

Public Perception of AI Dubbing Technology Implementation on the Sripokutv Youtube Channel

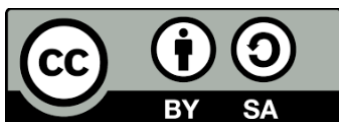
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Abstract

This study aims to analyze public perception in Palembang City toward the use of Artificial Intelligence (AI)-based dubbing technology on the SripokuTV YouTube channel. The research employs a quantitative approach using a survey method involving 100 respondents selected through purposive sampling. Data were collected through an online questionnaire and analyzed using descriptive statistics and a Likert scale. The findings indicate that public perception tends to be positive, with an average index score of 83.86% (agree category). AI dubbing technology is considered beneficial, easy to use, and capable of improving audience comfort and information comprehension. However, several limitations remain, particularly in terms of intonation, emotional expression, and the naturalness of the generated voice. Despite these limitations, the level of public trust in the credibility of the information remains high. This study concludes that AI dubbing technology is feasible to be implemented in digital media and has strong potential for further development, especially with improvements in technical quality and strengthening of ethical and transparency aspects.

Keywords: Public Perception, AI Dubbing, SripokuTV



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INTRODUCTION

The development of digital media in Indonesia has triggered fundamental changes in the way society obtains, interprets, and gives meaning to information. This transformation has not only shifted news consumption patterns but also influenced the process of shaping audience perceptions of media messages. In the context of digital communication, public perception is a crucial aspect because it determines the level of acceptance, trust, and legitimacy of the media amidst rapid technological innovation.

Public perception of digital media is not uniform, but rather influenced by personal experiences, socio-cultural values, and the characteristics of the message conveyed. Innovations in content presentation, including the use of automated technology, elicit diverse responses. Some view these innovations as a form of progress and convenience, while others are skeptical, especially when technology intersects with ethical aspects and cultural sensitivities. One innovation that is developing rapidly in the media industry is artificial intelligence (AI). AI no longer functions solely as a technical aid, but has played a direct role in the media production process, such as scriptwriting, video editing, and dubbing. This development marks a significant shift in journalistic practice, where technology is beginning to partially replace human roles in content production.

The use of AI-based dubbing technology introduces a new dynamic in media communications. This technology enables faster, more efficient content distribution, and the ability to reach audiences across languages. However, the use of synthetic, human-like voices also raises issues related to authenticity, credibility, and message quality. This has the potential to impact audience perceptions of the media using them.

Academically, various studies have examined this phenomenon. AI is defined as the ability of machines to mimic human intelligence, including in learning and decision-making (Riyandi, 2024). In the journalistic context, AI plays a role in accelerating content production and distribution (Hassan & Albayari, 2022). Newman (2019) states that global media are beginning to adopt AI to support editorial work, while Diakopoulos emphasizes that AI can open new opportunities for more creative and analytical journalistic practices. However, Huang (2022) cautions that the use of AI also poses ethical challenges, such as information accuracy and the diminished role of humans.

In Indonesia, the use of AI in media has become a real phenomenon. Several national media outlets have integrated AI into content production, even employing AI-based presenters. This demonstrates that AI technology is increasingly entrenched in people's daily lives. A Katadata Insight Center survey (2025) showed that 83.6% of Indonesians are familiar with AI, although in-depth understanding remains limited. This creates a gap between exposure and understanding, potentially impacting public perception of the technology.

At the local level, SripokuTV, a digital media outlet, has adopted AI-based dubbing technology in its content. This channel has a broad and growing audience reach, making it an important proxy for how society responds to media technology innovations. Palembang, the research location, has distinct socio-cultural characteristics, with a strong, expressive communication culture anchored in local identity. This factor is crucial because it can influence how society evaluates and accepts new technologies. Previous research has shown that digital media plays a role in shaping people's communication patterns (Maimunah, 2023), while the use of AI in communication requires attention to ethical and cultural aspects (Faustyna, 2025). Furthermore, digital media transformation also influences audiovisual content consumption habits (Imanuella & Irwansyah, 2020). This demonstrates that technological innovation impacts not only technically but also socially and culturally. Based on these issues, an approach is needed to understand how society accepts new technologies. This study uses the Technology Acceptance Model (TAM) framework, which explains that

technology acceptance is influenced by perceived usefulness and perceived ease of use. This model is used to analyze how public perception of AI dubbing technology is formed.

Thus, this study aims to analyze the perceptions of the people of Palembang City towards the use of AI-based dubbing technology on the SripokuTV YouTube channel, including identifying the advantages and disadvantages, the level of trust, and public acceptance of this technology.

Based on these objectives, the hypothesis in this study is: there is an influence between the use of AI-based dubbing technology and public perception of digital media content. Meanwhile, the null hypothesis states that there is no influence between the two. This research is expected to provide academic contributions to the development of digital communication studies, as well as practical contributions for media outlets in optimizing the use of AI technology ethically, effectively, and in accordance with local cultural characteristics.

