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Exploration of Media Ethics in the AI Era: A Case Analysis of *Radarsolo.com*

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Abstract

Artificial Intelligence (AI) has pushed media practitioners to adapt quickly during digital transformation. The use of AI in newsrooms provides convenience and time efficiency but also presents complex ethical challenges. This research aims to explore the ethical dilemmas that arise from the application of AI in newsrooms, with a critical approach to media ethics in the era of AI, analyzed using media logic theory. This research used a qualitative method and involved in-depth interviews with five journalists from Radarsolo.com who actively use generative AI in news production. The data obtained was analyzed thematically to identify the ethical challenges faced. The results revealed four main challenges: information validity, data accuracy and verification, algorithm bias, and the absence of specific regulations related to the use of AI in journalism. The findings show that Radarsolo.com applies media ethics with a critical approach to AI through close monitoring and re-verification of information. This approach serves as an example of how mass media can navigate ethical challenges in the digital era.

Keywords: Artificial Intelligence; ethics; journalism; media logic; newsroom

Abstrak

Artificial Intelligence (AI) telah mendorong praktisi media untuk beradaptasi dengan cepat di tengah transformasi digital. Penggunaan AI di ruang redaksi memberikan kemudahan dan efisiensi waktu, tetapi juga menghadirkan tantangan etika yang kompleks. Penelitian ini bertujuan untuk mengeksplorasi dilema etika yang muncul dalam penerapan AI di ruang redaksi, dengan pendekatan kritis terhadap etika media di era kecerdasan buatan yang dianalisis menggunakan teori logika media. Penelitian ini menggunakan metode kualitatif dengan wawancara mendalam terhadap lima jurnalis dari Radarsolo.com yang secara aktif menggunakan generative AI dalam proses produksi berita. Data yang diperoleh dianalisis secara tematik untuk mengidentifikasi tantangan etika yang dihadapi. Hasil penelitian mengungkap empat tantangan utama, yaitu validitas informasi, akurasi dan verifikasi data, bias algoritma, serta ketiadaan regulasi khusus terkait penggunaan AI dalam jurnalisme. Temuan ini menunjukkan bahwa Radarsolo.com menerapkan etika media dengan pendekatan kritis terhadap AI melalui pengawasan ketat dan verifikasi ulang informasi. Pendekatan tersebut menjadi contoh bagaimana media massa dapat menavigasi tantangan etika dalam era digital.

***Kata kunci**: Artificial Intelligence; etika; jurnalistik; logika media; ruang redaksi*

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INTRODUCTION

Technological developments, with the rise of Artificial Intelligence (AI), are forcing mass media companies to adapt. The media and journalism sectors are starting to use AI for news automation (Henestrosa & Kimmerle, 2024, p. 12). The media even relies on tech giants like Meta and Google to reach audiences (Sjøvaag & Owren, 2021, p. 1). Newsrooms are exploring AI to improve information sourcing and news distribution so as not to be left behind (Trang et al., 2024, p. 3).

Journalism and media have long utilized technology to generate news and stories. The relationship between AI and journalism began in the early 2010s with the arrival of automated journalism platforms, such as Narrative Science and Automated Insights (Aleessawi & Alzubi, 2024, p. 41). These platforms pioneered the application of AI in journalism, using algorithms to create articles in fields such as sports, economics, and weather. The advent of smartphones and social media platforms was a turning point that accelerated significant changes in journalism. Today, AI is seen as a technology with tremendous potential to revolutionize the industry.

The advent of generative AI goes further than digital or automated journalism, prompting the news industry to consider how to maintain competitiveness and quality (Gherheș et al., 2024, p. 1818). At the same time, the journalism profession faces new challenges due to the increasingly massive use of AI in journalistic workflows. While routine activities can be optimized, the human touch is still required to produce reliable, quality, and ethical media content.

In November 2023, 17 media organizations and journalists used the Paris Peace Forum to launch guidelines for using AI in journalism (Sudibyo, 2024, p. 1). This forum provides guidelines for AI applications in the media industry to improve journalistic functions. The guidelines are called the Paris Charter on AI and Journalism. According to Sudibyo (2024), these guidelines focus on the ethical, accountability, and transparency aspects of using AI, which are considered highly relevant to the current needs of the media world.

