The Role Of Artificial Intelligence (AI) In Online Media Routines Of TvOne AI Publications

Peran Kecerdasan Buatan (AI) Dalam Rutinitas Media Online Publikasi AI TvOne

David Norhusin[1*], Harliantara[2], Redi Panuju[3], Dhimam Abror[4], Nurannafi Farni Syam Maella[4]
Prodi Magister Ilmu Komunikasi, Universitas Dr Soetomo Surabaya[1,2,3,4,5]
davidnorhusin@gmail.com[1], harliantara@unitomo.ac.id[2], redipanuju@unitomo.ac.id[3],
dhimamabror@unitomo.ac.id [4], nurannafi@unitomo.ac.id[5] , harleyprayudha@unitomo.ac.id

*Corresponding Author

ABSTRACT
This research investigates the use of artificial intelligence (AI) technology in producing news content on TVOne, focusing on the presence of Karni Ilyas as an AI presenter in the "Apa Kabar Indonesia Malam" program. The research method uses a qualitative approach with Content Analysis. This research reveals that the use of AI in TV news is positively influenced by increased audience engagement and social media activity on the TVOne platform. Karni Ilyas received a warm welcome as an AI presenter, highlighting the public's enthusiasm for integrating technology in delivering news. Additionally, AI automates news curation, sentiment analysis, and content personalization, increasing content production efficiency and enabling TvOne to respond to news quickly and accurately.The novelty of this research lies in the practice of AI in the context of news media, leading to a deeper understanding of how this technology impacts audience interactions and the content creation process. Apart from contributing to the media industry, these findings also highlight challenges related to the reliability of the information that must be overcome when applying AI in journalism.
Keywords: *Roles, Artificial Intelligence, Content Production, TvOne Ai.*

ABSTRAK
Penelitian ini menyelidiki penggunaan teknologi kecerdasan buatan (artificial intelligence/AI) dalam memproduksi konten berita di TVOne, dengan fokus pada kehadiran Karni Ilyas sebagai presenter AI dalam program "Apa Kabar Indonesia Malam". Metode penelitian menggunakan pendekatan kualitatif dengan Analisis Isi. Penelitian ini mengungkapkan bahwa penggunaan AI dalam berita TV dipengaruhi secara positif oleh peningkatan keterlibatan audiens dan aktivitas media sosial di platform TVOne. Karni Ilyas mendapat sambutan hangat sebagai presenter AI, menyoroti antusiasme masyarakat untuk mengintegrasikan teknologi dalam menyampaikan berita. Selain itu, AI mengotomatisasi kurasi berita, analisis sentimen, dan personalisasi konten, meningkatkan efisiensi produksi konten dan memungkinkan TVOne untuk merespons berita dengan cepat dan akurat. Selain berkontribusi pada industri media, temuan ini juga menyoroti tantangan terkait keandalan informasi yang harus diatasi ketika menerapkan AI dalam jurnalisme.
Kata Kunci: Peran, Kecerdasan Buatan, Produksi Konten, TvOne Ai.

1. Introduction

In the rapidly developing digital era, mass media is an important means of conveying information to the general public. Mass media is an important means of conveying information to the general public in a rapidly developing digital world. Technology is changing the media industry, with more and more television broadcasters using online platforms to increase their visibility and influence. Through the use of mass media, individuals can be influenced to think critically and communicate information widely across national borders (Moshkal & Akhapov, 2020).

AI technology is used in journalism, especially at the stages of information collection and content distribution related to monetization (Sánchez-García et al., 2023).

TvOne not only follows trends but also utilizes artificial intelligence (AI) technology to simplify and improve the online publishing process, as was done in previous years.

Artificial intelligence (AI) has become a very important part of the technology industry. AI first appeared in 1956 as part of a scientific field and has remained a hope for the advancement of the technology industry since then. As a subset of computer science, AI focuses on intelligent machines that function and react like humans. (Nuraini, 2024)

Quoting Marshall McLuhan's famous quote in (Nuraini, 2024), ``The media is the message,'' the presence of AI technology today could mean that the media will be increasingly under pressure in communication. This means that the communication process including the sender, message, and recipient will also be influenced by AI-controlled technology. Moreover, digital journalism and online activism often emerge in the context of debates about communication media and AI and are interconnected.