RESEARCH METHODS

This research uses a descriptive quantitative approach with a positivistic paradigm, which emphasizes the objective measurement of social phenomena through empirical data that can be tested statistically. This paradigm views social reality as something structured, measurable, and can be analyzed systematically to find relationships between variables. The scope of this research focuses on public perceptions of the implementation of Artificial Intelligence (AI)-based dubbing technology in digital media, specifically on the SripokuTV YouTube channel. The research object is the people of Palembang City as a digital media audience who have accessed or are familiar with SripokuTV content.

The study was conducted in December 2025 in Palembang City, South Sumatra Province. The population in this study was the entire population of Palembang City, totaling 1,801,367 people based on data from the Central Statistics Agency (BPS) in 2024. The determination of the number of samples used the Slovin formula with an error rate of 10%, resulting in 100 respondents. The sampling technique used non-probability sampling with a purposive sampling method, namely the selection of respondents based on certain criteria, including: (1) domiciled in Palembang City, (2) at least 17 years old, and (3) having watched or knowing the SripokuTV YouTube channel.

The variable in this study is a single variable, namely the perception of the Palembang City community towards the use of Artificial Intelligence (AI)-based dubbing technology on the SripokuTV YouTube channel. This variable is measured through several indicators adapted from the Technology Acceptance Model (TAM), such as perceived usefulness, perceived ease of use, ease of adaptation, clarity of information, and trust aspects including benevolence, integrity, and competence. The type of data used in this study is quantitative data sourced from primary and secondary data. Primary data was obtained directly from respondents through the distribution of online questionnaires using Google Forms. Meanwhile, secondary data was obtained from scientific literature, books, previous research, official documents, and statistical data from the Central Statistics Agency (BPS).

The data collection technique was carried out using a structured questionnaire (survey) compiled based on the research variable indicators. The research instrument used a Likert scale with a value range of 1–3, namely (1) disagree, (2) neutral, and (3) agree. The questionnaire was distributed through social media such as WhatsApp and Instagram to facilitate respondent reach. The data analysis technique in this study used descriptive statistical analysis with the help of SPSS version 22 software. The analysis stages included validity and reliability tests to ensure the research instrument was suitable for use. The validity test was carried out by comparing the calculated r value with the r table or based on

the significance value (Sig <0.05), while the reliability test used the Cronbach's Alpha coefficient.

Furthermore, descriptive statistical analysis was used to present data in the form of frequency distribution, percentage, mean, median, mode, and standard deviation to describe the characteristics of respondents and the tendency of answers. To determine the overall level of perception, a Likert scale analysis was used. The percentage results were then categorized into three levels, namely: 0–33.33% (disagree), 33.34–66.66% (neutral), and 66.67–100% (agree). This analysis aims to provide a comprehensive picture of public perception towards the use of Artificial Intelligence (AI)-based dubbing technology in digital media.

Table 1. Likert Scale Categories

Percentage	Criteria
0 – 33.33%	Don't agree
33.34 – 66.66%	Neutral
66.67 – 100%	Agree

Source: Sugiono, 2019

RESULT AND DISCUSSION

This section presents the research results and a discussion regarding the perceptions of the Palembang City community towards the use of Artificial Intelligence (AI)-based dubbing technology on the SripokuTV YouTube channel. Prior to the analysis, the research instrument was tested for validity and reliability using SPSS. Of the 27 statement items, two were declared invalid because their calculated *r* value was smaller than the table *r* (0.444), so they were not used in further analysis. The reliability test results showed a Cronbach's Alpha value of 0.957, which means the instrument has a very high level of consistency and is suitable for use.

This study involved 100 respondents across 18 sub-districts in Palembang City. Respondent characteristics indicate that the majority were female (65%), aged 20–29 (58%), had a bachelor's degree (S1/D4) education (68%), and worked as private employees (42%). This indicates that respondents were predominantly of productive age with a relatively high level of digital literacy, making them relevant in assessing the use of AI technology in digital media.

