



Nagita Ratna¹
 Usuluddin²
 Hamzani Wathoni³
 Ari Prasetyaningrum⁴

STUDENTS' PERCEPTION TOWARDS THE USE OF ARTIFICIAL INTELLIGENCE (AI) AURIS IN SUBTITLING

Abstract

Penelitian ini bertujuan untuk mengetahui persepsi siswa terhadap penggunaan Artificial Intelligence (AI) Auris dalam subtitling. Penelitian ini menggunakan metode deskriptif kualitatif. Partisipan dari penelitian ini adalah mahasiswa Universitas Hamzanwadi yang memiliki pengalaman menggunakan AI Auris yang berjumlah empat orang. Hasil dari penelitian ini menunjukkan bahwa AI Auris memiliki beberapa kelebihan dan kekurangan seperti: waktu yang kurang atau efisien, kemudahan dalam penggunaan, mendapatkan nilai yang baik, akurasi yang kurang dari 100%, memberikan durasi yang pendek dan mengunggah video yang panjang. Dapat disimpulkan bahwa AI Auris atau bahkan AI lainnya akan memiliki kelebihan dan kekurangan, tetapi penggunaan Auris untuk subtitling cukup memuaskan bagi mahasiswa.

Kata Kunci: Artificial Intelligence Auris, Pendapat siswa, subtitle.

Abstract

This study aims to determine students' perception towards the use of Artificial Intelligence (AI) Auris in subtitling. Descriptive qualitative was used in this study. The participants of this study were hamzanwadi university students who had experience using AI Auris, involving four people. The results of this study show that AI Auris has several advantages and disadvantages such as: less or efficient time, ease of use, get good grades, less than 100% accuracy, short duration provision and long video upload. It can be concluded that Artificial Intelligence (AI) Auris or even other AI will have advantages and disadvantages, but the use of Auris for subtitling is satisfactory for students.

Keywords: Artificial Intelligence Auris, Students' perception, Subtitling.

INTRODUCTION

Since the rapid development of technological innovation, all parts of human life around the world have been facilitated by the influence of mechanical progress. Tri et al (2021) All aspects of life are affected by mechanical developments, including economics, government, jobs, culture and even in the world of education. Mechanical development is called by human as the artificial intelligence which enhances data and correspondence innovation that has appeared over the last decade.

Artificial intelligence (AI) is the development of computer systems that are programmed or designed to think and act like humans, such as understanding natural language, recognizing patterns, and making decisions. The imitation of human intellectual processes by machines, particularly computer systems, is known as artificial intelligence (Zhang & Lu, 2021). Furthermore, according to Brooks (2018) artificial intelligence is an improvement of computer innovation that is added to a framework that can be placed in a logical environment or it can also be called the mental capacity of logical elements. Thus, from the information above it can be conclude that Artificial intelligence refers to technology that can replicate human beings in a variety of ways, such as learning, drawing its own conclusions, seeming to comprehend complex material, conversing naturally with people, improving human cognitive function, or taking the place of humans in the performance of nonroutine tasks. With it, people today also

^{1,2,3,4}Pendidikan Bahasa Inggris, Fakultas Bahasa, Seni dan Humaniora, Universitas Hamzanwadi
 email: nagitaratna162@gmail.com, usuluddin@gmail.com, hz.wathoni@hamzanwadi.ac.id,
 rheafanny1981@gmail.com

can easily create any image in seconds with only a few commands, able to aid in the process of creating long writings and is widely used for transcription, translation, and subtitling.

Subtitling is something that is very close to today's life to allow people to read and understand what is being said, even if they don't understand the speaker's language. Wigraha & Puspani (2022), who states that Subtitling is the process of adding text to any audio-visual media to express the message that is being spoken. Subtitling is the process of translating spoken dialogue into written text on the screen (Cintas & Remael, 2020). Subtitling is the process of converting spoken conversation into text that is displayed on the screen, usually at the bottom (Abdelaal, 2019). It means, Subtitling is the step of adding textual dialog to audio-visual material to reach a wider audience that may be hindered by language differences.

In addition to its role in overcoming language differences, subtitling is one of the applications that artificial intelligence offers to increase human productivity. Artificial intelligence (AI) auris is one of the many artificial intelligences (AI) subtitling's that are available on the Internet. Auris AI is an AI-powered tool that provides automatic transcription and subtitle generation services. It transcribes audio and video content into editable text, allowing users to easily edit and customize the subtitles that are created. Auris AI also has a feature for adding subtitles to videos, making videos more accessible and providing a better experience.

