

The Role of Artificial Intelligence in Transforming News Production at *Liputan6.com*

Dian Rosadi¹, Efi Fadilah², Lilis Puspitasari³

^{1,2}Faculty of Communication Sciences, Universitas Padjadjaran, Bandung, Indonesia

ABSTRACT

Background: AI technology is one of the innovations currently receiving the most attention in the media industry. The integration of AI into online journalism has emerged as a transformative force. **Purpose:** This study aims to analyze AI in digital journalism practices at the online media *Liputan6.com*. It also identifies the changes in news production since the advent of AI, as well as the opportunities and challenges associated with the AI use in the news production process at online media. **Methods:** The method used in this study is qualitative with a case study design. A case study is chosen because the object of this study is a single media organization, *Liputan6.com*. There are three key informants, selected through purposive sampling, who serve as the subjects of the study. **Results:** The findings of this study indicated that the *Liputan6.com* editorial team uses AI for three main functions: first, to assist in news content production; second, to monitor topics or issues currently discussed by the public and their distribution; third, to serve as technological infrastructure within an integrated workflow. The main transformation lies not in a change in journalistic principles but in changes to the workflow and efficiency of news production. **Conclusion:** The entire process of validation, verification, and editorial decision making remains entirely in the hands of journalists. It further underscores that AI's role at *Liputan6.com* is that of a supporting tool or assistant, not a replacement for journalistic work. **Implications:** Theoretically, these findings strengthen the argument of the theory of technological determinism that the presence of AI technology transforms workflows in newsrooms. Practically, these research findings encourage media organizations to develop internal policies on AI, journalism education institutions to integrate AI literacy into their curriculum, and policymakers to formulate adaptive regulations.

Keywords: artificial intelligence; digital journalism; *Liputan6*; news production; online media

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Correspondence: Dian Rosadi S.I.Kom. Faculty of Communication Sciences, Universitas Padjadjaran, Jl. Raya Bandung–Sumedang KM 21, Jatinangor Sumedang 45360, Email: dian25008@mail.unpad.ac.id

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INTRODUCTION

The advent of digital technology has brought about many changes in the media industry. The changes over the past two decades have reshaped the media landscape, from the emergence of the internet and social media to AI. A particularly-significant development in today's mass media is related to automated journalism systems in the age of AI (Hafied et al., 2025, p. 209). AI technology is one of the innovations currently receiving the most attention in the media industry. The advent of AI is transforming the way the media operates. The integration of AI into online journalism has emerged as a transformative force. AI is revolutionizing the way news is produced, disseminated, and consumed (Lokeswari & Dheenathayalan, 2025). Further, the collaboration between AI and journalism also has a positive impact. In addition to assisting with research and providing inspiration, it helps speed up the news writing process, automatically checks and corrects typos in news articles, generates interview transcripts and automatic subtitles, and assists with video creation and editing as well as data management (Rahmat et al., 2025). The advent of AI technology offers opportunities, particularly for organizations, as a driver of innovation and effectiveness (Peretz-Andersson et al., 2026). Some media outlets have even launched AI-powered chatbots as assistants to users in searching for, selecting, and consuming content (Sánchez-Muñoz et al., 2026). Even more impressively, the use of AI technology has also enabled the creation of hyper-realistic media content that credibly mimics humans (Lao et al., 2026). AI is seen as a practical tool that can help people address many issues, including the challenges facing the news industry (De-Lima-Santos & Ceron, 2021).

AI is gradually becoming more common in mass media newsrooms and news agencies. This trend has sparked debate about its negative impacts, particularly regarding quality and ethics (Noain-Sánchez, 2022). The use of AI in news publishing raises concerns about the professional status and editorial control of journalists (Yinglei & Nik Hasan, 2026). Nevertheless, the emergence of AI has also had a major impact on journalists. Most journalists view AI as a pragmatic tool for improving efficiency in the newsroom. They also recognize its broader social significance (Kuai, 2025). AI is viewed as a tool to improve efficiency, not as a replacement for humans. As a result, new roles have emerged in newsrooms, such as AI Fact-Checking Journalist, AI Prompt Journalist, Synthetic Content Editor, and AI Ethics Editor (Drula, 2025). Moreover, most media outlets have developed guidelines intended to serve as a roadmap for implementing AI-based technology responsibly, ethically, and wisely (Ufarte Ruiz & Manfredi Sánchez, 2019; De-Lima-Santos et al., 2025).

