

## ***ABSTRACT***

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***The Influence of AI Usage Intensity on the Learning Effectiveness of Communication Science Students at Gunadarma University***

*Keywords: Artificial Intelligence (AI), Usage Intensity, Learning Effectiveness, ChatGPT, Uses and Gratification.*

(xii + 88 + Appendices )

*This study aims to analyze the influence of artificial intelligence (AI) usage intensity on the learning effectiveness of Communication Science students at Gunadarma University, using the Uses and Gratifications Theory as an analytical framework. This research employs a quantitative approach through a survey distributed to 100 student respondents. The research findings indicate that AI usage intensity has a positive and significant influence on learning effectiveness, with usage intensity explaining 73.8% of the variance in student learning effectiveness. The most influential aspects of intensity were found to be the frequency and duration of use, indicating that AI has been integrated into learning routines to improve material comprehension and develop more structured learning patterns. In conclusion, AI plays a vital role in supporting learning; however, its use tends to be for practical efficiency rather than for in-depth understanding of material. Therefore, it is recommended that students utilize AI wisely as a tool to foster critical thinking, and that educational institutions should develop ethical and effective guidelines for the use of this technology.*

*Bibliography (2003 – 2022)*