THE ROLE OF GRAPHIC DESIGN IN ENHANCING AI TECHNOLOGY ACCEPTANCE AS A MEDIATOR FOR UTILIZATION BY BUSINESS GROUPS OF CHILDREN WITH DISABILITIES

PERAN DESAIN GRAFIS DALAM MENINGKATKAN PENERIMAAN TEKNOLOGI AI SEBAGAI MEDIATOR PEMANFAATAN OLEH KELOMPOK USAHA ANAK PENYANDANG DISABILITAS

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ABSTRACT
This study examines the role of inclusive graphic design in enhancing the acceptance and utilization of artificial intelligence (AI) technologies among children with disabilities. Using a quantitative approach, data were collected from 97 respondents within the Adisa business group, employing a structured questionnaire to measure graphic design quality, AI acceptance, and utilization. Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized to analyze the relationships between these variables. The findings reveal that graphic design significantly influences both the acceptance and utilization of AI technology, with user acceptance mediating this relationship. These results highlight the importance of user-centered and inclusive design in reducing barriers to AI adoption and ensuring equitable access for marginalized populations. By extending the Technology Acceptance Model to include inclusivity as a critical factor, this study contributes to the theoretical understanding of technology adoption while providing actionable insights for developers, businesses, and policymakers. The implications underscore the need for culturally sensitive and cost-effective design practices to foster widespread adoption and utilization of AI technologies. Future research is encouraged to explore the intersection of design, functionality, and socio-economic factors to further advance inclusive technological innovation.
Keywords : *Graphic Design, AI Acceptance, AI Utilization, Inclusive Design, Children with Disabilities, Technology Adoption*

ABSTRAK
Penelitian ini mengkaji peran desain grafis inklusif dalam meningkatkan penerimaan dan pemanfaatan teknologi kecerdasan buatan (artificial intelligence/AI) di kalangan anak-anak penyandang disabilitas. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 97 responden dalam kelompok bisnis Adisa, menggunakan kuesioner terstruktur untuk mengukur kualitas desain grafis, penerimaan, dan pemanfaatan AI. Partial Least Squares Structural Equation Modeling (PLS-SEM) digunakan untuk menganalisis hubungan antara variabel-variabel ini. Temuan mengungkapkan bahwa desain grafis secara signifikan memengaruhi penerimaan dan pemanfaatan teknologi AI, dengan penerimaan pengguna yang memediasi hubungan ini. Hasil ini menyoroti pentingnya desain yang berpusat pada pengguna dan inklusif dalam mengurangi hambatan adopsi AI dan memastikan akses yang adil bagi populasi yang terpinggirkan. Dengan memperluas Model Penerimaan Teknologi untuk memasukkan inklusivitas sebagai faktor penting, penelitian ini berkontribusi pada pemahaman teoritis tentang adopsi teknologi sambil memberikan wawasan yang dapat ditindaklanjuti bagi pengembang, bisnis, dan pembuat kebijakan. Implikasinya menggarisbawahi perlunya praktik desain yang peka terhadap budaya dan hemat biaya untuk mendorong adopsi dan pemanfaatan teknologi AI secara luas. Penelitian di masa depan didorong untuk mengeksplorasi perpotongan antara desain, fungsionalitas, dan faktor sosial-ekonomi untuk memajukan inovasi teknologi yang inklusif.
Kata Kunci: Desain Grafis, Penerimaan AI, Pemanfaatan AI, Desain Inklusif, Anak Penyandang Disabilitas, Adopsi Teknologi

INTRODUCTION

The advancement of artificial intelligence (AI) has revolutionized numerous sectors, introducing unparalleled opportunities for efficiency, innovation, and accessibility. Among its many applications, AI has been lauded for its potential to improve the quality of

life for individuals with disabilities by enhancing accessibility to education, employment, and daily living activities (Huang et al., 2021). However, despite the promise of AI in creating inclusive opportunities, significant barriers persist in its adoption by children with disabilities. These barriers are rooted in technological, cognitive, and socio-cultural factors that limit accessibility and usability (Rahman et al., 2021). As a result, there is an urgent need to explore strategies that facilitate the acceptance and utilization of AI technologies among marginalized groups, particularly children with disabilities who often face compounded challenges.