The use of AI continues to rise in the media industry worldwide. A survey conducted by the Reuters Institute, 326 media leaders in 51 countries found that 87 percent of newsrooms worldwide are already using AI. This is detailed in its report titled "Journalism and Technology Trends and Predictions 2025." The use of AI in newsrooms is focused on improving the efficiency of back-end tasks, such as interview transcription and automated editing, at a rate of 96 percent. AI is also used for content personalization and recommendations at a rate of 80 percent. Meanwhile, AI is used for content creation at a rate of 77 percent and for news gathering at a rate of 73 percent. Furthermore, a report by the World Association of News Publishers (WAN-IFRA) indicates that AI has become an integral part of the daily operational work of newsroom staff. A 2025 WAN-IFRA survey of more than 100 media leaders found that the strongest impact of AI is felt behind the scenes. AI's impact is most pronounced in terms of increased efficiency (75 percent), followed by better content production (64 percent) and faster turnaround times (55 percent). These data indicate that the advent of AI technology has transformed the way news is produced.

According to Mulyani et al. (2025, p. 77), the advent of AI presents opportunities not only in developed countries because AI technology is also used in developing countries, including Indonesia. The use of AI technology has become widespread across different sectors, one of which is the media industry. In recent years, mainstream media outlets in Indonesia have begun using AI (Ufarte Ruiz & Manfredi Sánchez, 2019). Rahmawan et al. (2025) emphasize the importance of distinguishing between traditional (non-generative) AI and generative AI. Traditional AI encompasses technologies such as speech-to-text, text extraction, and machine learning for data analysis, whereas generative AI refers to systems, such as ChatGPT, that can generate text or images. Although some AI tools are user-friendly, mastering them still requires time and training, especially since AI can sometimes make work more difficult (Dewi & Hastjarjo, 2024). Besman and Evita (2024) even note that while AI can improve efficiency, it is still considered lacking in terms of the quality of the content it produces, particularly in the field of journalism.

The Alliance of Independent Journalists (AJI) released a report discussing AI and News Organizations in Indonesia. The report revealed that the early stages of AI adoption in the Indonesian media were discussed, among other things, at two conferences organized by the Indonesian Online Media Association (AMSI) in 2023 and 2024. During the early stages—specifically in 2023—the potential applications of AI features were explored, ranging from generating news headlines to content distribution. At that time, AI technology was still a “novelty” for media outlets in Indonesia. In only one year, the use of AI began to see a significant increase, including among AMSI member media outlets. AI technology began to be widely adopted for various editorial tasks, such as automatic tagging, editing, and voice-over work. AJI also held a focus group discussion (FGD) with national and local media outlets in 2024. The results of the FGD revealed patterns in the use of AI by media outlets in Indonesia, such as data search, developing story ideas, editing material, data analysis, and content personalization. The report also mentioned several major media outlets in Indonesia that have begun utilizing AI, such as IDN Times, Kompas, and Suara.com. In addition, there are electronic media outlets such as TV One.

Liputan6.com is one of the largest online media outlets in Indonesia undergoing a digital transformation using AI. As part of KLY (KapanLagi Youniverse), a subsidiary of the EMTEK Group, *Liputan6.com* delivers a high volume of news every day. This Jakarta-based media outlet ranks among the top 5 online media platforms in Indonesia, according to data from *Similarweb.com* at the end of 2024. Categorized as a general news outlet, it is one of the most-visited online media platforms in Indonesia, competing alongside *Detik.com*, *Tribunnews.com*, and *Kompas.com*. *Liputan6.com* has adapted to the emergence of new technologies. The use of AI has become one option and solution for fast and large-scale content production. However, the use of AI in the news production process also raises various questions and challenges within the mass media industry. On the one hand, the use of AI can improve work efficiency and productivity for media organizations. On the other hand, it also poses various risks, such as the threat of disinformation, algorithmic bias, and violations of ethics and copyright. Therefore, ethical standards are necessary, and human oversight must be maintained (Palla & Kostarella, 2025). Also, but one point that needs to be emphasized is the importance of human editorial oversight and ethical standards in ensuring the accuracy and authenticity of news reports (Gondwe, 2025).

