

TECHNOLOGY ADOPTION ARTIFICIAL INTELLIGENCE IN THE PRACTICE OF LOCAL MEDIA JOURNALISM IN PADANG CITY

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Abstract

Use of technology Artificial Intelligence (AI) in the world of journalism has brought significant changes to the way journalists work. Previously, journalists often spent a lot of time doing routine tasks like transcribing text and researching data manually. However, now journalists can allocate more time to make important calls and follow the data trail generated by AI technology analysis. In essence, this change in workflow is intended to increase efficiency in work. The aim of this research is to explain the adoption of AI technology in local journalism practices in producing news. This research uses a qualitative method with a case study approach and a constructivist paradigm. Data collection methods were carried out by observation, interviews and documentation. Researchers analyzed the data using Miles and Huberman data analysis techniques, namely, data reduction, data presentation and drawing conclusions and verification. The research results show that The adoption of AI technology in the practice of local journalism in Padang City has experienced significant development by utilizing various AI tools, like Chat GPT, Gemini, D- id.com and so on. However, there are challenges such as the lack of accuracy of news generated by AI and the lack of regulation and ethics in its use. It can be concluded that although the potential for adopting AI technology in the practice of local journalism in Padang City is very large, there is still a gap between the technology and its implementation in daily practice. To overcome this challenge, greater efforts are needed from local media to adopt AI technology and also from journalists to increase their understanding and skills in utilizing AI in news production. In this way, local media can continue to innovate and meet the demands of an increasingly complex and changing market.

Keywords: *Adoption, Technology Artificial Intelligence, Local Media, Journalists*

INTRODUCTION

Application of technology *Artificial Intelligence* (AI) in editorial can result in changes in journalists' work processes. The presence of AI technology means journalists can save time previously spent on tasks such as copying and researching data manually. However, now journalists can

allocate more time to make important calls (if necessary to confirm information from sources) and follow the data trail generated from AI technology analysis. In essence, this change in workflow is intended to increase efficiency in work. Several editors-in-chief of local media that researchers met in the field, such as Singgalang, Harian Haluan and Langgam.id, explained that the presence of AI in the world of journalism does not at all threaten the profession of journalists in producing news. With its capabilities in data analysis, information grouping and automatic research, AI can help journalists in collecting data, identifying current trends *viral*, and even produce news content in a short time.

Based on data that researchers found in the field, local media in Padang City have utilized AI technology in producing news, namely Singgalang, Harian Haluan and Langgam.id. The Chief Editor of the local media said that currently the local media is still adapting and studying AI features that can be used to support news production. One *tools* used by local media, namely *Chat GPT* and *Google Bard* or *Gemini* as a tool for research and data development. Apart from that, journalists also use the D-id.com feature to create audio-visual content. The presence of AI allows local journalists to have better access to information sources and can speed up the news research process. Apart from that, AI is also used in reading and understanding the context of various information sources widely available on the internet. This allows journalists to gain a broader and deeper perspective on a topic before writing or reporting.

However, on the other hand, journalists are also faced with ethical and professional challenges in facing the AI era. Even though AI can help in creating news, the role of human journalists is still needed to verify facts, interpret data, and add a human aspect to the news. Sometimes, the speed of AI-generated production can also come at the expense of the quality or depth of analysis required in high-quality journalism. Journalists need to find a balance between the benefits of AI technology and maintaining the integrity and quality of the information conveyed to readers. Like two sides of a coin that cannot be separated, AI technology is also considered to have weaknesses in addition to its benefits in journalistic work in newsrooms. AI-generated news has the potential to receive criticism because the writing style feels flat and mechanical, created automatically by machines. This happens because robot journalists are unable to ask questions, determine cause and effect, form opinions, and currently have lower writing abilities than humans (Wölker and Powell, 2018:2).

One of the interesting challenges in AI technology is related to the ethical aspects of transparency. In considering the importance of transparency on both sides, automation-based journalism has potential positive implications for journalists and readers. One of them is transparency of disclosure (Karlsson, 2010, in Thurman et al., 2017), namely the extent to which media organizations disclose the process of selecting and producing

certain news. Disclosures regarding information collected, interpreted, analyzed, or the methodology used to produce it *output* which is considered a component that is closely related to information transparency, and is an important criterion for assessing whether the information originates from ethical practices (Turilli and Floridi, 2009: 109, in Thurman et al., 2017). Regarding ethical questions arising from changes in news production using artificial intelligence, professional journalists face challenges in maintaining standards of verification and balance in content and determining who or what should receive recognition and responsibility for the work (Thurman, 2017).

