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The Philosophy of Semar as an Ethical Framework for the Use of Artificial Intelligence

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Abstract

Artificial intelligence (AI) is a multidimensional phenomenon that profoundly impacts various aspects of modern human life. While global discussions on AI ethics have predominantly centered on Western perspectives, this study explores ethical AI development through the lens of Semar philosophy, representing the local wisdom of Nusantara. Employing library research with a philosophical approach, this research analyzes some sources on Semar philosophy and its relevance to AI ethics. The findings reveal that: 1) The *Ojo Dumeh* principle promotes humility in AI use and development, preventing technological arrogance and misuse. The *Eling* principle emphasizes awareness of AI's intended purpose and its socio-environmental consequences, fostering responsible innovation. The *Waspada* principle highlights the importance of risk mitigation, addressing challenges such as algorithmic bias, privacy concerns, and unequal access to technology. 2) The integration of these ethical values presents an opportunity for strategic collaboration among developers, users, and policymakers to craft regulations that harmonize global standards with local wisdom, reinforcing the importance of culture-based ethics education. 3) Key challenges in implementation include limited cultural awareness in AI ethics discourse, resource constraints, and difficulties in aligning local ethical values with global regulatory frameworks. This study contributes to the ongoing discourse on AI ethics by introducing a localized ethical framework that balances technological advancements with cultural values. Further research is recommended to develop a structured implementation framework and an adaptive strategy for global integration, ensuring that local philosophical perspectives contribute to a more humane, inclusive, and ethically responsible AI ecosystem.

Keywords

artificial intelligence, ethical framework, philosophy of Semar

1 Introduction

The rapid development of artificial intelligence (AI) technology has significantly impacted various aspects of human life. This technology offers higher efficiency, accelerated innovation, and creative solutions to complex challenges across various fields. However, alongside these benefits, significant concerns have emerged regarding its impact on humanity. Automation poses the risk of replacing human jobs, exacerbating social inequality, and eroding the sense of individual uniqueness (Russell & Norvig, 2010). Additionally, the misuse of technology for propaganda, mass surveillance, or obscuring accountability in decision-making presents serious threats (Harjanto & Najicha, 2024). In extreme scenarios, uncontrolled AI could even pose existential risks to humanity (Vold & Harris, 2023).

Therefore, a comprehensive ethical framework is necessary to ensure that the development of AI technology proceeds in accordance with strong moral principles. Such a framework must address emerging challenges, including ensuring process transparency, preventing the misuse of technology, and establishing moral boundaries for its application. With a systematic approach, an ethical framework can serve not only as a normative guide but also as an effective tool for mitigating negative risks while maximizing the benefits of technology for the well-being of humanity.

Various global organizations have designed ethical frameworks for AI as references. The *EU Ethics Guidelines for Trustworthy AI* prioritize a human-centric approach, ensuring that AI aligns with human rights and fundamental European values such as fairness, transparency, and privacy to build trust and prioritize human welfare (European Commission: Directorate-General for Communications Networks, 2019). *UNESCO's Recommendation on the Ethics of Artificial Intelligence* adopts a culturally integrated

approach, emphasizing sensitivity to social, cultural, and environmental contexts, along with principles of sustainability, fairness, and inclusivity (UNESCO, 2022). The *Beijing AI Principles* draw on Taoist and Confucian philosophies, emphasizing the integration of technological development with social well-being (Beijing Academy of Artificial Intelligence, 2019). The *Singapore Model AI Governance Framework* focuses on implementation, providing practical assessment tools and guidelines tailored to business needs, while emphasizing transparency, accountability, and risk mitigation (Singapore Empowering Possibilities, Infocomm Media Development Authority, & Personal Data Protection Comission of Singapore, 2020).

