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AI Journalism: Construction, Implementation, and Challenges in Modern Mass Media

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ABSTRACT

The presence of artificial intelligence (AI) affects the journalistic workflow. Like a sword, AI technology presents both threats and opportunities. Indonesia is one of the countries that adopts AI technology in the journalistic process. Then, how is AI implemented, constructed, and what challenges are faced? Through a case study, this study collected data through semi-structured interviews with 5 national digital media managers, including Narasi.tv, Antaranews.com, Okezone.com, Jawapos.com, and CNBCIndonesia.com. The tool used to analyze the interview results was NVivo 14. The naturalistic-interpretive paradigm influenced this qualitative research. The study found that AI is still a new topic. However, several media companies have adopted AI at several levels of production. Okezone.com, CNBCIndonesia.com, and Narasi.tv, for example, have optimized AI for data processing and news distribution. Meanwhile, other media such as Jawapos.com and Antaranews.com are still using it in the early stages, for example, in interview transcripts and media effectiveness analysis. The use of artificial intelligence further enhances personalization. This creates a filter bubble effect that increases dichotomy and polarization. This study provides an overview of the presence of AI in modern mass media in Indonesia.

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INTRODUCTION

Artificial Intelligence (AI) Journalism is part of the rapidly developing field of AI. In Indonesia, AI journalism has also been used to improve journalists' performance across several news media (Sianturi, 2025). AI is also used to help find and select news sources or to identify trend algorithms that generate initial news ideas based on market segmentation (Dorr, 2016). AI journalism relies on Natural Language Generation (NLG) technology, a branch of AI, in the

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production of journalistic works. NLG is used to design systems that automatically produce easy-to-read text and explain stories based on data (Firat, 2019).

On January 24, 2025, the Press Council issued regulations regarding the use of AI in journalistic performance in Indonesia. The formulation of regulations governing the use of AI in journalistic practice in Indonesia was completed within 6 months, involving journalists, academics, and media companies (Sianturi, 2025). In chapter 3, article 4, regarding technology, there is a rule stating that "Every press company is free to use various types of artificial intelligence applications" (Dewan Pers, 2025). In addition, several rules are also listed, the essence of which is that press companies are required to include the source of AI used in journalistic works and are also required to be responsible for the use of AI in accordance with the rules of the Journalistic Code of Ethics (KEJ) (Dewan Pers, 2025).

The use of generative AI, such as ChatGPT, Bard, and DALL-E, in the newsroom has been linked to improved performance among journalists in the Netherlands and Denmark (Cools & Diakopoulos, 2024). Generative AI in the Netherlands and Denmark is used at the news production and distribution stage (Cools & Diakopoulos, 2024). Several major news media organizations in the United States, the United Kingdom, Sweden, and Canada also use AI technology. Some of the leading media that have adopted this practice in their news production process include the Associated Press, Forbes, Yahoo, BBC, Los Angeles Times, Thomson Reuters, and TT News Agency (Sweden) (Firat, 2019).

The AI system is based on big data and equipped with greater storage capacity (Duan et al., 2019). AI was created by computer scientists who explored the concept of machine performance to simulate human intelligence (Dhiman, 2023). AI is shifting media's dependence on platform companies toward greater control over technological infrastructure and introducing new dependencies in news production (Simon, 2022). The third generation of AI, developed in the 2010s, is characterized by the merger of AI and robotics, bringing together theory, technology, and applications (Suprayitno et al., 2024). In this third generation, AI and robotics are based on various key technologies, namely big data intelligence, optimization, natural language processing, human-machine interaction, and virtual reality integration (Chen & Luca, 2021).

Reflecting on the phenomenon in the Netherlands and Denmark, the use of AI can make journalists' work more efficient but may also affect their accuracy and credibility (Cools & Diakopoulos, 2024). In addition, it can pose an ethical problem, specifically regarding algorithmic bias (Cools & Diakopoulos, 2024). Meanwhile, in Indonesia, several news companies have adopted AI integration into news production processes. However, it still requires major cultural shifts and the development of professional skills to improve the quality of journalism (Hafied et al., 2025). This is related to the normative idealism of journalism in the digital era (Moran & Shaikh, 2022).

