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The Utilization of Artificial Intelligence as a Technological Revolution Transforming the Film Industry

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Abstract
This research aims to describe and analyze the use of artificial intelligence (AI), specifically through the Suno.AI platform, in the production of film backsounds by students. The issues raised in this research are how AI can contribute to the creative process of making background music, and to what extent this technology can fulfill the emotional and narrative needs of a film. This research uses a descriptive qualitative approach by adopting the media equation theory, which states that humans often treat media, including AI, as if they were real social actors. The results show that the use of AI, specifically Suno.AI, is able to accelerate the process of creating music composition by generating relevant initial drafts according to the visual and emotional context of the film, as applied in the production of Kata Lana. This platform is not only efficient in reducing production time, but also enables a broader exploration of musical ideas. However, there are some challenges, such as AI's limitations in creating complex emotional nuances and unique variations of musical styles. While AI is capable of producing technical compositions, the role of a human composer is still necessary to give a personalized and immersive touch to the final result. The findings confirm that collaboration between humans and AI can improve production efficiency while maintaining artistic quality in the film industry.
Keywords*: Artificial Intelligent; Backsound; Production Film.*

Abstrak
Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis pemanfaatan kecerdasan buatan (AI) khususnya melalui platform Suno.AI dalam produksi backsound film oleh mahasiswa. Masalah yang diangkat dalam penelitian ini adalah bagaimana AI dapat berkontribusi dalam proses kreatif pembuatan musik latar serta sejauh mana teknologi ini mampu memenuhi kebutuhan emosional dan naratif sebuah film. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan mengadopsi teori media equation, yang menyatakan bahwa manusia sering kali memperlakukan media termasuk AI seolah-olah mereka adalah aktor sosial nyata. Hasil penelitian menunjukkan bahwa penggunaan AI khususnya Suno.AI mampu mempercepat proses pembuatan komposisi musik dengan menghasilkan draft awal yang relevan sesuai konteks visual dan emosional film sebagaimana diterapkan dalam produksi film "*Kata Lana*". Platform ini tidak hanya efisien dalam mengurangi waktu produksi tetapi juga memungkinkan eksplorasi ide musikal yang lebih luas. Namun, terdapat beberapa tantangan seperti keterbatasan AI dalam menciptakan nuansa emosional yang kompleks dan variasi gaya musik yang unik. Meskipun AI mampu menghasilkan komposisi secara teknis namun peran komposer manusia tetap diperlukan untuk memberikan sentuhan personal dan mendalam pada hasil akhir. Temuan ini menegaskan bahwa kolaborasi antara manusia dan AI dapat meningkatkan efisiensi produksi sekaligus menjaga kualitas artistik dalam industri perfilman.
Kata Kunci: Kecerdasan Buatan; Musik Latar; Produksi Film.

INTRODUCTION

Film is a collective work of art that has aesthetic value as well as communicative functions and involves the collaboration of various professions such as producers, directors, screenwriters, and

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editors to convey social and cultural messages to the public (Mudjiono, 2011;Sudarto et al., 2015 Saptya et al., 2019;Putri, 2017). Technological developments, especially in the digital era, have significantly influenced the film industry, including the widespread adoption of artificial intelligence (AI) (Barry, 2018). AI as a multidisciplinary field that combines computer science, cognitive, and engineering is designed to mimic human thought processes and has now been applied in various sectors including film(Alcocer Olaciregui et al., 2024;Amtul Wahab, 2024). In Indonesia, the use of AI in film production is starting to be seen in various aspects such as CGI, motion capture, automatic editing, and audience data analysis for story idea development (Saidah, 2024). The use of AI not only speeds up the production process, but also encourages innovation in film visualization and narrative. AI development initiatives in Indonesia are aimed at improving human resource competencies and minimizing the technology gap(Elfianty et al., 2022). Previous studies show that AI technology has been used in the creation of graphic props through deepfake, setting simulation with 3D prototypes, automatic script writing, and video restoration(Owie et al., n.d.;Li, 2022).