Table 2. Distribution of Respondents per District

No.	Subdistrict	Total population	Distribution of respondents
1	West Ilir Two	69,871 people	4 respondents
2	Gandus	83,882 people	5 respondents
3	Across Ulu Satu	96,058 people	5 respondents
4	Kertapati	99,576 people	6 respondents
5	Jakabaring	94,583 people	5 respondents
6	Across Ulu Dua	106,752 people	6 respondents
7	Plaju	99,559 people	6 respondents
8	West Ilir One	154,738 people	9 respondents
9	Small Hill	38,195 people	2 respondents
10	East Ilir One	66,124 people	3 respondents
11	Yellow	82,167 people	5 respondents
12	East Ilir Two	85,005 people	5 respondents
13	Kalidoni	133,017 people	6 respondents
14	East Ilir Three	74,562 people	4 respondents
15	Sako	117,573 people	7 respondents

16	Complete the Form	70,870 people	4 respondents
17	Sukarami	212,241 people	12 respondents
18	Wide Reeds	116,594 people	6 respondents
Total		1,801,367 people	100 respondents

Source: BPS CityPalembang

Based on the analysis, public perception of AI dubbing technology is generally in the agree category with an average value of 83.86%. The distribution of responses shows that 66% of respondents stated they agreed, 32% were neutral, and 2% disagreed. This indicates that AI dubbing technology has generally been accepted by the public, although some respondents are still in the adjustment stage. A more detailed look at each dimension shows that all indicators are in the agree category with a percentage range of 81.56% to 85.89%. The dimension with the highest value is the aspect of good intentions at 85.89%, followed by honesty of information at 85.00%, while the lowest value is found in professional suitability at 81.56%, although it remains in the positive category.

Table 6. Respondents' responses across all dimensions

No	Dimensions	Mean	Percentage	Category
1.	<i>Perceived Usefulness</i>	5.00	83.33%	Agree
2.	<i>Perceived Ease of Use</i>	5.03	83.83%	Agree
3.	Initial Audience Adaptation	7.51	83.44%	Agree
4.	Comfort While Watching	7.57	84.11%	Agree
5.	Voice Clarity	7.63	84.78%	Agree
6.	Accustomed to being an Audience	7.57	84.11%	Agree
7.	Goodwill	7.73	85.89%	Agree
8.	Honesty of Information	7.65	85.00%	Agree
9.	Professional Eligibility	7.34	81.56%	Agree
	Average		83.86%	Agree

Source: SPSS 22 analysis results

In the perceived usefulness dimension, which scored 83.33%, respondents showed a positive tendency towards the benefits of using AI dubbing. Fifty-three percent of respondents agreed that AI dubbing improves the effectiveness of information delivery, while 47% disagreed. In other indicators, 50% of respondents stated that they enjoyed the content more since using AI dubbing, while 47% disagreed, and 3% were neutral. This indicates that the benefits of technology are felt more in the aspect of the effectiveness of information delivery than in the aspect of viewing enjoyment. This finding is in line with the concept of perceived usefulness in the Technology Acceptance Model (TAM), which states that technology will be accepted if it provides real benefits to users.

In the perceived ease of use dimension, with a score of 83.83%, the majority of respondents stated that AI dubbing made it easier for them to follow the flow of information. Fifty-eight percent agreed, 40% were neutral, and 2% disagreed. Furthermore, 53% of respondents stated that AI dubbing made news language easier to understand, although 41% remained neutral. This indicates that the technology is relatively easy to use, but not yet fully perceived equally by all respondents.

In the initial audience adaptation dimension, which scored 83.44%, 59% of respondents stated they could immediately understand the news delivery using AI dubbing, while 37% were neutral and 4% disagreed. Furthermore, 56% of respondents stated they could enjoy the content without additional assistance. This indicates that the majority of

respondents were able to adapt quickly to the technology, although some still needed some time to adjust.

Regarding viewing comfort, with a score of 84.11%, 54% of respondents felt comfortable watching news with AI dubbing, while 43% were neutral, and 3% disagreed. Furthermore, 60% of respondents stated that the technology allowed them to enjoy the news in a more relaxed manner. This indicates that AI dubbing tends to provide a comfortable viewing experience, although this level of comfort was not evenly distributed across all respondents. Regarding voice clarity, with a score of 84.78%, 60% of respondents stated that they could understand every word well, while 34% were neutral and 6% disagreed. Furthermore, 54% of respondents considered the voice articulation to be quite clear, although 44% remained neutral. This indicates that the AI voice quality is quite good at conveying information, but its consistency still needs to be improved.

In the audience familiarity dimension, with a score of 84.11%, 50% of respondents stated they were starting to get used to the use of AI dubbing, while 48% were neutral. Furthermore, 64% of respondents considered AI dubbing to be a normal part of digital news delivery. This indicates that the technology is starting to be accepted as part of the new habits in media consumption. In the goodwill dimension, which had the highest score of 85.89%, 57% of respondents considered AI dubbing to be used to make things easier for audiences, and 67% stated that this technology helps deliver news more quickly. This indicates that the public has a very positive perception of the purpose of using this technology.

In the information honesty dimension, with a score of 85.00%, 63% of respondents believed that the news content remained factual, and 59% believed that technology did not alter the integrity of the information. This indicates a fairly high level of public trust in technology. Meanwhile, in the professional suitability dimension, with a score of 81.56%, 53% of respondents believed that AI dubbing was able to convey the news well, and 49% considered that the intonation and style of language were adequate. However, this score was the lowest compared to other dimensions, indicating that aspects of professionalism, especially voice naturalness, still need to be improved.