The implementation of AI in journalists' performance in Indonesia raises many assumptions, even concerns, because it relates to the quality of news reporting. Ethical issues related to the Journalistic Code of Ethics (KEJ) are the main challenges, as algorithms can create news bias or support the spread of incorrect information if not properly controlled (Zhang &

Dafoe, 2020). In addition, the presence of AI in journalism raises concerns about the displacement of human journalists, especially in investigative and critical analysis, which cannot yet be fully replaced by technology (Schapals & Porlezza, 2020). AI can assist in the news production process by generating headlines, introductions, and story drafts (Tison, 2023).

The various assumptions and concerns that arise from the implementation of AI in Indonesian journalistic performance have made researchers interested in studying more deeply how AI is implemented, constructed by journalists in Indonesia, and what the future challenges are related to the use of AI. Narasi.tv, Antaranews.com, Okezone.com, Jawapos.com, and CNBCIndonesia.com are the objects of research in this study. The study's subjects were journalists from five news media with more than 10 years of experience. The reason for choosing the five media as research subjects was that they are national digital media platforms with distinct characteristics.

Narasi.tv is a media company with a mission rooted in idealism and the values of diversity, critical thinking, and tolerance. It encourages every child in the nation to assume the role voluntarily (Narasi TV, 2025). Since its inception, it has been a digital media founded by journalist Najwa Shihab and her two colleagues, Catharina Davy and Dahlia Citra (Muliya, 2022). Furthermore, Antaranews.com is a platform from the Antara Indonesia news agency founded by Adam Malik, Soemanang, A.M. Sipahoetar, and Pandoe Kartawigoena in 1937. In 2007, through Government Regulation Number 40 of 2007, ANTARA officially joined the big family of the Ministry of SOEs and changed its name to Perum Lembaga Badan Berita Nasional ANTARA (Antaranews.com, 2014).

Okezone.com is a news portal launched on March 1, 2007. The launch of Okezone.com marked the first online business owned by PT Media Nusantara Citra Tbk (MNC), an integrated media company in Indonesia and Southeast Asia (Okezone.com, 2025). Next, Jawapos.com, founded in 2014, is part of the Jawa Pos Group, the largest media network in Indonesia, which began as a small newspaper in Surabaya in 1949 (Jawapos.com, 2025). As for CNBCIndonesia.com, it is an online mass media affiliated with CNBC International. CNBC Indonesia is part of detiknetwork under the auspices of the Transmedia Group, which began operating in 2018 (SK, 2018).

Several studies related to the use of AI in journalistic performance have been conducted previously. In his research, entitled Artificial Intelligence: Analysis of Robotic Journalism Practices in News Production, Nurfiana (2024) stated that the use of AI in news production results in algorithms that are less critical and merely mechanical (Nurfiana, 2024). Robotic journalism (AI) is unable to determine causality, ask questions, form opinions, detect plagiarism, and adhere to the principles of journalistic ethics in the news production process (Nurfiana, 2024). Furthermore, research on the adoption of AI technology in local journalism practices in Padang City by Desi Fitriani (2024) shows that local journalism in Media Harian Singgalang, Langgam.id, and Harian Haluan has experienced significant development by utilizing various AI tools, such as ChatGPT, Gemini, D-id.com, and so on. However, there are challenges, such as the lack of accuracy in AI-generated news and the lack of regulation and ethical guidelines for its use (Fitriani, 2024).

Another research entitled Collaborating With ChatGPT: Considering the Implications of Generative Artificial Intelligence for Journalism and Media Education by Pavlik (2023) shows that AI has emerged as a significant and influential technology in journalism and media, but AI has limitations in conveying knowledge in depth, critically, and creatively (Pavlik, 2023). Next, research by Moravec et al. (2024) titled "Human or machine?" The perception of artificial intelligence in journalism, its socioeconomic conditions, and technological developments toward the digital future: In this study, a survey was conducted with 1,041 people in the Czech Republic to determine the extent to which they could distinguish between human-generated news articles and those generated by artificial intelligence (AI). The results showed that gender, age, and socioeconomic status were significant factors in recognizing the source of the text. The results of the study indicate the need for digital literacy interventions tailored to different demographic groups to deal with the implementation of AI in journalism (Moravec et al., 2024).