Music in film plays an important role as a narrative and emotional device that strengthens the atmosphere, deepens the audience's experience, and blends with the theme and storyline(Awaliyah et al., 2024;Artenay, 2019). Not only as a visual complement, music serves as an emotional bridge and universal language that bridges cultural differences and strengthens relationships between individuals(Supiarza, 2022;Mehr et al., 2020). Its complex role encompasses psychological, cultural, and narrative aspects, all of which support the emotional engagement of the audience. In the context of the modern industry, the use of backsound in film has been transformed by advances in digital technology and artificial intelligence (AI), which enables automation, cost efficiency, and creative exploration through data analysis and trend prediction(P. Sun, 2024). AI contributes to the creation of film music, enriching cinematic elements by enhancing emotional depth and visual dynamics. Digitization also encourages wider distribution, protects copyrights, and facilitates access to music through various platforms(Dewatara & Agustin, 2019) As audience preferences and cultural dynamics evolve, musical styles in film continue to adapt, making them an integral element in building strong and meaningful cinematic narratives (Huili, 2015).

The integration of artificial intelligence (AI) in music composition presents a range of significant advantages, including cost efficiency, accelerated production timelines, and enhanced flexibility in exploring diverse musical styles. By leveraging AI, musicians and composers can create original works more quickly and with fewer resources, which is particularly beneficial in contexts where budget and time constraints are critical factors (Copet et al., 2023). This technology employs advanced deep learning algorithms capable of analyzing intricate musical structures—such as pitch, tempo, rhythm, and harmony—to generate novel compositions that maintain coherence and artistic integrity (Vinchon et al., 2023). In cinematic production, AI-driven music composition opens promising new avenues during the post-production phase, allowing for rapid generation and customization of movie backsounds that can be tailored to specific emotional cues and narrative needs. Despite these promising developments, the academic exploration of AI's role in movie backsound composition remains relatively scarce. This gap is notable given the crucial role that soundtracks play in enhancing emotional impact and reinforcing visual storytelling, making further research imperative to understand and optimize AI's contribution in this artistic domain (W. Sun & Sundarasekar, 2023).

Suno.AI is one of the artificial intelligence platforms used in the production of a student film titled Kata Lana, which faced various limitations such as minimal budget, limited resources, and music licensing challenges. The use of Suno.AI allowed the production team to produce original backsounds legally and efficiently without relying on professional composers, who typically require higher fees (Briandana & Irfan, 2019). In a limited production environment, this technology not only helps save costs but also improves the artistic quality of the movie and supports students' creative exploration. This demonstrates that AI can be a practical and strategic solution for emerging filmmakers to overcome common production barriers. By enabling fast and flexible music generation tailored to the film's needs, Suno.AI empowers young creators to explore their artistic vision without being restricted

by financial or logistical constraints. Therefore, this research will examine how AI, specifically through Suno.AI, contributes to efficiency, artistic quality, and creativity in the post-production stage of student film production.

Post-production in the film industry includes important processes such as the creation of backsounds that serve to strengthen the emotional atmosphere and support the visual narrative (P. Sun, 2024). Amidst the increasing volume of filming material and the need for production efficiency, AI comes as an innovative solution that can speed up the scene selection process and assist in the creation of background music through machine learning algorithms that analyze musical elements such as chords, tempo, and instrument duration. The use of AI not only increases time and cost efficiency, but also brings fresh musical ideas, overcoming the limitations of conventional creativity in film music production. The application of artificial intelligence has penetrated various lines of film production, from scriptwriting, box office prediction, marketing, to visual effects(Nassar, 2024;(Bharathi & Vardhan, 2024). However, research on the specific use of AI in the creation of film backsound is still minimal, even though its role is vital in supporting the cinematic quality and emotional appeal of films(Samson, 2024).

This research gap is important to explore, especially in the context of students or budding creators who face limited resources in terms of equipment, budget, and access to professional musicians. One alternative solution that has emerged is the use of AI-based applications such as Suno.AI, which is capable of generating background music automatically, personally, and legally without the burden of expensive licenses. The relevance of Suno.AI in student film production lies in its ability to create original backsounds quickly, cheaply, and according to artistic needs, thus strongly supporting creativity under limited conditions. This study highlights how AI, through technologies such as Suno.AI, can improve the efficiency and quality of post-production in the film “Kata Lana,” and address the challenges faced by students in realizing a competitive, realistic, and original artistic and technical film.