This research is relevant in the context of information and communication technology (ICT), as well as in the fields of communication, journalism, and media. Artificial intelligence is playing a critical role in transforming the modern mass media landscape, and the process of creating news and editorial content increasingly relies on data analysis and content personalization. The news communications industry can rely on artificial intelligence to provide data, content, and other services while improving news distribution (Meng, 2022).

AI enables mass media to create more relevant content in line with users' interests, thereby increasing user engagement on online platforms such as TVOne. Modern journalism faces challenges in balancing time and space for communication, concern for audiences, and maintaining ethical standards in the face of technological integration and ethical violations (Ahmet et al., 2020).

AI enables news organizations to use algorithms to fact-check, organize, and present data more efficiently, and filter content to prevent the spread of false or inaccurate information. This not only increases the credibility of the news but also strengthens the integrity of the media providing information to the public. Compared to journalists, AI alerts were equally or even more effective in manipulating participants' opinions regarding the credibility of news articles (Sumpter & Neal, n.d.). An organization's ability to communicate is facilitated through organizational communication (Pertiwi Hele et al., 2018).

Related to this, communication has also experienced significant changes. AI enables communication between media and audiences to be more personalized, creating more engaging and relevant experiences for users. However, the existence of this technology also raises ethical questions regarding data protection, editorial transparency, and the social impact of automated news curation.

2. Research Methods

In this research, researchers used qualitative methods. Qualitative research involves quite a complex process (Sitasari, 2022) Content analysis was used in this research. Content analysis was chosen so that researchers could systematically document, analyze, and interpret the use of AI in content published online by TvOne. The data analyzed includes articles, videos, social media interactions, etc. using AI technology.

Content analysis in mass media involves examining the detailed information contained in written or printed materials. This analysis is generally used in qualitative research. The pioneer of content analysis was Lasswell, who pioneered the technique of symbol coding, which systematically records and interprets symbols and messages (Kualitatif Heriyanto, 2018).

Using this approach, this research aims to provide a comprehensive picture of how AI is being used to improve TvOne's operational relevance and content delivery to viewers. Therefore, this research is relevant not only to media practitioners but also to academics and policymakers interested in its use. AI technology in the traditional media industry.

3. Literature Review
Content Analysis

There are several ways to define content or content analysis. Although content analysis is generally understood as a method that includes any analysis of the content of a text, it is also understood as a specific analytical approach.

According to Holsti in (Sitasari, 2022), content analysis techniques are techniques for concluding by identifying various characteristics of messages objectively, systematically, and generally. Objective means there are rules or procedures that if carried out by other people (researchers) can produce similar conclusions. Systematic means that content or category decisions are made based on consistently applied rules, such as ensuring that data selection and coding are unbiased.

Content analysis designs can be identified in three types of communication research that use content analysis. All three can be explained through Lasswell's theory of the five elements of communication: who says what, to whom, in what channel, and with what effect. All three types of research may include elements of one or more of Lasswell's "theoretical questions."

First, it is descriptive, namely a description of the content of communication. This can be easily achieved through comparison. This comparison includes:

1) Comparison of messages from the same document at different times. In this case, the analysis allows concluding trends in the content of communications.
2) Comparing news from the same or single source in different situations. In this case, the aim is to test the influence of context on the content of communication.
3) Comparison of messages from the same sender with different recipients. In this case, it is a study of the influence of target group characteristics on the content and style of communication.
4) Inter-message analysis, namely comparison of communication content at different times, situations, or target groups. In this case, this means studying the relationship between two variables in one or a set of documents (often referred to as ``contingency''.
5) Comparison of news from two different sources, testing hypotheses about differences between communicators.

Researchers then define news causes in terms of the influence of two messages produced by two sources (A and B) on source B's values, attitudes, motivation, and behavioral variables that cause problems. Third, we investigate the impact of message A on recipient B. The question arises what is the impact or consequence of the ongoing communication process on the recipient (what is the impact)?