The four previous studies, none of which have examined how the implementation, construction, and challenges faced by journalism, especially in Indonesia. Therefore, the researcher explores in greater depth how AI is implemented and constructed, and how the challenges faced by journalism, especially in Indonesia, are related to the presence of AI in 5 national digital media (Narasi.tv, Antaranews.com, Okezone.com, Jawapos.com, and CNBCIndonesia.com).

RESEARCH METHOD

The study draws on Marshall McLuhan's theory of technological determinism, which holds that technological developments shape society. In the context of the study, the development of artificial intelligence technology affects how media practitioners work and think when producing news. Based on initial exploration, AI has been used by several media institutions. Therefore, this study uses a case study method to explore the implementation and challenges of mass media in the face of AI. Case studies are appropriate for the exploration phase of an investigation (Yin, 2009). The primary data in the study are the results of semi-structured interviews, and the secondary data are literature reviews on the development of the field of artificial intelligence. The researchers selected cases from 5 online media outlets registered with the Press Council. The interview data were then processed in NVivo 14.

The selection of sources was based on media practitioners with more than 10 years of experience. The following are the media practitioner sources who have been interviewed:

Table 1 List of sources in the research

No	Name	Media	Job	Experience
1	M. Budi Santoso	Okezone.com	Editor in chief	>10 years
2	Hendri Wijayanto	Narasi.tv	Executive Produser	>10 years
3	Kuswandi	JawaPos.com	Editor	>10 years
4	Gilang Galiartha	Antaranews.com	Editor	>10 years
5	Muhammad Iqbal	CNBCIndonesia.com	Managing Editor	>10 years

Data analysis techniques are used during and after data collection. Researchers divide it into three stages, including the data reduction stage or initial data collection. At this stage, researchers also summarize and filter relevant information, map key themes, and identify emerging patterns. In the second stage, the data presentation process is carried out to display research findings. In the final stage, researchers discuss and conclude the research data. The article's research method describes the research type, the subject and object of the study, the time and location of the research, the research instruments, the sampling method, data collection, and data analysis.

RESULTS AND DISCUSSION

Journalistic activities in Indonesia over the past few years have faced numerous challenges. Such as changes in information technology that affect how society consumes news. People tend to consume a lot of news online and for free, which has implications for falling advertising revenues. On the other hand, the subscription model cannot compensate and even shows signs of decline (Arif, 2024).

Moreover, since the COVID-19 pandemic hit Indonesia in 2020, the number of people relying on digital technology has grown significantly (Munawar et al., 2021; Nugraha et al., 2023). As a result, internet user penetration has increased, encouraging digitalization in society. One of them is that changes have also occurred in journalistic activities. For example, the use of artificial intelligence (AI) has also developed due to the high digital activity in society (Túñez-López et al., 2019). In contrast, the use of AI in Indonesian journalism is still in its early stages, with no formal training, strategy, or framework (Ulfa, 2025). The development of AI is currently widely discussed.

Based on interviews with five mass media practitioners, several main topics emerged in journalism and AI. In Figure 1, processed with NVIVO, the major themes identified in the sources include, among others, industrial changes, media strategies, adaptation efforts, AI as a tool, regulations, and AI itself as a threat. The coding results show that AI has changed the mass media industry. This condition requires the mass media industry to improve and design strategies for this very dynamic change. The application of new strategies in running mass media is a form of adaptation to survive pressure.

AI has changed the way journalists produce, process, and distribute news. Based on interviews with several media practitioners in Indonesia about the development of AI in journalism, there is growing awareness of increasingly real industry changes. This is evident from the review of the issues stated by the sources, which occupies the largest section of the graph. Due to industry changes, media companies are developing strategies to survive. If they continue using conventional methods, the risk of losing the competition increases.

