LEGAL AND ETHICAL ASPECTS OF THE USE OF AI TECHNOLOGY IN THE WORLD OF EMPLOYMENT IN INDONESIA

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Abstract

Continuous advances in information technology, such as artificial intelligence (AI), open up new and exciting opportunities for shared value creation among economic actors. However, little is known about the mechanisms and processes of AI-enabled value co-creation. While scholars agree that AI technologies are significantly changing human activities and human capital, we currently do not have an adequate understanding of how humans and AI technologies interact in the co-creation of value. This is the central phenomenon investigated in this Journal. Specifically, using Service-Dominant Logic (S-DL) as a lens, this study investigates the activities, roles, and resources exchanged in AI-enabled value co-creation, using competitive intelligence creation as the research context. The analysis shows that the value co-creation process enabled by AI is a complex interaction between human and non-human actors performing one of six different roles either jointly or independently.

Keywords: *Artificial Intelligence, AI, co-creation, technology.*

INTRODUCTION

Advances in media communications technology, broadcast innovation, and data innovation applications imply that it is almost undeniable that modern PCs and electronic devices use computerized logic (AL) to improve, more powerful and efficient systems. Every electronic gadget and PC has become highly sophisticated with the help of artificial intelligence innovations and is used to make human life easier in various fields of life. As a result, the number of entertainers doing business online is increasing and this has created competition between entertainers in offering goods to buyers. Al with its fundamental point of view can help organizations in running their business, thereby creating a need for its use. However, several weaknesses in the use of artificial intelligence must also be considered, considering that computer-based intelligence does not understand morals or moral feelings.

In the progress of computer-based intelligence innovation there is also what many call the Legitimate View. The legal perspective is that every norm that has been established and what has been formalized or has not been formalized must be obeyed and what is done is in accordance with what is expressed. In the business world, it is also called a legal perspective, which is a standard that is responsible for controlling everything related to the system of implementing activities, exchange, finance, industry related to creation and administration. Apart from that, in Indonesia it is currently very easy for people to continue working and doing business thanks to the rise of innovation which makes human work easier.

Computerized reasoning programming (simulated intelligence) consolidates AI and the capacity to acquire information (self-directed learning) without rule-based programming. Computerized reasoning can include AI, normal language handling, major frameworks, vision, discourse, organization, and mechanical technology. From one point of view, human-made intelligence will bring financial disclosures and provocations that must be alerted to in a timely manner, and on the other hand, it reflects what is happening in the entire reality where there are still huge differences in implementing administrative ways to deal with problems finance. this innovation of computerized reasoning. Based on the description above, the author is interested in conducting research with the title: "Legal and Ethical Aspects of Using AI Technology in the World of Employment in Indonesia".

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Formulation of the problem

Based on the background of the problem described above, the formulation in this research is:

1) What obstacles do Indonesian workers face with the emergence of AI?
2) What are the rules governing the use of AI?
3) How does the Law apply to data protection in artificial intelligence?

Research purposes

In the problem formulation above, the author's aim in conducting this research is as follows:

1) To find out what obstacles Indonesian workers face with the emergence of AI.
2) To find out the rules governing the use of AI.
3) To understand the application of laws regarding data protection in artificial intelligence.

Benefits of research

In this exploration there will be benefits that can be obtained, namely as follows:

1) To provide data on the implications that experts in Indonesia see for the rise of artificial intelligence.
2) Provide data on the principles of monitoring the use of artificial intelligence.
3) To provide data on the utilization of rules with respect to information assurance in human-made reasoning.

Library Objectives

Understanding Legal Aspects

The legal perspective looks at the legal arrangements that must be fulfilled before running a business, apart from that in business the legal perspective is also a standard that is responsible for directing everything related to strategy in carrying out exchanges, monetary, modern activities related to creation, administration, and so on.

Understanding AI Ethics

Morals are virtues and standards that become rules, both for individuals and a group, in controlling activities or behavior. Apart from that, the meaning of morals is to coordinate the progress of society towards a direction or environment that is much more friendly, systematic, precise, peaceful and prosperous. What is meant by Moral intelligence simulation is the moral part that examines morals which are connected to the turn of events, implementation and use of the framework. Computerized reasoning, artificial intelligence morals include contemplation of values, equality, ambiguity, obligation and the social impact of utilizing simulated intelligence. Assuming this is related to current advances in innovation, especially the use of computer-based intelligence innovation, then there are several moral standards:

METHOD

In this diary research, research is carried out through references from libraries and the web so that the creator can obtain complete information.