A critical barrier to the widespread adoption of AI among children with disabilities is the lack of inclusive design principles in its development. AI systems often fail to accommodate the diverse needs of users, particularly those with physical, cognitive, or sensory impairments (Boulos et al., 2021). The absence of adaptive features, such as intuitive interfaces and multimodal accessibility tools, exacerbates the digital divide, leaving many children unable to benefit from AI's transformative potential (Zhang et al., 2021). Moreover, the literature highlights the importance of user-centered design, which actively involves target users in the development process to ensure that their specific needs and preferences are addressed (Pereira et al., 2021). Despite this evidence, many developers continue to prioritize technological functionality over inclusivity, resulting in products that are inaccessible to significant portions of the population.

Inclusive graphic design emerges as a critical mediator in overcoming these barriers. The role of graphic design extends beyond aesthetics; it serves as a bridge between users and technology, facilitating interaction, usability, and engagement (Huang et al., 2021). For children with disabilities, effective graphic design can minimize cognitive load, reduce interaction complexity, and create a more accessible and empowering user experience (Santos et al., 2020). Studies have shown that design elements such as color schemes, layout simplicity, and adaptive feedback mechanisms can significantly influence the acceptance and usability of technology (Kim & Choi, 2020). Thus, understanding how graphic design influences the acceptance and utilization of AI technology among children with disabilities is imperative to bridging the accessibility gap.

While much has been written about the role of graphic design in technology adoption, research gaps remain in its application to AI technologies tailored for children with disabilities. Most studies have focused on the broader population or specific disability groups, neglecting a comprehensive understanding of how design influences the adoption process for children with diverse needs (Rahman et al., 2021). Additionally, existing research often overlooks the interplay between graphic design, user acceptance, and technology utilization. The Technology Acceptance Model (TAM) has provided a foundational framework for understanding user adoption behaviors, emphasizing perceived ease of use and usefulness as critical determinants (Davis, 1989). However, there is a growing need to extend this framework to include variables such as inclusivity and user-centered design, which are particularly relevant in the context of AI for children with disabilities (Venkatesh et al., 2020).

The intersection of graphic design and AI acceptance is particularly relevant in the context of entrepreneurial

ecosystems like the Adisa business group, which supports children with disabilities in developing their entrepreneurial skills. Businesses such as Adisa face unique challenges in integrating AI technologies that meet the needs of their participants while remaining economically viable (Mendel et al., 2021). By leveraging inclusive graphic design, these organizations have the potential to create AI tools that are not only functional but also accessible and engaging for children with disabilities. Moreover, fostering user acceptance through well-designed interfaces can drive technology utilization, enhancing the effectiveness of entrepreneurial initiatives and contributing to broader social inclusion (Tariq et al., 2021).

Social and cultural factors further complicate the adoption of AI technologies by children with disabilities. For instance, technology acceptance is influenced by societal norms, cultural attitudes toward disability, and the availability of resources (Rahman et al., 2021). In regions with diverse socio-cultural contexts, the design of AI tools must account for language differences, cultural sensitivities, and varying levels of digital literacy (Boulos et al., 2021). Failing to address these factors risks alienating potential users and perpetuating existing inequalities. Inclusive graphic design that integrates cultural and social considerations can mitigate these challenges, creating technology that resonates with users' unique contexts and experiences (Pereira et al., 2021).

Economic barriers also play a significant role in limiting access to AI technologies for children with disabilities. Adaptive technologies often come with high development and implementation costs, making them inaccessible to many families and organizations (Mendel et al., 2021). Public-private partnerships and government subsidies have been suggested as potential solutions to reduce these financial burdens, enabling wider access to inclusive AI tools (Liu et al., 2021). However, businesses must also adopt scalable and cost-effective design practices that ensure affordability without compromising accessibility. The integration of inclusive graphic design into AI development processes can contribute to cost savings by minimizing the need for subsequent modifications and enhancing user satisfaction (Zhang et al., 2022).