> *"In Okezone AI, the AI can detect the reader's interest and suggest content, such as a banner, that is appropriate. With interest cookies that are opened at some time, AI is based on interest."* (Budi Santoso, Editor-in-Chief of Okezone.com, interview 2024)

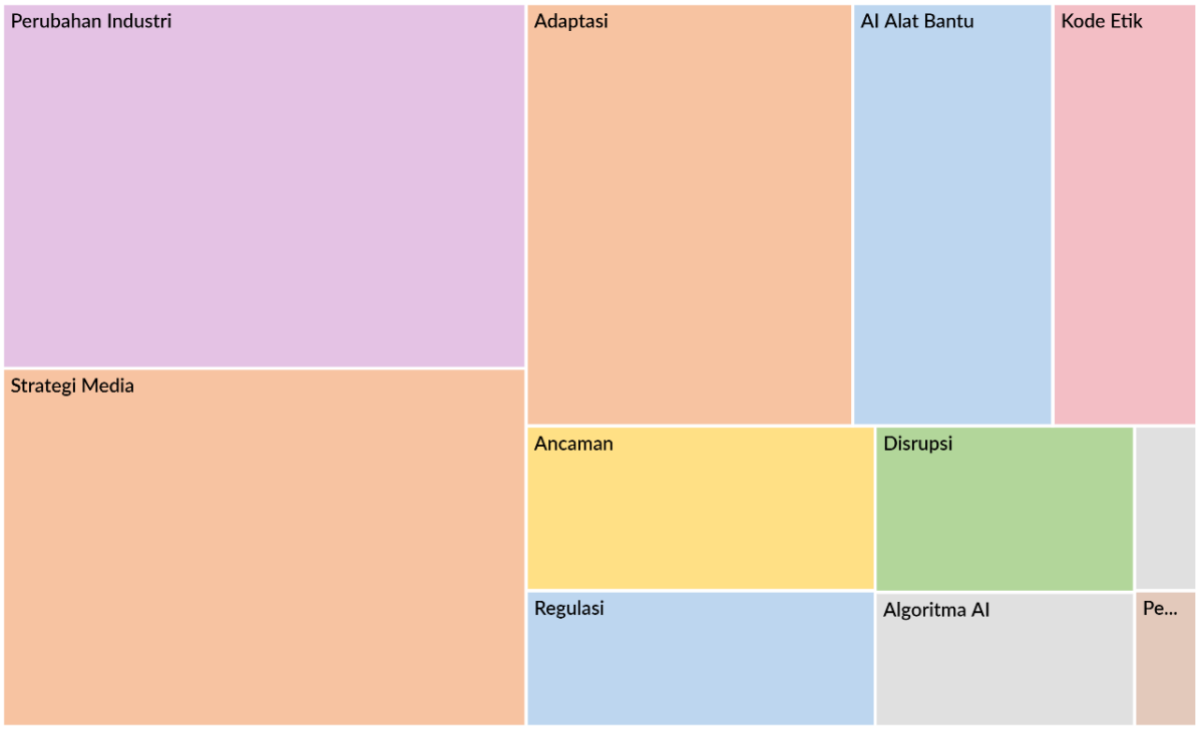

Figure 1 Hierarchy Chart Depicting The Main Themes From The Data Collection Results

Okezone.com uses AI to understand readers' interests and help spread news to the right readers. By doing so, the news becomes more personalized to certain readers. Specific news topics will find it easier to find the right readers. This condition creates a filter bubble that also contributes to changes in news consumption patterns.

> *"Maybe if it becomes commonplace, we have no choice but to use it. We will definitely use it following the times, but so far, its use has not been so massive. We are familiar with it but the use of AI has not been so massive."* (Kuswandi, Editor of Jawapos.com, interview 2024)

The dynamics of technology are believed to have a lot of influence on changes in mass media strategies. Especially to carry out its function as a channel for conveying information. The best way to keep up with technological developments is to be open and adaptive. Practitioners from Antaranews.com and CNBCIndonesia.com agree that technological developments will improve the journalistic workflow.

