explore factors that can be a driver of increasing AI adoption in Indonesia, especially in the business sector. This study will also present a comparison of 3 types of AI, namely Leonardo, discord, and Rytr. The method in study This uses a mixed method, namely qualitative and quantitative. The ZMET method is used to analyze qualitative data, and Kruskal Wallis is used for quantitative data. The results of the study show that there are several factors that can encourage the adoption of AI for business actors, one of which is the availability of an AI community, the availability of a digital incubator, and Penta helix collaboration is very necessary. The results also prove that AI Rytr has a greater influence than the 2 types of AI, Leonardo and Discord. Businesses that use AI Rytr own profit term long, availability source Power greater financial, sales growth, business image, and customer loyalty compared to 2 types of AI Leonardo and discord.

Keywords: Artificial Intelligence, ZMET, Leonardo AI, Discord AI

INTRODUCTION

Artificial Intelligence (AI) is part of the Wrong One ecosystem digital Which has become factors that influence and impact the development of the digital economy (Mhlanga, 2020). Artificial Intelligence (AI) is a series of computational techniques that have the capacity to perform human-like functions (Lee et al., 2022). These functions include the application of NLP, CV, and ML, that is used in chatbots, making text, introduction object faces, driving autonomous, and recommendation engines.

Artificial Intelligence (AI) technology has many benefits in the medical field (Nishida et al., 2022), agriculture (Agboka et al., 2022), and not to be forgotten also in the economic field (Lee et al., 2022). AI is also very useful for helping business processes, one of which is helping in terms of convenience process manufacturing (Sjödin et al., 2021), taking decision managerial (Miller, 2020), and business innovation (Burström et al., 2021). The Chilean company NotCo also uses AI technology to find material and function matches between traditional animal-derived products. And product from world plant. AI capable help NotCo in making product and food recipes faster (Poinski, 2022). Udemy also uses AI to help with the video editing process.

There are various types of well-known AI technologies, some of which are ChatGPT, EinsteinGPT, OpenAI, Leonardo AI, Discord, Rytr, IBM Watson, Microsoft Azure AI, Google Cloud AI, Amazon Web Services (AWS) AI, TensorFlow, PyTorch, H2O.AI, RapidMiner Salesforce Einstein, ClarifAI, Vectorizer AI, etc. Currently, the benefits and adoption of AI are still low in Indonesia (Masyarakat & Rendah, and; Satrio Pangarso Wisanggeni, Albertus Krisna, 2023). Indonesia's economic structure has not implemented much technology in daily operations and instead relies on cheap labor. This makes the use of AI Possible Not yet so interesting in Indonesia (Satrio The Pangarso Wisanggeni, Albert Krishna, 2023).

Based on data study from bank investment Goldman Sachs titled “The Potential Big brother Effects of Artificial Intelligence on Economic Growth” Which was published at the end of March 2023 And data average monthly income from the International Labour Organization (ILO). Countries with low labor costs tend to experience low AI disruption. A country with fare power Work relatively low, like Indonesia Also Not yet capable enjoy the

maximum benefits of AI. Countries with cheaper labor are less likely to implement AI widely.

Figure 1
Time Efficiency and Economic Value

Based on the data above, the urgency of the research and the formulation of the problem in this study is the still low economic value obtained from the use of AI in Indonesia. The exposure is also still low AI in a number of sectors. Technology AI is Not yet capable utilized goods to raise economic value. In addition to the above, data from the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia year 2022 also revealed, it turns out only 20% just adopted AI for perpetrator small businesses And intermediate in Indonesia (Wibowo & Dear, 2023). Matter This become urgent important for Indonesia to increase AI adoption for business actors.

Furthermore, AI Also become a special issue in a number of journal reputable international. AI research also mostly still focuses on conceptual implications (Lee et al., 2022; Sukman, nd). Several papers about the Topic of AI are Still Enough limited, matter Because constrained by data And scientific literature (Lee et al., 2022).

There are various types of AI that can contribute to improving business, some of which are Leonardo AI, Discord AI, and also Rytr. These three platforms have different functions and features. Leonardo AI is able to convert sound into images and text into images. This helps business people produce digital marketing content more easily and efficiently. In

addition, Discord AI has a feature to build a forum and business community around the world that is protected and free from inappropriate content (Kesuma, 2023). Then, Rytr has a feature to produce captions faster and easier. This will make it easier for marketers to produce digital marketing content faster and more efficiently. To overcome the problem of low economic value obtained from the adoption of AI, it is important to see which of these three types of AI has a more significant impact on improving the performance of a business.