Collaboration between human journalists, robot journalists and data *scientists* in producing news in the newsroom assisted by AI technology. Human journalists are able to cover weaknesses that robot journalists cannot. If this collaboration is carried out effectively, it is possible that the quality of journalism products will increase. In the context of information and news, automation can markedly increase the demand for human skills possessed by competent journalists, such as news judgment (*news judgement*), curiosity (*curiosity*), and an attitude of skepticism that allows us all to still receive concise, comprehensive, and accurate information about the world around us.

Indonesia is the first country in ASEAN to issue a Circular regarding ethical guidelines for the use of AI technology. Quoted from the page *website kumparan.com* on December 19 2023 Minister of Communication and Information Budi Arie officially issued Circular Letter of the Ministry of Communication and Information Number 9 of 2023 concerning the ethics of using and exploiting artificial intelligence or *artificial intelligence*. The Circular regulates the implementation of artificial intelligence capabilities including consulting, analysis and programming activities. The use of Artificial Intelligence technology is included in a subset of *machine learning, natural language processing, expert system, deep learning, robotics, neural networks*, and others. Also, the implementation of artificial intelligence technology pays attention to the ethical values of artificial intelligence.

The nature of the Minister of Communication and Information Circular Letter Number 9 of 2023 is not binding. The legal reference still goes back to Law (UU) Number 27 of 2022 concerning Personal Data Protection and Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 concerning Information and Electronic Transactions. Furthermore, the Ministry of Communication and Information will prepare binding regulations to provide legal certainty and support the artificial intelligence ecosystem. From the explanation above, it is clear that AI production errors cannot be accounted for by AI. However, the media published the news. AI does not have a press identity card that journalists have, so the law cannot prosecute AI if it produces news that does not match the facts on the ground. When artificial intelligence is involved in criminal acts, it is important, to determine

its responsibility. A crucial principle in criminal law is that there is no punishment without guilt. Therefore, careful design is needed so that AI does not cause legal violations.

The advent of AI technology is transforming the journalism landscape, bringing tools and capabilities that can change the way news is delivered, analyzed and presented to the public. However, it does not aim to replace the role of human journalists. Instead, AI should be seen as a partner that helps journalists do their work more efficiently and effectively. The future of journalism will be shaped by collaboration between human journalists and AI, working together to provide accurate, expansive and trustworthy news to a growing global audience. Previous research on artificial intelligence (AI) was conducted by Algooth Putranto and Arsa Widiarsa Utoyo (2022) entitled "Robot Journalism Practices as the End of the Journalist Profession". The focus of this research is the use of robotic journalism in producing news that does not operate independently. There is a team of people who also work behind the scenes to provide information and manage data to ensure the content presented remains relevant to the situation that has been obtained in the field. This research uses the theory of technological determinism to see how technological developments can influence culture and society.

Based on this explanation, this research reference is relevant to the researcher's research, because describing artificial intelligence can influence the journalist profession in producing news content. The difference and update in this research lies in the role of AI in the journalistic work of local media in Padang City. Researchers are interested in conducting this research because, as technology develops, less and less human labor is needed. Through this research, researchers want to examine the extent to which local media journalists in Padang City have adapted to developments in AI technology. Then, researchers want to see the presence of AI technology that goes hand in hand with journalists in producing news content. The location of this research was carried out in Padang City. Researchers chose Padang City for research because they wanted to see that local media journalists in facing AI technology had a clear comparative advantage. The variation in the use of AI technology among local media in Padang City is a significant point of comparison. The local media in Padang City which is the object of research consists of *Harian Haluan*, *Singgalang* and *Langgam.id*.

METHODOLOGY

This research uses qualitative research methods. Qualitative research methods are a type of research method used to understand social phenomena in real world contexts. Qualitative research focuses more on subjective and interpretative aspects in understanding social phenomena that cannot be measured using quantitative methods (Kriyantono, 2020:51). This research uses a case study approach. Denzin & Lincoln (2009:309-313) explain that researchers are directly involved with the

activities that occur in the cases studied, researchers explore and interpret the various meanings that emerge. This approach has value in developing theory and understanding the complexity of the issue at hand, as well as showing limits to generalizations.