However, these approaches tend to reflect specific cultural values, making it essential to explore local perspectives that are more relevant to the context of Nusantara society. Given the central role of ethics in AI development, it is crucial to address the ethical challenges that arise alongside technological advancement. In this regard, systematic efforts are needed to integrate the ethical values of local wisdom, which hold significant moral significance. Without disregarding the contributions of global ethical perspectives, local wisdom has great potential to establish an ethical foundation that is relevant to the socio-cultural context of the community (Akter, 2024).

To date, the discourse on AI ethics has yet to present a structured and widely recognized ethical framework based on the local wisdom of Nusantara. This gap underscores the need to explore and develop local values that can provide an ethical foundation relevant to Indonesia's socio-cultural context. On the other hand, an approach overly reliant on foreign philosophies presents its own challenges, as the misalignment of their values with local realities risks cultural hegemony and threatens the sustainability of Nusantara's cultural identity. The dominance of foreign perspectives may also limit the space for developing local values, which have significant capacity to address technological challenges more contextually. Therefore, immediate strategic steps are needed to integrate local wisdom into AI ethical frameworks, creating an approach that is not only innovative but also aligned with the cultural values of Nusantara.

One representation of local wisdom relevant to the context of AI ethics is the philosophy of Semar. Semar is a central figure in the traditional Javanese shadow puppet theater (*wayang kulit*), introduced by Sunan Kalijaga as part of his Islamic proselytization mission (Albaar, 2018). The philosophy of Semar offers life guidance encapsulated in three main principles: *Ojo Dumeh* (Avoid arrogance), *Eling* (Be mindful), and *Waspada* (Be cautious). These principles serve as relevant life guidelines for navigating various challenges. The principle of *Ojo Dumeh* teaches humility and avoiding arrogance or a sense of superiority over others. *Eling* emphasizes awareness of life's purpose and the importance of acting wisely in every decision. Meanwhile, *Waspada* underscores caution in facing situations, ensuring that every action taken avoids causing harm to oneself or others (Kresna, 2022). These teachings represent traditional Nusantara wisdom and can be utilized as a new lens to evaluate and shape AI ethics.

An AI ethical framework based on the philosophy of Semar offers novelty and significance through several key aspects. *First*, this approach introduces Nusantara's local wisdom into the discourse on AI ethics, contributing uniquely to the global ethical landscape. *Second*, the application of these philosophical principles provides a distinctive and contextual ethical foundation. *Third*, the relevance of these values to Nusantara's culture makes them more effective in addressing social and technological challenges in Indonesia. *Fourth*, this approach contributes to diversifying global ethical perspectives, creating space for local values to engage with established ethical frameworks. *Fifth*, it plays a role in preserving and promoting Nusantara's cultural heritage, ensuring its relevance in the modern era increasingly influenced by technological advancements.

The objective of this study is to examine the application of the principles of *Ojo Dumeh*, *Eling*, and *Waspada* within an AI ethical framework. The study aims to explore the practical implications of these principles for AI users, developers, and policymakers. Additionally, it seeks to identify the challenges and limitations that may arise in efforts to integrate these local wisdom values into the development and application of AI technology, with the hope of strengthening an AI ethical framework rooted in local values.

2 Methods

This study employs the library research method, which involves collecting, reviewing, and analysing various sources as the primary references (Sari et al., 2023). This method was selected due to its relevance to the research objectives, which focus on exploring the concepts and theories of artificial intelligence and integrating Semar's philosophy within the framework of technological ethics. The research process was conducted systematically following the steps outlined in the Miles and Huberman qualitative model,

namely data collection, data reduction, data presentation, and conclusion drawing (Haryoko, Bahartiar, & Arwadi, 2020).

The first step involved literature data collection. At this stage, the researcher accessed various credible sources, including books, scientific journal articles, and academic documents relevant to the topic. The focus of this literature encompassed studies on Semar's philosophy and artificial intelligence. These sources were obtained through searches in digital databases such as Google Scholar, Springer, and ScienceDirect, as well as print collections available at the university library. During this stage, all potentially relevant references covering philosophical, ethical, and technological perspectives were gathered and documented to ensure a comprehensive and diverse range of viewpoints.