The basic procedure for creating a research design and carrying out a content analysis study consists of 6 stages, namely (1) formulating research questions and hypotheses, (2) sampling the selected data sources, (3) creating categories used in the analysis, (4) data collection on a sample of documents that have been selected and coding, (5) creation of scales and items based on certain criteria for data collection, and (6) interpretation or interpreting of the data obtained. The sequence of steps must be orderly, and cannot be skipped or reversed. The previous step is a prerequisite for determining the next step. The beginning of the research is the formulation of a problem or research question that is stated clearly, explicitly, and directed, and can be measured and answered by research efforts. In formulating a hypothesis, a temporary conjecture that will be answered through research, researchers can choose the null hypothesis, research hypothesis, or statistical hypothesis. Sampling is carried out through certain considerations, adjusted to the problem formulation and the researcher's abilities. The creation of measuring instruments or categories that will be used for analysis is based on the formulation of the problem or research question and certain references. For example, the high-

medium-low category, with measurable indicators. Then, data collection or coding is carried out using a coding sheet that has been prepared. After all the data is processed, its meaning is then interpreted.

The Beginning of TvOne Ai

A news portal that can produce content using artificial intelligence (AI) has been launched, called the AI. On Monday (20 May 2024), viewers can access the news portal via the website www.tvone.ai.com Starting today (20 May 2024), the news portal can be accessed via www.tvone.ai. (Ervan Bayu, 2024)

TVOne is an Indonesian private television channel that focuses on news and information. TvOne was founded in 2002 under the name Lativi and changed its name to tvOne in 2008. Since its founding, TvOne has always strived to present accurate, timely, and trustworthy news, prioritizing nationalism and national values. In 2023, tvOne will make a breakthrough by becoming the first media in Indonesia to utilize AI (artificial intelligence) technology as a news anchor. (*Teknologi AI TvOne: Inovasi Media Pertama Di Indonesia - Code Tekno*, n.d.-a).

AI technology is the technology that allows machines and computers to imitate human abilities in thinking, learning, and adapting. By utilizing AI technology, tvOne hopes to improve the quality and efficiency of news production and expand its reach to remote areas that are difficult for the public to reach.

4. Results And Discussion

Before presenting the research results obtained, it can be understood that this research was carried out to study the role of artificial intelligence (AI) technology in TvOne's latest innovations, especially in the context of the Apa Kabar Indonesia Malam event. It is important to do so. Karni Ilyas appeared as an AI (Artificial Intelligence) presenter.

Fiture 1 Apa Kabar Indonesia Malam
Source : Youtube / TvOneai

This study followed strict methodological steps, from formulating research questions and hypotheses to collecting relevant data and detailed data interpretation, through a structured content analysis process. Through this approach, this research aims to provide a deeper understanding of how AI influences the production of online media content and society's response to technological innovation in the context of television news.

Table 1. Content Analysis findings

Audience Interaction and Response	The results of the analysis show that the presence of Karni Ilyas as an AI presenter in the TVOne "Apa Kabar Indonesia Malam" program received a positive response from viewers. Engagement in the form of comments and likes on TvOne's YouTube platform

	increased significantly with AI-powered segments. The audience enthusiastically welcomed the AI technology used to convey the message and showed great interest in this innovation.
Content Production Efficiency	TvOne has succeeded in increasing efficiency by using AI technology in news content production. AI can help automate news curation, sentiment analysis, and personalize content for different audiences. This allows TvOne to respond to news more quickly and accurately, thereby increasing production team productivity.
Public Response to Technological Innovation	Public reaction to TVOne's use of AI in news content has been generally positive. The public welcomes AI's ability to present information objectively and quickly. However, there are also concerns regarding the reliability and ethics of the use of AI technology in journalism, which need to continue to be investigated and managed transparently.

Discussion
Audience Interaction and Response

The findings show that the presence of Karni Ilyas as an AI presenter on the TVOne program 'Apa Kabar India Malam' received a positive response from viewers. Data from social media content analysis shows that AI-powered segments receive more comments, likes, and shares. This shows the high level of audience interest in the use of AI technology in delivering news content and its positive impact on interaction and engagement with the platform.

The use of artificial intelligence (AI) technology in the media context, especially the appearance of Karni Ilyas on TvOne as an AI presenter in the program "Apa Kabar Indonesia Malam", has received mixed reactions from viewers and will be explained in more detail accordingly. This discussion will cover a variety of aspects, from how AI will impact the way audiences interact with content, to audience responses to these innovations in the context of messaging.