AI is changing the process of data collection, copy editing, and data presentation (Al-Zoubi et al., 2024). Media in developed countries have prepared themselves for data-driven journalism and dependence on artificial intelligence (Goni & Tabassum, 2020, p. 210). The implementation of AI at the editorial desk has begun to be applied by the media in Indonesia. According to Trang et al. (2024, p. 2), AI in journalistic newsrooms provides benefits, mainly in increasing the accuracy of news reports to alternatives and cost savings for restricted media.

The emergence of AI has brought about a new technological revolution in journalism (Tejedor & Vila, 2021). The work of journalists, which was initially limited in scope, could enter a wider digital infrastructure. Now, AI supports the free exchange of information (Fischli, 2024, p. 206). In terms of writing, AI makes it easier to produce writing easily understood by the audience. Through technology, news articles can be created quickly and easily. AI also allows journalists to simplify complex information into easy-to-understand news products (Al-Zoubi et al., 2024). Besides, AI plays an important role in exploring data, analyzing trends, identifying topics of interest, and verifying data (Trang et al., 2024).

AI has been adopted by several countries in Europe and the Middle East in journalistic activities. Calvo-Rubio and Rojas-Torrijos (2024) show that adopting AI in several mass media in Spain helps in the work of journalists. The practice of using AI is also carried out by several mass media in Jordan (Aleessawi & Alzubi, 2024). AI adoption includes news content creation, design, providing ideas and increasing productivity, speeding up the editing process and accelerating the dissemination of information.

Besides, some studies show that the initial use of artificial intelligence in journalistic

editorials is challenging to distinguish. Clerwall (2014) explains that at the beginning of news automation, readers had difficulty distinguishing between text written by artificial intelligence and text written by humans. The study presented several texts to readers. They were asked to identify who the author was and whether it was made by humans or AI. As a result, readers had difficulty recognizing the actual author (Wölker & Powell, 2021, p. 87).

The media plays a vital role in conveying information to the public. The public has the right to information and the right to know. The state must ensure that journalists have access to information. Press freedom reflects popular sovereignty based on democratic values, respect for human rights, and the rule of law (Dewan Pers, 2023). As such, a free press creates a transparent and responsible society.

The Press Council has set guidelines for cybermedia (Dewan Pers, 2023). Cybermedia refers to all media platforms that utilize the internet as the main channel to convey information. However, it has not been explained explicitly about the use of AI in newsrooms. Media utilize AI to support various journalistic activities. AI's ability to mimic the work of journalists has brought significant changes in newsroom work routines, driving efficiency and transformation in the news production process (Gutiérrez-Caneda & Vázquez-Herrero, 2024).

The use of artificial intelligence in newsrooms applies to the practice of digital journalism, which the Press Council calls cyber journalism. Digital journalism includes all types of journalism that utilize digital technology in the process of researching, creating, and publishing news. Media also utilize digital platforms to reach audiences (Sjøvaag et al., 2024; Sjøvaag & Owren, 2021), for example through Google, Meta, and others. In practice, digital journalism also involves what Sjøvaag et al. (2024) calls digital infrastructure, a network that channels web content from news sites to audiences. For example, The Guardian links stories to the New York Times and other websites; content delivery networks used during live broadcast coverage to peer content between websites. This shows the practice of digital journalism within online media.

AI continues to evolve. Recently, a large language model (LLM) has been introduced, which is also referred to as generative AI (Simon, 2024, p. 149). This AI-based text generator can be easily found, such as ChatGPT. LLM is a highly sophisticated type of machine learning technology, designed to generate text that resembles human writing and complete various language-based tasks. It uses a neural network architecture called transformers (Gozalo-Brizuela & Garrido-Merchan, 2023, p. 1). This architecture excels at understanding the relationship between words in a text, even if they are far apart in a sentence. This is made possible by the attention mechanism. This AI technology allows the model to understand the meaning of each word while maintaining the overall context (Breazu & Katsos, 2024).