The problem of low-level AI adoption in Indonesia will solved with a qualitative approach. This is possible because the qualitative approach is able to elaborate on constructs that do not yet exist and is able to produce new knowledge. The qualitative approach that will be used uses the ZMET technique. This technique is able to elaborate on the subconscious thoughts of respondents by analyzing the images they choose (Viyani et al., 2023). This technique is expected to be able to produce driving factors for the level of AI adoption for business actors in Indonesia.

Furthermore, to further test what type of AI has a greater impact on improving business performance, this study will use a quantitative approach by conducting a difference test on the three types of AI Leonardo, discord, and rytr. The difference test that will be carried out is the ANOVA test (if the data meets the parametric assumptions) and Kruskall Wallis (if the data meets the non-parametric assumptions). This technique is expected to be able to produce empirical evidence regarding which 3 types of AI have a greater impact on improving business in Indonesia.

REVIEW OF LITERATURE

Artificial Intelligence

Artificial intelligence (AI) serves as a multifaceted reference across various fields, enhancing creativity, efficiency, and problem-solving capabilities. Its applications range from creative industries like photography to architecture and language processing, demonstrating its versatility and impact. Artificial Intelligence (AI) is a system that has the capacity to carry out tasks related to human cognitive functions. These tasks such as speech recognition, problem-solving, and complex decision-making (Yadav et al., 2024).

AI in Creative Processes

AI is integrated into photography to analyze images, recognize patterns, and assist in visual composition, enriching the creative process and providing inspiration for photographers (Yudisetyanto & Firmansyah, 2024). In architecture, tools like VerasAI help students generate facade design ideas efficiently, showcasing AI's role in enhancing design creativity and time management (Agi Nasrullah et al., 2023).

AI in Learning and Problem-Solving

AI systems mimic human intelligence by learning, adapting, and solving problems, which is crucial in various applications, including natural language processing and automated decision-making (Kennedy & Wanless, 2022; Triantafyllou, 2024). Machine learning, a subset of AI, allows systems to learn from data autonomously, improving their performance over time (Oyekunle & Boohene, 2024). While AI offers significant advantages in creativity and efficiency, it also presents challenges, such as algorithm limitations and the need for human oversight in design processes. This duality highlights the importance of balancing AI's capabilities with human creativity and control.

Method Zaltman Metaphor Elicitation Technique (ZMET)

The Zaltman Metaphor Elicitation Technique (ZMET) is a qualitative research method designed to uncover the subconscious thoughts and feelings of individuals, particularly in consumer behavior contexts. This technique is particularly effective in exploring complex emotional and cognitive processes that influence decision-making. ZMET operates on the premise that much of human communication is non-verbal and that metaphors are fundamental to thought processes. It uses visual stimuli to elicit deeper insights into consumer motivations and experiences (Han & Lee, 2022; Viyani et al., 2023). In retail settings, ZMET has been employed to map consumers' semi-conscious decisions, revealing how sensory elements like fragrance and music impact purchasing behavior (Chatterjee & Bryla, 2023).

The technique has also been applied to understand brand awareness in creative entrepreneurship, identifying key attributes that shape consumer perceptions (Gamarra-Olortegui et al., 2023). While ZMET provides valuable insights into consumer behavior, it is essential to consider its limitations, such as the potential for subjective interpretation of

metaphors, which may vary across significantly different cultural contexts. Thus, this method is very suitable for elaborating on factors that have not been accommodated in quantitative research in order to look for factors that can encourage AI adoption.

Adoption of Artificial Intelligence in Business

The adoption of Artificial Intelligence (AI) in business is a complex process influenced by various factors, including organizational culture, leadership, and the specific business function. While AI promises significant efficiency and innovation, its integration remains uneven across sectors. There are several factors that influence AI adoption, one of which relates to Diverse Business Functions. Different business areas prioritize distinct factors for AI adoption, indicating that a one-size-fits-all approach is inadequate (Baabdullah, 2024). In addition, another factor to environmental challenges. New businesses in emerging markets face unique hurdles, such as data scarcity and regulatory issues, which can hinder AI implementation (Sudarshan & Seeber, 2024).

Then, employee prespectives is also a factor that can influence AI adoption in businesses. Employee attitudes towards AI significantly impact adoption intentions, highlighting the need for management support and training to foster a conducive environment (Oyekunle & Boohene, 2024).

