

ABSTRACT

This research examines how creative professionals in the Indonesian advertising industry adopt, evaluate, and negotiate the use of Generative Artificial Intelligence within their creative practices. The development of tools such as ChatGPT, Midjourney, Runway, and Adobe Firefly has influenced how advertising ideas are generated, visualized, revised, and executed, while also raising questions about originality, professional identity, creative control, ethical responsibility, and the sustainability of creative labor. Grounded in a constructivist paradigm, this study applies a qualitative descriptive research design and uses Everett Rogers' Diffusion of Innovation theory as the main analytical framework. The analysis focuses on the innovation-decision process and three researcher-modified innovation attributes, which are relative advantage, compatibility, and complexity. Data were collected through in-depth, semi-structured interviews with six creative professionals working across copywriting, graphic design, illustration, animation, motion graphics, and video production. The findings show that Generative AI adoption in Indonesian advertising develops as a process of selective reinforcement rather than a straightforward acceptance or rejection of the technology. Creative professionals use AI to support ideation, visualization, refinement, and production efficiency, while maintaining human judgment as the main basis for creative quality, brand identity, ethical boundaries, and final decision-making. The adoption process is not linear. It moves through stages of awareness, evaluation, selective commitment, practical implementation, and continued reassessment, each of which is shaped by the specific demands of each creative role, the expectations of clients, and the professional values that informants actively protect. This study concludes that Generative AI functions as a conditional creative support tool whose value depends on professional control, contextual suitability, and responsible integration within the everyday realities of advertising work.

Keywords: Generative AI, advertising, creative professional, Human–AI Collaboration, Indonesian creative industry