In journalism practice, AI can automatically generate reports and create more personalized content according to audience needs. These technologies affect how news is produced and consumed, paving the way for new approaches in the media industry (Nishal et al., 2024, p. 24). LLM works by learning patterns from large texts used during training (Breazu & Katsos, 2024). The model can reflect the ideas and views present in the data. Although LLMs do not have human-like thoughts, intentions, or emotions, they can still inadvertently propagate or reinforce biases already present in their training texts (Arguedas & Simon, 2023).

Challenges such as social bias and prejudice stem from the data used to train LLMs. This can affect the quality and fairness of the resulting content, as the model tends to replicate patterns of bias present in its training data (Arguedas & Simon, 2023). These biases may appear when the model is further customized. At this stage, the model receives guidance from humans who provide input to adjust its results-based ethics, morality, toxicity, bias, and honesty (Hou

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et al., 2023, p. 2). In this way, humans seek to ensure that the output results of the LLM model are appropriate for use in various specific contexts.

The use of AI does provide convenience and broader reach. However, in the newsroom, AI is not entirely a positive influence. It also brings challenges to its application in newsrooms. According to Al-Zoubi et al. (2024), AI can replace journalists' work by performing routine tasks and raises concerns about the future of journalism. It has raised ethical and professional concerns about human journalistic creativity (Al-Zoubi et al., 2024).

In this case, ethics becomes a challenge in applying AI in the newsroom. Journalistic ethics refer to a set of moral principles that reflect the rules of journalistic practice (Annur & Yudhapramesti, 2020, p. 123). These principles can be written or unwritten rules which guide journalists in carrying out their duties. This ethics serves as a value to adhere to, which provides direction and foundation in carrying out journalistic activities professionally and responsibly.

The use of AI in journalism cannot be separated from the development of advanced technology. The media processes information which is then delivered to the audience. AI supports the work of journalists in presenting news. Altheide (2016) discusses the assumptions and processes used to construct messages in a particular medium, including its rhythm, grammar, and format.

The media logic approach provides a framework for understanding the influence of media and information technology on social life, evaluating how media are used, and assessing their relevance in political communication (Altheide, 2016, p. 1). According to Altheide (2016), media logic is the communication methods and processes used by the media to convey information to the public.

The main principle of media logic is that events, actions, and appearances reflect the information technology, media types, and formats that govern the way communication takes place. Another principle states that the rules of communication become widely accepted, serve as a framework for interpretation, and guide everyday social interactions (Altheide, 2016). This makes them an important element in creating, maintaining, and changing culture. These principles apply not only to television and mass media but are also adapted and modified by other media, such as the internet, digital media, and smartphones.

The press adapts to the patterns and characteristics of the socio-political structure (Mazumdar & Riffle, 2021). The press reflects the dynamics of society and the political system around it. The mass media is influenced by various factors, such as public opinion, consumer behavior, professional codes of ethics, and broadcasting media (Sanguinetti & Palomo, 2024, p. 2). The press is controlled by regulatory bodies due to technical limitations, such as the number of available frequency channels.

According to Siebert et al. (1963, p. 98), modern society has several demands for the press. First, the press must present information about events accurately, in-depth, and intelligently. Second, the press should serve as a platform for exchanging opinions and criticism, conveying various critical viewpoints fairly, and transparently about the sources of information. Third, the press is expected to represent the diversity of groups by reporting accurately on social groups. Fourth, the press is responsible for clearly conveying the goals and values of society. Fifth, the press must ensure that society has full access to daily news, meeting the higher information needs compared to the past, with broader dissemination of news and opinions (Mazumdar & Riffle, 2021).

The application of AI in newsrooms has begun to be promoted in several online mass media in Indonesia. The Indonesia Digital Conference (IDC) 2024 in Jakarta stated that five media companies in Indonesia have implemented AI as a 'copilot' to improve work efficiency

(Setyowati, 2024). Among them is Detik Network, which implements AI in 12 products. Kompas Gramedia (KG Media) also utilizes AI to improve the quality and efficiency of content production, with the principle that the technology aims to support human work, not replace it.