The use of AI itself has become a hot topic of discussion in the digital world. Online spaces have become venues for discussing this technology. Moreover, comment sections serve as a crucial arena for shaping public opinion regarding technology and digital content (Tins,

2024), not to mention the consequences, such as public concerns about the emergence of AI that threatens jobs in the field of journalism (Hermana et al., 2025, p. 36). Therefore, this study analyzes the role of AI in digital journalism practices at the online media outlet, *Liputan6.com*. It also identifies the changes in news production that have occurred since the advent of AI, as well as the relevant opportunities and challenges.

A number of previous studies have mapped the landscape of AI adoption in journalistic activities in the mass media. Calvo et al. (2025) found in their study that there are two perspectives on AI. First, AI is viewed as a transformative force. It is seen as a tool that enhances efficiency and productivity. Second, AI is viewed as a source of ethical risks. There are concerns regarding disinformation and misinformation, as well as the erosion of traditional journalistic values. In addition to misinformation, journalism today faces a variety of challenges, including low news literacy and a decline in interest in traditional news formats (Octavianto et al., 2026). Kreps et al. (2022) found that readers encounter difficulty distinguishing between news content generated by AI and that produced by humans because AI technologies such as ChatGPT, which can generate text-based content, are considered capable of producing news content deemed indistinguishable from news created by humans.

In another study, Amigo and Porlezza (2025) found that the adoption of AI in journalistic content creation in Switzerland is viewed as a complex process as AI could potentially improve the efficiency of editorial workflows, for example the automation of routine tasks such as interview transcription and data processing. It is at this stage that AI is used to streamline lengthy technical operations. However, it does not place AI in a central position because technology remains a supporting tool.

In Indonesia, an increasing number of researchers are studying the application of AI. There are various perspectives on researching this relatively new technology, which began to be used intensively in Indonesia's mass media industry around the beginning of 2020. One such study was conducted by Nurfiana (2024), which focuses on the practice of robotic journalism. With this technology, the volume and speed of news production can far exceed the capabilities of human journalists. However, there are consequences arising from the use of robotic journalism. On the one hand, robotic journalism relies on bland algorithms, as this technology positions machines as the subject. Meanwhile, robots or machines cannot determine cause-and-effect relationships or causality, ask questions, let alone form opinions. This technology has a lower writing ability than humans. What is quite concerning is the presence of indications of plagiarism. Additionally, there are issues that do not meet the principles of journalistic ethics. Therefore, the practice of robotic journalism must remain involving the work of journalists. Besides, an evaluation of the news produced must also be conducted. Another study was conducted by Gusna and Bharata (2025), who examined two major media outlets in Indonesia: Suara.com and RRI. The subjects of the study were two media outlets with distinct characteristics, an online media outlet and an electronic media outlet. The findings of the study indicated that the use of AI in both media outlets has become essential as AI technology continues to advance. In their study, Hasanah and Saragih (2025) discuss ethical issues related to the trend of AI use in the mass media within modern journalistic practice. Although the use of AI technology offers high efficiency in news production and content personalization, there are ethical challenges. These issues include transparency, ethics, and the role of human journalists. In their study, Hasanah and Saragih (2025) recommend that media organizations develop ethical policies. Furthermore, collaboration between journalists and technology developers is expected to ensure the responsible use of AI. This is one of the key aspects that editorial staff must uphold. Research on AI was also conducted by Listiyoningsih et al. (2025). They selected *Radarsolo*.

com as the subject of their study. *Radarsolo.com* is a local media outlet operating in that region. The results of the study showed that *Radarsolo.com* is one of the media outlets that exercises strict oversight over the tasks performed by AI. Editorial staff double-check the information generated by AI.