After data collection, a screening and selection process was undertaken to ensure the relevance, validity, and timeliness of the sources used. The selected literature was classified into three main categories: (1) studies on Semar's philosophy, (2) research on AI ethics from a global perspective, and (3) sources examining the realities of artificial intelligence. Redundant, less credible, or irrelevant literature was excluded to maintain the focus and quality of the analysis. Priority was given to recent literature, particularly from the past five years, to ensure the findings remained contextually relevant. This step was essential in ensuring that the research was grounded in valid and credible sources while keeping the discussion focused and meaningful.

The next step is literature analysis using a philosophical approach. In this stage, the analysis involved critically and comprehensively examining, identifying, comparing, and synthesizing findings from the selected literature (Bakker & Zubair, 2020). The researcher first delved into key concepts such as the values of *Ojo Dumeh*, *Eling*, and *Waspada* in Semar's philosophy and how these values can be applied in the context of technology ethics. Subsequently, these findings were compared with established principles of AI ethics, such as transparency, fairness, and privacy, to evaluate the relevance and potential integration of local values into global frameworks. This analysis also included an evaluation of how Semar's philosophy could offer an alternative perspective to enrich the discourse on AI ethics through an approach grounded in local wisdom.

The final step involves drawing conclusions and making recommendations. Based on the analysis results, this study concludes how the values of *Ojo Dumeh*, *Eling*, and *Waspada* can be practically applied in the development and use of artificial intelligence. These conclusions are followed by strategic recommendations, including the development of implementation guidelines for these values aimed at technology developers, users, and policymakers. The recommendations also emphasize the importance of collaboration among academics, practitioners, and cultural communities to promote local values as an ethical foundation relevant to modern technology development. Through these steps, this study aims to make a meaningful contribution to enriching the discourse on AI ethics and creating a more inclusive, humane, and responsible technological ecosystem.

3 Discussion

3.1 Application of Semar's Principles in AI Ethics

The philosophical perspective of Semar, which emphasizes the values of *Ojo Dumeh* (Avoid arrogance), *Eling* (Be mindful), and *Waspada* (Be cautious), offers a relevant ethical guide for addressing the challenges in the development and use of artificial intelligence. By embedding these values, the management of AI-based technology can be directed toward preserving human dignity and ensuring equitable and inclusive social sustainability. These ethical principles, rooted in local wisdom, have the potential to shape a contextual, humane, and timely ethical framework while promoting the integration of noble values into modern technological innovation.

3.1.1 Ojo Dumeh

In Semar's perspective, the principle of *Ojo Dumeh* serves as a reminder for humans to maintain humility and avoid arrogance over what they possess. This wisdom teaches people not to fall into feelings of superiority due to wealth or envy toward the fortune of others (Kresna, 2022). In Javanese philosophy, *Ojo Dumeh* is closely linked to the slogan *Ojo Gumunan, Ojo Kagetan, Ojo Aleman* (Do not be easily amazed, do not be easily regretful, do not be easily shocked, do not be overly dependent). *Ojo Gumunan* teaches not to be easily mesmerized by material things, *Ojo Kagetan* emphasizes resilience in facing change, while *Ojo Aleman* promotes self-reliance in all circumstances (Bhilawa, 2024). These principles aim to cultivate a

simple and balanced attitude, keeping humans away from arrogance, envy, or overdependence on fortune, allowing them to live life in harmony and mindfulness.

Aligned with this spirit, the principle of *Ojo Dumeh* guides humans to approach artificial intelligence with humility, refraining from overestimating the technology as a solution to all problems. Despite its sophistication, AI has limitations stemming from data biases, a lack of understanding of social contexts, and its inability to fully grasp human complexity (United Nations Human Rights Office of the High Comissioner, 2023). Therefore, the attitude of *Ojo Dumeh* reminds us that AI is merely a tool, whose effectiveness depends heavily on its design and purpose of development.

