

**SURAT KEPUTUSAN REKTOR UNIVERSITAS SAMPOERNA
DECREE OF THE RECTOR OF SAMPOERNA UNIVERSITY**

**NOMOR: 021/RDC/SU-RO/VII/2025
NUMBER: 021/RDC/SU-RO/VII/2025**

**TENTANG
CONCERNING**

**KEBIJAKAN PENGGUNAAN ETIS KECERDASAN BUATAN GENERATIF
POLICY ON THE ETHICAL USE OF GENERATIVE ARTIFICIAL INTELLIGENCE**

**REKTOR UNIVERSITAS SAMPOERNA,
THE RECTOR OF SAMPOERNA UNIVERSITY,**

**Menimbang
Considering**

- : a. Bahwa dipandang perlu adanya pedoman penggunaan teknologi Kecerdasan Buatan Generatif (GenAI) secara etis dan bertanggung jawab untuk mendukung inovasi, menjaga integritas akademik, privasi data, dan inklusivitas di lingkungan Universitas Sampoerna;

That the need for guidelines on the ethical and responsible use of Generative Artificial Intelligence (GenAI) technologies to support innovation, uphold academic integrity, protect data privacy, and promote inclusivity within Sampoerna University.;

- b. Bahwa Eksekutif Universitas Sampoerna pada Rapat Eksekutif tanggal 10 Juli 2025, telah menyetujui Kebijakan Penggunaan Etis Kecerdasan Buatan Generatif Universitas Sampoerna;

That the University Executive of Sampoerna University, at University Executive Meeting on 10 July 2025, has approved the Sampoerna University Policy On The Ethical Use Of Generative Artificial Intelligence;

- c. Bahwa berdasarkan pertimbangan sebagaimana dimaksud pada huruf a dan b perlu ditetapkan Surat Keputusan Rektor.

That based on the considerations as referred to in letter a and b must be stipulated in a Rector's Decree.

Mengingat
In view of

- : 1. Undang-Undang Nomor 12 Tahun 2012 tentang Pendidikan Tinggi (Lembaran Negara Republik Indonesia Tahun 2012 Nomor 158, Tambahan Lembaran Negara Republik Indonesia Nomor 5336);

Law Number 12 of 2012 on Higher Education (Statute Book of 2012 Number 158, Supplement Number 5336);

2. Peraturan Pemerintah Nomor 4 Tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi (Lembaran Negara Republik Indonesia Tahun 2014 Nomor 16, Tambahan Lembaran Negara Republik Indonesia Nomor 5500);

Government Regulation Number 4 of 2014 on Organization and Governance of Higher Education (Statute Book of 2014 Number 16, Supplement Number 5500);

3. Keputusan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor 66/E/O/2013 tanggal 15 Maret 2013 tentang Izin Pendirian Universitas Siswa Bangsa Internasional *juncto* Keputusan Menteri Riset, Teknologi, dan Pendidikan Tinggi Republik Indonesia Nomor 122/KPT/I/2016 tanggal 10 Maret 2016 tentang Perubahan Nama Universitas Siswa Bangsa Internasional di Kota Jakarta Selatan menjadi Universitas Sampoerna di Kota Jakarta Selatan;

Decision of the Minister of National Education and Culture of the Republic of Indonesia Number 66/E/O/2013 dated March 15, 2013 on License for Establishing Universitas Siswa Bangsa Internasional juncto Decision of the Minister of Research, Technology, and Higher Education of the Republic of Indonesia Number 122/KPT/I/2016 dated March 10, 2016 concerning the Change of Name of the International Student Nations University in South Jakarta City to Sampoerna University in South Jakarta City;

4. SK Rektor Universitas Sampoerna Nomor 013.b/R/SK/N-ACD/VIII/2021 tanggal 3 Agustus 2021 tentang Organisasi dan Tata Kelola Universitas Sampoerna;

Rector Decree of Sampoerna University Number 013.b/R/SK/N-ACD/VIII/2021 dated August 3rd, 2021 concerning the Organization and Governance of Sampoerna University;

5. Surat Edaran Menteri Komunikasi dan Informatika Republik Indonesia Nomor 9 Tahun 2023 tentang Etika KecerdasanArtifisial;

Ministry of Communication and Information Technology of the Republic of Indonesia Circular Letter No. 9 of 2023 on Artificial Intelligence Ethics;

6. Statuta Universitas Sampoerna

Sampoerna University Statute.

**MEMUTUSKAN:
DECIDED**

Menetapkan
To enact : SURAT KEPUTUSAN REKTOR UNIVERSITAS SAMPOERNA TENTANG KEBIJAKAN PENGGUNAAN ETIS KECERDASAN BUATAN GENERATIF UNIVERSITAS SAMPOERNA, SEBAGAI BERIKUT:

DECREE OF THE RECTOR OF SAMPOERNA UNIVERSITY CONCERNING SAMPOERNA UNIVERSITY SENATE BYLAWS SECOND AMANDEMENTS AS FOLLOWS:

Kesatu
Firstly : Menyetujui Kebijakan Penggunaan Etis Kecerdasan Buatan Generatif Universitas Sampoerna sebagaimana terlampir dalam Lampiran 1 Surat Keputusan ini.

