IMPROVING THE ECONOMY OF SOCIETY THROUGH TECHNOLOGY: THE UTILIZATION OF SPARKOL *VIDEOSCRIBE* AND *ARTIFICIAL INTELLIGENCE* IN ECONOMIC EDUCATION

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Abstract

In the ever-evolving digital era, technology has become a key pillar in the transformation of various sectors, including education and the economy. This study examines how the use of technology, especially Sparkol Videoscribe and Artificial Intelligence (AI), can improve economic education and support the improvement of the community's economy. Sparkol *Videoscribe* with its ability to present subject matter visually through graphic animation, allows the delivery of complex economic concepts to be easier to understand and interesting for students. The method used in this study is qualitative research, which is an approach that focuses on a deep understanding of social phenomena by collecting descriptive data. The results of the study show that sparkol videoscribe and Artifical Intellegence offer innovative solutions in learning, data analysis, and teaching material development. The implementation of these two technologies in economic education can improve the quality of teaching and learning, improve financial literacy skills, and strengthen the entrepreneurial capacity of the community. Despite challenges such as the need for technology infrastructure and educator training, the potential benefits of this technology are enormous. This research also shows that with the right implementation strategy, technology can accelerate the improvement of people's economies by creating more skilled individuals who are ready to face global market dynamics.

Keywords: *Artificial Intellegence, Economics Education, Educational Technology, Sparkol VideoScribe*

Introduction

In the era of Industry 4.0, the use of technology is increasingly needed in all aspects of life, including economic education (Dovgyi et al., 2020). Along with the development of increasingly sophisticated technology, the use of technology to help the learning process is very important and a must in today's learning system (Dede, 1996). Rapid technological advances have presented new opportunities to improve economic education and encourage economic growth of the community (Lubis & Nasution, 2023). By integrating Sparkol Videoscribe and *Artificial Intelligence* (AI) into educational frameworks can create engaging learning experiences that not only improve students' understanding of economic concepts but also empower them to apply this knowledge in practical settings. (Setiawan et al., 2023).

Community economic empowerment is one of the main goals in efforts to improve welfare and reduce poverty (Laurens & Putra, 2020). In today's digital era, technology has a very important role in achieving these goals. Technology not only accelerates the learning and information process but also opens up new opportunities for the economic development of the community (Ardiansyah, 2023). One form of technology that can be used is Sparkol

Videoscribe namely an application to create interesting animated videos (Lasmaida Siregar, 2022) and *Artificial Intelligence* (AI) that can increase the effectiveness and efficiency of the learning process (Chen et al., 2020).
In the context of economic education, the use of technology such as *Videoscribe* and AI offers significant opportunities to improve economic understanding and skills among the public (Wahyudi, 2023). *Videoscribe* enables the creation of interesting and easy-to-understand learning materials through animations that can explain economic concepts visually and dynamically (Al Munawarah, 2019). Meanwhile, AI can be used to develop adaptive learning systems that can adapt materials to individual needs and abilities, provide more accurate feedback, and make it easier to access relevant information (Fauzi et al., 2024).

Artificial Intelligence (AI) has great potential in improving the effectiveness of Education (Susanto, 2023). In the context of economic education, AI can be used for personalization of learning, data analysis, and the development of teaching materials tailored to individual needs (Haerani et al., 2024). AI can provide direct feedback to students, identify areas that need more attention, and even optimize teaching strategies based on student performance (Wakhidah et al., 2024). With the ability to process large amounts of data and provide deep insights (Jenita et al., 2023) AI can help in designing more relevant and adaptive economic curricula (Soegiarto et al., 2023).

However, while the potential of this technology is great, the challenges in its implementation are also significant. Many communities, especially in underdeveloped areas, have not fully utilized this technology (Suhartini & Rahman, 2023). Lack of understanding of the use of technology, limited access to devices and networks, and lack of training on technology integration in economic education are obstacles that must be overcome (Syam & Randy, 2024).

Therefore, it is important to explore and develop effective methods to improve people's economic empowerment through technology. In the era of globalization and rapid digitalization, information and communication technology (ICT) has become a major driver in various aspects of life, including in the economic field (Imamov and Semenikhina, 2021). Technology provides great opportunities to improve the quality of education, including economic education which is essential for community empowerment (Tang, 2022). Effective economic education can improve people's understanding and skills in managing finances, entrepreneurship, and making smart economic decisions (Rahmawati et al., 2023).