Data collection technique

It is recorded in the hard copy of this exploration that the information gathering procedure used was through library research and this preparation was completed by reviewing and dissecting various types of reading materials related to research materials such as diaries, books, both on paper. and on the Web. In this way, more complete information or goals can be obtained.

Data Analysis Methods

Examination of the information used is recorded in hard copy form as a result of this exploration is a subjective investigation. Subjective examination means that it focuses more on

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legal examination and is illustrative in nature, while this subjective exploration technique also means describing the investigation of information in a narrative manner. The information obtained is collected and compiled, then arranged in class examples and important illustrations so that it can answer the problems in this diary.

RESULTS AND DISCUSSION
Contents Results and Discussion
"Legal and Ethical Aspects of Using AI Technology in the World of Employment Indonesia".

In 1950, Alan Turing, a British mathematician, led a test, and this test was known as a development test, specifically a PC through a terminal with simulated intelligence programming and at the opposite end there was a terminal with an administrator. Administrators were unaware that computer-based intelligence programming was introduced at the terminal end. They convey where the terminal ultimately reacts to a series of questions asked by the administrator. Strangely, the administrator felt like he was talking to one more admin. That's what Alan Turing felt if a machine would cause a person to accept that he has the choice to talk to other people then it could be said that the machine is basically as insightful as humans. Artificial brain power was first raised by a teacher from the Massachusetts Institution of Innovation named John McCarthy in 1956 at a Dartmouth meeting attended by artificial intelligence experts. Then, at that time, at this meeting the main objectives of man-made had not been fully resolved, one of which was to know and demonstrate the way humans see and plan machines so that they can reflect the way humans behave.

The development of AI is becoming faster because more than 70% of Indonesia's population has become web access clients in the second quarter of 2020, which makes intelligence information simulations increasingly created. However, there are also obstacles experienced by workers in Indonesia with the presence of intelligence innovation simulations. Teacher and scientist from the Bogor Horticulture Institute (IPB) Deniey Adi Purwanto said that the influence of computer-based intelligence in the work area is divided into two posts. From one perspective, many groups predict that simulated intelligence will have a significant impact on employment, as certain types of positions disappear. "Then again, human artificial intelligence replaces some of the errors, which were recently resolved by humans, with work." However, the increase in human artificial intelligence is also leading to new positions opening up, both in one field and another. all over the world," he said in a conversation held by the financial audit agency Indef, Thursday (9/3) evening. Apart from that, there are several different difficulties or obstacles, including:

1. Work distractions: One of the most widely known adverse effects of artificial intelligence is work distractions. As artificial intelligence becomes more sophisticated and capable of performing tasks recently performed by humans, this could cause serious disruption to the job market. Manual work and with new artificial intelligence innovations. For example, store employees have been equipped with a self-checkout framework. Then many banks used computerized systems so they began to reduce the number of front line workers and reduce some branch offices. Many disruptions occur in developed countries, due to society's rapid acceptance and acceptance of innovation. Even so, this disturbance is also starting to have an impact in Indonesia.

2. Protection concerns: As artificial intelligence becomes more widespread, so does the burden of security breaches. Simulated intelligence innovation enhancements often require a lot of information to function properly, and if this information is misused, it can lead to serious protection breaches. For example, Google's innovation organization was in December 2022 fined 50 million Euros by the French information security authority (CNIL) for abusing the security of its citizens by ignoring one of the security guidelines in the European Association, specifically the Overall Information Assurance Directive. (GDPR). Around the same time, Google was fined by legal experts in the US $391.5 million for following people's places without permission.

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a. In Indonesia, increasing artificial intelligence innovation is also believed to be able to maintain the security of its citizens' information and not sell it.
3. Dependence on artificial human intelligence: An adverse consequence of simulated intelligence is an individual's increased reliance on computer-based intelligence which can lead to a reduction in abilities and capacities (soft skills).
4. Security hazards: Artificial intelligence systems are also defenseless against security hazards, such as hacking, which can cause major harm if artificial intelligence systems are used for basic applications such as independent vehicles or clinical findings.

