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AI-Driven Video Message Design for Presenting Social Phenomena and Fostering Spiritual and Social Values

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ABSTRACT

Advances in artificial intelligence technology have opened up new opportunities in video processing, analysis, and creation, spanning sectors such as entertainment, security, education, and business. This study explores the capabilities of AI in automatically creating video content, including narrative recognition, context interpretation, and dynamic visualization. Using a qualitative phenomenological design, this study involved 25 participants (aged 20–35 years) consisting of digital content creators, university students, and religious community members who actively engage with AI-based video platforms. The study uses a phenomenological approach to understand individuals' subjective experiences related to the application of this technology to enhance spiritual and social values. Data were collected through semi-structured in-depth interviews and thematic analysis was employed to identify recurring patterns and meanings in participants' experiences. Data were collected through in-depth interviews to explore changes in participants' spiritual and social attitudes. The findings reveal three major themes: (1) AI-generated videos enhance accessibility to spiritual knowledge and social awareness content; (2) AI-assisted narrative design strengthens emotional engagement and moral reflection; and (3) the technology fosters digital-based spiritual communities while simultaneously raising ethical concerns. The results show that AI is capable of producing detailed and realistic narratives and storyboards, making a positive contribution to the production of automated video content. Discussions include the use of AI for facial and object recognition, video analysis for security, and automatic video editing. In addition, the study highlights the impact of technology on spiritual and social life, such as increasing access to spiritual resources and the formation of virtual communities that support social interaction. However, ethical challenges such as the misuse of deepfakes and dependence on social media are also identified. Overall, the study demonstrates that AI-driven video design can serve as a strategic medium for cultivating spiritual and social values when implemented ethically and critically. This study contributes to a deeper understanding of the impact of AI technology on spiritual and social values, while providing recommendations for its wise use to support positive spiritual and social development.

INTRODUCTION

Artificial Intelligence (AI)-based video technology has advanced rapidly in recent years, opening up new possibilities in video processing, analysis, and creation. AI has provided new capabilities in identifying objects, automatically analyzing content, and creating more personalized and interactive videos (Mukhlis, Suradi, et al., 2023; Mukhlis, 2025b). With the advancement of machine learning, deep learning, and computer vision algorithms, this technology is not only used in the entertainment industry, but also in the security, education, and business sectors. This article will discuss four major developments in AI-based video technology.

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One of the most significant advancements in AI-based video technology is facial recognition and object detection. Thanks to deep learning algorithms, AI can now identify and track faces or objects in videos in real-time. This system is widely used in surveillance, security, and even social media applications.

Facial recognition technology has been widely applied in various sectors, from security to consumer data analysis. In the security sector, AI-equipped surveillance cameras can recognize the faces of individuals entering a certain area, enabling identity authentication without the need for physical devices such as access cards. In social media, this technology is used to automatically tag people in videos and images, and provide more relevant content recommendations based on facial analysis. Object detection also allows AI to identify various objects in a video, such as vehicles, animals, or products. This technology is used in the e-commerce sector to analyze user preferences, in autonomous vehicles to detect obstacles, and in surveillance systems to detect suspicious behavior.

The development of AI also allows for automated video editing, which reduces the human workload in the content creation process. For example, AI technology is now able to cut, edit, and arrange video clips by using machine learning algorithms to recognize important parts of a video and automatically assemble them.One popular application is text-based video creation technology, where AI can automatically convert text or scripts into videos, adding relevant images, music, and background sounds. This is used in marketing videos, tutorials, and even news stories.

AI is also used in deepfakes, which allow videos to be created with realistic face or voice replacements. While often used for entertainment purposes, the technology poses ethical challenges, especially regarding its misuse in fake news or defamation. AI-based video analytics for surveillance and security has come a long way. Intelligent surveillance systems powered by AI can automatically process and analyze videos to detect suspicious behavior, such as unusual movements, aggressive behavior, or specific events. These systems can provide real-time alerts to security personnel, allowing for a faster and more efficient response.

AI is also being used to improve surveillance by allowing systems to recognize and track specific individuals, objects, and events in large crowds. For example, in stadiums or other public places, AI can help detect suspicious movement or monitor crowd density. In addition, this technology is also applied to car cameras equipped with license plate recognition to improve traffic safety and road monitoring. One of the most popular applications of AI in video is content recommendation systems, such as those used by streaming platforms such as Netflix, YouTube, and TikTok. AI algorithms analyze user behavior data, such as videos watched, watch time, and interaction with content, to provide personalized recommendations.