From the results of previous studies, there are those who use AI as a tool for script writing, special effects production and video restoration. And there are also those who use AI to create graphic properties and in contrast to this article, researchers utilize AI to create backsound in films, namely the film “Kata Lana.” The movie “Kata Lana” is a work produced by students in order to participate in the PORSENI VI FPTKIS Central Java competition. The movie won second place and received many positive responses from the audience. In the production process, “Kata Lana” also involves artificial intelligence (AI) to increase budget efficiency, especially in the post-production stage and backsound creation. The backsound for this film was produced by utilizing ChatGPT and Gemini in writing the lyrics, then processed using the Suno.AI application to produce the musical instruments.

The purpose of this research is to explore the potential of artificial intelligence (AI) in addressing the various challenges commonly encountered by students during the film production process. Specifically, this study seeks to examine how AI technologies can enhance operational efficiency, minimize production costs, and foster creativity, particularly in the post-production phase where sound design, editing, and scoring often demand substantial resources and expertise. Through a focused case study on the student-produced film Kata Lana, this research investigates how the integration of AI—especially AI-generated tools like Suno.AI—can serve as both a technical aid and a creative collaborator. By analyzing the workflow and outcomes associated with the use of AI, the study aims to identify its impact not only on the practicality of production but also on the aesthetic and emotional depth of the final audiovisual product. Furthermore, the research endeavors to assess students' perceptions and experiences regarding the reliability, limitations, and benefits of such technology. It also aims to contribute to broader discussions on the evolving role of AI in creative industries, particularly within educational and low-budget film production settings. Ultimately, this study provides insight into how AI can function as a transformative tool that empowers student filmmakers to achieve professional-quality outcomes despite limited resources.

METHOD

This research adopts a descriptive qualitative method. Creswell (1994) states that the descriptive research method aims to gather information about existing conditions. The main focus of this study is to explore, describe, and deeply understand the phenomenon under investigation, namely the use of artificial intelligence (AI) in film production by students of the Islamic Communication and Broadcasting (KPI) Study Program at Universitas Muhammadiyah Mataram (UMMAT). The research applies the media equation theory developed by Byron Reeves and Clifford Nass (1990), which explains how people tend to respond to media and technology as if they were real human beings. This theory is used to examine how AI is perceived and utilized in the production of the short film "Kata Lana," which can be accessed on the YouTube channel Kaum Podcast FAI UMMAT (https://bit.ly/ShortMovieKataLana). The subject of this research is the production process of the film and the production team, consisting of three individuals: a producer, a director, and an editor who operates the AI. The object of this research is the Suno.AI application used for creating the film's backsound. Suno.AI is an innovative AI-based technology designed specifically to generate music automatically. It allows users to create backsound or background music simply by inputting text prompts, themes, or mood descriptions. Suno.AI combines machine learning algorithms with natural language processing to interpret the user's input and convert it into original musical compositions suited to the narrative context. In the case of student film production like "Kata Lana," Suno.AI serves as a practical solution for overcoming limited resources in professional sound production. It also supports creative processes by enabling the exploration of diverse musical styles without the need for complex studio equipment. Thus, Suno.AI functions not only as a technical tool but also as a creative partner in the audiovisual production process.

