# COMMUNICATION PROGRAM PLANNING STUDY: THE EFFECT OF THE USE OF CHATGPT ON EDUCATION TO ENCOURAGE RESPONSIBLE AND ETHICAL LIFELONG LEARNING

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**Abstract**
Technology, which continues to develop along with the advancement of science, plays a key role in improving the understanding of science in education. Artificial intelligence (AI) is playing a key role in the transformation of education, and ChatGPT, as a generative language model, opens up new opportunities for innovative learning experiences. The determination of strategies in communication planning is always related to the elements of communication. The purpose of this study is to find out how the role of Communication Program Planning Studies has the Influence of the Use of ChatGPT on Education to Encourage Responsible and Ethical Lifelong Learning. The research method uses a descriptive qualitative method. The data used is secondary data, the researcher uses 16 articles and appropriate books as a reference in writing scientific papers. The results of this study show that the presence of ChatGPT is the result of the implementation of communication program planning that has received a positive response from various circles, namely students, students, and educators.

Keywords: ChatGPT, Education, Communication Program Planning

## 1. Introduction

Technological advances in the era of globalization have a wide impact, including in the fields of politics, economy, social, culture, art, and education. Technology, which continues to evolve as science advances, plays a key role in improving the understanding of science in education. Although it helps create innovation and make everyday life easier, educational technology has not completely changed the role of educators. Teaching activities still depend heavily on the role of teachers, although technology has provided significant support in completing tasks.

Wijaya, I. S. (2015) The determination of strategies in communication planning is always related to communication elements. Harold D. Lasswell's definition of communication states that an effective method of describing communication is through understanding the answers to the following questions: Who Says What in Which Channel to Whom With What Effect?

Nuraeni & Astriani (2023) explain the planning model from Hafied Cangara (2013) in his book "Planning and Communication Strategy" proposes a planning model with several steps, including: Identification of the target audience (audience). This process involves mapping stakeholders to determine whether the target audience is an individual or a group. Dealing with individual and group audiences requires different preparation as the responses can vary. The position of the target audience determines the communication planning that will be used.

Setting goals to be achieved. After having an idea of your target audience, the next step is to set the goals you want to achieve. Goals should be clear and change What is desired must be readable, requiring a high commitment to push towards this goal. Message formation. By understanding the type of audience and the purpose of the activity, communication planning should be able to choose a message that fits the knowledge, needs, and experience of the target audience. Because every audience has diversity, it is necessary to have a message key that suits them.

Selection of the right media or channel. The selection of channels should be based on an understanding of field information, including whether the target audience generally knows and uses the media to be used in the activity. Evaluate the successes achieved. At this stage, the communication program that has been carried out needs to be evaluated to assess the extent of success that has been achieved. Evaluation includes whether the audience has received and understood the message conveyed and whether there has been a change in behavior and attitude in accordance with the program's objectives.

ChatGPT, an advanced language model, has changed the paradigm of natural language processing with its ability to generate text that resembles human writing in a coherent context. Its outstanding performance in a wide range of tasks and language evaluations makes it one of the most leading language models in the world. This advantage opens up new opportunities in human interaction with artificial intelligence, allowing for more natural and intuitive communication. ChatGPT's advanced language modeling capabilities have the potential to change the way we communicate with computers and machines, brings a positive impact through the facilitation of more natural and intuitive interactions. (Roumeliotis & Tselicas, 2023)

The rapid development of artificial intelligence (AI) has become an integral part of people's daily activities, although concerns have arisen due to a lack of adequate understanding of its use. The public needs to have a good understanding of the functions and impacts of AI to overcome this problem. Among students, the advancement of AI has the potential to replace the role in the creation of creative works such as scientific and academic writing. However, the current development of information and communication technology also has a negative impact on the world of education, especially the decline in student ethics. Good ethics are important in education, including norms, regulations, and standards of behavior, such as respecting honesty, adhering to scientific norms, and staying away from the practice of plagiarism. Students need to adhere to academic ethics to ensure integrity in their educational lives.