Through a case study approach, researchers can be directly involved in practical situations in the field and gain a deep understanding of the application of AI technology used in everyday journalistic processes. In addition, a case study approach was also used to gain insight into the factors influencing the transformation of journalism practice at the local level, including challenges, opportunities and impacts. Thus, the case study approach is seen as an appropriate method to gain a holistic and contextual understanding of the transformation of Padang City's local media journalism practices through the use of AI technology.

A paradigm is a particular point of view or way of interpreting the complexity of the real world. A paradigm is explained as a conceptual framework that contains a number of assumptions, values, or ideas that influence how we see things, and ultimately influence our actions in certain situations (Mulyana, 2018: 9).

This research uses the constructivism paradigm. The constructivism paradigm states that reality is a social construction formed by individuals or groups in society. The truth of a reality is relative and determined by the context and views of the people involved in social interactions (Kriyantono, 2020: 51-52). Through research into the role of AI for local media journalists, this paradigm can help in understanding the reality of journalists' work in Padang City, reconstructed through journalists' interactions with AI technology towards journalists' understanding of their work with the integration of AI technology in the journalism process.

RESULTS AND DISCUSSION

ADOPTION OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN LOCAL JOURNALISM PRACTICES

Transformation can occur either intentionally or unintentionally. The process of intentional change is an action carried out deliberately and well planned, with the aim of improving or improving something. This involves clear management, careful planning, and structured implementation in accordance with established programs. On the other hand, unintentional transformations are changes that occur naturally or unexpectedly, often influenced by external factors such as natural conditions, technological developments, and others. These changes often cannot be predicted or foreseen, and can occur without a specific plan. Transformation is also known as mediamorphosis. Mediamorphosis is not just a theory, but a comprehensive view of the evolution of technology in communication media (Fidler, 2003:35).

Based on the research results, researchers found data in the field that local media in West Sumatra, especially in the city of Padang, such as *Harian Singgalang*, *Langgam.id*, and *Harian Haluan*, have begun to adapt to the realm of AI technology. This reality shows that these media have realized the importance of following technological developments in the world of journalism. They realize that without adapting to new technology, these media risk being left behind and abandoned by a public that is increasingly connected to technological advances. Refers to one of the principles of mediamorphosis, namely, the ability to survive. All forms of communications media and media companies are forced to adapt and evolve in order to survive in a changing environment. One other option is to die (Fidler, 2003:45)

"We as journalists have to be able to adapt technology. Technology was created to help human work. Since I became a journalist, I feel that technological developments have become increasingly helpful. I used to write with block notes or notebooks. Now I can just write with my cellphone. "In the past, to conduct interviews I used a tape recorder, now I can just use a smartphone." (Eriandi, interview on 29 February 2024).

Local journalists in Padang City are also experiencing a transformation in the way they produce news content. Even though the local media which is the object of research has not disclosed the development of local media using AI technology in their journalistic activities, awareness of the importance of utilizing new technology has begun to emerge among journalists. This marks the first step towards further transformation in the local journalism industry. Journalists have shown an adaptive attitude that reflects the concepts of coevolution and coexistence in facing the development of AI technology (Fidler, 2003). They observed that old media did not completely disappear, but instead transformed and coexisted with new ones. By implementing AI technology in their work, these journalists demonstrate a willingness to adapt to ongoing technological changes in the journalism industry. AI technology is not a foreign element, but has become an integral part of the local journalistic ecosystem. The research results show that the local media in Padang City have adopted AI technology, such as Chat GPT, Google Bard or Gemini, Text to Speech, Speech to Text, Text to Audio- Visual, D-id.com, and so on.

"Langkam already uses AI technology, but in the multimedia and social media fields. But for editorial purposes, editors usually use AI, usually to check and tidy up the writing, not to make news, but to tidy up the spelling according to EYD. But if multimedia uses AI to create content for Today's Historical Notes, it is created using the AI text to speech feature with the presenter too. We upload it on TikTok, Instagram, YouTube, Facebook and Sneak Video." (Mukhtar Syafi'i, interview on 05 March 2024).

This approach shows that Langgam.id not only strives to remain relevant in the digital world by utilizing AI technology, but also prioritizes the needs and preferences of their readers on various social media platforms. In this way, Langgam.id shows their commitment to continue adapting to digital trends without sacrificing quality or integrity in delivering news. Heri, who is the editor and also the Editorial Board and Business Manager of Langgam.id and Mukhtar Syafi'i of the Langgam Social Media and Multimedia team, explained that although there is no written policy that specifically regulates the use of AI technology as a whole in its editorial operations, Langgam has allowed journalists and the team multimedia and social media to utilize AI technology in their work. Journalists have used AI technology in the process of editing and creating news content, while multimedia and social media teams have subscribed to several features to edit and optimize Langgam's social media content. Langgam continues to monitor and evaluate the use of AI technology by adhering to established quality principles and editorial standards.