This study employed the theory of technological determinism. The key tenet of this theory is that technology acts as a powerful driving force contributing significantly to social and cultural change. Technology is not merely a tool but also a form of ideology that shapes one's understanding of the world (Fakhrurroji, 2024, p. 77). This argument is relevant to the transformation occurring in newsrooms following the advent of AI. AI represents more than a technical tool; it possesses the power to alter newsroom workflows specifically, the processes spanning from information production to distribution. The introduction of AI technology in the newsroom impacts both efficiency and productivity. Routine tasks, such as transcribing interviews and generating content recommendations, can now be handled by AI. In this context, AI has demonstrably delivered concrete results by effectively and efficiently accelerating routine tasks. It has become one of the most intriguing areas of study within the current mass media industry ecosystem, particularly in online media. Moreover, the development of AI technology is progressing at a rapid pace, as is evident today. Not to mention the many aspects that intersect with the use of AI in journalistic practices in the mass media, such as ethics or the substance of the information conveyed.

RESEARCH METHOD

The method used in this study is qualitative with a case study design. A case study is a comprehensive description and explanation of an individual, a group, an organization, a program, or a social situation (Mulyana, 2002). It is also used to examine contemporary phenomena (Crowe et al., 2011). This method is chosen because the object of this study is a single media organization, *Liputan6.com*. *Liputan6.com* is selected as the subject of this study because it is one of the online media with the highest traffic in Indonesia. According to data from the Reuters Institute's Digital News Report 2025, *Liputan6.com* ranks among the top 10 most visited national online media in Indonesia (Newman et al., 2025). *Liputan6.com* ranks seventh, with a weekly usage rate of 22 percent. In addition, this media outlet is also part of KLY (KapanLagi Youniverse), which operates under EMTEK, one of Indonesia's largest media conglomerates with substantial capacity for technology investment. This makes it one of the most advanced newsrooms in the development of a proprietary AI system called *Liputan6* AI. There are three key informants who serve as the subjects of the study. These informants were selected through purposive sampling based on their direct involvement in the use of AI at *Liputan6.com*, the Editor-in-Chief, Managing Editor, and IT Support. The selection criteria included: (1) at least 5 years of work experience at *Liputan6.com*; (2) direct involvement in the news production process and/or technology system management at the policy or technical level; and (3) willingness to provide information openly. Complete data on the research informants is presented in Table 1.

Data collection methods included in-depth interviews, documentation, and literature review. The informants interviewed for this study were the Editor-in-Chief, Managing Editor, and Product Manager at KLY. KLY is a group that oversees online media outlets under the EMTEK Group. Some of the national media outlets included in KLY are KapanLagi, Fimela, *Bola.com*, *Bola.net*, *Merdeka.com*, and *Liputan6.com*. Data analysis included data collection, data reduction, data presentation, and drawing conclusions (Miles et al., 2014). In this study, data analysis was conducted using the Miles-Huberman model. Data collection took place

Table 1. Research Informant Data

No	Position	Relevance to AI	Description
1	Editor-in-Chief <i>Liputan6.com</i> (PR)	AI Usage Policy Maker; The person in charge of the newsroom, with ultimate authority over all editorial policies and the direction of news coverage.	Informant 1
2	Managing Editor <i>Liputan6.com</i> (RP)	Overseeing AI-generated content; Manages day to day operations in the newsroom. Acts as a liaison between the editor-in-chief's policies and the editors and reporters.	Informant 2
3	Product Manager KLY (PM)	AI System Developers and Administrators; Designs product strategies and develops features in collaboration with developers and the editorial team.	Informant 3

Source: Researchers' Analysis, 2026

from March to May 2026. Data analysis and report writing were conducted from May to June 2026. The research was conducted at the *Liputan6.com* editorial office, KLY Building, Jalan RP Soeroso 18, Gondangdia, Menteng, Central Jakarta.