Devlin et al., (2018) revealed that in the modern era, artificial intelligence (AI) plays a key role in the transformation of education, and ChatGPT, as a generative language model, opens up new opportunities for innovative learning experiences. AI products such as ChatGPT, developed by OpenAI, reflect rapid advances in AI technology. Furthermore, according to Dale, (2021) Generative Pre-Trained Transformer (GPT), like GPT-3, is a form of AI capable of generating human-like response text. The development of ethics in AI, especially related to the application of GPT-3, is the focus of scrutiny and attention. OpenAI shows awareness of responsible use in developing AI technology. ChatGPT is known for its ability to generate text similar to human writing styles. Its advantages make it useful in a variety of situations, such as article writing, everyday conversations, and providing support in answering questions. The system can analyze students' learning styles and provide individualized recommendations and support to achieve learning goals. (Lund & Wang, 2023)

## 2. Theoretical Background

In communication program planning, there are several communication theories that can be the basis of strategies and approaches. The selection of this communication theory can vary depending on the communication objectives, audience, and specific context of the program. Eric Berne (1960), Transactional Analysis Theory as a transactional structure analysis systematics, includes aspects of personality and social dynamics that are arranged on a clinical basis and is a form of rational therapy that is easy to understand and able to adapt to the client's background. Transactional analysis is a psychotherapy approach that emphasizes interactional relationships. Transactional itself is intended as a communication relationship between individuals. This theory is used to find out the form and content of the message conveyed in a communication.

Communication Program Planning (PPK) is a design to campaign, socialize, or promote a "product" to its target audience with a specific purpose. In making PPK, it is necessary to consider the perspectives and communication approaches used, both single and integrated approaches. The choice of communication strategy must be careful because it can have a fatal impact, especially in terms of time, material, and energy. The concept of communication strategy is an important part of planning to achieve campaign goals, while strategic planning is a long-term communication policy. (Ibn Hamad, 2018:1.4)

Based on the background and comparison of previous research, the researcher chose the title The Influence of the Use of ChatGPT on Education to Encourage Responsible and Ethical Lifelong Learning (Mhlanga, D. 2023), by adding a Study on Communication Program Planning and Transactional Analysis Theory as a development of previous research, because in Indonesia there are still not many discussions about the influence of the use of ChatGPT. This study aims to find out several things, namely: 1) How the role of communication program planning studies affects the use of ChatGPT in education, 2) How the role of communication program planning studies on the use of ChatGPT in education can influence learners' behavior in undergoing lifelong learning with high responsibility and ethics, 3) How does the role of communication program planning studies affect the use of ChatGPT in the context education can influence students' motivation and interest in responsible lifelong learning, and 4) how the role of communication program planning studies on the use of ChatGPT in the context of education can affect the motivation and interest of educators in responsible lifelong learning.

According to Mhlanga, D. (2023) to ensure the use of ChatGPT in an educational context, it is necessary to ensure that the principles of privacy are maintained, the principles of fairness and non-discrimination are implemented, and transparency in the use of this technology is applied. Findings The research highlights several important conditions that need to be followed to ensure the integrity and responsibility of the education sector in different parts of the world.

## 3. Methods

The research method uses a descriptive qualitative method with the study of documents or literature, as the main reference in writing scientific articles. According to Sukmadinata (2010:221-222) documentary study is a data collection technique by collecting and analyzing documents, both written documents, pictures and electronic.

The data used is secondary data that can be accessed from Google Scholar, Elsevier, Mendeley, and Sinta of the Ministry of Education and Culture. The researcher got 25 articles from various sources but only 19 articles and books were suitable as a reference in writing scientific papers. In this case, the author uses 3 variables, namely the Use of OpenAI as the X1 variable, Responsible and Ethical Education as the X2 variable, and the Communication Program Planning Study as the Y variable.