RESEARCH METHOD

The method used in this study uses a mixed method, namely qualitative and quantitative. The population in this study is businesses that have adopted AI. The sample used in the study is businesses Which have adopted AI, Good, discord, Leonard, And Also rytr.

The technique taking samples used is technique purposive sampling, with criteria for businesses who have used AI, either, discord, Leonard, and also rytr at least 2 times. The unit of analysis to be used is the organizational analysis unit (business), namely 1 research respondent representing 1 business. The time dimension used is cross-sectional. The minimum number of samples to be used is 50 organization business. Matter This is based on on book (Sugiyono, 2020), determination amount the minimum sample can be based on a

sample size of more than 30 to 500. The determination of the sample above is also carried out by considering the recommendations of partners involved by the researcher.

The data collection technique in this study uses the ZMET interview technique for qualitative data and the survey data collection technique for quantitative data. The ZMET technique is used to elaborate on the factors that drive AI adoption. The 10 stages of the ZMET interview that will be carried out are as follows.

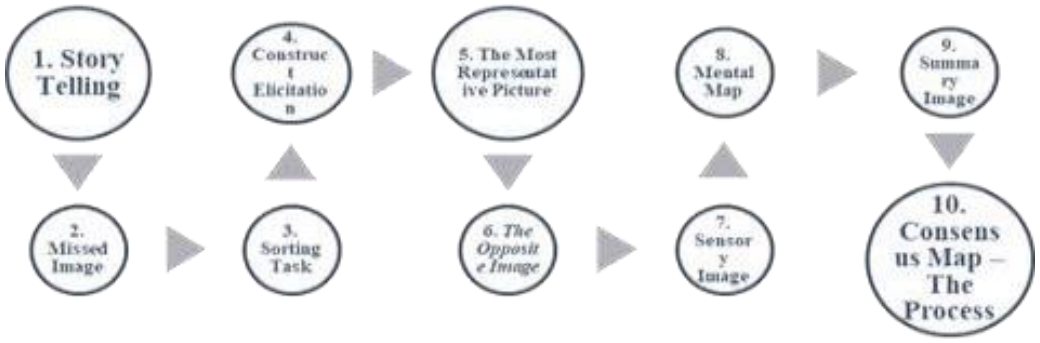


Figure 2
The 10 stages of the ZMET

Before the interview process, respondents will be asked to collect 8-10 images that describe their reasons for adopting AI in their business. Then participants will be interviewed with the 10 stages above. Furthermore, quantitative data is collected using survey techniques, namely using a tool help questionnaire. The questionnaire will share both online and offline. The questionnaire will be measured using a semantic differential scale (Sugiyono, 2020). The variables to be compared are business performance variables. The groups to be compared are performance. Business Which uses Leonardo AI, discord AI, And rytr. As for instruments from variable business performance was adopted from research (Budiarto & Prabowo, 2017). Indicators of business performance include long-term profits, availability of financial resources, sales growth, business image, and customer loyalty. This instrument will also be tested for its validity and reliability. This quantitative data will be analyzed using SPSS software. The analysis techniques that will be used are descriptive analysis and a three-sample difference test. Descriptive analysis will later present data in the form of business type and business period. Furthermore, the three-sample test will be used in the ANOVA test if the data obtained is normally distributed and homogeneous (meets parametric

assumptions). However, if the data obtained is not normal and homogeneous (does not meet parametric assumptions), then the test that will be used is the Kruskal-Wallis test.

Interview And distribution of questionnaire done to all Respondents Which becomes research sample. The total targeted respondents are 50 respondents. Interviews and questionnaire distribution will be conducted offline and online. This is to overcome respondents who were not present in the activity interview and respondents who There is outside city. The interview is done not enough more than 2-3 O'clock. The interview will shared become a number of groups. Questionnaire And Interview invitations will be distributed to business communities in several regions in Indonesia, digital creator business communities, technology companies, and business incubator companies such as Javas Technology and Ruang 412. The estimated number of offline interview invitations to be distributed is 20 business people. The 20 busines people consist of small, medium, and large businesses. Javas Technology in this case is a research partner who will act as a team of artificial intelligence experts and also a liaison for large company participants who have adopted AI. The rest of the respondents will be invited to interview online and also filling a questionnaire. As for the estimated respondents who will interviewed and distributed questionnaires online were around 30 respondents.

RESULTS AND DISCUSSION

Based on interviews done with 30 participants, the results are as follows.