> *"Basically, the development of technology in general and journalism, you could say, go hand in hand... Whether we like it or not, we have to follow it too. Following it does not mean following what we have to do, but knowing what developments are, what we can use, and what we can adapt to journalism work."* (Gilang Galiartha, Chief Editor of Sports at Antaranews.com, interview 2024).

> *"This is progress that cannot be rejected, so whether we like it or not, we have to follow it. However, I have not used this AI yet. Among journalists, Otter is often used for transcripts. If there are greetings and speeches, this AI is used because it takes time."* (Muhammad Iqbal, Managing Editor of CNBC Indonesia, interview 2024).

Meanwhile, in response to the rapid development of technology, especially the presence of AI, practitioners from Narasi assessed that many new surprises would emerge. These surprises will urge media practitioners to be adaptive to change. The intended surprise can be seen from the changes that have occurred in the mass media. All of these things are signs of changes in the business model and media production.

> *"I see this as a gateway to the next surprises that we may not be able to predict now. So, the point is that this will continue to develop. Although it cannot be predicted yet, we have felt the change today."* (Hendri Wijaya, Executive Production of Narasi, interview 2024).

The arrival of new media, such as YouTube, has also affected journalistic practices. This condition requires the mass media to adapt and use new media as a strategic news channel. This condition is a response to changes in society's consumption patterns. The mass media is also required to understand the changing trends.

> *"Once we entered the digital era in the year, yes, the era of YouTube and social media was probably between 2003-2002. Since then, the changes have been very rapid and everyone, indeed all parties in this industry, are indeed required to be adaptive to be able to capture, detect these changes and be able to adapt... So whether we like it or not, the tools used to produce news or journalistic works need to adapt to these trends. So it's not just because of simplification, efficiency, but also because in terms of threats, whether we like it or not, this industry can have an impact."* (Hendri Wijaya, Executive Production of Narasi, interview 2024).

To respond to rapid business changes, media practitioners also implement more aggressive marketing strategies, for example, by directly negotiating with agencies or companies, and offering advertising. In addition, the practice at Okezone.com also offers advertising packages or bundling. This strategy is intended to increase the bargaining power of advertising agencies/companies. Moreover, Okezone.com is under the auspices of the MNC Group media conglomerate business line. Thus, strengthening the media network owned.

> *"What needs to be pushed is, of course, direct revenue. For direct revenue, we have to knock on the doors of agencies/companies, and others, because the hope is that they do not need to entrust their advertising to ad networks."* (Budi Santoso, Editor-in-Chief of Okezone.com, interview 2024).

> *"Well, our advantage in the MNC group is that we can bundle, now the arrangement in MNC is all news-based in one holding under the INews media group, INews Media Group oversees everything, namely INews TV, then our portals MNC portals and also Radio."* (Budi Santoso, Editor-in-Chief of Okezone.com, interview 2024)

In addition to aggressive bidding strategies, media practitioners also implement business diversification. For example, Antaranews.com also opens up opportunities to organize events. Later, advertisers can use the event stage for advertising purposes. In this case, media reputation plays an important role in helping the public consider the event trustworthy.

"At the beginning, they read it first to raise this event, at the beginning they lose money to raise this event so that it is prestigious, right? Once the event has its spurs, already has a name, it is reversed. It's also difficult to be conventional. Selling news is no longer possible." (Gilang Galiartha, Chief Editor of Sports Antaranews.com, interview 2024).

From another perspective, the media also strengthens the infrastructure it has as part of its business strategy. For example, strengthening IT is deemed necessary to focus on news production, so that it can be right on target. A strong IT infrastructure will make news production more effective and efficient.

"We actually use the money for IT to check the most popular news, there's something called Chartbeat... Chartbeat is one of the useful tools because we know sometimes what news is popular." (Muhammad Iqbal, Managing Editor of CNBC Indonesia, interview 2024).

The presence of AI in journalistic activities also requires some media practitioners to adapt. They made this choice to avoid being left behind by existing technological developments. The presence of AI is not considered a threat in its entirety, but it can also be an opportunity to increase the exposure of the news produced. However, some others, for example, Jawapos.com, have not yet used AI in the news production process. The presence of AI is still marked as a topic that has not had a significant impact.