## 4. Results and Discussion

4.1 The Role of Communication Program Planning Studies Affects the Use of ChatGPT in Education.

Communication program planning studies have a key role in the use of ChatGPT in education. By identifying the target audience, setting clear goals, and selecting appropriate messages, the study guides the use of ChatGPT to be effective in providing individualized support, increasing student engagement, and delivering relevant educational information. Success evaluations, such as student participation and changes in learning behavior, are also integrated into planning to ensure that the use of ChatGPT can be measured and optimized as per educational needs.

According to Wollny et al., (2021) The use of chatbots in education involves three main aspects: improving student skills and motivation, educational efficiency by providing administrative information to students, and supporting various effects by guiding students. The challenges faced involve the evaluation of chatbots that must be aligned with the implementation goals, further research on the potential of chatbots in guiding students, and the exploration of the adaptability of chatbots for educational purposes, especially in providing interactions that can be tailored to the needs of students.

ChatGPT has the ability to act as a tutor or mentor, providing feedback and assistance throughout the learning process. In addition, it can support independent learners in setting their own learning goals and strategies, as well as being a tool for self-reflection and evaluation. This ability empowers learners to take control of their own learning and growth, helping them develop the skills necessary to succeed as independent learners. (Biswas, 2023)

Tlili, A et al., (2023) revealed that although ChatGPT has proven itself to be an effective tool in the context of education, its use needs to be done with caution. Further guidelines are needed on how to use ChatGPT safely in the world of education.

4.2 The role of communication program planning studies on the use of ChatGPT in education can affect learners' behavior in undergoing lifelong learning with high responsibility and ethics.

Communication planning studies have a major influence on the use of ChatGPT in education. The selection of communication channels and the integration of success evaluations influence learner behavior, encouraging positive responses and active participation. A focus on ethics and responsibility in planning shapes learners' ethical attitudes toward technology, encouraging lifelong learning with high integrity and ethical considerations. Thus, the study of communication planning creates a learning environment that supports ethical growth and lifelong responsibility. Sarin & Heng, (2023) stated that advanced generative AI tools have great potential to provide benefits in formative development and summative evaluation, improved pedagogical practices, customized online learning support, and idea collaboration.

According to Maulana et al., (2023) Academic ethics are an important key in education. The use of ChatGPT can increase interactivity, but it is necessary to be aware of negative impacts such as ethical violations and plagiarism that can hinder the development of students' critical attitudes. In the face of this potential negative impact, strict regulations from lecturers and teachers are needed to ensure that the use of ChatGPT has a positive impact on the development of science and students' rational, creative, and innovative thinking skills, as well as contributing to the progress of the nation and state.

Halaweh, M. (2023) ChatGPT is expected to spark creativity by creating a difference between its output and ideas that do not yet exist. Although accessible to anyone, original ideas can be identified as human work if we have enough understanding of the topic. Creativity evaluation can be done through reflection, viva, and presentation to measure understanding and ability to generate original ideas. The transformation of education is happening because of new technologies like ChatGPT and the demands for different skills from previous generations. Students must have the ability to think critically, develop new ideas, and excel in presentation skills to succeed in education and the world of work.

4.3 The role of communication program planning studies on the use of ChatGPT in the context of education can affect students' motivation and interest in responsible lifelong learning.

Communication program planning studies play a vital role in motivating and increasing students' interest in responsible lifelong learning through the use of ChatGPT in education. With a clear message and involving students in the planning process, this study can spark students' interest in actively using the tool. Integrated evaluation helps measure the impact, encouraging students to continue developing skills and knowledge with ChatGPT. Thus, the study of communication program planning is the key to creating a motivating learning environment.

Hwang & Chang (2021) explores the use of chatbots in education is still in its infancy and continues to grow. These findings suggest that there is great potential for development in chatbots research in education, and this should be given more attention by researchers in the field of educational technology. Strategies in chatbot-based education are called "guided learning," where students use apps to practice or search for information to complete tasks. Nonetheless, there is room for improvement in chatbot learning design in future research, given a variety of other strategies such as peer assessment, problem-based learning, and project-based learning.

