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To create an advertising campaign, the ideation process, in which creativity is produced, is essential (Rossiter, 2022). In digital advertising, however, creativity is also shaped by audiences through digital interaction (Lee & Lau, 2018). It also demands tighter deadlines and additional pressure to deliver measurable results (Goor et al., 2022). At the same time, artificial intelligence (AI) is transforming creative work by supporting idea generation, content production, and campaign optimization. While AI supports productivity, it also raises questions about the changing role of human creativity within digital advertising agencies.

This research examines how creative teams in digital advertising agencies use AI in their creative process and how AI affects their creativity. Case studies were conducted with four local and multinational digital agencies in Jakarta, Indonesia, with the following criteria: have been running their business for more than five years, are active, handle big companies, and social media management is part of their service. Indonesia was chosen because it has 143 million social media users, or 50.2 percent of the total population, in 2025. To have different perspectives from each role, I conducted focus groups with eleven creative professionals, divided into three sessions: among Creative Directors, Art Directors, and Copywriters. Most of the participants have long experience in advertising agencies and worked before AI existed, which is beneficial for this study.

One interesting finding is that many creative professionals are beginning to question their identities, particularly for Art Directors and Copywriters. They ask themselves whether they are creative people or merely AI-prompts. These questions reflect a deeper concern about authorship, originality, and the value of human creativity. AI can assist the creative process, but it cannot fully replace human experiences, emotions, or cultural understanding.

Keywords

creativity, digital agencies, AI in advertising

References

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