Approved the Policy On The Ethical Use Of Generative Artificial Intelligence as attached in attachment 1 of this decree.

Kedua : Surat Keputusan ini berlaku sejak tanggal ditetapkan. Apabila
Secondly di kemudian hari terdapat perubahan dan/atau hal-hal yang belum diatur, maka akan dilakukan perbaikan sebagaimana mestinya.

This Decree is valid from the stipulation date. If there are matters that are not provided in this Decree, it shall be added, amended, and stipulated accordingly.

Ditetapkan di Jakarta / *Stipulated in Jakarta*
Pada tanggal 11 Juli 2025 / *On 11 July 2025*

Rektor / *Rector*



Drs. Wahdi Salasi April Yudhi, M.Dev.Admin., Ph.D.
NIDK 8813120016

Tembusan:

Copy:

1. Para Wakil Rektor, Universitas Sampoerna;
Vice Rectors, Sampoerna University;
2. Para Dekan, Universitas Sampoerna;
Deans, Sampoerna University;
3. Para Ketua Program Studi, Universitas Sampoerna;
Heads of Study Programs, Sampoerna University;
4. Para Manajer, Universitas Sampoerna.
Managers, Sampoerna University.
5. Para Kepala Unit, Universitas Sampoerna.
Head of Units, Sampoerna University.



LAMPIRAN 1
ATTACHMENT 1

SURAT KEPUTUSAN REKTOR UNIVERSITAS SAMPOERNA
DECREE OF THE RECTOR OF SAMPOERNA UNIVERSITY
NOMOR: 021/RDC/SU-RO/VII/2025
NUMBER: 021/RDC/SU-RO/VII/2025



POLICY ON THE ETHICAL USE OF GENERATIVE ARTIFICIAL INTELLIGENCE AT SAMPOERNA UNIVERSITY

Policy Number		Date Approved	July 10, 2025
Approving Authority	University Executive	Effective Date	July 10, 2025
Responsible Executive	Vice Rector for Academic Affairs	Next Review	July 9, 2026

REVISION HISTORY

Revision Number	Description of changes made	Date
Initial version	-	July 10, 2025

A. PURPOSE

This policy aims to guide the ethical and responsible use of Generative Artificial Intelligence (GenAI) technologies across academic and administrative domains at Sampoerna University. It ensures that GenAI supports innovation and excellence while preserving the values of academic integrity, critical thinking, data privacy, and inclusivity.

B. SCOPE

This policy applies to all students, faculty, researchers, and administrative staff at Sampoerna University who use Generative AI tools (e.g., ChatGPT, GitHub Copilot, DALL-E, etc.) in learning, teaching, research, communication, and operational activities.

C. DEFINITIONS

GenAI (Generative Artificial Intelligence)	<i>AI systems capable of generating text, images, code, audio, and other content based on user input and large-scale training data.</i>
Academic Integrity	<i>The commitment to honesty, trust, fairness, respect, and responsibility in academic work.</i>
AI Detection Tools	<i>Software used to identify content generated by AI, such as Turnitin's AI Writing Detector.</i>

D. POLICY STATEMENT

Sampoerna University encourages the innovative use of GenAI while safeguarding academic values and ethical principles. The use of GenAI must:

1. Support Human Learning and Creativity:

- GenAI is permitted as a supplementary tool for brainstorming, summarizing, outlining, or refining content, but not as a replacement for original thought and intellectual engagement.
- Final outputs must demonstrate the user's own understanding and effort.



2. Respect Academic Integrity:

- Submitting GenAI-generated content as original work without disclosure constitutes academic misconduct.
- Proper attribution or disclosure of GenAI assistance is required as specified in syllabi or assignments.

3. Maintain Transparency and Accountability:

- Instructors may define GenAI usage levels in syllabi: prohibited, permitted with disclosure, freely permitted, or permitted only with prior approval.
- Suspected misuse will be evaluated using tools such as Turnitin AI Detection and may result in academic sanctions.

4. Mitigate Ethical Risks:

- Users must be aware of GenAI's limitations (e.g., bias, hallucination, lack of source traceability).
- Users must critically evaluate AI outputs and never blindly rely on them for decision-making or academic conclusions.

5. Protect Data Privacy and Security:

- Users must not upload personal, sensitive, or institutional data to public GenAI platforms.
- All GenAI use must comply with Sampoerna University's Data Governance Policy and regulations.

E. ENFORCEMENT AND PENALTIES

- Minor violation (10–30% GenAI content): Resubmission or feedback required.
- Moderate violation (31–50%): Grade reduction and reflection essay.
- Severe violation (>50%): Automatic zero and referral to the Academic Integrity Committee.

F. RELATED POLICIES AND PROCEDURES

- Academic Integrity Policy
- Guidelines for the Application and Implementation of Generative AI at Sampoerna University – 2025 (attached)