However, despite the importance of economic education, there are still many challenges faced in implementing effective and engaging teaching methods. This is where the role of technology, such as *Videoscribe* and Artificial Intelligence (AI) becomes crucial. *Videoscribe* is an animated video creation tool that allows for visual and interactive delivery of material, while AI can provide an adaptive learning system that adapts the material to individual needs.

This study aims to examine how *Videoscribe* and *Artificial Intelligence* (AI) can be useful in economic education. Second, the integration *of Videoscribe* and *Artificial Intelligence* (AI) in economic education, third, looking at the impact on the community's economy, and fourth, looking at the challenges and obstacles in the application of technology. Prepare recommendations for optimizing the use of *Videoscribe* and AI in community economic empowerment. By reviewing and overcoming these various aspects, it is hoped that this research can make a real contribution to improving community economic empowerment through innovative technology integration

Research Methods

The type of research used in this study is qualitative research. That is an approach used to understand social phenomena from the perspective of the subjects involved. In the context of research on "Improving the Community Economy Through Technology: Sporal Utilization of Videoscribe and Artificial Intelligence in Economic Education". Qualitative methods can provide deep insights into how these technologies are received, implemented, and perceived by various parties. This study uses a qualitative approach with a focus on exploration and in-depth understanding of the phenomenon being studied.

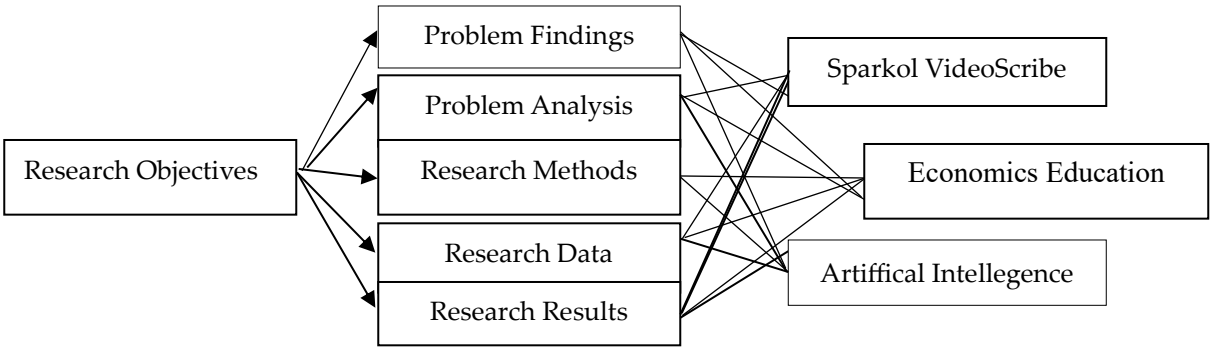

Figure 1.1 Research Flow of the Use *of Sparkol Videoscribe* and (AI) in Economics Education

The research samples used in this study are the Abuya Salek Sarolangun Islamic Religious Institute, the Muhammadiyah Kotamobagu Islamic Religious Institute, the Riyadlotul Mujahidin Islamic Religious Institute, and the Pangeran Dharma Kusuma Islamic Religious Institute. The selection of this sample is based on the application of media in the form of *Sparkol Videoscribe* and *Artificial Intelligence* that have been used by lecturers at the institution.

The data collection technique in this study uses observation by directly observing the use of technology in the learning process. These observations can be made in the classroom to see how the technology is applied and how students respond. Using semi-structured or structured interviews with educator and learner informant keys. This interview aims to explore experiences, opinions, and perceptions about the use of *Videoscribe* and Artifical intelligence to collect and analyze documentation materials such as learning plans, student work, and feedback provided during and after the use of technology.

Qualitative Data Analysis techniques involve the process of interpreting and understanding the data that has been collected. A commonly used technique is Thematic analysis: Identifying, analyzing, and reporting patterns or themes in data. It involves the process of encoding data and pulling out key themes that emerge from interviews, observations, and documentation. Member Checking validates the findings of the study by returning the results of the analysis to the informant to get feedback and ensure the accuracy of the data interpretation.