"Multimedia has implemented the current standard. If journalists or editors want to use AI, the company will facilitate it. The facility provided by the company is a subscription to AI products. So it makes things easier for others too. As for subscriptions, the annual term for multimedia is IDR 800,000/year. But we only get 10 minutes a month because there is a duration too." (Mukhtar Syafi'i, interview on March 05, 2024).

The transformation of local media such as Langgam.id in adapting to the presence of AI technology has brought significant changes in the management of news content, especially because Langgam.id is a local media that focuses on online reporting. Based on data found by researchers in the field, of the three local media that were the object of research, Langgam.id is one of the local media that is very adaptable to developments in AI technology. One of the supporting factors is that Langgam.id has human resources who can quickly and easily understand AI features. Langgam.id has succeeded in applying AI technology, especially in the production of online media content and social media. Data that researchers found in the field shows that the use of AI has brought many positive changes, especially in the creation of social media content, multimedia, editing and breaking news. This AI technology allows Langgam.id to produce content more quickly and efficiently, ensuring that news and information can be delivered to the audience in a very short time.

One example of Langgam.id's use of AI is the content "Today's Historical Notes," which features AI presenters to explain local history, especially in the city of Padang. This content not only attracted attention, but also succeeded in increasing the number of followers significantly, as seen in

figure 1.1 and figure 4.6. This surge in the number of followers shows that the use of AI can increase audience engagement with the content presented.

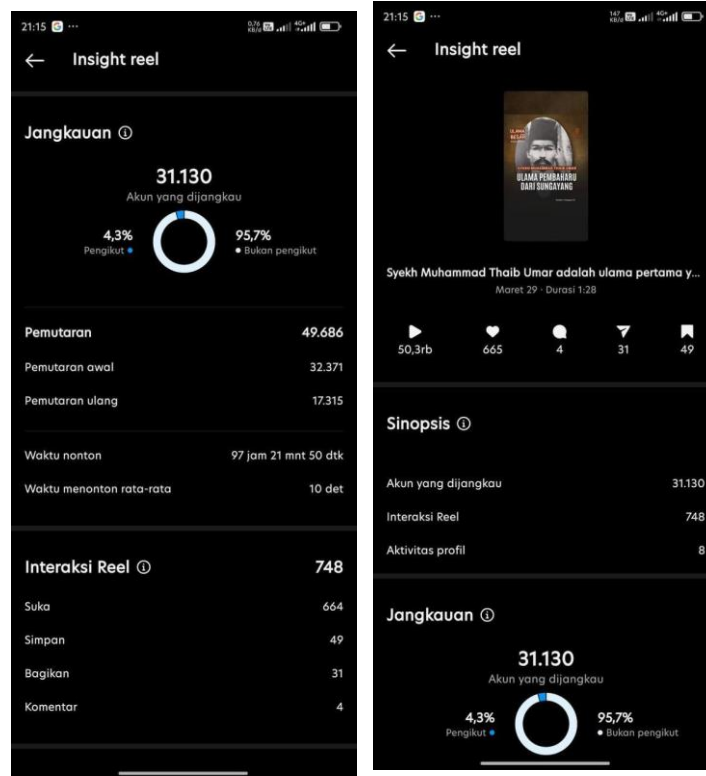


Figure 1. Content Insights on the Langgam.id Instagram Account

(Source: Instagram account @langgam.id)

Content algorithm dynamics from AI in online media, especially on social media platforms, refers to changes and shifts in the way these algorithms filter, display, and prioritize content to users. These algorithms are responsible for the manner in which content is distributed on these platforms, including determining the order in which posts are displayed, recommending content to users, and customizing feeds based on individual behavior and preferences. Changes in content algorithm dynamics often affect how users interact with platforms, as well as how content is presented and understood by users.