In practice, AI developers and users are required to respect human dignity as a fundamental value. This means ensuring that every use of technology avoids manipulation or exploitation, such as spreading misinformation or exacerbating social and economic inequalities. AI must be directed to support humanity, helping solve complex problems, enhancing efficiency, and expanding capabilities without diminishing the role of humans. In this way, AI can serve as a complement that upholds creativity, empathy, and ethical decision-making in human hands, ensuring that technological progress remains firmly rooted in human values.

To realize this vision, transparency in AI implementation becomes a critical key. Transparency not only involves clarifying how the technology works, its purpose, and limitations but also helping society understand that AI is imperfect and operates only within predefined frameworks. With this understanding, public expectations of AI become more realistic, reducing the risk of overdependence and preserving human critical thinking and independence in decision-making. Ultimately, by applying these principles, AI can become a collaborative partner that enriches human life without disregarding values such as autonomy, responsibility, and humanity.

3.1.2 Eling

The principle of *Eling* emphasizes human spiritual awareness of God's presence as the center of all life. This awareness encourages gratitude for every blessing bestowed by Him while acknowledging human weakness and limitations before the Creator (Kresna, 2022). Through this attitude, individuals are guided to remain humble and continuously seek forgiveness for their mistakes. Beyond that, the spiritual consciousness fostered by *Eling* cultivates a character that values the relationship with God while nurturing deep care for fellow humans and the environment in which they live.

The principle of *Eling* stresses full awareness of responsibility in every step of AI development and application. Every decision involving artificial intelligence must be rooted in meaningful and ethical objectives. Misaligned AI implementation that disregards ethical values can lead to detrimental consequences, such as disrupting social structures or undermining ecosystem sustainability. Thus, *Eling* serves as a reminder that every action in utilizing this technology must be undertaken with an awareness of broader responsibilities, ensuring that AI truly becomes a tool that supports human well-being and planetary sustainability.

Applying the principle of *Eling* in practice requires a systematic impact assessment process before deploying artificial intelligence. This includes analyzing various aspects, such as the potential benefits and risks of the technology for society, its impact on vulnerable groups, and possible long-term consequences for social structures and the environment. By conducting these assessments, developers can ensure that AI is designed and implemented to minimize risks, such as reinforcing social inequality or causing environmental damage, while maximizing its benefits, such as improving access to education or healthcare services. This process also allows decision-makers to incorporate diverse stakeholder perspectives, ensuring that the resulting technology reflects the needs and values relevant to society. In this way, the principle of *Eling* promotes the development of AI that is technically effective, fair, transparent, and oriented toward the common good.

To realize these objectives, it is essential for users and policymakers to continuously reflect on the impact of this technology on human life. This reflection process involves technical evaluations of AI's effectiveness and efficiency, as well as ethical, social, and cultural assessments of its implications. With an open and critical approach, every decision made will better balance technological advancement with human values.

3.1.3 Waspada

The principle of *Waspada* complements the previous two tenets by emphasizing caution in every action and decision. This principle reminds us to consistently distinguish between good and bad, follow proper guidance, and avoid prohibited actions (Kresna, 2022). In the context of AI development and utilization, *Waspada* encourages us not to hastily view technology as a universal solution. Instead, it urges us to assess

potential risks, recognize system limitations, and consider the long-term impacts on individuals and society.

The concept of *Waspada* in AI ethics is grounded in the awareness that every technological system carries inherent risks. These risks may include algorithmic biases that disadvantage certain groups, privacy violations caused by careless data handling, or cybersecurity vulnerabilities that malicious actors could exploit (Hendrycks, Mazeika, & Woodside, 2023). By understanding these possibilities, developers and policymakers must strive to identify, manage, and mitigate such risks early on. This approach is not merely about anticipating problems but ensuring that every decision genuinely aligns with the public interest.