Other media, such as IDN, integrate AI to support the performance of editorial teams and technology to be more adaptive to changes in audience behavior. Katadata also utilizes AI in text, image, and video content innovation, including generating article summaries to facilitate readers to understand the information content. Suara.com also applies AI to improve the quality and quantity of content and work effectiveness. Suara.com editors integrate ChatGPT and Gemini into their content management system (CMS), where AI encourages creativity, not to produce articles directly.

The news about AI in Indonesia opens up opportunities to explore the importance of this technology in its application in various sectors. Rahmawan (2023) explores the challenges and opportunities of AI implementation, starting from the benefits offered to the risks that may arise. Mitigation measures against these risks also need to be conveyed clearly so that the public understands the challenges and opportunities. In addition, it is crucial to provide a transparent picture of the AI industry ecosystem in Indonesia. This includes how these technologies are managed and deployed, as well as efforts made to ensure more responsible governance (Rahmawan, 2023, p. 12). With an accountable approach, AI can provide maximum benefits while minimizing its negative impacts.

The use of AI in journalism in Indonesia presents challenges related to the potential for misinformation. AI simplifies journalistic work but cannot replace human journalists in verifying data and ensuring accuracy. This is important to prevent the spread of fake news to the public. Masriadi and Bahri (2024) emphasized the importance of the editor's role in ensuring the accuracy of AI-generated articles. For example, at Lokadata.id, editors are given 15-30 minutes to verify the data compiled by AI (Masriadi & Bahri, 2024, p. 145). All information used is ensured to come from credible sources and institutions before being presented to readers.

From the explanation above, the researchers conducted initial observations and interviews regarding the application of AI in journalism activities in Surakarta City. Among them are online media Radar Solo, Solopos, Kompas.com, and TribunSolo. Of the four media in local Surakarta, it shows that not all press legalizes their editors to use AI. For example, Solopos prohibits their editors from using AI in creating news content. Meanwhile, Kompas.com and TribunSolo do not prohibit the use of AI in creating news content. Both media have not legalized its use. In contrast to these three media, Jawa Pos Radar Group encourages the application of AI in all subsidiaries of this media. Jawa Pos also provides intensive training on the use of AI. The press has even subscribed to premium AI-generated ChatGPT to minimize free AI errors. One of the pioneers is Radar Solo and Radar Madiun (Informant 1, personal communication, October 11, 2024).

Based on initial observations and interviews, the editor of *Radarsolo.com* uses AI in the form of LLM ChatGPT (Informant 2, personal communication, November 21, 2024). The use of AI in the form of LLM ChatGPT covers the editorial process of news materials made by journalists. AI technology helps the editorial department find information as a news source, edit scripts, and create interesting headlines. The editorial department is responsible for news management, under the leadership of an editor-in-chief. Editorial tasks include organizing information and news sources to ensure the quality and relevance of content (Parwati, 2021). Figure 1 shows some pictures of the use of AI by *Radarsolo.com,* in both printed and online media.

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Figure 1. Use of AI in News Illustration on *Radarsolo.com*
Source: *Radarsolo.com*, 2024

The adoption of LLM ChatGPT in the *Radarsolo.com* newsroom began to be massively used in June 2024. However, *Radarsolo.com,* like other media companies, also faces challenges in AI applications in the newsroom (Al-Zoubi et al., 2024). The study on the ethical challenges of AI usage has been conducted by Al-Zoubi (2024). The researcher explored ethical challenges related to the use of AI in the newsroom of Al Malaka TV in Jordan. The study involved in-depth interviews with 14 journalists to uncover key issues. The findings revealed several ethical challenges, including data bias, privacy violations, and the absence of international laws and regulations governing AI usage. This research highlighted that AI introduces significant ethical dilemmas for journalists despite its significant contribution in newsroom operations (Al-Zoubi et al., 2024, p. 406).