This study aims to address the gaps in existing literature by examining the role of graphic design in enhancing AI technology acceptance and utilization among children with disabilities. By employing a quantitative approach, it seeks to evaluate how design elements influence user perceptions and behaviors, with a particular focus on their mediating role in the relationship between technology acceptance and utilization. The findings are expected to provide valuable insights for businesses, developers, and policymakers seeking to create more inclusive and effective AI solutions. Additionally, the study contributes to the theoretical discourse by extending the TAM framework to incorporate variables relevant to inclusivity and user-centered design in the context of disability.

RESEARCH METHODS

This study employed a quantitative research design to examine the role of graphic design in enhancing the acceptance and utilization of artificial intelligence (AI) technologies among children with disabilities. A survey method was utilized, consistent with prior studies that emphasize its efficacy in capturing user perceptions and

behavioral tendencies in technology adoption contexts (Hair et al., 2021). The population consisted of members of the Adisa business group, which focuses on fostering entrepreneurial skills among children with disabilities. From a total population of 150 individuals, a sample of 97 respondents was selected using simple random sampling, aligning with Krejcie and Morgan's (1970) guidelines for determining sample size. The research instrument, a structured questionnaire, was designed to measure three core constructs: graphic design, AI acceptance, and AI utilization. Each construct was operationalized using validated scales from previous literature and assessed on a 5-point Likert scale. The questionnaire underwent a pilot test to ensure reliability and validity, as recommended by Fornell and Larcker (1981), who emphasize the importance of convergent and discriminant validity in structural equation modeling.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), an approach particularly suited for complex models with small sample sizes (Chin, 2010). SMARTPLS 4 software was employed to assess both the measurement and structural models. The outer model was evaluated for reliability and validity using Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE), ensuring that each construct met the recommended thresholds for internal consistency and convergent validity (Henseler et al., 2015). The structural model was analyzed through path coefficients, t-statistics, and R-squared values to determine the strength and significance of relationships between variables. This approach aligns with recent methodological advancements in examining mediating effects, allowing the study to explore the role of AI acceptance as a mediator between graphic design and utilization (Hair et al., 2020). Ethical considerations were rigorously followed, including informed consent and confidentiality, ensuring adherence to international standards for research involving vulnerable populations.

RESULTS AND DISCUSSIONS
RESULTS
Overview of Findings

The results of this study emphasize the significant role of graphic design in enhancing the acceptance and utilization of AI technology among children with disabilities. The data analysis revealed a positive and substantial relationship between the quality of graphic design and the acceptance of AI technology, with a statistically significant path coefficient (t-statistic > 1.96, p < 0.05). Furthermore, graphic design was found to have a direct impact on the utilization of AI, highlighting the practical importance of well-designed interfaces in promoting technology adoption within this population. These findings align with prior research that underscores the importance of user-centered and inclusive design in improving technology usability (Huang et al., 2022). The mediation analysis further demonstrated that acceptance serves as a crucial intermediary variable, enhancing the pathway between graphic design and technology utilization.

Outer Model Evaluation

The outer model, evaluated through reliability and validity metrics, demonstrated strong measurement properties. Convergent validity was established as all items exhibited loadings above the recommended threshold of 0.7, with Average Variance Extracted (AVE) values exceeding 0.50 for all constructs (Fornell & Larcker,

1981). Table 1 illustrates the outer model's convergent validity results, confirming that the indicators used effectively represent their respective constructs. Reliability was assessed using Cronbach's alpha and composite reliability, both of which were above the acceptable threshold of 0.7, indicating consistent internal measurement (Hair et al., 2021). These results confirm the robustness of the measurement model and its suitability for further structural analysis.