Since it can improve the accuracy and speed of subtitling, this technology has become very popular. Soe et al (2021) The Artificial intelligence methods based on machine learning are still not sufficiently reliable in terms of producing perfect or acceptable subtitles. However, Artificial Intelligence Auris is a programmed technology and needs to be developed regularly. There are flaws in one or more of the following areas: language recognition, syntax recognition, context awareness, and word recognition with diverse meanings. As a result, transcription mistakes may cause the quality of the generated subtitles to differ from the intended one.

Despite the problem, the use of Artificial Intelligence auris in subtitling has been used by various users, including individuals, educators, students, and companies in various industries such as media, finance, and pharmaceuticals. In addition, how correct, efficient, fast, and high quality are the subtitles generated by AI Auris based on users' experience. the use of Artificial Intelligence auris in subtitling has been used by various users, including individuals, educators, students, and companies in various industries such as media, finance, and pharmaceuticals. According to Monika (2019), there are several important roles of subtitling, such as the following points;

1. Subtitling for the Deaf and Hard of Hearing (SDH) is essential for people who are deaf or hard of hearing. Captions provide them with access to essential information and entertainment.
2. Subtitled are added to movies and TV shows so that a wider audience can understand and enjoy them. Speakers of other languages can enjoy movies and shows on Netflix and Amazon because they are subtitled in their language. Viewers can better understand and relate to the dialog in their own language.
3. Subtitles for such movies can be helpful for the viewer's understanding of the context.
4. Subtitling can help with comprehension. More than 60% of YouTube viewers are non-native English speakers. They cannot understand phrases like raining cats and dogs, first base, fell off the wagon, take a rain check, break a leg. Most of them may take the literal meaning. But if the YouTube videos have subtitles, they can understand them better

In this study, the researcher focused on students' perception of their experiences as the Auris users' for doing their subtitle projects. Because nowadays, students are more often given projects than assignments (Rineksiane, 2022). In subtitling, students are faced with the problems of the subtitles process, including the process of determining the entry and exit time, so that the subtitles are synchronized with the audio, translating from the source language, sentence structure for understanding and the overall flow of the dialog, finally simulation, playback with subtitles on the video screen in the final product. This caused the researcher was interested in conducting research entitled "Students' Perception of The Use of Artificial Intelligence (AI) Auris in Subtitling" to know how the students' perception towards the use of artificial intelligence (AI) Auris in subtitling

METHODOLOGY

In this research, the researcher used descriptive qualitative as the research method. Descriptive qualitative aims to understand a phenomenon by examining its features and qualities. The participants of this study from the students of Hamzanwadi University, especially the students who have the experience of using the artificial intelligence (AI) Auris. The research took 4 students who have used Auris. Through interview and questionnaire, data was gathered. , The interview with the researcher around 5-6 minutes. A phone cell recorder used throughout the interview to make sure everything goes without incident and to make the data review process easier. A questionnaire gathered. After that the categorized as positive and negative responses.

RESEULT AND DISCUSSION

Results

To start with, the present researcher presents the results obtained from data collection to answer the research questions.

1. Questionnaire results

Based on the questionnaires that have been distributed to students, researcher obtained varied opinions regarding students' perception of the use of artificial intelligence (AI) Auris in subtitling. In this questionnaire, researchers asked 10 questions related to students' perception of the use of artificial intelligence (AI) Auris in subtitling, and there were 4 respondents who had experience using AI Auris in subtitling classes. The researcher divided students responses into two forms of questionnaire, which included yes or no The results of the questionnaire are shown in the following table.

Table 1. The percentage of each item to students' perception of the use of artificial intelligence (AI) Auris in subtitling.

No	Questions	Yes	No	Percentage
1	Using AI Auris will help me study more effectively and efficiently.	✓		100%
2	AI Auris will help me complete tasks more quickly and easily.	✓		100%
3	AI Auris will help me achieve better grades.	✓	✓	75% and 25%
4	I feel comfortable using AI Auris to complete tasks.	✓		100%
5	I do not need much effort to learn for using AI Auris	✓		100%
6	I find AI Auris easy to understand and use.	✓		100%
7	I would recommend AI Auris to my friends.	✓		100%
8	I will use AI Auris again if they need a subtitling tool.	✓		100%
9	Do students 100% trust AI Auris in automatic subtitling?		✓	100%
10	I think AI Auris will be a valuable tool for subtitling.	✓		100%

Based on the table above, Students responded more positively to the use of AI Auris for subtitling. On the other hand, the results also showed that 75% of the students agreed that AI Auris helped them to get better grades, while only 25% of the students disagreed with the following statement. In addition, students were less satisfied with the level of accuracy produced by Artificial Intelligence (AI) Auris with 100% percentage.