Another research was also conducted by Calvo-Rubio and Rojas-Torrijos (2024). The study explains the major changes in the use of AI in newsrooms. AI affects business models, content dissemination methods, and journalism practices. Researchers used the focus group discussion (FGD) method and conducted in-depth interviews with media experts and professionals in Spain. The results of this study show that the use of AI in journalistic production has benefits and limitations. Media practitioners and professionals agree that AI has positive impacts, such as making journalists' routine work easier, speeding up production time, helping generate and develop ideas, and reaching a wider audience (Calvo-Rubio & Rojas-Torrijos, 2024, p. 256). However, AI also has limitations, such as difficulties in producing texts that require in-depth interpretation, doubts about the originality of the work, AI-influenced changes in journalistic style, and potential errors on sensitive or complex issues.

This research focused on the ethical challenges that newsrooms face in AI adoption.

It was conducted through in-depth interviews with journalists and editors of *Radarsolo.com* in October-November 2024. Research on the exploration of ethics in AI journalism is rarely found, especially in Indonesia. This research is expected to add to the scientific repertoire and inspire the government to consider regulations governing the limits of AI use.

RESEARCH METHOD

This research uses a qualitative approach. Qualitative research methods are appropriate for exploring a phenomenon, especially when previous research is limited (Adjin-Tettey et al., 2024, p. 850). Qualitative research produces a deep understanding, expressed through the words and actions of individuals observed, and aims to explore the meaning behind a problem. It is often used in social science research to gain a deep and interpretive understanding of the social world experienced by research participants. This approach focuses on analyzing social phenomena by exploring the meaning given by individuals or groups to their experiences.

The researchers conducted observations and in-depth interviews with the Jawapos digital transformation team, two editors, and two content writers at *Radarsolo.com*. an online media portal in Surakarta. The researcher used snowball sampling to select journalists for interviews. The snowball sampling method facilitated the researchers to determine the interviewees (Prescott et al., 2024, p. 3). The process started with interviewing an initial number of individuals, who then recommended others for further interviews.

Snowball sampling made it easier for the researchers to determine the required sources. We chose journalists who were knowledgeable about the use of AI and applied it in journalistic practice. Snowball sampling was helpful because journalists could recommend prospective interviewee candidates to the researcher. This method also facilitated the interview process, especially in the face of journalists' busy schedules and to access topics that are difficult to reach through conventional approaches (Ahmad, 2024, p. 8).

The research sample came from some positions in the newsroom including the Jawa Pos digital transformation team, the Chief Editor of *Radarsolo.com*, editors, and journalists (as seen in Table 1). The results of the interviews were then transcribed and coded accordingly.

The interviews were conducted face-to-face at the Radar Solo office, Jalan Kebangkitan Nasional number 23, Laweyan, Surakarta, from October to November 2024. The researchers also recorded the interview sessions during the interview session and the recordings were kept securely by the researcher. Ambiguous questions were revised and the researcher conducted additional interviews to refine the data.

Table 1. List of Informant Positions and Codes

No	Media Company	Informant Code	Informant Position
1.	Jawa Pos	Informant 1	Digital Reform Team/ Chief Editor of Jawapos.com
2.	Radarsolo.com	Informant 2	Chief Editor
3.	Radarsolo.com	Informant 3	Editor
4.	Radarsolo.com	Informant 4	Content Writer
5.	Radarsolo.com	Informant 5	Content Writer

Source: Researcher's Interview Result, 2024

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RESULTS AND DISCUSSION

The use of AI technology allows errors to occur. According to Hansen et al. (2017), AI cannot be held accountable. The interview results show four ethical challenges faced in using AI in newsrooms (See Figure 2). They are information credibility, data accuracy and verification, algorithm bias, and the lack of clear regulations governing its use.

Information Credibility

During the interviews, journalists expressed diverse perspectives on AI. On the one hand, AI supports their work; on the other hand, they recognize challenges related to the validity of AI-generated sources. AI has an important role to play in newsrooms in three main aspects. First, it can handle tasks difficult for journalists to reach, such as identifying patterns in complex or large-scale data (Hansen et al., 2017, p. 17). This makes it a very suitable tool for fact-checking. Second, AI can analyze trends or detect deviations from those trends. With large computational capabilities, it can help analyze and understand data sets in depth. It has become an inevitable new technology.