Results and Discussion

1. Utilization of Sparkol Videoscribe and Artificial Intelligence in Economics Education

The use of Sparkol Videoscribe and Artificial Intelligence in Economics Education can be done by creating interesting learning videos using Videoscribe software. These videos can be used to clarify and facilitate the understanding of learning materials in the field of economics. Using Videoscribe, teachers or teachers can create

engaging and fun videos for students or learners to follow. In addition, videoscribe also allows users to create animations and images that can attract attention and make it easier to understand the learning material and then equipped with features owned by Artifical Intellegence so that it becomes the perfect medium. This can increase students' interest in learning about economic materials, as well as help teachers in presenting materials in a more interesting and interactive way.

Table 1.1 Institutions and Technologies Used

It	Name of Agency	Sparkol VideoScribe	Artiffical Intellegence (AI)
1	Institut Agama Islam Abuya Salek Sarolangun	Applying Media in learning	Humata AI (Review Article) ChatGpt (Ask Anything) Slidesai (Automatic PPT) Connected Papers (Background)
2	Muhammadiyah Kotamobagu Islamic Religious Institute	Applying Media in learning	Connected Papers (Background) ChatGpt (Ask Anything) Humata AI (Review Article)
3	Riyadlotul Mujahidin Islamic Religious Institute,	Applying Media in learning	Shortly AI (Create Essays and Articles) Leonardo AI (Crane image) Humata AI (Review Article)
4	Prince Dharma Kusuma Islamic Religious Institute	Applying Media in learning	Copy AI (Bikin Script) ChatGpt (Ask Anything) Humata AI (Review Article) Steve AI (Text to Video)

Based on the table above, the four institutions that were researched have each implemented Sparkol *VideoScribe* and *Artificial Intelligence* in their daily learning process practices. There are 8 types of Artificial Intelligence that are used, each of which is tailored to the needs and learning objectives of the institution, including Copy AI to create Scripts, ChatGpt (Ask Anything), Humata AI (Article Review), Steve AI to make Text into Video, from the experience experienced by lecturers and students directly is innovative learning time efficiency by utilizing all Applied *Artificial Intelligence*.

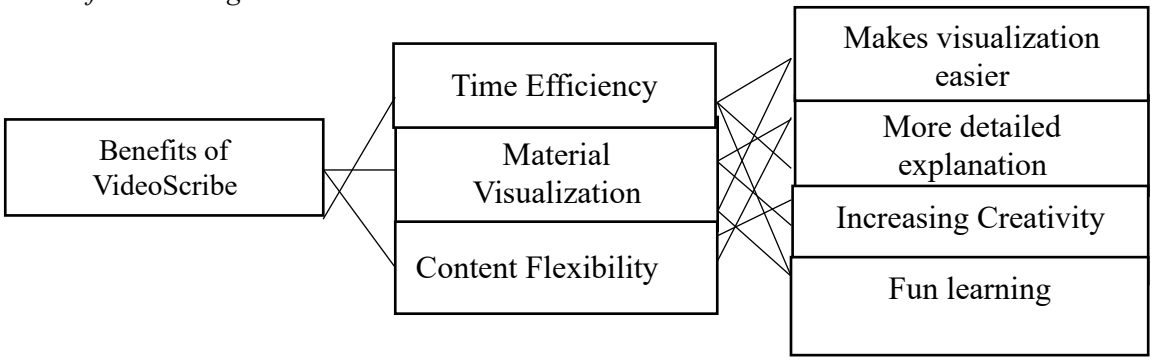

Figure. 1.2 Advantages of Learning Using *VideoScribe* and Artifical Intellegence

Based on the results of the analysis on four different institutions, the Islamic Religious Institute of Abuya Salek Sarolangun, the Islamic Religious Institute of Muhammadiyah Kotamobagu, the Islamic Religious Institute of Riyadlotul Mujahidin, and the Islamic Religious Institute of Prince Dharma Kusuma. From the findings of the advantages of videoscribe, it is drawn that understanding using videoscribe can increase student engagement, *VideoScribe* has been proven to be effective in increasing student engagement by providing a more visual and interesting learning experience. Animated videos make complex concepts easier to understand and can increase student motivation. Then as an option in boosting creativity in teaching, educators reported "that VideoScribe allows them to deliver material in a creative and innovative way, which has the potential to improve the quality of economic education".