RESULTS AND DISCUSSION

The Role of AI in Journalism at *Liputan6.com*

The findings of this study indicate that the *Liputan6.com* editorial team uses AI for three main functions. First, as a tool to assist in news content production. Second, to monitor topics or issues currently discussed by the public and their distribution. Third, as technological infrastructure within an integrated workflow.

Interviews with Informant 1 at *Liputan6.com* revealed that the outlet began adopting AI in 2022. However, its use was not limited to writing articles; it also supported the creation of content for social media and videos.

The use of AI is not limited to writing articles; it also supports social media management and video production. Other examples of AI use in newsrooms include: interview transcription; document summarization; data analysis; and support for creating social media and video content (Informant 1, personal communication, May 26, 2026).

Informant 2 revealed that *Liputan6.com* has developed an internal system called Liputan6 AI. Previously, this system was known as NAIS. Through this system, news stories can be produced from specific angles in accordance with the editorial team's production plan. For example, a single event can be covered from various angles. In addition, the Liputan6 AI system is also designed to rewrite articles. The process takes no more than 10 minutes. Beyond article production, Liputan6 AI has also been developed to generate the necessary infographics. "The editorial team simply enters the data prepared from the research findings, and the system automatically generates the content" (Informant 2, personal communication, May 29, 2026).

AI at *Liputan6.com* also plays a role in identifying topics or issues currently discussed by the public online. Through the Liputan6 AI system, the editorial team can identify trending topics on search engines or Google Trends. This data provides the editorial team with insights into topics projected to attract a large readership.

Additionally, the Liputan6 AI system is designed to streamline the distribution or submission of news from contributors located in various regions. They are spread across various regions of Indonesia to expand the scope of news coverage. Based on an interview with Informant 2, technically, the news submitted by contributors is in draft form directly in the

Table 2. AI Features and Functions in News Production at *Liputan6.com*

No	Name of AI Feature/Function	Function
1	Rewrite Article	Rewriting/expanding articles by adding sources and citations
2	Infographic Production	Generating infographics from data prepared by the editorial team
3	Dashboard Trends	Monitoring trending topics on Google
4	Assistant	Interview transcripts, document summaries, data analysis

Source: Researchers' Analysis, 2026

CMS. This simplifies and speeds up the article production process.

News from contributors that has been submitted to the CMS is in a draft and is not published immediately. The news is then edited by an editor. After that, the news ready for publication is first reviewed and checked by the managing editor. The review includes checking the completeness of the news, the headline, photos, spelling, and other elements. After the review is complete, the news is published on the website (Informant 2, personal communication, May 29, 2026).

AI technology at *Liputan6.com* is clearly positioned as a supporting tool, not a replacement for journalistic work. This study is also relevant to the Theory of Technological Determinism. In the context of the Theory of Technological Determinism, the presence of AI not only changes the tools used in the newsroom but also influences the logic and rhythm of editorial work from issue identification and news production to content distribution. Complete data on AI features and functions in news production at *Liputan6.com* are presented in Table 2.

The Transformation of News Production Following the Introduction of AI at *Liputan6.com*

The main transformation at *Liputan6.com* lies not in a change in journalistic principles but in changes to the workflow and efficiency of news production. Before AI era, the news production process was carried out manually from information gathering, writing, and editing to content distribution. After AI was integrated, several technical stages were automated, making the workflow faster and more efficient.

According to an informant at *Liputan6.com*, the news production at *Liputan6.com* consists of three main channels: news from field reporters, news from contributors, and news generated by editors. For all three channels, core editorial processes such as checking for completeness, headlines, photos, and spelling remain performed by humans before publication. The Liputan6 AI system is capable of quickly rewriting articles whether from Liputan6 or other vertical platforms under the KLY Group from various angles according to the editorial team's needs. The rewriting process takes no more than 10 minutes. Complete data on the transformation of news production at *Liputan6.com* is presented in Table 3.