Step First: Story Telling

In the first step of ZMET, the process of storytelling is carried out. In this process, participants are asked to explain each picture they provide. From the stories expressed by the participants, the researcher writes down the keywords that appear and are important. The researcher also digs deeply into the thoughts and feelings that are hidden or beyond the participants' awareness. The essence of the pictures provided by our participants is as follows:

Table 1
Results *Story Telling*

Image	Analysis Story Telling
 	Accurate, fast, efficient, smart, cheap, lazy, manipulation, friends, technology growth, entertainment, risk, time-saving, problem-solving, selective, free, decision-making, adaptive, informative, interactive, share, easy to use, discussion forum, free, game, no limit, simple, lies, imperfect results, helpful, lazy, thief, modern, enemy, alternative, inspiration, manipulation, fast response, creative, broad, intelligent, has limitations, coup, upgrade, downgrade, adaptation, synergy, core sales, strategic, sustainable, craft man shift, capital mindset, distribution, age, assessment, digital literacy, mentoring, AI relevance, training, UMKM needs, level, direction, gradual, digital marketing techniques, AI strategy framework, AI language, sustainable, habit, device, packaging, collaboration, knowledge gap, syllabus, incubation center, soft skill, strategy thinking, AI fgd, teamwork, channeling, 4.5, knowledge, skill, promotion & product knowledge.

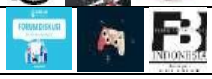
Step Second: Missed Image

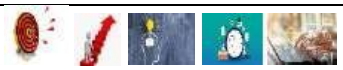
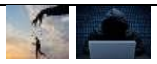
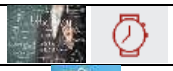
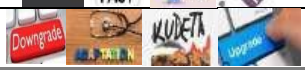
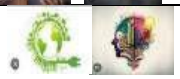
Step Second from ZMET is Missed Image. Participants requested To describe images they could not find and explain the meaning of the described image. All participants stated that there was no image left to describe the theme of AI Adoption.

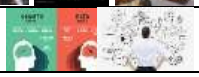
Step Third: Sorting Task

Step Three, Sorting Task, Participants are asked to group images that they consider similar in one category. Furthermore, participants are asked to name each group of images. The results of the image groups are as follows.

Table 2
Results *Sorting Task*

No	Picture	Name Group
Participant 1		
1		Intelligent
2		Economical Cost
3		Lazy
4		Manipulative
5		Friend
Participant 2		
1		Free
2		Effective
3		Selective
4		Entertainment
Participant 3		
1		Efficiency
2		Interactive
3		Helpful
Participant 4		
1		Easy Used
2		Feature
Participant 5		
1		Crime

2		Technology
3		Lazy
4		Disabled
Participant 6		
1		Accurate
2		Manipulation
Participant 7		
1		User Friendly
2		Inspirational
Participant 8		
1		Intelligence Artificial
Participant 9		
1		Exactly Use
2		Save
3		Lazy
4		Problem-Solving
Participant 10		
1		Efficient
2		Wise In Usage
Participant 11		
1		Strategic
2		Sustainable
3		Purchasing
4		Synergy
5		Craft man chief
Participant 12		
1		Variety
2		Training & mentoring

3		Age & literacy
4		Cost
5		Assessment
Participant 13		
1		Assessment
2		Strategic Planning
3		AI strategy framework
4		Language AI
Participant 14		
1		Adaptation
2		Innovation
3		Collaboration
Participant 15		
1		Assessment
2		Training & mentoring
3		Soft skills Development
Participant 16		
1		Discussion
2		Platform
3		Promotion

Step Fourth: *Construction Elicitation*

In step Four, namely Construct Elicitation, Researchers conduct a laddering process to gain an understanding of the abstraction built by participants. Based on the grouping of images, respondents begin to convey further their statements from the name of the grouping, so you can provide more depth in the form of:

Table 3
Results *Construct Elicitation*

No	Group Picture	Attribute	Consequence	Values
Participant 1				
1	Intelligent	Speed Work has a reason like humans	Productivity work, convenience Work	Effectiveness