Regarding guidelines for monitoring the use of artificial intelligence, from a legal perspective, intelligence simulations are still regulated in the Data and Electronic Exchange Regulation Number 11 of 2008 or corrections to Regulation Number 19 of 2016 and Unofficial Law Number 11 of 2008. 71 of 2019. Regarding the use of regulations in the field of artificial intelligence, President Joko Widodo stated that Indonesia is currently in the world's combat zone for human-made consciousness (artificial intelligence). The assertion he made at the opening of the BPPT General Workers' Gathering on Jalan 8 in 2021 was accompanied by a warning that Indonesia should not only be a buyer of innovation carried out by outsiders. This means that Indonesia must also have the option to develop computer-based intelligence that can provide benefits to the nation and the world. Article 21 of the ITE Regulations touches on electronic plans for conducting electronic exchanges. In the ITE Regulations, electronic specialist providers are essentially electronic framework providers. Why? This is because the electronics specialist is actually a kind of electronic framework board. And that means, all the privileges and commitments of the electronic framework administrator apply mutatistically to the electronic specialist administrator. Every electronic framework maintainer must guarantee that the framework used runs securely, reliably, and streaming. Therefore, all legitimate results carried out through the Electronic Expert are the obligation of the Electronic Expert Coordinator.

After dissecting the characteristics of artificial intelligence and the definition of Electronics Expert in the ITE Regulations, it can be assumed that simulated intelligence really means the meaning of Electronics Expert. This means that every legal commitment and legal obligation of Electronics Specialist is attached to the supplier of artificial intelligence gadgets. Computer-based intelligence is an electronic framework device for handling electronic data according to a substance (legitimate subject). This means that those who follow the development of electronic gadgets now have responsibilities as electronics experts and electronic system managers. Deviations in the use of computer-based intelligence may result in criminal penalties, this has been proven in (hypothetical) research tests. The main examination was carried out by two computational social researchers Seymour and Tully, in this exploration artificial intelligence was used as an instrument to persuade web-based entertainment clients to utilize a combination of phishing in messages and efficiently crafted messages.

Each message is created using AI strategies that are applied to the client's way of behaving and previous public profiles, the substance in each message is aimed at each individual thereby expanding the victim's expectations to utilize the message. Assuming victims intercept the phishing connection and fill in their own information into it, lawbreakers will obtain individual data that can be misused for certain criminal actions (Seymour and Tully, 2016: 37). Guarantee of individual information in an electronic framework is currently regulated in the Guidelines for Imam Correspondence and Data (Permenkominfo) Number 20 of 2016 concerning Security of Individual Information in an Electronic Framework. So what is meant by personal information as intended in Article 1 number 1 is "certain single information that is stored, maintained continuously as evidence and kept as secret". The regulation and security of personal information in the digital world in accordance with Fragmented Law 20 of 2016 is as follows: Article 68: "Control of Individual Information, Individual Information Processors, and Third Parties.

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CLOSING
Conclusion
Considering the conversation understood by the creator above, the objectives that the creator can take from this examination are:
1. It seems that the test or deterrent faced by workers in Indonesia is the decline in open positions.
2. As for the rules for implementing computer-based intelligence regulations, they have not been regulated in the Electronic Data and Exchange Legislation Number 11 of 2008 or its amendments to Regulation Number 19 of 2016 and Unofficial Law Number. 71 of 2019.
3. Article 21 of the ITE Regulations concerns guidelines for electronic experts in carrying out electronic exchanges. In the ITE Regulations, electronic specialist providers are essentially electronic framework providers. Every electronic framework administrator must guarantee that the framework they use functions securely, reliably, and is playable.

Suggestions and Acknowledgments (if any)
After discussing the review so much previously, the author communicates the following suggestions:
1. So that organizations continue to open up the widest possible opportunities for Indonesian workers so that they do not depend on advances in human artificial intelligence
2. So that local areas do not handle the use of artificial intelligence and take advantage of it.
3. With the aim that the use of law in artificial intelligence security is also strengthened to maintain information security or protection.

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