2. Integration of *Artificial Intelligence* (AI) in Economics Education

The integration of *Artificial Intelligence* (AI) in economic education refers to the use of AI technology in the learning and teaching process related to economics. AI can help improve the effectiveness and efficiency of learning, as well as provide more sophisticated and interactive support resources. Examples of the use of AI in economic education are the use of *chatbots* or virtual assistants that can help students by asking questions and answers about subject matter or providing a more detailed explanation of an economic concept. In addition, AI can be used to analyze economic data more quickly and accurately, thus helping students or researchers to understand trends and patterns related to the economy in a shorter period of time.

a. Economic Simulation: AI creates economic simulations and scenario planning that allow students to understand market dynamics and economic decisions.

To see the performance of this AI, it is necessary to hold a simulation, what is meant by simulation here is an AI-assisted economic simulation that creates simulations and scenario planning that allows students to understand market dynamics and better economic decision-making through realistic and in-depth game experiences.
In such simulations, the students can take on the role of leaders of businesses, governments, or other organizations involved in economic activities. They can play a very realistic role, as these simulations use real data and relevant models to create real-world market and economic conditions.

Through the simulation, students can learn about various market dynamics, such as market competition, market price fluctuations, and the influence of government policies on the market. In addition, students can also learn about various concepts about economics, such as production, distribution, demand-supply, market equilibrium, as well as theories about inflation, deflation, and so on.

This kind of simulation can also provide insight into the decisions made by business leaders and politicians and the impact of the policies implemented. As such, the use of AI-assisted economic simulations can help students understand economic concepts in a more fun and visually understandable way, as well as help bring a more realistic learning experience and prepare students to face real challenges in an increasingly complex economic world.

b. Improved Quality of Education: The visual and interactive content of Videoscribe and AI improves the quality of economic education.

The visual and interactive content of Videoscribe and AI can help improve the quality of economic education by presenting more engaging, inspiring, and effective learning materials. Some of the ways in which technology can improve the quality of economic education include:

1. Making learning more interactive: The use of AI, such as chatbots, can help students understand economic theories, explain the material directly and answer questions that arise in the moment. AI can also be adjusted to students' learning styles, so it will help students understand better in an interactive way.

2. The use of graphs and learning visualizations presented with Videoscribe helps ease of understanding: The visual content from Videoscribe that presents simple but attractive images and animations, can help students in understanding and remembering the subject matter more easily. The visual content of Videoscribe that is interesting and effective can be changed according to the needs and preferences of students, so that it will help students to better understand the theory taught in a more fun way.

3. Learning personalization: AI technology can personalize learning that is focused and in accordance with students' needs and interests, resulting in a better learning experience and sharpening students' mindset in understanding the theory being taught. The ability to tailor learning to students' skill and knowledge levels to maximize the learning experience and achieve better outcomes can also be done within the use of AI itself.

c. Practical Skills: Improve practical skills in the field of economics that can be directly applied in daily life or in business activities.

Improving the practical skills of using AI and Videoscribe content in the economic field can provide many benefits for students or people who study it. Some of the possible results and benefits include:

1. Have practical skills in visual content creation: The skills to create engaging and effective visual content with Videoscribe will come in handy in many situations, whether it's to present an idea or business to others or to create engaging learning materials. In everyday life, this skill can also be used to create effective presentations or to develop compelling promotional or business media.

2. Improving economic data analysis capabilities with AI: Learning about how to use AI to analyze economic data will aid in business decision-making. These skills will improve students' ability to analyze data to make more effective and accurate business decisions, as well as improve their ability to carry out good business planning and strategies to generate better profits in the business world.

3. Understanding the importance of AI integration in the economy: Every business and economy today is greatly influenced by the use of artificial intelligence technology. Therefore, understanding how to use AI can open the door to working in areas related to strategic planning, sales, marketing, finance and other decision-making. Understanding the importance of integrating AI in economics can help students in thinking openly and thoroughly about business and industry.

4. Ability to develop new innovations with AI: Learning practical skills in the use of AI and Videoscribe content in the economy can open up opportunities to create new innovations in the management of a region's business or economy. Students who learn about such practical skills will be able to identify areas where AI and Videoscribe content can be used to achieve performance improvement and innovation in the business and economic world.

3. Impact on the Community Economy

Improving Job Skills, improving people's work skills in the economic field, which can increase productivity and income. Small and Medium Enterprises (SMEs) Development, Improving understanding of financial management and business strategies, supporting the development and success of SMEs. Economic Innovation, Facilitate an understanding of the latest economic and technological trends, support local economic innovation and adaptation.