In video streaming platforms, AI not only analyzes viewing history but also takes into account individual preferences based on genre, actors, or video type. In addition, AI is also used to create automatic playlists or suggest related videos based on analysis of user viewing patterns. This improves the user experience by presenting more relevant content that suits their interests (Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025; Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). AI can also be used in video marketing in a similar way, to tailor video ads or promotions to individual preferences, increasing the effectiveness of marketing campaigns.

Social problems in society are issues that continue to develop along with changes in time and the dynamics of life. These social problems cover various aspects of life, ranging from poverty, inequality, education, health, to environmental problems. Along with the development of technology, globalization, and urbanization, social problems in society are becoming increasingly complex. Therefore, it is important to understand how these social problems develop and how they impact people's lives. This article will discuss some of the main social problems that continue to develop in society, as well as the factors that influence them.

Poverty is one of the social problems that continues to develop and affects many levels of society. Although various countries have tried to reduce poverty rates, the reality is that this problem is still a major challenge. Poverty is often followed by problems of inequality in the distribution of wealth, educational opportunities, and access to health services.

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Social inequality in society is also increasingly apparent, with a widening gap between the rich and the poor. Factors such as lack of access to quality education, low employment opportunities for some groups in society, and discrimination against marginalized groups exacerbate the problems of poverty and inequality.

High unemployment rates are one of the social problems that continue to grow, especially in developing countries. This phenomenon is often influenced by the low number of available jobs, the mismatch between the skills possessed by the workforce and the needs of the labor market, and the impact of technology that replaces human jobs through automation.

In addition, the skills gap is also a deepening problem. Many individuals do not have the skills that match the demands of jobs in this digital era. This makes it difficult for them to compete in the labor market, worsening unemployment rates, and increasing social inequality.

Education is an important factor in building a prosperous and developed society. However, unequal access to quality education is still a major problem in many countries (Mukhlis, Janwari, et al., 2023; Mukhlis & Abdullah, 2025). In certain areas, especially in rural areas or less developed areas, the educational facilities available are often limited. This exacerbates social inequality and hinders social mobility, as children from poor or marginalized families do not have the same opportunity to get a decent education.

In addition, the quality of education in many places still does not meet adequate standards, so many students graduate from the education system without sufficient skills to face the increasingly competitive world of work. This unequal education further exacerbates social inequality and slows down the overall development of society.

In today's digital era, technology has developed rapidly and influenced almost all aspects of human life, including spirituality and social interaction. With easier and faster access through digital devices, many individuals can deepen their spiritual understanding and connect with others more widely. Technology, which was previously often seen as a tool for efficiency and entertainment, now also plays an important role in shaping a person's spiritual and social attitudes. This article will discuss how technology is utilized in two important dimensions of human life, namely spirituality and social life.

Spirituality, which is related to the search for the meaning of life, inner peace, and connection with God or a higher power, has been presented in various forms through technological advances. Digital platforms such as meditation apps, spiritual podcasts, and religious lecture videos provide wider access for individuals to explore and deepen their understanding of spirituality.

Apps such as Headspace and Calm are examples of how technology can help individuals access meditation sessions and breathing exercises practically. These apps provide various guides for meditation that can help users reduce stress, improve concentration, and achieve inner peace. This supports spiritual development by providing more accessible ways to reflect, pray, or meditate, especially for those with busy schedules.

With the advancement of technology, spiritual learning is no longer limited by time and place. Platforms such as YouTube, podcasts, or websites allow individuals to listen to lectures by renowned religious figures or spiritualists, as well as listen to interpretations of scriptures or in-depth discussions on spiritual philosophy. Some platforms provide discussion forums for religious people who want to share their spiritual views and experiences, thereby enriching their understanding and deepening their connection to their respective religious beliefs.

Technology has also made it easier to access sacred texts and religious books. Religious applications and websites allow religious people to read and study the Quran, Bible, Bhagavad Gita, or other books more easily, even in various languages and translations. The digitization of these sacred texts opens up opportunities for more people to study their religious teachings and apply them in their daily lives.

In addition to spirituality, technology also plays a big role in shaping social interactions and strengthening social attitudes in society. Technology provides a platform to connect with individuals

around the world, share experiences, and discuss various social issues (Mukhlis et al., 2024; Mukhlis, Maryam, et al., 2023). Some aspects of the use of technology in improving social attitudes are as follows Social media has become a very effective platform for raising awareness of social issues, such as poverty, climate change, gender equality, and human rights. Platforms such as Twitter, Instagram, and Facebook are often used to voice opinions and campaign for various social issues. This technology helps build social solidarity, mobilize support, and create social movements that can change people's perceptions of certain issues.