"It was mentioned several times in meetings, but it has not been made into something serious. Maybe because again its use is not yet massive in Indonesia... Not (using AI) until now, even on social media, even for captions, it is still manual. In writing captions, it must be in accordance with the material." (Kuswandi, Editor of Jawapos.com, interview 2024).

Media industry players also realize that journalistic activities are constantly evolving alongside technological developments. This is related to how to distribute information to the public. However, AI technology has not yet been fully applied to the majority of production processes. New AI technology is only applied at certain stages, for example, in transcribing interview results, creating graphics for sports news, and distributing personalized news pop-ups.

"Journalism will definitely develop in tandem; it will move linearly with technological developments in general.... Honestly, in Antara, AI as a system has not been adopted by the institution as a whole. However, there are still some decision makers who are aware or, more precisely, know." (Gilang Galiartha, Chief Editor of Sports at Antaranews.com, interview 2024).

"It must be admitted that we live in the digital era, Google happens to dominate our lives. Finally, the media inevitably follows the trend by usually using Google trending, Google keywords." (Muhammad Iqbal, Managing Editor of CNBC Indonesia, interview 2024).

Efforts to keep up with technological developments are one form of media adaptation to changing times. This adaptation is important to maintain the existence of the media so that

it can survive in the world of the press. The inability to adapt puts the media at risk of disappearing and even having to close down activities. Of course, this is something that is not desired to happen. Media people always want to be part of the media where they work. In fact, many companies have taken tough steps, such as team member efficiency, to maintain financial stability. These claims often arise from media management on the grounds of protecting the company.

> *"So each portal's way of survival has a different way. But what we often catch to substitute or replace traffic and advertising that has decreased is to do several, one definite efficiency so that then you see several media have to do lay offs for example, then the more effort to encourage again is we diversify revenue, so if previously there was a fairly large income from social media and organic, now we have to look for others, well the others that are now booming are with events."* (Budi Santoso, Editor-in-Chief of Okezone.com, interview 2024).

In addition to adaptation from the perspective of human resource management (HR) governance, adaptation steps are also carried out on the media platform or channel used. Selecting a detailed, segmented audience (niche market) can help the media in the marketing process. In addition, advertisements can be presented in a more personalized manner, increasing appeal.

> *"So this adaptation involves many things, maybe the platform is still on the old platform but the way they adopt the production approach is related to public communication, which adapts to new trends. So it's not just changing the old platform to a new platform, but adapting to the era. .... We also try to adapt to the niche audience. Because social media algorithms are also getting here, they are getting more specific in their audience."* (Hendri Wijaya, Executive Production of Narasi, interview 2024).

AI journalism also creates an algorithmic condition that allows users to receive messages based on their behavior when using internet services, including news on websites. This condition is known as a filter bubble, which is increasing with the presence of AI. This strategy has been carried out to increase the readability of news by the public, so that it is expected to increase traffic. However, this strategy is not entirely smooth. Another challenge that arises is the change in policy for search engines such as Google, for example, the core update policy, which is carried out over a period of time.

> *"From our perspective, especially from the MNC Portal, the threat is already apparent. So, in terms of traffic, there has been a decline, especially when Google did a core update from the last 2 years, the most massive of which was in 2022 and 2023. So, almost every month or every 3 months, there was a core update. So then the source of organic traffic, namely search, went down. Then it turns out that social media imposes limitations as well. The limitation, for example, is Facebook, where we used to be able to distribute quite a lot of content, maybe more than 100 like that... because maybe they think we are spamming, so the reason is that traffic will definitely go down."* (Budi Santoso, Editor-in-Chief of Okezone.com, interview 2024).

The topic of AI is becoming increasingly important in journalistic activities. Although it is a new topic, several media companies have responded differently to the presence of AI. Some have prepared by building an ecosystem and strengthening technological infrastructure. At the same time, some still use AI merely as a reading of discourse. However, the five media practitioners interviewed agreed that the presence of AI needs to be anticipated so that the media remains adaptive to changing times. It is undeniable that, in the end, media managers must properly collaborate and manage the use of AI (Newman, 2024).