Miles and Huberman (1984) state that activities in qualitative data analysis are carried out interactively and continuously until the research is completed, allowing the data to reach saturation. This research was conducted through several stages. First, the data collection stage. Data were collected using research instruments such as field notes, documentation in the form of film scripts, storyboards, and the final output of the film, as well as in-depth interviews with the production team. Second, the data presentation stage. The collected data were then presented descriptively according to each indicator. The indicators in the interview guidelines include: the Level of AI Utilization in Backsound Production, Production Efficiency with the Use of Suno.AI, the Quality of Music Produced by Suno.AI, Challenges in Using Suno.AI, and AI as a Tool for Creativity. These indicators were designed to explore various aspects of artificial intelligence implementation in the film production process, particularly in the use of Suno.AI as a tool for composing background music. The first indicator measures the extent to which AI is utilized in crafting background music that aligns with the visual narrative. The second focuses on production efficiency, including time and resource savings. The third assesses the quality of music generated from both technical and artistic perspectives. The fourth explores technical and non-technical challenges encountered during the use of Suno.AI. The fifth highlights how AI supports or limits the creativity of filmmakers. These five indicators were operationalized into 12 interview questions aimed at obtaining in-depth and relevant insights.

Third, after the data were presented, the next step was data reduction. This process aims to filter and simplify the collected data so that the focus of analysis becomes sharper and more relevant. In this stage, the researcher identifies the most significant information from field notes, interviews, and documentation. The researcher extracts key themes from respondents' answers based on predetermined indicators, such as the level of AI utilization, the type of AI used, the impact of AI on production quality, efficiency, creativity, challenges in using AI, and the acceptance of AI among industry practitioners. This reduction process also helps eliminate irrelevant or repetitive information, allowing the analysis to be more focused and directed. After the reduction stage, the final steps involve verification and drawing conclusions. Verification is conducted to ensure the validity and consistency of the obtained data. The researcher applies triangulation techniques by comparing interview results

with field notes and documentation to confirm that the collected information is mutually supportive and credible.

RESULTS AND DISCUSSION

Result

Time and Cost Efficiency in Using AI for “Kata Lana” Movie Backsound

The integration of artificial intelligence through the Suno.AI platform has brought remarkable time efficiency to the production of the "Kata Lana" movie, particularly in composing its background music. Traditional methods of music composition, which often demanded weeks of meticulous effort by human composers, have been replaced by a streamlined digital process that can deliver results in just a few minutes. This acceleration in workflow is especially beneficial for student filmmakers who often operate under tight production timelines. Moreover, Suno.AI provides free daily tokens, enabling users to experiment with different soundscapes without incurring additional financial burdens. This accessibility not only democratizes the music production process but also fosters greater creative freedom. Instead of being limited by the availability or cost of musicians, producers can generate and refine music virtually, enhancing both speed and flexibility. In the context of "Kata Lana," this advantage proved crucial in maintaining the film's production schedule.

From a cost-efficiency standpoint, the application of AI like Suno.AI has fundamentally reshaped budgeting strategies in student-led film projects. According to RA, the AI-driven tool simplifies the early phases of musical composition, reducing the need for hiring external music composers or renting studio time. This shift allows production teams to reallocate their limited resources toward other key creative elements, such as visual storytelling, emotional pacing, or post-production design. Additionally, the AI's ability to instantly generate multiple versions of a track offers a level of flexibility that would otherwise be expensive or time-consuming to achieve manually. The time saved through automation directly translates into cost savings, which is a significant factor for independent or educational film projects. Furthermore, by lowering the barriers to professional-quality sound production, Suno.AI contributes to the empowerment of emerging filmmakers. In essence, AI not only saves time and money but also opens new avenues for artistic exploration within constrained budgets.

Quality of Results and the Creative Role of Composers

Although artificial intelligence is capable of generating complex musical drafts, the final output still requires a human touch to achieve artistic quality. MR explained that AI is not yet capable of fully capturing certain emotional depths necessary for film scoring. Therefore, the human role remains essential, especially in refining the tempo, choosing instruments, and adjusting musical nuances to match the scenes. The presence of a human music editor or composer is crucial to transform AI-generated drafts into compositions with high aesthetic value. In the case of Kata Lana, this role was vital in creating a strong emotional atmosphere. While AI can accelerate the technical process, human understanding of narrative context and emotional resonance remains irreplaceable. This reinforces the idea that AI serves as a tool—not a full replacement—in the creative process.