2. The Result of interview

After collecting data through questionnaire, the researcher conducted face-to-face interview with four students in the subtitling class on 2nd July 2024 to find out the students' perception on Artificial Intelligence (AI) Auris in subtitling. The interview was recorded using a

handphone recorder and consisted of nine questions. The table below is the student responses compiled from the interview.

Table 2. The result of interview

No	Questions	Participants answer
1	How do students perceive the ease of use of the auris AI-based system in subtitling?	I think it is good and helpful for students to shorten the time for doing the subtitling because in Auris I upload the video and then wait for a few minutes and the result will appear.
2	Do you feel that using AI auris helps you with subtitling more efficiently?	Yes, of course, because it helps me to do my assignment and pressed our time for doing it.
3	Is the ai auris auto subtitling result 100% accurate without editing?	Not, because based on my experience when I used Auris, I still need to do manual editing in some words such as subject, pronouns errors.
4	What are students' attitudes towards the use of AI technology in their learning context?	It is a positive effect based on my experience, because it is very useful for us as the students, But I also cannot always use the AI to do all my tasks.
5	How do students perceive the benefits of using AI auris in subtitling?	The benefits of using AI Auris are helpful. AI Auris is not time consuming, so it is not wasting our time, making things easier for us, saving energy and getting the good score.
6	What do you like about using Auris' AI for subtitling?	I like the ease of using it that makes my subtitling easier, only upload the video then AI will generate the information. AI Auris also has several features and provides various languages.
7	What do you dislike about using AI Auris for subtitling?	There are several things that I do not like such as I do not like the short duration that we only can upload 10 minutes, I have to re-upload the video if there is a language error when uploading which takes time and subtitle results that should be checked.
8	What do you expect from AI Auris in the future for subtitling?	I expect that in the future, Auris will provide long-duration video, video uploads that are not too long by reducing the video resolution a little, and perhaps Auris can add subtitles for traditional languages, not just global languages.
9	Is AI Auris a good idea for subtitling?	Yes, it is a good idea because it is very efficient. But it is not 100% accurate, it still needs to be corrected.

Based on the tables above, the researcher found that, even though Auris is not 100% accurate and needs to be checked to correct some errors, students still like to use it due to the easy steps to use it, which reduces the processing time compared to the manual method. In other words, Auris AI is quite efficient, and students get good grades.

Discussion

1. Reducing the work process

From the results of the interview, it was found that AI Auris is very useful and good. The students felt helped in the subtitling task with the AI Auris. The use of artificial intelligence helps humans to save time spent (Hassani et al., 2020). AI Auris only takes a short processing time that is not reaching one day, which is very efficient in terms of time and energy used.

2. Ease of operation

Simplicity of use is the reason why students use AI Auris. According to Shin (2021) Simplicity of use of AI is one of the most important things that users consider. Because users use AI to make their work easier rather than wasting time using it. This is the reason students

prefer Auris' AI, just upload a video after language selection and Auris will automatically display the subtitles.

3. Auris AI preferred, even though it is not 100% accurate

Students like to use Auris AI even though the results are not 100% accurate. (Lucci et al., 2022) artificial intelligence technology will not produce something that is 100% accurate like people do. Because in the last step, students must check some words that do not match the audio-video available. However, it is much easier than doing it manually.

4. Do not trust Auris AI 100%

The students felt that the use of Auris AI was very helpful for the task, but they did not trust the results 100%. (Kaplan et al., 2023) Despite the students thought that AI was extremely helpful for their project, they were not completely trusting in the outcomes. Therefore, they double-checked and found some errors in the use of subject and pronouns. Because the students think that they cannot always use or trust the AI for their tasks. In other words, the students also try their best with their own skills.

5. Short duration and length of video uploads

On AI Auris, the maximum duration of videos that can be uploaded is only 10 minutes. Students feel that the duration is too little if it is only possible to upload 10 minutes of video, especially for students who are sometimes given assignments with a duration that exceeds the maximum limit. In addition, uploading videos to Auris AI takes quite a bit of time, so students must anticipate language selection errors because if that happens students need to upload the video again.

CONCLUSION

However, based on data were found the researcher concluded that:

1. Students' opinions on the use of AI Auris for subtitling are good, due to several advantages that the students obtained, such as: short or efficient time, ease of use and good grades.
2. The accuracy of the Auris AI and the students' trust in the AI results are not 100% since the students still double-check and manually edit some words before saving the video. In addition to the lack of video duration provided and the need to minimize language errors to avoid re-uploading.

The results of this study showed that the use of AI Auris was quite helpful for the students in the subtitling task. On this basis, the recommendation that when AI Auris is developed further, it should include local language options in addition to global languages to make it more appealing to diverse groups.

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