Table 1.4 Impact of VideoScribe and Artificial Intelligence on the Economy of the People.

It	Impact on the Economy of the People	***Artifical Intellegence***
1	Skill and Employment Improvement	Individuals can acquire skills relevant to the needs of the job market, increasing job opportunities and contributing to the local and global economy
2	Efficiency and Productivity	This technology can improve efficiency in the learning and administration process, reduce costs related to education and allow resources to be used more optimally
3	Wider Access to Education	With distance learning and materials accessible online, the technology opens up opportunities for more people to get quality education without geographical restrictions, helping to reduce educational gaps
4	Innovation and Entrepreneurship	Advanced educational technologies can drive innovation and entrepreneurship in education, creating new opportunities for businesses focused on education solutions
5	Local Economic Development	With increased access to education, skilled individuals can contribute to the development of the local economy, improving the well-being of the community and society as a whole

Based on the table above, it can be analyzed that there are a lot of positive impacts caused by using *Artificial Intelligence* in economic education, one of which can improve skills and employment, then have the opportunity to provide innovation and entrepreneurship through sophisticated educational technology can encourage innovation and entrepreneurship in the field of education, creating new opportunities for businesses that focus on education solutions. Overall, the integration of Sparkol VideoScribe and AI in education can create a significant positive

impact on the advancement of educational technology and the economy of the people, leading to a more educated, skilled, and productive society, and providing recommendations for effective implementation.

4. **Challenges and Obstacles in the Application of Technology**

The application of technologies such as *Videoscribe* and AI in economic education faces several challenges and obstacles that need to be considered and overcome in order to achieve optimal results. These challenges include:

Table 1.4 Challenges and Obstacles in the Application of Technology

It	Challenges of Using Artificial Intelligence	Information
1	The Need for Skills and Training	Technology users, both educators and learners, often require specialized training to utilize *Videoscribe* and AI effectively. Without adequate training, users may not be able to take advantage of the advanced features of this technology or have difficulty integrating it into the teaching and learning process.
2	Data Privacy and Security	AI often requires access to big and sensitive data. This can pose a risk to individual privacy and data security.
3	1. The Digital Divide	The digital divide between different groups of society can exacerbate inequalities in access and benefits of technology. People with lower economic backgrounds or less skilled in technology may have difficulty accessing and utilizing digital resources
4	Infrastructure Readiness 1.	The successful implementation of the technology also depends on the readiness of the infrastructure, including a stable internet network and adequate

Based on the table above, it can be analyzed that using Artificial Intelligence in learning not only causes positive effects but also has its own obstacles and challenges posed by using *Artificial Intelligence* in economic education, one of which is the need for skills and the Digital Gap The digital gap between various groups of people can exacerbate inequality in access and benefits of technology. People with lower economic backgrounds or less skilled in technology may have difficulty accessing and utilizing digital resources.

Conclusion

Based on the above findings, this study has produced several important findings that describe the benefits, integration, impacts, and challenges of the application of this technology in the context of education and to the economy of the people. The following is the conclusion of this study: The use of Sparkol Videoscribe Media and Artificial Intelligence (AI) in educational technology shows significant potential to improve the quality and effectiveness of the learning process. Sparkol's Videoscribe provides visual tools that make it easy to deliver material in a more engaging and easy-to-understand way, while Artifical Intellegence offers the ability to personalize and adapt the material according to the individual needs of students. The integration of these two technologies not only improves student interactivity and engagement but also allows for more accurate and efficient assessments.

The combination of these two technologies in economic education can strengthen people's financial literacy and entrepreneurship, providing the skills needed to face the challenges of a dynamic job market. Increasing the economic capacity of individuals and communities has the potential to occur through more effective and relevant education. However, challenges such as the need for adequate technological infrastructure, training for educators, and equitable access for all levels of society must be overcome to maximize the benefits of these technologies. With a good implementation strategy and support from various parties, educational technology can play an important role in accelerating the improvement of the community's economy. Overall, the use of Sporal Videoscribe and *Artificial Intelligence* in economic education not only contributes to improving the quality of education but also has a broad positive impact on the development of people's economic capacity. This research confirms that educational technology has great potential to support economic progress through the improvement of relevant economic skills and knowledge.

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