In this context, the Media Equation theory becomes particularly relevant, as it illustrates how humans tend to treat AI like a creative partner. Music editors treat outputs from Suno.AI as raw material, much like drafts from a human collaborator that require further refinement. This interaction reflects that creativity remains collaborative, even when one of the participants is a non-human entity. Human responses to technology often adopt a social approach, strengthening the notion that AI doesn't eliminate creativity but rather expands its possibilities. Thus, the relationship between AI and human composers represents a collaborative synergy that combines the speed and efficiency of technology with human intuition and empathy. The use of AI in film music production demonstrates

that technology is not the end of creativity, but rather a bridge toward new, dynamic forms of expression. It supports the evolution of artistic practices in a more adaptive and innovative direction.

Challenges and Limitations of AI in Music Production

Some of the main limitations in using artificial intelligence for film music production include difficulties in recreating specific emotional scenes, constraints in musical styles, and the repetition of musical patterns. RA noted that AI tends to produce music with generic structures, which often fail to capture the unique emotional tone required for specific cinematic moments. As a result, the music may feel impersonal and lack the emotional resonance needed to strengthen the narrative. In the context of a film like Kata Lana, which emphasizes emotional tension and inner conflict, these limitations become particularly evident. While AI can efficiently assist in the technical aspects of production, it still lacks the sensitivity to tailor musical expression precisely to the story's intensity. This reinforces the importance of human involvement in refining the music to ensure it aligns seamlessly with the film's storyline and characters.

MR emphasized the necessity of further development by composers after the AI generates an initial draft, in order to avoid monotonous or uninspired outcomes. The repetitive patterns often found in AI-generated music can weaken the film's atmosphere if not creatively adjusted. In this regard, the role of the human composer goes beyond technical refinement—it is essential for preserving originality and emotional richness in every scene. These challenges highlight that, while AI significantly accelerates the music production process, human creativity remains vital for maintaining artistic quality. The creative process cannot be fully automated, as it involves intuition, empathy, and complex narrative interpretation. Therefore, the collaboration between AI and human composers is not merely a division of labor, but a synergy that enables the creation of music that is truly expressive and meaningful.

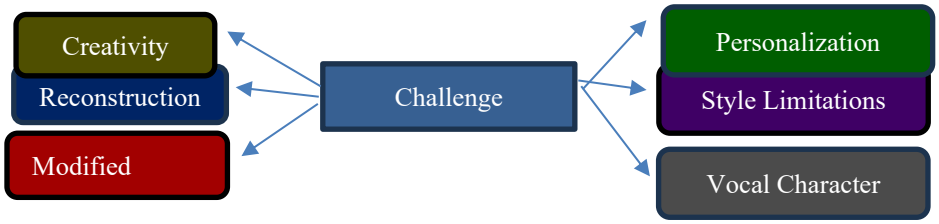

Figure 1. Components of Challenges in Using Suno.AI
(Data Analysis Results, 2025)

Figure 1 illustrates the various challenges encountered when creating a backsound using the Suno.AI platform. The integration of artificial intelligence (AI) in movie music production has generated significant discussions and debates, particularly concerning the potential impact on quality and originality. AI's capability to automatically generate musical compositions brings into question the enduring role of human creativity within the artistic process. While AI technology undeniably accelerates production timelines and offers a broad spectrum of musical options, critics argue that the outputs often sound generic and lack the emotional complexity that human composers typically infuse. These concerns highlight an ongoing tension between technological efficiency and artistic authenticity. Additionally, MR pointed out that the potential loss of a personal touch in music composition is a significant worry among creators, as the subtle nuances and emotional expression that define memorable scores may be diminished.

From a more balanced perspective, however, AI is increasingly viewed not as a replacement for human creativity but as an enabling tool that enhances composers' productivity and creative potential. By automating routine or technical aspects of music creation, Suno.AI allows composers to focus on refining the emotional and stylistic elements that give a soundtrack its distinctive character.

Despite this optimistic view, the core challenge remains: how to preserve the originality and uniqueness of AI-generated compositions. This involves addressing limitations such as creativity constraints, the ability to reconstruct complex emotional scenes, personalization, style limitations, and the incorporation of vocal character—all critical factors highlighted in Figure 1 based on the 2025 data analysis. As the technology evolves, the collaboration between AI and human composers will be pivotal in overcoming these challenges and shaping the future of music production in the film industry.