2	Economical Cost	Efficiency	Cost reduction	Economy
3	Lazy	Effortless	Convenience	Time
4	Manipulative	Fake, lie, evil	Security data	Security
5	Friend	Friendly	Accompanying	Peace
Participant 2				
1	Free	Aspect economy	Freedom access	Economy
2	Effective	Time, cost	Convenience	Use
3	Selective	Choice, decision	Caution	Security
4	Entertainment	Pleasure	Excitement	Entertain
Participant 3				
1	Efficiency	Convenience, speed	Effectiveness Work	Time
2	Interactive	Communication	Convenience communication	Communication
3	Helpful	Give solution	Problem completed	Friendship
Participant 4				
1	Easy Used	Convenience use	Convenience	Effectiveness
2	Feature	convenience, choice	Completeness	Component
Participant 5				
1	Crime	deviation, negative	Criminology	Security
2	Technology	range-wide	sophistication	Futuristic
3	Lazy	effortless, passive	Unwillingness to think and act	Convenience
4	Disabled	Defect	Imperfection results	Results Work
Participant 6				
1	Accurate	Results Work	Accuracy	Level Work
2	Manipulation	fake, lying, evil	Criminology	Security
Participant 7				
1	User Friendly	Simplify	Friendly	Convenience
2	Inspirational	Idea	Idea new	Nonmaterial
Participant 8				
1	Intelligence Artificial	Technology, system, robot	Something Which new	Futuristic
Participant 9				
1	Appropriate Purpose	In accordance	Fit	Convenience
2	Economical	Cost	Cost reduction	Economy
3	Lazy	Effortless	Unwillingness to think and act, passive	Convenience
4	Problem-Solving	Help	Solution	Instruction answer
Participant 10				

1	Efficient	Easy	In accordance	Convenience
2	Wise In Use	Morality	Compliance Limitation	Ethics
Participant 11				
1	Strategic	Clue	Solution	Appropriate target
2	Sustainable	Routine	Balance	Optimal
3	Purchasing	Acquisition	Lead come back	Income
4	Synergy	Combined	Skill source Power	Efficient
5	Craftsman Chief	In accordance Field	Solution problem	Effective
Participant 12				
1	Variety	Type	Flexible	Adjustment
2	Training & development	Quality	Skills	Operational efficiency
3	Age & literacy	Need	Knowledge	Career develoment
4	Cost	Balance	Stability	Expenditure
5	Assessment	Control	Evaluation	Repair
Participant 13				
1	Assessment	Control	Evaluation	Repair
2	Strategic planning	Direction	Reputation	competitive
3	AI strategy framework	Alignment objective	Opportunity	Superiority
4	Language AI	Order robot	Results request	Compliance prompt
Participant 14				
1	Adaptation	Conformity	Competition	Flexible
2	Innovation	Change	Efficient	Growth
3	Collaboration	The combination	Partners & Partners	On point
Participant 15				
1	Assessment	Control	Evaluation	Repair
2	Training & mentoring	Practice, Sustainable	Power competition	Quality
3	Soft Skill Development	Skill	Performance	Standard
Participant 16				
1	Discussion	Conference	One objective	Potential
2	Platform	Choice	Convenience	Component
3	Promotion	Igniter Market	Introduction product	Share Market wide

Step Fifth: The Most Representative picture

Step Five, namely The Most Representative Picture. In this fifth step, participants are asked to choose and describe a picture that is considered to be able to explain their beliefs

and feelings about the use of Artificial Intelligence (AI). The most dominant image choices that describe AI Adoption are as follows:

Participant number 1 chose a picture Friend. According to Respondent First picture AI can give opinions or exchange ideas. In addition, AI becomes more than a tool and becomes a friend who can respond to feelings. Even better, according to participant number 1, AI can provide answers from task tasks a day man. AI Capabilities can adapt self with the needs of its users.

Participant number 2 chose selective images. According to the respondents, both images explain that the use of AI must be careful and cautious.

Participants number 3 and 5 chose the helpful image because AI makes it easy to provide ideas or inspiration.

Participants number 4 and 6 chose the easy-to-use image because AI is easy to search and provide information to users. Participant number 4 explained that AI can predict the answers to questions that users need before they think of them.

Participant number 7 chose a wide image because AI makes it easy to search for information with a wide range without limits. Participant number 7 also explained that the breadth of AI can be seen from the search algorithm and keyword management which are superior to traditional search tools.

Participant number 8 chose the problem-solving image because it encouraged ease of creation. Picture**.**

Participant 9 chose picture efficiency Because can look for something easier, specifically in terms of design AI can help search for ideas or inspiration so that can quickly finish AI. Participant number 10 chose picture upgrade Because feel with use of AI can add or upgrade skills, specifically skills Which passive in design Which Still seldom found by people person for example moment separating object image from background more easily use AI.