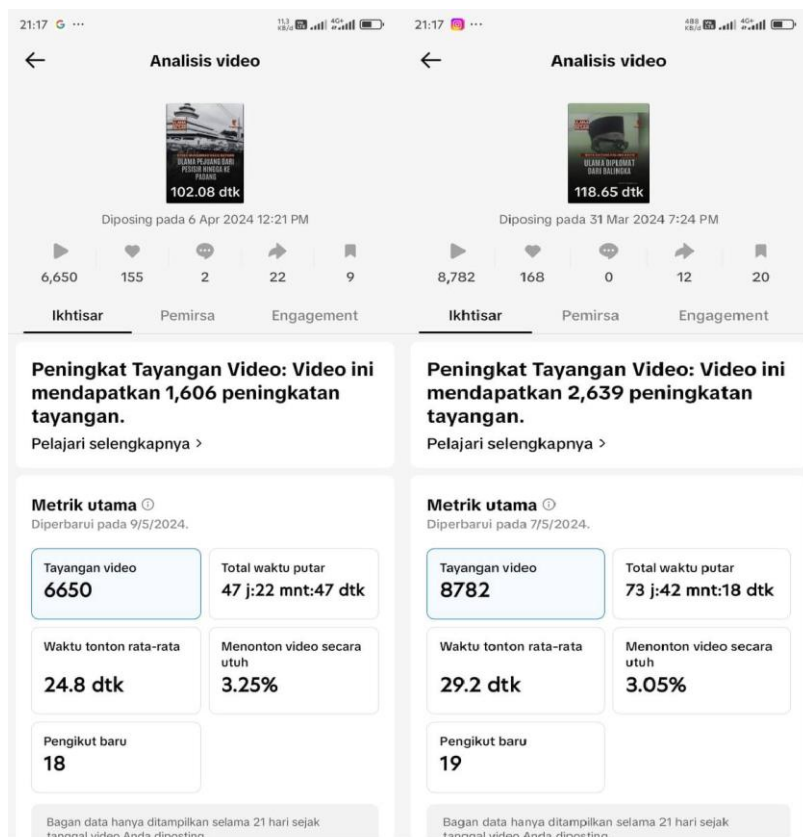


Figure 2. Content Insights on the Langgam.id Instagram Account

(Source: Instagram account @langgam.id)

Apart from Langgam.id, researchers also observed the transformation carried out by Singgalang in adopting AI technology. The findings in the field show that Singgalang has applied AI technology, especially to create breaking news and to edit news before it is broadcast on their official website, hariansinggalang.co.id. However, according to Eriandi, Singgalang faces obstacles in utilizing AI for social media content due to limited human resources. Research data reveals that journalists in Singgalang still do not understand how to operate AI features. One of the reasons is that most of the journalists in Singgalang are elderly, so there is no gap in technological skills between them. As a result, Singgalang is more focused on using AI features that are accessible and affordable, and has not subscribed to AI features that require greater investment. Singgalang's focus on simple and affordable AI tools allows them to still participate in digital transformation without taxing their limited resources. However, they still have to face the challenge of improving technological skills among their journalists in order to maximize the potential of AI in all aspects of media content production.

The research results also show that Haluan has used AI technology, but with a different approach from the previous two local media. Haluan utilizes AI features to create newspaper face layouts specifically for their

print media. Apart from that, AI is also used as a research tool to assist in news production, although its use has not yet been fully adopted. Hamdani explained that Haluan was still hesitant to fully trust this technology in journalistic work because there were no policies or ethics governing the use of AI. Their main concerns are potential technical and ethical issues, such as the risk of AI-generated news being detected as plagiarized or infringing copyright. Therefore, the use of AI in Haluan is more focused on creating layouts for newspaper faces and is only occasionally used in the production of news content. This approach allows Haluan to continue to innovate while maintaining integrity and trust in their journalistic processes.

When compared with local media Langgam.id, Singgalang and Haluan media, both media are still in the stage of learning more about AI technology. Limited human resources are one of the reasons why these two media are still not widespread in their use of AI technology, while Langgam.id has been able to take steps forward in adopting and integrating AI technology into their operations. Even though there is no specific policy from Langgam.id, Singgalang and Harian Haluan regarding privacy, ethics and regulations for the use of AI technology, journalists in local media still use this technology by complying with the guidelines of the Journalism Code of Ethics. This shows Langgam.id's commitment to ensuring that the use of AI technology in news production remains in line with high journalism values, such as accuracy, fairness and integrity. Although there are still challenges and adjustments that need to be made, Langgam.id is showing progressive leadership in adopting AI technology to improve the quality and relevance of the news presented to their online readers.