Stages of Using Suno.AI to Produce the Song "Kangen Ayah"

The music production process using the Suno.AI platform consists of four main stages designed to be user-friendly, especially for students with limited resources. These stages include: (1) creating an account and logging in, (2) entering a descriptive text prompt, (3) waiting for the AI to generate the music, and (4) evaluating and downloading the final result. This straightforward and rapid process demonstrates how AI technology can significantly simplify music production for student films, which often face time and budget constraints. With this platform, producing quality background music becomes more affordable and accessible, even for those without specialized skills in music composition.

Stages of Making the Song "Kangen Ayah" as the Backsound of the Movie "Kata Lana" by Using Suno.AI

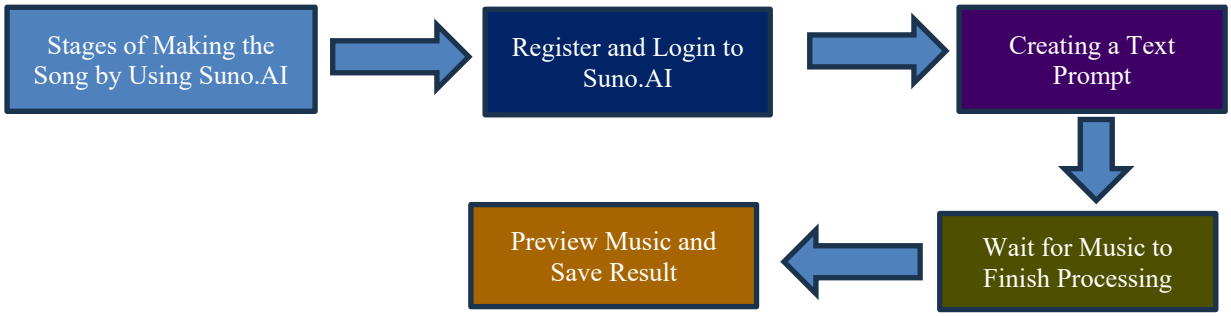

Figure 2. Explaining the stages of song creation using Suno.AI.
(Data Analysis Results, 2025)

Figure 2 illustrates the detailed stages of creating the song "Kangen Ayah" as the backsound for the film "Kata Lana" using Suno.AI. The first stage begins with user registration and login through the official Suno.AI website, where an account must be created to access the service. After successfully logging in, users proceed to the second stage, which involves creating a text prompt that describes the desired mood, genre, tempo, or musical elements. This prompt serves as creative guidance for the AI to produce music that fits the film's needs. In the third stage, users wait while Suno.AI's advanced algorithms process the prompt to generate a musical composition. This step typically takes a few minutes, depending on the complexity of the prompt provided. The final stage is evaluation, where users can preview the generated music, assess its suitability with the film's theme, and download the file if it meets their expectations. Through these four stages, Suno.AI offers an efficient, accessible, and highly useful solution for music production, especially for beginner filmmakers or students aiming to create high-quality audiovisual works without relying on extensive resources.

Discussion

This research found that the use of artificial intelligence (AI) in creating the background music for Kata Lana is not merely a technical tool but has been embraced as a genuine creative partner by the composers involved. This aligns with the principles of the Media Equation theory proposed by Reeves and Nass (1996), which explains that humans tend to interact with media as if they were social actors. In this context, AI is perceived as having an equal role in the creative collaboration process. It

actively supports brainstorming by suggesting musical ideas, offering alternatives, and significantly accelerating the production timeline. The composers treat AI-generated drafts not as finished products, but as collaborative inputs that require human refinement. This dynamic partnership highlights a shift in how technology integrates into creative workflows, moving beyond automation to meaningful co-creation.

This finding supports the perspective of Vinchon et al. (2021), who argue that AI can enhance efficiency without supplanting the essential cognitive and emotional contributions of humans. Contrary to Copet et al. (2023), who express concerns that AI might diminish emotional engagement in artistic creation, this study demonstrates that human involvement remains robust throughout the process. While AI produces initial musical drafts, crucial elements such as tempo selection, dynamic modulation, and emotional tone are still meticulously controlled and refined by human composers. This illustrates that AI's role is to expand the boundaries of creative possibility, offering new tools and options rather than replacing human artistic intuition. The human–AI collaboration fosters a more diverse and nuanced creative output.