1. Positive response to AI innovation
   When researchers analyzed audience reactions to Karni Ilyas' presence as an AI presenter, we found that the majority of reactions were positive. Many comments seen on social media platforms show interest and support for the use of AI technology in messaging.
   One of them was a comment from @novianmyunus expressing his views in the comment: "Extraordinary, always innovative. In this digital era, there are only two choices, change or become extinct." These comments reflect a positive response to TvOne's efforts to use AI technology as a way to modernize messaging.
   Viewers like @novianmyunus highlight the importance of innovation in the rapidly developing digital era. The use of AI in this context is seen not only as an attempt to stay

relevant but also as a step forward in the use of advanced technology to enhance the viewer experience.

In addition, these comments show that TvOne's commitment to always bringing something new and innovative to the media industry is highly appreciated.

This reflects the hope that further change and adaptation will occur in response to the demands of an increasingly digital and globally connected era.

Therefore, positive reactions from viewers such as @novianmyunus are proof that the use of Karni Ilyas as an AI presenter was well-received by the majority of viewers.

This shows that TvOne has succeeded in getting attention and support for its efforts to use AI technology creatively in news content.

Most viewers welcomed the use of AI, as TvOne seeks to modernize the way information is delivered and make it more engaging and relevant for a generation that is increasingly connected to technology. Audiences also appreciated the presence of AI as a form of innovation in the media industry, which historically has experienced significant changes with the introduction of new technology. They see the use of AI as a step forward in the use of artificial intelligence to improve the efficiency and quality of content provided.

This response reflects a desire to improve the user experience and expand the way they interact with news content through advanced technology.

2. Enthusiasm for interactivity and engagement

One of the visible positive impacts of using AI is increased interactivity and audience engagement in news events.

Content involving Karni Ilyas as an AI moderator was actively responded to by the audience in the form of comments, likes, and shares.

This shows that the presence of AI not only increases visual appeal but also strengthens the relationship between users and the entire TvOne platform.

The use of AI in this context allows TvOne to create a more personalized and interactive experience for its viewers.

For example, AI's ability to personalize content based on user preferences and behavior allows TvOne to provide more relevant and interesting information to individuals, thereby increasing engagement and loyalty to the platform.

3. Criticism of the Authenticity and Integrity of Information

While the majority of responses were positive, there was also some criticism regarding the reliability and completeness of the information provided by the AI. Some viewers are concerned about the potential for manipulation or distortion of information when using AI to convey messages.

These concerns highlight the importance of transparency and integrity when using AI technology in a journalism context.

In response to this criticism, TvOne needs to ensure that its editorial processes and use of AI are handled carefully and openly.

Steps such as increasing human oversight of AI editorial decisions and increasing transparency about how this technology is used to deliver news will increase public trust in these innovations. Statements criticizing the reliability and integrity of information delivered by AI technology can be refuted by the existence of reliable databases, such as those used by TvOne's viva.co.id and tvonenews.com (*TvOne Luncurkan Portal News AI Pertama Di Indonesia*, n.d.). Both news portals are known for their strict editorial processes and high standards in verifying the news they publish. This ensures that the information presented to our audience goes through a thorough research and review process in our newsroom before being published. The viva.co.id and tvonenews.com databases increase confidence in the integrity of the information provided via AI in TVOne news broadcasts.

By utilizing trusted and reputable information sources, TvOne can ensure that the news content delivered through AI technology is accurate, factual, and can be trusted by viewers. The existence of this reliable database also helps overcome criticism of the manipulation and distortion of information that may arise from the use of AI technology.

By relying on verified and trusted sources, TvOne can increase public trust in innovations that bring AI technology to all media operations.

Therefore, the use of trusted databases viva.co.id and tvonenews.com not only strengthens the reliability of the information provided by AI but also protects the integrity of journalism in an increasingly complex and fast-paced world demonstrating TvOne's commitment to a fast-paced environment. to maintain the digital era has changed.

4. Criticism of Changing Presenters to AI

Apart from criticism regarding the reliability of the information, some critics also highlight the ethical and moral aspects of replacing the role of human moderators with AI technology. Some viewers expressed concerns about the long-term impact of using AI to replace human jobs, especially in industries that rely heavily on human skills, such as news broadcasting. This criticism reflects concerns about the potential for human jobs to be replaced by increasingly sophisticated AI technology. When researchers analyzed various critical comments regarding the presence of AI presenters, one comment that was of concern was from @zulmuhaimin7539 who stated, *"This is the beginning of advanced technology that will replace human positions and jobs. Indirectly, artificial intelligence will threaten human jobs in the future."* These comments reflect commonly expressed concerns regarding the social and economic impact of developments in AI technology on the media industry, including the role of news anchors.