Journalists use features such as Gemini or Google Bard, Chat GPT, Speech to Text, and several other features as the main basis for creating written news content. On the other hand, to produce audio-visual content, there are features such as Text to Speech and D-id.com which are a mainstay. Currently, local media are increasingly interested in exploring the Text to Audio-Visual feature because of its ability to convert news scripts into audio-visual format, with presenters created directly by AI. The positive response and wide acceptance from the audience towards content in audio-visual form makes a significant contribution to the profitability of local media. This phenomenon reflects the concept of mediamorphosis, where new media is not always widely adopted due to various technological limitations and social, political and economic factors. However, the adoption of new media technology will continue to grow along with the opportunities and needs that emerge in the dynamics of modern media (Fidler, 2003).

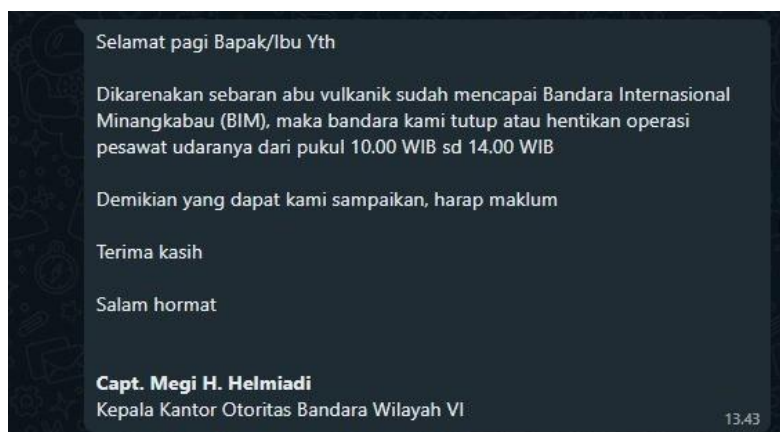


Figure 6. Langgam.id news before using AI
(Source: Document processed by researchers, 2024)



Figure 6. Langgam.id news after using AI
(Source: Langgam.id)

The application of AI technology in journalism must still follow the ethical principles of journalism. According to Kovach & Rosenstiel (2014), there are nine elements of journalism which emphasize that the information presented by journalists must be based on verified facts. On March 28 2024, Langgam.id reported breaking news (figure 5) regarding the closure of BIM. This news is generated through AI technology using the Gemini feature. Information obtained by Langgam.id journalists, such as location, time, and information source statements, is processed by AI to form complete news. However, the information conveyed by journalists is still imperfect because it does not include the date and day. The journalist's task in this context is to perfect the news that has been processed by AI, so that the information conveyed to the public remains accurate, complete and relevant.

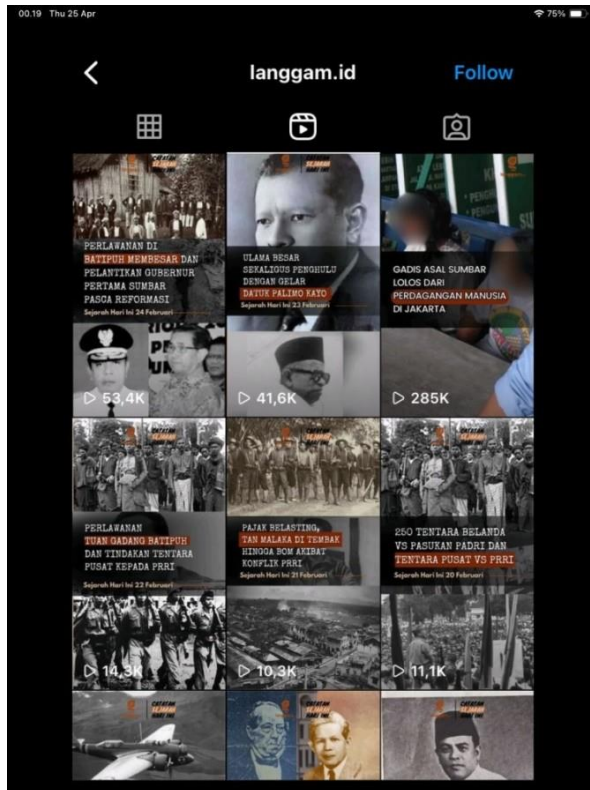


Figure 7. AI Multimedia Content on the Instagram platform
(Source: Instagram account @langgam.id)