In comparison to prior research that predominantly focuses on AI's applications in scriptwriting (Li, 2022), visual effects, and property graphics (Owie, 2024), this study provides a novel insight into AI's role in film music composition. It contributes uniquely to the field of creative media and technology by investigating AI's involvement in a deeply subjective and expressive medium—music. Film music serves as an emotional narrative device, and this study reveals that AI assists in this process without fully replacing the human touch. The findings emphasize that while AI can generate structural musical elements, it lacks the capacity to wholly embody or convey the emotional subtlety and artistic sensitivity that human composers bring to the score. This underscores the continuing need for human agency in emotionally charged artistic expressions.

A critical reflection on these findings suggests that AI alters the nature of creative engagement but does not supplant human creativity altogether. Rather, the creative process becomes more strategic: humans transition from building compositions from the ground up to compiling, selecting, and refining AI-generated materials. Despite these advantages, challenges persist. A heavy reliance on certain AI algorithms risks leading to homogenization—musical pieces that sound similar due to underlying data models and repetitive patterns. This limitation could reduce the originality and diversity of creative works if not carefully managed. Thus, while AI accelerates and broadens creative options, maintaining artistic distinctiveness requires continued human oversight and innovation.

In conclusion, AI in this context is most accurately described as a co-creator that accelerates the production process and broadens the spectrum of creative possibilities rather than serving as a substitute for human artistry. Looking ahead, the growing integration of AI in creative domains will raise ethical and aesthetic questions. These include how to preserve the originality, artistic identity, and emotional depth of works generated with AI assistance. Future research and practice must address these concerns to ensure that technology enhances rather than diminishes the richness of artistic expression. The evolving human–AI partnership holds great promise but must be navigated thoughtfully to safeguard the integrity of creative media.

CONCLUSION

The research findings reveal that artificial intelligence (AI) has become a powerful catalyst driving significant transformations within the film industry. AI technologies have not only enhanced production efficiency by automating time-consuming tasks but also encouraged new forms of creative innovation across various stages of filmmaking. From scriptwriting and editing to visual effects and sound design, AI tools are increasingly integrated into the workflow, enabling filmmakers to explore fresh artistic possibilities. Despite these advances, the specific application of AI in composing background music, particularly through platforms like Suno.AI, remains relatively unexplored. This gap highlights a critical area where AI's impact on the emotional and aesthetic dimensions of film could be further understood and leveraged.

The potential for AI to generate high-quality music, foster productive human-machine collaboration, and create unique audience experiences presents vast opportunities for future research. Key topics emerging from this field include the assessment of the artistic quality and emotional resonance of AI-generated music, as well as its influence on the creative autonomy of human composers. Ethical concerns also arise regarding originality, intellectual property, and the preservation of artistic identity when AI plays a significant creative role. Additionally, how audiences perceive and emotionally connect with AI-assisted music in films warrants deeper investigation. Integrating AI with other emerging technologies, such as virtual reality or adaptive soundtracks, could further redefine cinematic experiences. The integration of AI with other emerging technologies, such as virtual reality, augmented reality, and adaptive soundtracks, could further redefine cinematic experiences in profound and innovative ways. These advancements have the potential to create more immersive and interactive film environments where the soundtrack dynamically responds to viewer emotions or narrative shifts, enhancing storytelling beyond traditional linear formats. As technology continues to evolve, filmmakers will have unprecedented tools to tailor audio-visual experiences that engage audiences on deeper sensory and emotional levels. Such innovations not only transform how films are produced and consumed but also challenge existing creative paradigms and industry standards. Therefore, continued scholarly inquiry and interdisciplinary research into these evolving themes are essential. They promise to drive further advancements in AI technology, optimize its integration within the creative workflow, and ultimately elevate the overall quality and impact of film production worldwide.

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