Concerns about replacing human jobs with AI technology are nothing new and are a hot topic across various industries. However, it is important to remember that the use of AI in this context tends to add functionality rather than replace it completely.

AI technology increases the efficiency of news content production and enables media providers like TvOne to deliver faster and more relevant information to viewers. Additionally, AI can help analyze rich data to identify patterns that are not visible manually, resulting in richer and more informative messages.

To address concerns such as those raised by @zulmuhaimin7539, TvOne and the rest of the media industry need to take a balanced approach to the implementation of AI technology. This not only includes increasing operational efficiency by integrating these technologies, but also giving employees the tools they need to create deeper, more meaningful content.

Additionally, developing thoughtful policies around the use of AI technology, including human job retraining and adaptation arrangements, can help reduce potential negative impacts on the workforce. In this way, TVOne and the media industry as a whole can harness the positive potential of AI technology while maintaining the important human aspect of the news production process.

In the context of news presenters, ethical questions arise about how the use of AI can affect the quality of user experience and the social influence of news presenters in shaping public opinion. While AI can improve efficiency and provide more interactive experiences, the development of AI technology in media must address these ethical challenges by prioritizing existing values of fairness and sustainability.

Taking these criticisms into account, TvOne and the media industry as a whole must take a balanced and sustainable approach to the implementation of AI technology. This includes ensuring that this technology complements, not replaces, the role of humans in producing news content that is accurate, transparent, and useful for society.

Content Production Efficiency

TvOne's use of artificial intelligence (AI) technology in content production, especially the presence of Karni Ilyas as an AI presenter in news broadcasts, has had a significant impact on the efficiency and production process of media content. The use of AI moderators to increase efficiency and create content will be a significant development for the media industry, including TVOne. Here are some key aspects of how AI technology increases efficiency and optimizes content production.

1. Automatic and fast processing

   By utilizing AI, presenters can process various types of data such as message text, voice memos, and facial representations automatically. AI technology enables fast and accurate data processing at scale. For example, AI can automatically transcribe recorded interviews and live broadcasts, saving time previously required for manual transcription by humans. Retrieved from (*Teknologi AI TvOne: Inovasi Media Pertama Di Indonesia - Code Tekno*, n.d.-b) The tvOne AI Presenter works using three main components, namely:

   Data: Data is the raw material used to train and test tvOne's AI presenters. The data used includes facial, voice, movement, and news text data from human presenters who work at tvOne. This data is collected, labeled, and analyzed using AI techniques, such as face detection, face recognition, face alignment, face landmark, face expression, face generation, speech recognition, speech synthesis, text analysis, and text generation.

   Model: The model is the result of the tvOne AI presenter's learning process from the data provided. A model is a mathematical representation that can produce output in the form of images, sounds, or text based on the input provided. The models used by the AI presenters include face synthesis models, face animation models, speech synthesis models, speech animation models, text analysis models, and text generation models.

   Platform: The platform is the hardware and software used to run tvOne's AI presenter. The platform includes servers, cloud, GPU, API, and applications that can integrate AI models that have been created and produce output in the form of news videos that can be displayed on tvOne. The platform can also control and manage parameters related to tvOne AI presenters, such as name, gender, appearance, speaking style, and news content.

2. Optimizing Multimedia Production

   AI also allows TvOne to optimize multimedia content production more efficiently. For example, AI can be used to automatically generate animated graphics and data visualizations based on processed news reports and statistical data.

   This not only improves the visual quality of the content presented but also speeds up the production process by presenting complex information in a way that is easy for the audience to understand.

   Additionally, using AI for video editing can speed up the editing process, including automatic clip trimming, color adjustments, audio adjustments, and more. This gives production teams more flexibility to produce high-quality video content in less time without compromising on required production quality standards.