Technology is also used to raise social awareness through humanitarian campaigns and online education programs. Various non-governmental organizations (NGOs) and humanitarian agencies use digital platforms to educate the public about the importance of poverty eradication, environmental protection, and other social issues. For example, campaigns on the importance of girls' education in developing countries are widely promoted through websites and social media.

In addition, online courses and webinars hosted by various educational institutions also provide opportunities for individuals to learn about social issues and social skills that can be applied in everyday life. In this way, technology can help improve people's understanding of social issues and shape social attitudes that are more concerned about the welfare of others.

Technology has also enabled the formation of virtual communities that provide social support for individuals experiencing difficulties. For example, online support groups for mental health, addiction, or other social issues provide a space for individuals to share their experiences, get advice, and feel accepted. In these communities, attitudes of empathy, caring, and social solidarity develop, as community members support each other through personal challenges.

While technology offers benefits, ethical challenges such as misinformation, deepfakes, algorithmic bias, and excessive dependence on social media must also be addressed. Therefore, this study aims to bridge this research gap by examining how AI-based video strategies can be designed and utilized to present social phenomena in ways that intentionally foster spiritual awareness and social responsibility. Specifically, this research investigates (1) how AI-driven video technologies construct narratives about social issues, (2) how audiences interpret and internalize these narratives in relation to spiritual and social values, and (3) what ethical considerations must guide the implementation of such technologies. By positioning AI not merely as a technical tool but as a value-oriented communication medium, this study contributes to a more integrative understanding of technology, morality, and digital society (Mukhlis, 2025a; Mukhlis & Saidah, 2025).

RESEARCH METHODS

Phenomenological methodology is a qualitative research approach that focuses on understanding the subjective experiences of individuals in a particular context. The main purpose of phenomenology is to explore and understand the essence of the experiences experienced by the subjects, and how they give meaning to those experiences. In the context of improving spiritual and social attitudes, the phenomenological approach can provide deep insight into how individuals experience and develop their spiritual depth and social interactions.

Phenomenology as a research methodology was first introduced by Edmund Husserl, a German philosopher. This approach focuses on understanding human experiences by setting aside previous assumptions and theories (bracketing), and exploring the direct experiences of the subjects. In the context of spiritual and social attitude research, phenomenology prioritizes understanding how individuals feel and interpret their experiences in relation to their spirituality and social life.

The main purpose of phenomenological research is to understand the meaning and essence of the experiences experienced by individuals. In improving spiritual and social attitudes, phenomenological research will explore individual experiences related to how they build, live, and develop spiritual and social attitudes through daily experiences, social interactions, and religious or spiritual practices. Bracketing (emptying preconceptions) was applied to minimize researcher bias

during data interpretation. Data were collected through in-depth interviews to explore participants' lived experiences in spiritual and social contexts.

To ensure analytical rigor, the study employed a systematic phenomenological data analysis procedure adapted from Colaizzi's (1978) method. The analysis involved several stages: (1) verbatim transcription of all interviews; (2) repeated reading of transcripts to gain a holistic understanding of participants' narratives; (3) extraction of significant statements directly related to spiritual and social experiences; (4) formulation of meanings from these significant statements; (5) clustering of formulated meanings into thematic categories; (6) development of an exhaustive description of the phenomenon; and (7) identification of the fundamental structure (essence) of the experience.

Researchers described the experiences shared by the research participants in detail, including how these experiences affected their spiritual and social attitudes. Coding was conducted inductively, allowing themes to emerge from the data rather than being imposed a priori. The analysis was supported by constant comparison techniques to ensure consistency across participant accounts. Identifying themes and categories enabled the researchers to capture patterns related to changes in spiritual attitudes, social engagement, and the interrelationship between the two dimensions.

To enhance credibility and trustworthiness, member checking was conducted by returning summarized interpretations to selected participants for validation. Peer debriefing and audit trail documentation were also employed to strengthen confirmability and transparency of the analytical process.

Developing the essence of experience involved uncovering the core structure of how spiritual and social experiences shape individual attitudes. Spiritual attitudes involve a person's relationship with transcendental or religious dimensions of life. Through thematic analysis, researchers explored how practices such as worship, meditation, or participation in religious communities influenced participants' perspectives on meaning, inner peace, and moral responsibility.