The application of *Waspada* in daily practice requires continuous monitoring and evaluation of AI performance. Developers must routinely examine the quality of the data used, validate algorithmic logic, and address detected weaknesses before they cause harm. Transparency is also a critical element, where users need to understand how a recommendation or decision is made, the source of the data, and the underlying logic. This transparency allows for timely corrective actions if indications of bias or imbalance arise, preventing issues from escalating further.

Realizing the principle of *Waspada* demands collaboration among various stakeholders. Developers are responsible for establishing rigorous testing procedures and being open to external audits, while policymakers must formulate regulations that ensure compliance with data protection and user rights. The general public, as end-users, also plays a vital role in monitoring, questioning, and demanding accountability and clarification from technology providers. By actively and openly involving all parties, AI can evolve into a safe, fair, and sustainable tool—aligned with the human values that should underpin every technological innovation.

3.2 Implications and Practical Recommendations

In addressing the rapid advancement of AI, collaboration among developers, users, and policymakers is crucial to ensure that this technology is not only sophisticated but also aligned with human values. Guided by the principles of *Ojo Dumeh*, *Eling*, and *Waspada*, each party can contribute to creating an ecosystem for artificial intelligence that is both innovative and responsible.

3.2.1 For Developers

Developers play a central role in ensuring that artificial intelligence evolves in alignment with human values. In this regard, the principle of *Ojo Dumeh* serves as an essential guide for designing AI systems that are human-centered rather than solely focused on technical advancement. By embracing the value of humility, developers are encouraged to utilize technology as a complement to human roles, rather than as a complete replacement. For example, an online learning platform in Indonesia leverages AI to recommend study materials tailored to students' needs. This technology enables more effective learning, but its developers remain mindful of AI's limitations. Therefore, the platform includes interactive learning features with human mentors to preserve the personal and emotional guidance aspect of education.

Moreover, the principle of *Eling* reminds developers to work with clear and ethically meaningful goals. They must ensure that every AI system developed is grounded in strong moral principles and considers its social impact. The designed technology should provide equitable benefits, avoid exacerbating social inequality, and respect human dignity. By doing so, the design and implementation process can proceed with full awareness of both the short- and long-term consequences. For instance, AI-based systems have been used to identify social aid recipients in Indonesia. This technology utilizes population data and algorithms to ensure more efficient and targeted distribution of aid. However, developers conducted ethical reviews before its application, ensuring the protection of citizens' personal data and the non-discriminatory nature of the algorithms. To strengthen data validity, local officers were involved in verifying AI results, ensuring that final decisions accounted for the social context of the local community.

On the other hand, the principle of *Waspada* serves as a reminder for developers not to become complacent with technological sophistication to the point of neglecting potential risks. Identifying and mitigating issues such as algorithmic bias or data security breaches must be a top priority. Cautious developers ensure that their systems include monitoring and corrective mechanisms. With these mechanisms in place, errors or unintended side effects can be promptly addressed. For example, AI-based traffic surveillance systems are now used to detect violations, such as not wearing helmets or running red lights. This technology operates automatically with monitoring cameras and image recognition algorithms. However, to minimize the risk of misidentification, AI detections are manually verified by officials before sanctions are imposed. Additionally, road users who feel wronged can access corrective mechanisms. This approach ensures that the system remains accountable and aligned with human values.

By integrating the principles of *Ojo Dumeh*, *Eling*, and *Waspada*, developers are expected to create innovative and responsible technologies that balance technical advancement with ethical values. These implications underscore the importance of collaboration between technology and humanism in addressing the challenges of the modern era.