Public Response to Technological Innovation

The introduction of AI moderators into the media industry, as TvOne has done using the example of Karni Ilyas, will not only impact the content production process but also trigger mixed reactions among the general public. Discussions about society's reactions to these innovations cover a variety of perspectives, from positive reception to concerns about social and economic impacts. The following are the results of the discussion detailing the community's reaction:

1. Positive Reception and Interest in New Technology

   A minority of public responses to the presence of AI presenters on TvOne showed positive acceptance and interest in this new technology. Many viewers and social media users appreciate this innovation as a step forward in presenting news that is more modern and

dynamic. They see the use of AI as a way to improve the quality of news content, including graphic visualization, more advanced video editing, and personalization of content based on individual preferences. One of them was a comment from @novianmyunus expressing his views in the comments: *"Amazing, always innovative. In this Digital Era, there are only two choices, change or become extinct."* These comments reflect a positive response to TvOne's efforts to use AI technology as a way to modernize messaging.

Viewers like @novianmyunus highlight the importance of innovation in the rapidly developing digital era. The use of AI in this context is seen not only as an attempt to stay relevant but also as a step forward in the use of advanced technology to enhance the viewer experience. In addition, these comments show that TvOne's commitment to always bringing something new and innovative to the media industry is highly appreciated. This reflects the hope that further change and adaptation will occur in response to the demands of an increasingly digital and globally connected era.

Therefore, positive reactions from viewers such as @novianmyunus are proof that the use of Karni Ilyas as an AI presenter was well-received by the majority of viewers. This shows that TvOne has succeeded in getting attention and support for its efforts to use AI technology creatively in news content. This positive response strengthens TvOne's position as a leader in adopting the latest technology to improve the quality and relevance of its media content while maintaining audience interest and engagement in the ever-changing digital era.

2. Criticism of Human Job Replacement

Some of the critical comments on TvOne's use of AI presenters reflect emerging concerns in society regarding the social and economic impact of AI technology in the media industry. One of the main concerns is the potential for replacing human jobs, especially for presenters and journalists who have traditionally played key roles in broadcast news. Comments from @zulmuhaimin7539, who stated *"This is the beginning of advanced technology that will replace human positions and jobs. Indirectly, Artificial Intelligence will threaten human jobs in the future,"* reflects a general feeling among some members of the community. While these concerns are part of an important discussion about developments in AI technology, it is worth noting that a thoughtful and collaborative approach between technology and the human workforce can yield significant benefits. For example, the use of AI can free up time and resources to focus on tasks that require creativity, in-depth analysis, and human interaction that technology cannot replace.

TvOne and other media outlets can take steps to educate the public about the benefits of using AI technology, while also respecting and responding seriously to concerns that arise. By doing this, they can build broader support and ensure that the adoption of AI technology is done with full social and economic impacts in mind.

This study revealed several important findings regarding the use of Artificial Intelligence (AI) technology in the production of news content by TvOne, especially through the 'Apa Kabar Indonesia Malam' program. One important finding is that the presence of Karni Ilyas as an AI presenter received a positive response from the audience.

Social media content analysis shows that interactions such as comments, likes, and shares increase significantly when AI-powered segments start to go live. This shows the high interest of the audience in using AI technology in delivering messages.

In addition, the use of AI has a positive impact on TvOne's content production efficiency. By automating news curation, sentiment analysis, and content personalization, TvOne can respond to news more quickly and accurately. This not only increases the productivity of the production team but also strengthens TvOne's competitiveness in the ever-growing media industry.

However, society's reaction to this innovation was not completely uniform. The response was largely positive, although some expressed concerns about the reliability and ethics

of using AI technology in journalism. Some viewers expressed concerns about potential manipulation or distortion of information. This highlights the importance of transparency and integrity when using AI to deliver messages.

Overall, this research provides a comprehensive picture of how AI will impact online media content production and society's response to this innovation.

These results show how advanced technologies such as AI can not only enrich media experiences but also overcome the challenges of keeping news content trustworthy and relevant in the digital age.

5. Conclusions

This research shows that the use of artificial intelligence (AI) technology in news content production by TvOne, especially through the presence of Karni Ilyas as an AI presenter in the "Apa Kabar Indonesia Malam" program, has had a significant impact on audience interaction and content production efficiency. The positive response received by Karni Ilyas as an AI presenter reflects the public's high enthusiasm for the use of AI in delivering news messages. With the number of comments, likes and shares increasing on TvOne's social media platforms when the AI segment aired, it shows that AI technology not only increases audience engagement but also expands the reach and appeal of the program.

Additionally, the use of AI has brought positive changes in content production efficiency. With its ability to automate news curation, analyze sentiment, and personalize content, TvOne can respond to news more quickly and accurately, increasing production team productivity and delivering more relevant content to diverse audiences. This shows that the integration of advanced technologies such as AI is not only modernizing the media industry but also enriching the way information is presented to society.