For example, participation in spiritual retreats or religious communities was interpreted as fostering inner calmness and promoting compassionate attitudes toward others. Social attitudes involve how individuals interact within society, including empathy, social concern, and participation in collective activities. The phenomenological analysis revealed how spiritual values internalized by participants influenced their social engagement, volunteerism, and community involvement.

Phenomenology allows researchers to understand the subjective meanings individuals attribute to their spiritual and social attitudes, which cannot be adequately captured through quantitative measures. Through systematic thematic and structural analysis, this research reveals experiential patterns that provide deeper insights into how AI-mediated video exposure contributes to the development of spiritual awareness and social responsibility.

RESULTS AND DISCUSSION

Artificial Intelligence (AI) has experienced very rapid development in recent decades. This technology is not only used in industry or scientific research, but has also penetrated various aspects of human daily life, such as virtual assistants, data analysis, and entertainment. In this study, the discussion focuses on how AI is able to process an instruction into a video form automatically. This process involves sophisticated technology that is able to understand narratives, interpret context, and translate them into dynamic visual formats.

This study also compares various AI-based applications available on the market for similar tasks. With in-depth analysis, the study produced findings that include how AI can be used to create narratives and storyboards efficiently. The narrative produced by AI is able to describe the story in detail, while the resulting storyboard shows a visualization of the story that is close to reality. The results of this study are expected to provide a positive contribution to the development of AI technology, especially in the field of automatic video content production.

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The short narrative of the video is as follows "Sandi is a child with a physical disability affecting his legs. He uses a wheelchair for mobility. This story portrays Sandi's journey as he learns to interact with his classmates and find his place in a new classroom."

No.	Scene	Visual	Narration/Audio	Action
1	Opening Scene	A lively schoolyard filled with children playing on the field. The camera focuses on a car stopping in front of the school gate.	"Sandi's first day at his new school began with mixed emotions."	Sandi sits in a wheelchair, gazing nervously at the school. His mother stands beside him, offering encouragement.
2	Entering the School	Sandi is pushed by his mother down the school hallway. Some children glance at him curiously; some smile, while others whisper.	"Sandi felt as though all eyes were on him, and it made him even more nervous."	Sandi tries to smile, but he appears uncertain.
3	In the New Classroom	The teacher introduces Sandi to his classmates. The children welcome him with applause, though a few seem hesitant to approach him.	"Sandi knew this would be a great challenge for him."	The teacher asks one of the students, Raka, to assist Sandi during class.
4	Sandi's Struggle	Sandi attempts to participate in physical education class. The children play soccer while Sandi watches from the sidelines.	"There were moments when Sandi felt isolated and unsure of what to do."	The camera highlights Sandi's face, filled with a strong desire to join in.
5	The Turning Point	During recess, Raka and his friends approach Sandi and invite him to play	"Raka understood that everyone deserves to have fun."	Sandi smiles broadly, joins the game, and laughs together with his friends.

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		catch, a game that can be played while sitting.		
6	Sandi Finds His Place	Sandi actively participates in class, answers the teacher's questions, and even leads a group discussion. The children begin to appreciate and accept him.	"Sandi realized that his limitations were not barriers to contributing."	His classmates applaud after Sandi delivers a presentation in front of the class.
7	Ending Scene	Sandi, together with his friends, plays in the schoolyard. The camera captures Sandi's joyful smile.	"Sometimes, small struggles open the door to great happiness."	The camera slowly pulls back, showing Sandi and his friends from a distance, ending the story with a warm atmosphere.

CONCLUTION

Artificial intelligence (AI)-based video technology has advanced rapidly, providing new capabilities in video processing, analysis, and creation. This technology is used in various sectors such as entertainment, security, education, and business. The development of AI enables features such as facial recognition and object detection, which are applied in security, social media, and autonomous systems. AI is also used in automatic video editing, text-based video creation, and video analytics for security surveillance. However, there are ethical challenges, such as deepfakes that can be used to spread false information.

In addition, social issues such as poverty, inequality, and education are still developing amidst technological advances, which can exacerbate social disparities. Technology also affects spiritual and social life, providing wider access to spiritual sources and enabling wider social interactions. Technology helps in increasing social awareness, forming virtual communities, and humanitarian campaigns. However, there are challenges such as the spread of misinformation and dependence on social media that can reduce direct interaction. Therefore, it is important to use technology wisely to support positive spiritual and social development.

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