3.2.2 For Users

Users are not merely passive consumers in the development of artificial intelligence but also play a vital role in shaping the direction of technological advancement. The principle of *Ojo Dumeh* reminds them to use AI with full awareness of its limitations. Rather than relying entirely on automated solutions, users are encouraged to view AI as a supportive tool, not an absolute replacement for human judgment. For instance, users of AI-based navigation apps often overly rely on automated route recommendations without directly assessing road conditions. In some cases, the app might suggest a shorter route that passes through traffic-prone or flood-prone areas. By adopting the principle of *Ojo Dumeh*, users are reminded to incorporate personal experience and judgment, such as verifying that the suggested route is safe and aligns with real-world conditions. This approach helps prevent overdependence on technology and positions it as a tool that complements decision-making.

The principle of *Eling* encourages users to understand the purpose behind the technology they utilize. Is the recommendation system genuinely meeting their needs? Is the application of facial recognition in public spaces implemented with consideration for its social impact? Users with this awareness can critically evaluate, question, or even reject systems that do not align with human values. This awareness allows users to make wiser decisions in their use of technology while prompting developers to prioritize social benefits over profit. For example, AI-based recommendation systems on online shopping platforms often suggest products based on users' purchasing patterns. Through the principle of *Eling*, users are reminded to critically assess the intent behind such recommendations. Before purchasing a recommended item, users might ask themselves, "Do I really need this item, or is it just the result of algorithmic manipulation aimed at increasing sales?" With this mindset, users can make more thoughtful decisions, avoid excessive consumption, and minimize waste.

Meanwhile, the principle of *Waspada* emphasizes caution in protecting privacy and personal data. Users need to be prudent in sharing information and actively seek to understand how their data is managed. Questions such as "How is my data stored? Who has access to it? How is my personal information being used?" can help users identify potential risks.

With a proactive approach, users can minimize the misuse of technology while ensuring that AI progresses within a framework that is safe, fair, and ethical. Awareness, knowledge, and proactive behavior from users can drive the development of more responsible AI technology. By practicing the principles of *Ojo Dumeh*, *Eling*, and *Waspada*, users can play an active role in creating a technological ecosystem that supports human values and promotes social sustainability.

3.2.3 For Policymakers

Beyond the roles of developers and users, policymakers face the crucial task of translating ethical principles into effective regulations and guidelines. The principle of *Ojo Dumeh* encourages them to establish legal frameworks that support technological innovation while respecting human dignity and cultural diversity. This approach ensures that the resulting laws act as instruments to balance technological development with public interests.

In the context of healthcare services, for instance, Indonesian policymakers have designed regulations for the use of AI in automated diagnostic processes. These regulations account for the diverse needs of the population by requiring that the technology supports local languages, making it accessible to non-urban communities. Additionally, AI-based services are mandated to involve human healthcare professionals to ensure that patient dignity is upheld and diagnosis does not rely entirely on technology.

The principle of *Eling* guides policymakers to ensure that AI applications are implemented with full transparency. Policies oriented toward openness encourage developers, service providers, and public institutions to clearly disclose information about how the technology works, the data it uses, and its potential impact on society. For example, policymakers may mandate that every AI-based application in public services, such as transportation or population administration systems, provide open reports detailing the types of data collected, the purpose of its use, and privacy protection measures. Additionally, they may establish public grievance mechanisms to address concerns or violations that might arise.

The principle of *Waspada* emphasizes the need for regulations that anticipate risks and protect society from the negative impacts of AI. This is achieved through strict rules on personal data management, system oversight mechanisms, and the implementation of technological security standards such as data encryption and regular audits. For example, data protection laws may require technology providers to

safeguard user privacy, with strict penalties for violations. Furthermore, technology developers might be required to offer opt-out options for users who do not wish their data to be used for algorithm training. By collaborating with technology experts, academics, and civil society, policymakers can ensure that regulations remain relevant and adaptable to technological changes.