However, this research also highlights several challenges that need to be overcome regarding the use of AI in journalism. There are concerns about the reliability and integrity of information delivered by AI, highlighting the importance of transparency and caution in its use. Efforts to address this by increasing human oversight of AI editorial decisions and increasing transparency will be key to building public trust in these innovations.

Overall, this research provides a deeper understanding of how AI can impact online media content production and society's response to this innovation. With a focus on positive audience interactions, increased production efficiency, as well as challenges related to information reliability, TvOne and the media industry as a whole can use these findings as a foundation to continue developing and improving the way they present news in the ever-changing digital era.

References

Ahmet, A., Kurmanbayeva, A., & Janibyek, T. (2020). Actual problems of modern journalism. *Central Asian Journal of Social Sciences and Humanities*, *6*(3). https://doi.org/10.26577/cajsh.2020.v7.i3.04

Ervan Bayu. (2024, May 20). tvOne Luncurkan Portal News AI Pertama di Indonesia Artikel ini sudah tayang di tvonenews.com pada hari Senin, 20 Mei 2024 - 19:32 WIB Judul Artikel : tvOne Luncurkan Portal News AI Pertama di Indonesia. *TvOne News*. https://www.tvonenews.com/berita/nasional/211711-tvone-luncurkan-portal-news-ai-pertama-di-indonesia?page=1

Kualitatif Heriyanto, P. (2018). Thematic Analysis sebagai Metode Menganalisa Data untuk. *ANUVA*, *2*(3), 317–324.

Meng, L. (2022). Application And Exploration of Artificial Intelligence in The Whole Chain of News Communication. *2022 2nd International Symposium on Artificial Intelligence and Its*

Application   on   Media   (ISAIAM),   163–167.
https://doi.org/10.1109/ISAIAM55748.2022.00039

Moshkal, M., & Akhapov, Ye. (2020). NEWS MEDIA DISCOURSE IS THE BASIS OF THE INFORMATION SPACE. *BULLETIN Series of Philological Sciences*, *72*(2), 660–669. https://doi.org/10.51889/2020-2.1728-7804.106

Nuraini, R. (2024). *JCOMMSCI-JOURNAL OF MEDIA AND COMMUNICATION SCIENCE Respons Khalayak pada Penerapan Artificial Intelligence dalam Industri Komunikasi: Studi Kasus Presenter Buatan oleh tvOne*. 7(1), 34–48. https://doi.org/10.1080/019722409032

Pertiwi Hele, A., Farni, N., & Maela, S. (2018). *Peningkatan Pelayanan Berbasis Strategi Komunikasi   Organisasi   pada   RSUD   Luwu*.   *2*(1),   39–54. http://ejournal.unitomo.ac.id/index.php/jkp

Sánchez-García, P., Merayo-álvarez, N., Calvo-Barbero, C., & Diez-Gracia, A. (2023). Spanish technological development of artificial intelligence applied to journalism: companies and tools for documentation, production, and distribution of information. *Profesional de La Informacion*, *32*(2). https://doi.org/10.3145/EPI.2023.MAR.08

Sitasari, N. W. (2022). *Mengenal Analisa Konten Dan Analisa Tematik Dalam Penelitian Kualitatif Forum Ilmiah* (Vol. 19).

Sumpter, M., & Neal, T. (n.d.). *User Perceptions of Article Credibility Warnings: Towards Understanding the Influence of Journalists and AI Agents*. www.aaai.org

Teknologi AI tvOne: Inovasi Media Pertama di Indonesia - Code Tekno. (n.d.-a). Retrieved July 22, 2024,   from   https://cedeteknologi.org/teknologi-ai-tvone-inovasi-media-pertama-di-indonesia/

Teknologi AI tvOne: Inovasi Media Pertama di Indonesia - Code Tekno. (n.d.-b). Retrieved July 22, 2024, from https://cedeteknologi.org/teknologi-ai-tvone-inovasi-media-pertama-di-indonesia/

tvOne Luncurkan Portal News AI Pertama di Indonesia. (n.d.). Retrieved July 22, 2024, from https://www.viva.co.id/digital/digilife/1715669-tvone-luncurkan-portal-news-ai-pertama-di-indonesia