Participant 11 chose the Synergy image, according to participant number 11 Synergy illustrates that MSMEs must synergize with each other in terms of production, branding, and others, Participant number 11 identified that AI and MSMEs need to synergize with each other so that the automation process in MSMEs can run optimally.

Participant 12 chose picture Literacy digital Because associated with AI, users must many know features And utility AI For MSMEs that Can obtained with methods to increase Digital Literacy. Digital Literacy is also closely related to Digital Skills.

Participant number 13 chose the Assessment image. According to Participant Number 13, the Assessment image identifies how far the maturity level of an MSME is, Assessment in the Context of AI can be used for data certainty, Data protection, and Data/performance evaluation.

Participant number 14 chose the packaging image because the packaging in the product is the outermost thing attached to the product and will later be seen for the first time with the product, to get the perfect visual, the role of AI here is to support the creation of designs or get image ideas to create packaging logos.

Participant 15 chose the Collaboration image. Collaboration is very necessary when building a business, for example, AI collaboration with users to develop their business by finding out consumer behavior predictions, trends, advertising optimization, and market risks.

Participant number 16 chose the image of Technology Adoption because, with the existence of technology, especially AI, businesses will be managed through collaboration between humans and AI, the aim of which is to minimize errors and predict future trends, as well as to automate routine work to save resources.

Step Sixth: *The Opposite Image*

Step Six, namely *The Opposite Image*, where participants are asked to choose an image that describes a situation that is the opposite of the current topic. The collection of images selected by participants is as follows.

Figure 3

Results *Opposite Image*

Step Seventh: *Sensory Image*

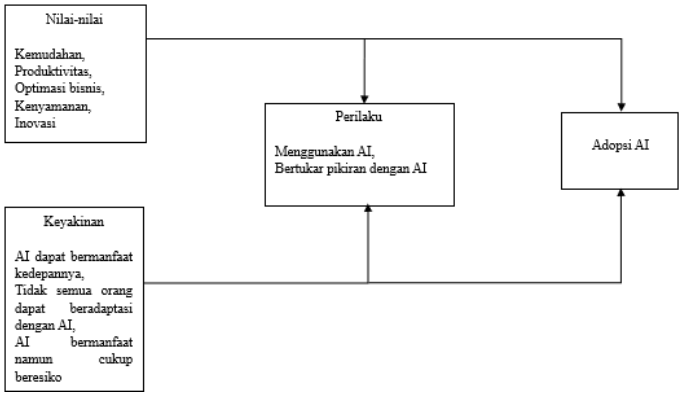
Step Seventh, that is *Sensory Image*, participants requested to hook reason adoption AI with the function of the five senses in the form of the sense of sight, hearing, smell, and taste. The explanation from each respondent is as follows.