Table 1. Outer Model Evaluation

Construct	AVE	Cronbach's Alpha	Composite Reliability
Graphic Design	0.617	0.896	0.917
Acceptance of AI	0.613	0.842	0.884
Utilization of AI	0.702	0.788	0.872

Structural Model Evaluation

The structural model was analyzed to evaluate the relationships among latent variables and the mediating role of AI acceptance. The R-squared values indicate the explanatory power of the model, with graphic design explaining 35.2% of the variance in AI acceptance and 72.2% of the variance in AI utilization (Hair et al., 2020). These values reflect a strong model fit and substantiate the hypothesized relationships. Table 2 presents the structural model results, including path coefficients, t-statistics, and significance levels.

Table 2. Structural Model Path

Path	Coeff	T -Statistic	p-Value
Graphic Design → AI Acceptance	0.594	8.334	0.000
Graphic Design → AI Utilization	0.815	20.263	0.000
AI Acceptance → AI Utilization	0.297	4.320	0.000

Mediation Analysis

The mediating role of AI acceptance was tested using the bootstrapping method in SMARTPLS 4, which is particularly effective for evaluating indirect effects in structural equation modeling (Chin, 2010). The results confirmed that AI acceptance significantly mediates the relationship between graphic design and AI utilization (t-statistic = 3.467, p < 0.001). This finding aligns with previous research emphasizing the mediating role of user acceptance in technology adoption (Venkatesh et al., 2020). The indirect effect underscores the importance of fostering acceptance to maximize the impact of graphic design on technology utilization.

The findings of this study provide valuable insights for businesses and technology developers seeking to improve AI adoption among children with disabilities. The strong relationship between graphic design and both acceptance and utilization highlights the need for user-centered design practices that prioritize accessibility and inclusivity. Effective graphic design not only enhances initial engagement but also facilitates sustained use of AI technologies by reducing cognitive and physical barriers (Kim & Choi, 2021). Additionally, the mediating role of AI acceptance suggests that businesses should invest in building trust and user confidence through intuitive and adaptive interface designs.

While the results confirm the importance of graphic design, the study also highlights potential challenges in ensuring broad adoption of AI technologies. External factors such as socio-cultural barriers, economic constraints, and technological infrastructure limitations may influence the effectiveness of design interventions (Liu et al., 2021). Future research should explore these contextual factors to provide a more comprehensive understanding of the determinants of technology adoption among children with disabilities.

DISCUSSIONS

The findings of this study underscore the significant role of graphic design in enhancing the acceptance and utilization of artificial intelligence (AI) technologies among children with disabilities. This section discusses the results in light of existing literature, highlighting the theoretical implications, practical applications, and contextual considerations that inform the interpretation of these findings. The discussion is structured to link each research question to its corresponding results while situating these within broader academic and practical contexts.

The significant relationship between graphic design and AI acceptance supports the hypothesis that well-designed interfaces play a pivotal role in shaping user perceptions and behaviors. As suggested by Zhang et al. (2021), user-centered and inclusive graphic design minimizes cognitive and physical barriers, fostering a positive user experience. This is particularly critical for children with disabilities, who often encounter difficulties in navigating complex technological systems (Huang et al., 2021). The current study corroborates these findings, demonstrating that intuitive design elements, such as adaptive interfaces and clear visual layouts, directly enhance user acceptance. Moreover, the results align with Pereira et al. (2021), who emphasize the importance of participatory design approaches in creating accessible and functional technologies for marginalized groups. By involving children with disabilities in the design process, developers can ensure that their needs and preferences are adequately addressed, thereby increasing the likelihood of technology adoption.

The mediating role of AI acceptance in the relationship between graphic design and utilization further highlights the interplay between user perception and behavior. Consistent with the Technology Acceptance Model (TAM) proposed by Davis (1989), this study confirms that perceived ease of use and usefulness significantly influence the adoption and sustained use of technology. Graphic design serves as a facilitator of these perceptions by creating interfaces that are both aesthetically pleasing and functionally effective (Kim & Choi, 2020). The mediation analysis underscores the necessity of fostering user trust and confidence through thoughtful design, as suggested by Venkatesh et al. (2020). These findings are particularly relevant for developers and businesses aiming to target underrepresented populations, as they highlight the need to prioritize accessibility and inclusivity in the design and implementation of AI technologies.