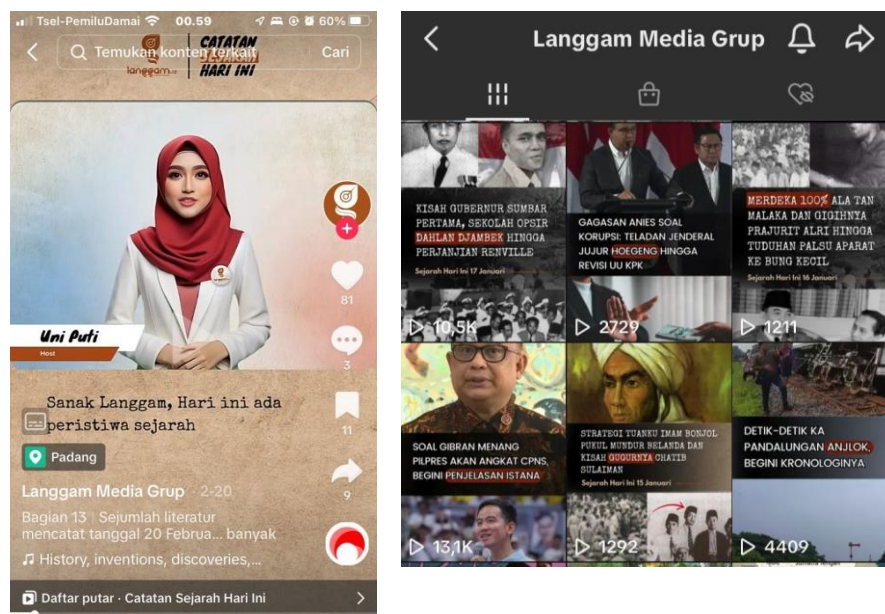


Figure 8. AI Multimedia Content on the TikTok platform
(Source: TikTok account @langgam.id)

Figures 7 and 8 provide a visual illustration of the transformation that has occurred in journalism practice, especially in the local media Langgam.id. In this picture, you can see a shift from conventional journalism which only focuses on presenting news in written form, towards journalism which increasingly utilizes AI technology. This transformation reflects the adaptation of local media to technological advances to expand and enrich the way they convey information to the public. By utilizing AI technology, Langgam.id and other similar media can produce content that is more diverse, interactive and interesting for their audience, in line with developments and the increasingly diverse and complex needs of information consumers. This shows that local media is not only following technological trends, but also utilizing them creatively to improve the quality and relevance of the news content they produce.

"The first is D-id.com. This platform is for creating presenters. But in Langgam it's only new in the content of Today's Historical Notes if it's not yet used for reading the news. Apart from that, there is Canva, Canva also has AI, then there is Make Journey, but we don't really use it, then Google Text to Speech, Chat GPT, Google Bard is usually used by editors, editors, usually just to tidy up, not for make the whole story." (Mukhtar Syafi'i, interview on 05 March 2024).

The research results show that Langgam.id journalists have also experienced a significant transformation in their journalistic work through the use of AI technology. Time efficiency and the increase in the amount of news produced really helps in making their work easier. A journalist's work flow starts from receiving information through various sources, such as regional police public relations, government public relations, and others. After that, they create news based on the information obtained and only need to contact the relevant parties again for further verification to ensure the suitability of the information with the facts on the ground. To support innovation and creativity in the use of AI, Langgam.id journalists also took part in training organized by the Indonesian Cyber Media Association (AMSI). This training aims to provide a deeper understanding of AI technology and how to optimize it in the journalistic process. In this way, Langgam.id journalists can not only improve work efficiency but also enrich their skills and knowledge in integrating AI in their daily work.

The adoption of AI technology in the Singgalang media shows that journalists feel significant changes in the news production process. Usually, Singgalang can produce around 10 news stories a day. However, with the help of AI technology, news content production can double, reaching up to 20 stories per day. The AI features used by Singgalang journalists mainly help in editing, such as checking and tidying up spelling according to EYD, thus making the production process easier. Despite this, the use of AI in Singgalang is still not widespread. This is proven by the lack of use of AI in

Singgalang social media content. News published on Singgalang social media still looks ordinary and does not utilize AI for audio-visual content. Based on data found by researchers, this is also caused by Singgalang journalists who are currently still studying and understanding every feature of AI technology.