When linked to respondent characteristics, this high level of trust is due to the dominance of the 20–29 age group, which reached 58%. This age group generally has higher digital literacy and is more accustomed to interacting with artificial intelligence-based technology. This makes them more likely to trust AI-based systems, as long as the technology can demonstrate tangible benefits and does not disrupt the information consumption experience. In other words, age contributes to strengthening the perception of the competence and usefulness of AI dubbing technology.

Furthermore, in terms of education level, the majority of respondents with a bachelor's degree (68%) also had an influence on the formation of trust. A relatively high level of education allows respondents to have better analytical skills in evaluating information, so they tend to be more rational in assessing that the use of AI dubbing does not change the substance of the news. This strengthens the integrity dimension, where audiences maintain trust in the accuracy of information even though it is delivered through technology.

In terms of gender, the predominance of female respondents (65%) may also contribute to technology acceptance patterns. Several studies in media communications indicate that women tend to place greater emphasis on clarity of information and comfort when consuming media. This aligns with research findings showing high scores on clarity and comfort, indirectly strengthening trust in AI dubbing technology as a reliable means of conveying information.

Furthermore, when viewed from a professional background, the dominance of respondents who work as private employees (42%) and civil servants/state civil servants (19%) indicates that most respondents come from groups that have a high need for fast and

efficient information. In this context, AI dubbing technology is perceived as being able to meet these needs, thereby increasing audience acceptance. This is in line with the Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1974), which emphasizes that audiences actively choose media that can meet their needs, especially the need for practical and efficient information.

The descriptive statistics show that the mean value for the AI dubbing acceptance variable is 10.03 with a standard deviation of 1.806, while the mean value for the public perception variable is 53 with a standard deviation of 8.749. A negative skewness value indicates that the data tends towards a positive assessment, while a negative kurtosis value indicates a relatively spread out data distribution. Overall, the results of this study indicate that AI dubbing technology has advantages in terms of efficiency, ease of use, and the ability to increase the effectiveness of information delivery, as reflected in the high values in the dimensions of benefits and ease of use.

However, there are still shortcomings in sound quality, particularly regarding intonation and naturalness, as reflected in the lowest score on the professional suitability dimension. This suggests that current technology acceptance is still dominated by functional considerations, while the emotional experience aspect is not yet fully optimized. Therefore, future technology development needs to focus on improving sound quality to make it more natural and improve overall audience comfort.

CONCLUSIONS

Based on the results of research on the perceptions of Palembang City residents towards the use of artificial intelligence (AI)-based dubbing technology on the SripokuTV YouTube channel, it can be concluded that this study successfully answered the main objective, namely to identify the level of acceptance, trust, and audience assessment of the quality of the use of AI technology in news content production. The results show that AI-based dubbing technology has advantages in terms of benefits, ease of use, viewing comfort, and sound clarity, all of which are in the agree category. This finding confirms that functionally AI technology is able to support the effectiveness of information delivery. However, in terms of the quality of expression, intonation, and naturalness of the voice, limitations were still found so that some respondents have not fully equated the quality of AI dubbing with manual dubbing.

Furthermore, the level of public trust and acceptance is considered high, with an average index value of 83.86% in the agree category. This indicates that the use of AI technology does not significantly reduce the credibility of information or media professionalism. However, the presence of respondents in the neutral category indicates that the process of adaptation to new technology is still ongoing among the audience. Overall, the public perception of the use of AI dubbing in Palembang City is positive, with all dimensions falling in the agree category within the index range of 81.56% to 85.89%. This finding reinforces that AI technology has great potential for implementation in the digital media industry. However, the variation in perceptions that still emerge, particularly regarding the aspect of professional quality, indicates that technology acceptance is not yet fully equitable.

Theoretically, this research contributes to the development of digital communication studies, particularly regarding the acceptance of artificial intelligence-based technology in the media. Methodologically, the use of a quantitative approach with perception index analysis provides a measurable picture of audience attitudes. Practically, the results of this study can serve as a basis for media managers in developing technological innovations that align with audience preferences. The limitations of this research lie in the use of a quantitative approach that does not delve deeply into the subjective experiences of the audience, and the limited scope of the research area in Palembang City, thus limiting the generalizability of the results.

Based on these findings, it is recommended that media managers continue to improve the technical quality of AI dubbing, particularly in terms of intonation, expression, and visual alignment. Furthermore, the implementation of this technology must adhere to journalistic ethics to maintain audience trust. Further research is recommended to utilize a qualitative or mixed-methods approach to explore audience experiences in greater depth, particularly regarding emotional aspects and the naturalness of voices. Therefore, this study confirms that the use of AI-based dubbing technology has significant significance in the development of digital media and has the potential for further optimal development in the future.

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