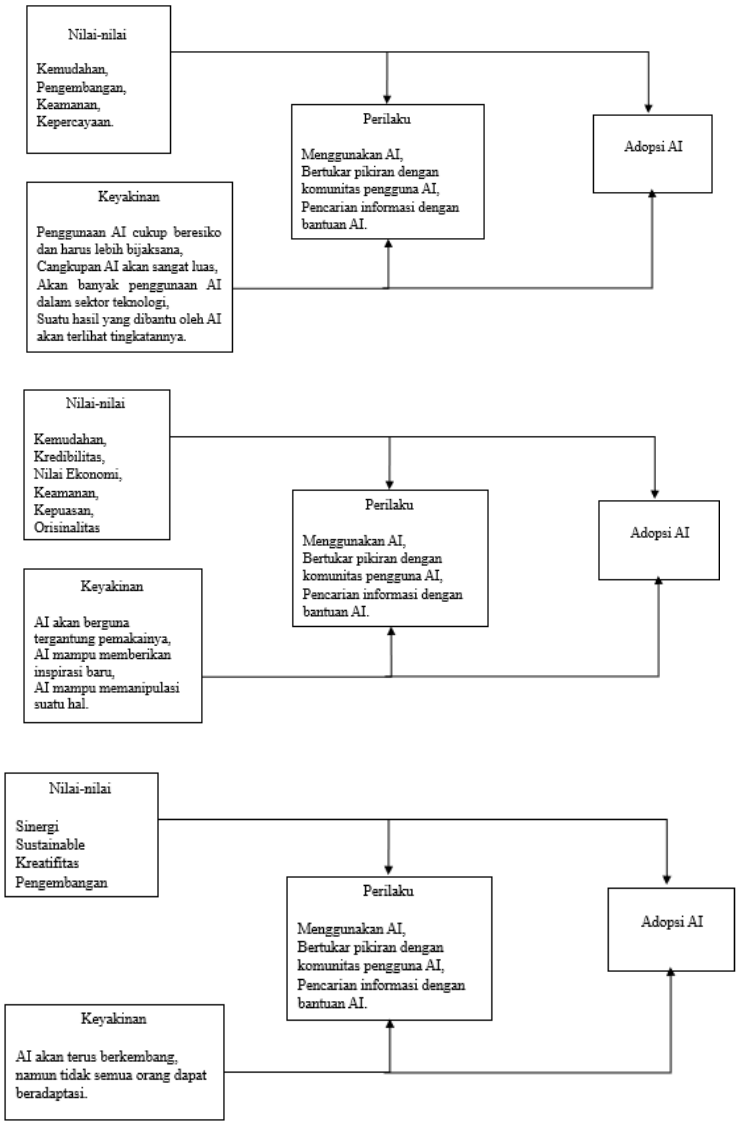
Table 4
Results *Sensory Image*

Five Indra	Explanation
Vision	White neutral, Bright blue bright, gray, yellow dark, color bright, green And red, blue sky, light blue, gray, maroon, light brown, orange, blue tending to gray.
Hearing	Orchestra, groan, equivocal But rather heard, noisy, voice cricket, tunable, soundproof, lots of whispers, whispers of irregular origin, the groan of drizzle.
Sense of smell	Apek, very fragrant, fragrant, approach rotten, fragrant but not too fragrant, fresh in the morning day, fragrant, a little fragrant, fragrant perfume cheap, and body mist.
Seasoning	Salty, A little sweet, sweet-sour, tasteless, spicy collect, sweet, tasty, not enough spice, less sugar, spicy chili sauce tomato, tasteless going to bid, not enough tasty.

Step Eighth: *Mental Map*

The Eighht Step, namely *The Mental Map*, is the preparation of a mental map for each participant. The researcher and the participants write down the constructs that emerged during the interview process. Participants also can add construct that feel required.