The study's findings also have practical implications for entrepreneurial ecosystems like the Adisa business group, which focuses on empowering children with disabilities through technology-based initiatives. By integrating inclusive graphic design into their AI tools, these organizations can enhance user engagement and productivity. Tariq et al. (2021) highlight that accessible and user-friendly technologies not only improve individual outcomes but also contribute to broader social and economic inclusion. The results of this study reinforce the potential for inclusive design to bridge the digital divide, enabling children with disabilities to participate more fully in education, employment, and entrepreneurship. Moreover, the findings align with Liu et al. (2021), who emphasize the role of adaptive technologies in fostering independence and confidence among children with disabilities. By leveraging the principles

of inclusive design, organizations like Adisa can create opportunities for growth and empowerment while addressing the unique challenges faced by their participants.

While the direct impact of graphic design on AI utilization is well-established in the literature, this study adds depth to the understanding of how design influences sustained engagement. Research by Santos et al. (2020) highlights that overly complex systems can overwhelm users, particularly those with cognitive disabilities, reducing their ability to engage with the technology effectively. The current study supports this notion, demonstrating that simplified and intuitive designs encourage consistent use of AI technologies. Additionally, the findings align with Mendel et al. (2021), who argue that scalable and cost-effective design practices are essential for ensuring accessibility. By creating affordable and adaptable solutions, developers can reach a wider audience, including children with disabilities from diverse socio-economic backgrounds.

The relationship between graphic design, AI acceptance, and utilization also underscores the importance of addressing socio-cultural and economic barriers to technology adoption. Rahman et al. (2021) highlight that social and cultural factors, such as language differences and societal attitudes toward disability, influence how users perceive and interact with technology. This study reinforces the need for culturally sensitive designs that account for the diverse contexts in which AI technologies are used. Moreover, the findings suggest that public-private partnerships and government support can play a crucial role in alleviating economic constraints, enabling broader access to adaptive technologies (Boulos et al., 2021). These considerations are critical for ensuring that the benefits of AI are equitably distributed, particularly among marginalized populations.

Despite the robust statistical evidence supporting the study's hypotheses, several limitations warrant discussion. First, the use of a single business group as the study's sample may limit the generalizability of the findings to other contexts. Future research should consider larger and more diverse samples to validate the applicability of these results across different populations and settings. Second, while the study focuses on graphic design as a key determinant of AI acceptance and utilization, other factors, such as technical functionality and data security, may also influence user behavior (Kuo et al., 2021). Addressing these additional variables in future research could provide a more comprehensive understanding of the determinants of technology adoption among children with disabilities.

The theoretical contributions of this study lie in its extension of the TAM framework to include inclusivity and user-centered design as critical variables in technology adoption. By demonstrating the mediating role of AI acceptance, the study provides empirical support for the integration of these variables into existing models, offering a more nuanced perspective on user behavior. Additionally, the findings contribute to the growing body of literature on inclusive design, highlighting its importance in creating equitable and accessible technological solutions. As businesses and developers increasingly recognize the value of inclusivity, this study serves as a call to action for adopting design practices that prioritize the needs of all users.

CONCLUSION AND SUGGESTION

This study highlights the critical role of inclusive graphic design in enhancing the acceptance and utilization of AI technologies among children with disabilities, demonstrating that intuitive and accessible design elements significantly reduce cognitive and physical barriers. The findings confirm that user acceptance mediates the relationship between graphic design and technology utilization, emphasizing the importance of fostering trust and usability in AI interfaces. These results not only validate the extension of the Technology Acceptance Model to include inclusivity as a core variable but also underscore the practical value of prioritizing user-centered design in technological innovation. By addressing socio-cultural and economic barriers, this research contributes to a growing body of literature advocating for equitable technological solutions. It provides actionable insights for developers, businesses, and policymakers aiming to bridge the digital divide for marginalized populations. Future research should explore the interplay between design, functionality, and external factors such as infrastructure and policy support to deepen understanding and foster widespread adoption of AI technologies in diverse contexts.

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