One of the most fundamental transformations brought about by AI is that in the news topic selection stage. The AI system at *Liputan6.com* is designed to provide the editorial team with insights on trending topics on search engines (Google Trends), complete with trend movements over the past 20 minutes, 2 hours, 4 hours, 10 hours, and up to 24 hours. However, this AI trend data does not replace human editorial judgment. In the article production process, the use of AI is not entirely relied upon as the primary basis by the entire team at *Liputan6.com*. Research findings indicate that journalistic intuition and instinct remain the key factors in determining the topics and types of articles produced. The experience of journalists who have long worked in the newsroom gives them an understanding of the characteristics of content that has the

Table 3. The Transformation of News Production at *Liputan6.com*

No	Before AI	After the Introduction of AI
1	Interview transcripts are created manually	Transcripts are generated automatically using AI
2	Issue monitoring is done manually	Trend monitoring uses an AI dashboard
3	Article rewriting is done manually	Article rewriting can be done by an AI system
4	Producing infographics requires a lengthy design process	AI helps automate the creation of infographics

Source: Researchers' Analysis, 2026

Table 4. Traffic Composition of *Liputan6.com* by Content Type

No	Content Type	Traffic Contribution	Description
1	Timeless Content	55%	The backbone of traffic
2	Trending Content	45%	News based on current events

Source: Researchers' Analysis, 2026

potential to attract the attention of a large audience.

The advent of AI has helped boost traffic. One way it does this is through timeless content, which accounts for more than 50 percent of the total. This indicates that AI also plays a role in *Liputan6.com*'s strategy to improve the performance of its digital content. Table 4 presents a complete breakdown of *Liputan6.com*'s traffic composition by content type.

Opportunities and Challenges of Using AI in the News Production Process

The results of this study also revealed a number of opportunities and challenges regarding the use of AI in news production at *Liputan6.com*. The first is the opportunity for operational efficiency. According to informant 1 from *Liputan6.com*, the use of AI provides key benefits in terms of efficiency and speed by automating various processes previously performed manually. Additionally, it helps reduce the potential for technical errors, speeds up information processing, and assists in structuring articles. According to informant 3, from a technical standpoint, the AI system can cut operational costs, time, and human labor. It demonstrates a highly substantial transformative impact on the media business model since it provides cost benefits for the company.

The second opportunity is innovation based on GEO (Generative Engine Optimization), which is an evolution of SEO. Informant 1 at *Liputan6.com* revealed a paradigm shift in the digital search ecosystem, from SEO to GEO. This change requires media outlets to continuously innovate in order to remain relevant in the era of generative AI-based search engines. Nevertheless, *Liputan6.com* does not view this shift from SEO to GEO as a threat. Instead, it is seen as an opportunity to build a competitive advantage based on internally developed AI capabilities.

The third opportunity lies in the development of agentic AI. Informant 1 from *Liputan6.com* noted that, looking ahead, *Liputan6.com* does not rule out the possibility of developing agentic AI.

Currently, the use of AI encompasses text, images, and video. In the future, it is possible that *Liputan6.com* will also develop the use of agentic AI to support more complex tasks while maintaining journalistic standards of quality and credibility (Informant 1, personal communication, May 26, 2026).

Table 5. Matrix of Opportunities and Challenges in AI Implementation at *Liputan6.com*

No	Dimension	Opportunity	Challenge
1	Operational	Production efficiency of up to 50 percent	Selecting the right AI platform and ongoing evaluation
2	Technology	Agentic AI Development; GEO Adaptation	System Integration Complexity
3	Content	Mass production of evergreen, multi-angle content on a single issue	Risks associated with unverified content, spelling errors, and inaccurate narratives
4	Ethics and Regulations	Press Council Regulatory Framework No. 1/2025 as a guide	Risks of disinformation

Source: Researchers' Analysis, 2026

In addition, the editorial team at *Liputan6.com* faces a number of challenges related to the use of AI. Informant 1 revealed that one of the biggest challenges is selecting the AI platform that best suits the editorial team's needs. Therefore, *Liputan6.com* continues to adapt and accelerate its use of AI, without neglecting journalistic principles or applicable regulations. It aligns with the findings of a study by Dewi and Hastjarjo (2024) that although AI tools are easy to use, mastering them requires time and training.