Diantama, S. (2023) stated that the positive impact of ChatGPT is seen in reducing students' anxiety and helping them build confidence and skills that are crucial for academic success. For teachers, ChatGPT brings major changes in teaching, improves teaching skills, provides assessment support, and reduces administrative burden. Thus, the development of ChatGPT and the use of AI technology offer potential benefits that can improve the efficiency and quality of education in the Education 4.0 era.

4.4 The role of communication program planning studies on the use of ChatGPT in the context of education can affect the motivation and interest of educators in responsible lifelong learning.

Communication program planning studies have a significant role in increasing educators' interest and motivation towards responsible lifelong learning through the use of ChatGPT in the educational context. By conveying a message that clearly describes

the potential of this tool to support the learning process, this study can stimulate the interest and motivation of educators. Through structured information from the communication program, they can better understand the benefits and practical applications of ChatGPT in developing students' skills. Therefore, the role of communication program planning studies is crucial in inspiring educators' interest and motivation in the adoption of technology such as ChatGPT. According to Kooli, C. (2023) by realizing the great potential of AI systems and chatbots in the academic field that are expected to continue to grow, researchers and educators must evaluate their ethical and technical implications. It is important to ensure that the use of AI systems is carried out responsibly and transparently.

## 5. Conclusion

Communication program planning has a big role in the use of ChatGPT in education. The study helps identify the target audience, set goals, and choose the appropriate message, ensuring the effectiveness of using ChatGPT. The impact involves influencing learner behavior by encouraging high responsibility and ethics, as well as motivating students in lifelong learning. The study of communication planning also influences the motivation and interest of educators, shaping a learning environment that supports ethical growth and lifelong responsibility. In the face of technological advances, there is a need for guidelines and regulations so that the use of ChatGPT in education remains responsible and safe. The application of Transactional Analysis Theory in education allows ChatGPT to adapt to students' learning styles, while the development of teachers' communication skills can create a responsive learning environment. With this approach, ChatGPT's potential can be optimized to improve the learning experience holistically.

The results of this study show that the presence of ChatGPT is the result of the implementation of communication program planning that received a positive response from various circles, namely students, students, and educators. The use of chatbots in an educational environment brings convenience in detecting and handling cases of plagiarism among students. By leveraging OpenAI's natural language processing technology, chatbots can be programmed to analyze student text, identify plagiarism patterns, and provide early notice to educators. In addition, chatbots can also help students in correctly referring sources, providing information about academic ethics, and providing guidance related to procedures for handling plagiarism cases. Automated feedback from chatbots can also increase students' awareness of correct academic practices from the start. Thus, chatbots not only serve as plagiarism detection tools, but also as support for educators' efforts in guiding students and maintaining academic integrity.

This study has implications, namely the research findings highlight the importance of careful communication program planning in optimizing the use of ChatGPT in education. The use of this technology can influence learner behavior with an emphasis on responsibility and ethics. Additionally, students' motivation and interest in lifelong learning can be enhanced through effective communication strategies. The role of educators is a key factor, and adequate training is needed to maximize the potential of ChatGPT. Clear guidelines are also needed to ensure the responsible and safe use of these technologies. Additionally, ChatGPT has the potential to develop students' creativity and critical thinking skills. With an overall integrated approach, the use of ChatGPT in education can have a significant positive impact on the lifelong learning experience.

It should be noted that this study has some limitations that must be known and studied further. For example, this research mainly focuses on the use of ChatGPT in Education. It also relies on qualitative analysis without using quantitative analysis. Suggestions for future researchers to focus on further progress by applying ChatGPT in the context of teaching. The research could explore collaborations between human and machine tutors, such as ChatGPT, to achieve educational goals. Further research is expected to explore whether the use of ChatGPT in teaching will bring slower and evolutionary change or rapid and revolutionary change in the field of education. Then, researchers can then use quantitative methods or mixed methods by conducting interviews or distributing questionnaires, where data is measured and analyzed numerically to achieve a deeper understanding of the phenomenon being studied.

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