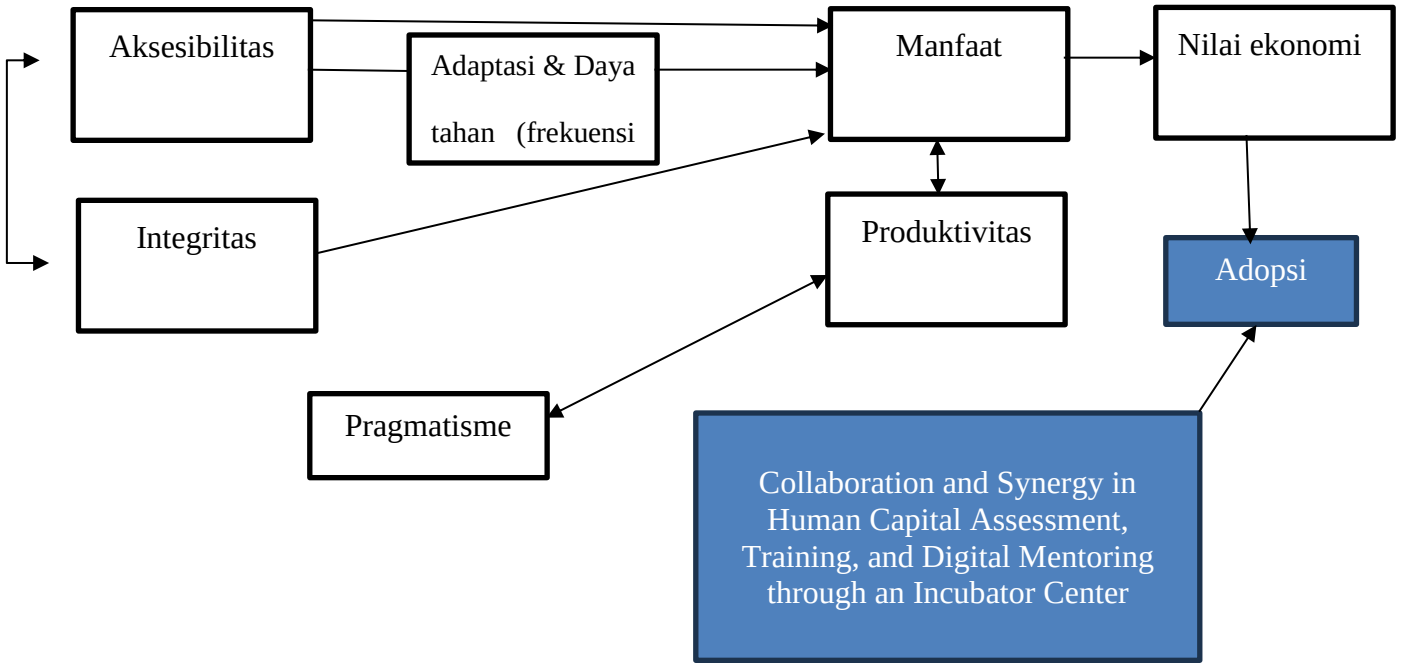


Step ninth: *Summary Image*

Use Images Which has brought, participants are requested To build a collage (summary of images) that tells the relationship between images and relates them to the framework of thought formed in the previous stage. This process is very helpful for researchers in building map consensus on stage analysis. Results Summary Image every participant is as follows:

Pragmatism	Accessibility	Adaptation	Fool
Integrity	Credibility	Power stand	Benefit
Productivity	Mark economy	Breakthrough	

Step tenth: *Consensus Folder*



Test *Kriskal Willis*

Test Statistics [a,b]

	Long-Term Benefits on Your Business run	Availability of Financial Resources on business Which brother run	Sales Growth on business Which brother run	Business image and customer loyalty to your business run
Kruskal-Wallis H	13,892	3,727	4.713	8,084
Df	3	3	3	3
Asym. Sig.	.003	.292	.194	.044

a. Crucial Wallas Test
b. Grouping Variables: Al Which is utilized to form business

Based on the Kruskal-Wallis test, shows that the variables are long-term profit, business image, and customer loyalty. Has a value of 0.003 And 0.044 (Asymp. Sig. ≤ 0.05), matter This means that there is a significant difference in the use of AI for business for long-term benefits in the business being run and business image and customer loyalty, while the variable of availability of financial resources And sales growth in business has a value of 0.292 and 0.194 (Asymp. Sig. > 0.05), This means that there is no significant difference in

the use of AI for businesses to increase the availability of financial resources or sales growth in businesses. To see the type of AI used in businesses, see the following test:

Ranks

	AI Utilized For Help Business	N	Mean Rank
Profit Term Long On Business Which You Run	Leonardo	22	**29.89**
	Discord	16	**27.72**
	Rytr	11	**52.45**
	Other	21	**38.43**
	Total	70	
Availability Source Power Finance On Business Which You Road	Leonardo	22	**36.57**
	Discord	16	**29.44**
	Rytr	11	**44.05**
	Other	21	**34.52**
	Total	70	
Growth Sale On Business Which You Run	Leonardo	22	**31.68**
	Discord	16	**32.69**
	Rytr	11	**46.50**
	Other	21	**35.88**
	Total	70	
Image Business and Loyalty Customer On Business Which You Run	Leonardo	22	**30.84**
	Discord	16	**33.63**
	Rytr	11	**50.36**
	Other	21	**34.02**
	Total	70	

Based on the test shows that Rytr is the type of AI Whose own value is highest compared to Leonardo AI, And Discord. Rytr's own influence is bigger For profit term length, availability of financial resources, sales growth, business image, and customer loyalty for the business being run.

CONCLUSION

Resilience is A condition dynamic in a nation That contains tenacity and resilience, which forms national strength and is able to face any threats or disturbances both from within and from outside the country. There are various aspects that support national resilience, one of which is the economic and technological aspects. In the era of society 5.0, the technology that is currently popular is *Artificial Intelligence* (AI) technology. AI is a series of computing techniques that have the capacity to perform functions like humans.

This technology is able to provide an economic impact on a country. Unfortunately, the adoption of AI in Indonesia is still low.

This study has explored why a business can adopt AI. Some of the factors are because of the intelligence of AI, FOMO, ease of AI, user pragmatism, speed, and the benefits of AI itself in increasing productivity. This study also reveals factors that need to be improved to be able to increase the level of AI adoption in business. The factors These are related to the accuracy of the image results, the limited AI community for business actors, and the availability of solutions related to ethical issues.

The results pictured were produced by Leonardo AI and Discord AI Still need existence improvements to produce more accurate and smooth images. Furthermore, business people sometimes Still have constraints on accessibility account AI Which Still pays for a number of certain features. Constraint other related with Still limited forum businessman Which use AI. This makes this technology not yet widely developed. AI also still has several ethical issues, one of which is the issue of data security and privacy.

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