Second, the complexity of technical integration. Informant 3 explained that the process of integrating AI systems and CMS generally takes place in a single cycle lasting two weeks. Additionally, a common challenge is ensuring that all systems are compatible. Further technical challenges include in-depth research to find the right AI engine for each specific need. Other considerations include output expectations, costs, and the complexity of integration.

The challenge is to create a more efficient system in terms of cost, time, and effort using an AI approach which, in reality, cannot completely replace humans but can reduce operational costs, time, and manpower by up to 50% (Informant 3, personal communication, June 7, 2026).

Third, the challenges faced revolve around integrity and ethics. The editorial staff at *Liputan6.com* follows strict guidelines regarding the use of AI in their journalistic work. Specifically, AI is not allowed to automatically publish news in any form. AI is also prohibited from determining facts without a verification process.

These internal guidelines refer to Press Council Regulation No. 1/PERATURAN-DP/I/2025 on Guidelines for the Use of Artificial Intelligence in Journalistic Work (Dewan Pers, 2025). This is in line with the findings of the research by Calvo et al. (2025), that AI in newsrooms always comes with ethical risks that must be actively managed.

Informant 2 at *Liputan6.com* revealed that a key aspect of the editorial culture is the editorial team's understanding that we are now in an era of rapid technological advancement, and journalists must adapt accordingly. Complete data on the opportunities and challenges of AI implementation on *Liputan6.com* are presented in Table 5.

CONCLUSION

This study concludes that AI plays a major role in digital journalism practices at the online media outlet *Liputan6.com* through three main functions: as a content production tool, as a system for monitoring trending topics and distribution, and as an integrated technological infrastructure within the editorial workflow. One important note is that the entire process of validation, verification, and editorial decision-making remains entirely in the hands of journalists. It further suggests that AI's role at *Liputan6.com* is that of a supporting tool or

assistant, not a replacement for journalistic work. AI remains, after all, a technology. This is certainly different from humans, who possess emotions and instincts. Meanwhile, the identified forms of news production transformation include a shift in the production workflow from manual to automated systems; a shift in topic selection now informed by to 55 percent. This fact is a significant advantage for Liputan6. “Timeless” news stories, which are algorithmic trend data without disregarding journalistic instincts; and an increase in the production of evergreen content, which has become the backbone of the website’s traffic, contributing up sometimes treated as “backup,” receive significant attention from readers. The presence of AI greatly assists journalists in creating “Timeless” news stories, from planning to data collection. In terms of opportunities, AI opens the potential for operational efficiencies of up to 50 percent. It also accelerates the news production cycle, drives innovation based on GEO, and paves the way for the future development of agentic AI. The challenges include the complexity of technical integration, selecting the right AI platform, the risk of disinformation, and potential violations of ethics and copyright. Based on these findings, this study recommends that *Liputan6.com*: strengthen internal AI governance by adopting Press Council Regulation No. 1/PERATURAN-DP/1/2025 as an operational guideline and disseminating it to the entire editorial staff on a regular basis; create a structured and ongoing AI literacy training program; and promote transparency to the public regarding the role of AI in content production as a form of accountability.

These findings also have theoretical and practical implications for digital journalism in Indonesia. From a theoretical perspective, this study explains the theory of technological determinism related to the transformations in newsrooms after the presence of AI which is not only a tool but also changes editorial workflows. Practically, this study has implications for three key stakeholders: media organizations, journalism education institutions, and policymakers. For media organizations, it encourages the development of comprehensive internal policies related to AI regulations to ensure the accuracy of information and maintain public trust. For journalism education institutions, this study suggests an integration of AI literacy into journalism curriculum. Meanwhile, policymakers should create clear regulations that can be periodically revised to keep pace with the rapid development of AI.

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