Eriandi also mentioned that he was still in the learning stage of editing social media content, especially audio-visual content that features AI presenters. This obstacle shows that although Singgalang has experienced the benefits of AI in increasing the efficiency of news production, they still need time and further training to utilize AI more widely. This transformation emphasizes the importance of improving journalists' technical skills so they can optimize AI technology in all aspects of media content production. The findings in the field show that local media journalists, Langgam.id, Singgalang and Haluan have different numbers of journalists in each media. In terms of quantity, Langgam.id has fewer journalists compared to Singgalang and Haluan. However, this does not reduce the quality of journalism produced by Langgam.id. They remain superior in terms of the quality of the news presented. Even though the number of journalists is limited, Langgam.id journalists have proven to be of higher quality compared to other local media journalists. This confirms that in journalism, the quality and competence of journalists is more important than just numbers. Langgam.id has succeeded in showing that despite having a smaller team, they are able to produce quality content that can meet high journalism standards.

Heri Faizal explained that journalists' understanding of operating AI technology was made easier through an organization known as AMSI (Indonesian Cyber Media Association). AMSI provides special training for journalists and media who are members to learn and understand AI technology in more depth. However, for media or journalists who are not members of AMSI, the learning process must be carried out independently or self-taught. With the facilitation and training provided by AMSI, journalists and media have easier access to understand and implement AI technology in their journalism practices. This shows the important role of professional organizations in facilitating increased competence and adaptation to technological developments in the journalism industry.

Based on the point of view of informant Ayu Purwarianti as an AI researcher, the content produced by this technology does have its own appeal, and makes it easier for audiences to find the news in their searches. As a researcher who also monitors social media, we can directly see the insights obtained by the media by using AI features on these social platforms. These features allow us to observe the type of news content that is most interesting to the audience, thus helping in determining the direction and focus of the content that will be produced. Ayu Purwarianti, as the founder of a company in the field of artificial intelligence, admits that in Indonesia there are no specific and binding regulations governing the use of AI. Even though the Ministry of Communication and Information (Kemenkominfo) has issued

a policy in the form of ethical guidelines for using AI, to date this regulation does not have binding force.

"If journalism is ethical, it comes from within oneself. This profession also has ethical regulations, such as the Journalism Code of Ethics. Then in professional organizations such as AJI (Alliance of Independent Journalists) they implement something called a Journalists' Code of Conduct. Actually, AI is just a tool to make our work easier. So we build the ethics ourselves. "Everyone of us must adhere to the Journalistic Code of Ethics." (Heri Faizal, interview on March 23 2024).

According to Ayu Purwarianti, the view from the perspective of AI researchers and founders highlights a number of obstacles and obstacles in the development of AI technology. First, there is a lack of awareness among users regarding the potential and advantages offered by AI. Users also have not received adequate education regarding the use of AI technology. The research results show that there are still many who believe that AI has reached a perfect level of sophistication and is able to solve every problem. Second, from an industry perspective, AI companies in Indonesia face fierce competition from similar companies abroad. In particular, users in Indonesia tend to be more accustomed to affordable features and pay attention to limited budgets. Finally, from a regulatory perspective, government policy regarding the ethics of using AI in Indonesia refers to the Circular Letter of the Minister of Communication and Information Number 9 of 2023 concerning Ethics in the Use and Utilization of Artificial Intelligence. This regulation is still not strong and detailed enough.

Apart from following the regulations set by the Ministry of Communication and Information, journalists also follow the Journalistic Code of Ethics set by the Press Council. This is done so that journalists remain supervised and do not use this technology carelessly. By complying with the Journalistic Code of Ethics, journalists are expected to maintain integrity, accuracy and balance in presenting information to the public, even when using AI technology. The use of AI technology in journalism not only follows official rules set by the government, but also follows fundamental moral and ethical principles in the journalistic profession. This ensures that the use of AI technology in journalism is done responsibly and meets high professional standards.

CONCLUSION

The adoption of AI technology in local journalism practices in Padang City has had a significant positive impact in various aspects of news production. The presence of AI technology has made it easier for journalists to work more efficiently and effectively. The process of gathering information, analyzing news, and presenting content to readers becomes faster thanks to the help of AI. However, the use of AI in local journalism also

has shortcomings and obstacles that need to be considered. Therefore, journalists still need to verify and double-check before content is published. Apart from that, the writing style produced by AI sometimes feels standard and lacks a human touch. Another challenge is the lack of specific regulations and ethics governing the use of AI technology in journalism. This can lead to a lack of sanctions for errors that may occur in its use. Nonetheless, the use of AI technology in the practice of local journalism is an important step forward in enriching the landscape of local media. The use of AI technology in local journalism practice is not only a necessity, but also an opportunity to increase relevance, accuracy and innovation in presenting news to the public. Therefore, local media in Padang City need to adapt to the presence and development of AI technology so that it is not left behind and can still meet the public's information needs.

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