By integrating the principles of *Ojo Dumeh*, *Eling*, and *Waspada*, policymakers play a crucial role in supporting the responsible and sustainable development of AI, ensuring that this technology aligns with human values. The alignment between developers, users, and policymakers in applying these principles is essential to creating an AI ecosystem that upholds human values. A synergistic collaboration among these three parties will ensure that AI develops ethically, fairly, and sustainably, rather than focusing solely on technical progress.

3.3 Challenges and Limitations

3.3.1 In the Local Context

At the local level, the greatest challenge lies in the lack of awareness and understanding of the values embedded in the Semar philosophy. Although these values are an integral part of Javanese cultural traditions, many people—including technology developers, AI users, and policymakers—are not sufficiently familiar with these concepts (Nadlir, 2016). This lack of understanding can lead to misinterpretation or superficial application of these values in AI systems.

Beyond the issue of understanding, another obstacle to implementing the Semar philosophy is the limitation of resources. Translating Semar's values into an ethical framework for artificial intelligence requires intensive training, detailed implementation guidelines, and comprehensive evaluation systems. However, these efforts demand significant funding, specialized expertise, and supportive infrastructure, which are often difficult to provide in many regions. Without adequate support, the Semar philosophy risks remaining a theoretical discourse without tangible implementation in modern technology.

Furthermore, efforts to ground the Semar philosophy also face cultural and social challenges. In a society increasingly fragmented by urbanization and globalization, traditional values such as those reflected in the Semar philosophy are often viewed as irrelevant or outdated. To address this challenge, a collaborative effort is needed from various stakeholders, including academics, technology practitioners, and cultural communities, to revitalize the Semar philosophy as a relevant ethical foundation for AI development in Indonesia.

3.3.2 In the Global Context

When the Semar philosophy is introduced at the global level, the challenges become increasingly complex. In the international sphere, AI ethics is generally grounded in universal principles such as human rights, fairness, and transparency. However, local values like *Ojo Dumeh*, *Eling*, and *Waspada* are often seen as overly abstract or culturally specific concepts, making them difficult to accept in broader contexts. A lack of understanding of Javanese cultural roots makes the Semar philosophy hard for the global community to grasp and appreciate (Pranowo, 2020).

Furthermore, adapting the values of Semar to fit into global frameworks without losing their cultural essence is a challenge in itself. This process requires both linguistic and conceptual translation. For example, the value of *Ojo Dumeh*, which teaches humility, is not merely an individual moral attitude but reflects collective relationships within Javanese culture. If not handled carefully, such translation risks simplifying these values into shallow moral principles, stripping away their deeper meanings.

Beyond the risk of losing its essence, applying the Semar philosophy in AI ethics also faces political and structural challenges at the international level. The global landscape is currently dominated by perspectives originating from Western countries, which have a long history of defining ethical standards for technology. In this context, Semar's values may be viewed as an "unconventional" alternative or even deemed irrelevant.

Therefore, introducing the Semar philosophy on the global stage requires a strategic approach capable of bridging cultural differences without compromising its local identity. This involves highlighting its unique contributions to ethical discourse while finding ways to integrate it meaningfully into global conversations about AI ethics.

4 Conclusions

The principles of *Ojo Dumeh*, *Eling*, and *Waspada* can serve as an effective ethical framework to support the responsible development and use of artificial intelligence. By integrating local wisdom, these principles not only enrich the discourse on AI ethics but also provide relevant guidance for users, developers, and policymakers to ensure that AI is utilized fairly and humanely. However, several challenges must be addressed for their successful implementation, both locally and globally. These include a lack of cultural awareness, resource disparities, and the need to bridge the gap between local values and global standards.

Therefore, further research is essential in three key areas. First, the development of frameworks or measurement tools to enable the systematic implementation of these principles across various sectors. Second, empirical studies on the impact of applying these values in real-world AI applications. Third, exploration of how these principles can be adopted internationally without losing the depth and essence of the underlying local values. Through these efforts, ethics grounded in local wisdom can contribute to the development of AI technology that is more humane, inclusive, and responsible.

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