From time to time, technology triggers changes in industry, including shaping how an institution works (business processes) (Marhamah & Fauzi, 2021; Putranto & Utoyo, 2022). At this stage, it also triggers a term such as technological disruption, which holds that new technology will affect previous technology. Discussions about disruption always lead to the creation of new work patterns while eliminating old ones. The impact of this change is monitored by all journalists, including opportunities to use new technology to advance industrial progress.

In the interview results, it was found that the media Okezone.com, CNBCIndonesia.com, and Narasi began to optimize the use of AI for data processing and news distribution. Meanwhile, the media Jawapos.com and Antaranews.com use AI at the data-processing level, such as transcribing interview results and tracing the effectiveness of news in online media. The application of AI has clearly been carried out, but not as a whole across a series of journalistic works.

There are indeed several serious concerns in responding to the presence of AI. For example, there are ethical challenges in journalistic work. Some media practitioners assume that AI can help journalists produce fast-written news. Among others, such as in sports news, which uses statistics to inform match results. In other news cases, AI can be used for economic news. This can be done because economic news has many open data sources, for example, from the Central Statistics Agency, the Financial Services Authority, the Indonesia Stock Exchange, and Bank Indonesia.

On the other hand, the presence of AI in the news production process warrants caution. To that end, the Press Council has taken anticipatory measures by developing guidelines for the use of artificial intelligence in journalistic work in Indonesia. These guidelines are embodied in Press Council Regulation Number 1/Regulation-DP/1/2025. These guidelines require that artificial intelligence be used ethically, transparently, and responsibly, with humans as the primary controller to ensure accuracy. This regulation serves as a guideline for journalistic practice in Indonesia, including at media companies.

In addition, the use of generative AI opens the door to the production of incorrect ideas, or so-called AI hallucinations, such as the emergence of false or unreasonable information (Christensen et al., 2024). In fact, journalistic products highly value the originality of verified news articles (Kovach & Rosenstiel, 2021). Not only that, but generative AI can also pose serious risks when used to produce fake news (Bashardoust et al., 2024). So, it is clear that the Press Council guidelines are a crucial foundation for every media company in carrying out journalistic work processes.

The use of AI in news reporting is closely related to 7 fields, including: machine learning, computer vision, speech recognition, natural language processing, scheduling, planning, optimization, expert systems, and robotics. Of the 7 fields, 3 are widely developed in news engines, namely machine learning, computer vision, and scheduling, planning, and optimization (De-Lima-Santos & Ceron, 2022). In scheduling and optimization, media managers' practices in Indonesia are similar to those in news distribution.

The use of automation machines in producing news can also reduce the quality of news. Several applications, such as Copyleaks, Turnitin, metadata analysis, stylometric analysis, GPTZero, CrossPlag, Writer, and OpenAI, can identify AI-based writing (Elkhatat et al., 2023; Uzun, 2023). Search engines like Google, with their sophisticated tools, prioritize original, high-quality content. Google's ranking system values content based on expertise, experience, authoritativeness, and trustworthiness (E-E-A-T) (Google, 2023). Search engines are now equipped with AI writing identification features. Therefore, it is very important to implement and identify policies to protect yourself from AI abuse (Dwivedi et al., 2023).

We found that the use of AI is not entirely negative. AI technology can be used in the news distribution process. Among other things, it helps find readers who align with the news's character and enhances its personalization. In practice, AI can be used through pop-ups that appear on the reader's device. In addition, AI can be used to place advertisements based on target characteristics and to build more personal relationships (Alam et al., 2025).

This personalized nature of news also further perpetuates a condition known as the filter bubble (Cho et al., 2023; Hu et al., 2022). This situation also makes the reader dichotomy even more pronounced, so media practitioners must also have the right strategy for news distribution. AI's ability to continuously learn and adapt to digital trends can serve as a useful bridge to address this problem (Soori et al., 2023).

The results of data processing, visualized in Figure 2, show that the word frequency query highlights the dominant use of data from the five sources. Among others, words such as media (133 times), news (101 times), and people (100 times). These words were recorded as the most spoken during the interview process. The use of dominant words indicates that important issues arise in the theme being discussed.

Figure 2 Word Frequency Query depicts the most discussed words

The use of the word "media" speaks more to the message-delivery channel. In the context of AI journalism, "media" is an important aspect of the message delivery. When associated with the word mass or mass media, it indicates a subject or legal institution. Meanwhile, the word "news" also speaks of the communication element, namely, the message, including what is produced by AI journalism, namely, messages or information. News in AI journalism is among those significantly impacted by technological developments. AI is replacing the presence of news produced by humans. Another dominant word is "person," which indicates the central role of humans in the development of AI journalism. However, no matter how sophisticated the AI journalism workflow is, it still cannot be separated from the role of people. In this case, people still have an important role.

The development of AI has clearly brought major changes to the press industry. Similar to the presence of internet technology that disrupted the printing business. During the interviews, respondents agreed that while AI can be disruptive, it can also be a collaborative work partner, particularly in enabling more efficient, faster work processes. Several technical aspects, such as transcribing field interviews with journalists, have become easier to handle. Not only as a tool to increase productivity, but AI also serves as a social and emotional partner (Elmaresa & Irwansyah, 2025). So, the development of AI needs to be addressed by all media practitioners.

This study provides an overview of AI's role in news production from the perspective of media practitioners. Of course, this brings both challenges and opportunities for developing higher-quality information. Along with the development of information technology, further research can be conducted to address the question of AI use.

Therefore, this study aims to map views from an editorial perspective. So, there are still several other topics that can be further explored for further research. Among others, such as how the survey of groups of journalist practitioners in viewing the development of AI that affects news production, mapping the readiness of technology by each mass media editorial, reviewing the attitudes and strategies of the government and the Press Council, seeing the impact of AI from the perspective of different media channels, such as on television for example, and even being able to map the impact of AI disruption that has occurred. Finally, the researcher hopes this study will identify the key issues and themes faced by media practitioners in responding to AI.

CONCLUSION

The development of artificial intelligence technology adds a new dimension to journalistic activities. The presence of AI can even disrupt the news production system that already existed before. Although it is still a new topic, several media companies have adopted AI at several levels of production. Media such as Okezone.com, CNBCIndonesia.com, and Narasi.tv, for example, have optimized AI for data processing and news distribution. In comparison, other media such as Jawapos.com and Antaranews.com are still using it in the early stages, for example, in interview transcripts and media effectiveness analysis.

All media practitioners interviewed agreed that the presence of AI needs to be anticipated so that the media remains adaptive. Basically, AI offers various opportunities, such as accelerating the production of news, especially sports and economic news, by leveraging journalistic data. On the other hand, AI also poses ethical challenges, such as the risk of AI hallucinations, which indicate a mismatch between the answers needed. This condition certainly makes information vulnerable and inaccurate.

The practice of using AI in news distribution offers several benefits. Among others, such as personalizing content and placing advertisements or news that are considered more effective. However, this personalization creates a filter bubble where users are only exposed to the information they are interested in. This condition increases the chances of dichotomy and polarization. So, the media and the Press Council need to continue to pay attention to the impact of AI developments in journalism.

Research on the use of artificial intelligence (AI) in digital-based media remains limited. It should be expanded to other media channels such as television, where differing production logics and audience dynamics may influence AI implementation. As AI becomes increasingly embedded across the journalistic process—from content creation to distribution—future studies should adopt more robust methods, including surveys and experiments. Different methods are needed to examine how AI-generated news impacts audience perceptions, credibility, and bias recognition.

At the practical level, addressing ethical challenges and algorithmic bias requires concrete measures, such as algorithmic auditing, diverse training datasets, and human-in-the-loop editorial oversight. Transparency practices should complement these efforts, including clear disclosure of AI-generated content, in response to current trends where AI adoption in newsrooms is rapidly growing but not always visible to audiences. Ultimately, while AI offers efficiency and innovation, its integration must remain aligned with core journalistic principles—ensuring accuracy, fairness, and accountability in an increasingly automated media environment.

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