Radarsolo.com's use of AI began to help the editor's performance. The transformation to the use of AI started in July 2024 by using ChatGPT. Informant 1 said that AI is a technological development that must be followed. "AI will be an unavoidable part. AI will be very close to us" (Informant 1, personal communication, October 11, 2024).

The use of AI, especially ChatGPT, has become an integral component in the newsroom. According to Pimred *Radarsolo.com*, Informant 2, AI helps generate journalistic content ideas. It is primarily used in the editing process, specifically for correcting typos and providing title suggestions (Informant 2, personal communication, November 21, 2024).

The informant 3 also expressed this in an interview on November 19, 2024. She said that AI is used for content with certain themes, such as technology, culture, tourism, and others. For these types of content, AI is usually used in the creation process. (Informant 3, personal communication, November 19, 2024).

Ideally, journalists should verify and validate any data they acquire before sharing it with the public to ensure its accuracy and credibility (Muthmainnah et al., 2022, p. 9). On the other hand, *Radarsolo.com* does not deny that there is information that is considered less valid. AI often provides answers that are not appropriate or often referred to as "rambling answers." Two *Radarsolo.com* content writers, Informant 4 and Informant 5, revealed this (Personal communication, November 20, 2024).

The use of AI helps the journalism process, especially in finding difficult data to reach. Chase Davis, Editor of the New York Times calls this computing in journalism (Hansen et al., 2017, p. 7). AI helps classify and categorize documents like finding a needle in a haystack. In this process, Informant 3 also doubted the validity of the data obtained from ChatGPT. This doubt arose because AI could not provide genuinely valid data. Informants added that AI takes data from various sites and sometimes adds information that does not match the original source (Informant 5, Personal communication, November 20, 2024).

Challenges related to information validity also impact information transparency. According to Informant 1, although journalistic products may contain AI, the public has the right to know how information is collected. The use of AI in news-making is often invisible to the public. There is a concern that machine-generated news can be less transparent about how the information is collected and processed. If AI is used in writing news, the public has the right to know whether the content is created by humans or AI (Informant 1, personal communication, October 11, 2024).

Chat GPT is an AI-based text generator that recycles information from various other sources but does not directly reference the source (Kim & Desaire, 2024, p. 2). On the other hand, the media must produce credible news articles. *Radarsolo.com* strives to present news by emphasizing journalistic work. AI has benefits in formulating the stages of data mining. However, they emphasize that retrieving valid data cannot rely entirely on AI. The journalistic process must still be carried out, including direct interviews with sources, to ensure the accuracy of the information (Informant 2, personal communication, November 21, 2024).

Informants in this study expressed concerns regarding the validity of information sources. AI can find information from various sources on the internet. The concern is that machine-generated sources through computational processes are less transparent. AI-based text generators cannot yet provide error-free and unbiased information (Kim & Desaire, 2024, p. 1). Informant 3 realizes the potential for misinformation from the use of AI, so they double-check the data obtained by AI.

Data Accuracy and Verification

Rapid advances in AI technology have brought about significant developments in automated fact verification systems. These systems work by collecting information, assessing its relevance, and predicting its accuracy (Vallayil et al., 2023, p. 1). Journalists *Radarsolo.com* agree that AI is considered to facilitate journalists' work, but the risk of mistakes remains. As a result, they conduct repeated independent verification to minimize AI errors.

AI, such as language processing algorithms or automated news generation engines, can generate news quickly. However, there is a risk of errors in facts or context. Although AI can analyze large amounts of data, journalists and editors are responsible for ensuring that the information produced has gone through a rigorous verification process (Informant 1, personal communication, October 11, 2024).

The emergence of AI in the newsroom urges two choices: whether to adapt to the development of new technology or choose to maintain old technology. Informant 1 chooses to use AI in accordance with the corridor, the Journalistic Code of Ethics. However, Informant 3 doubts about the data produced by AI. They still choose data and information journalists collect as the main reference for making news.

As journalists, they still prioritize the written results obtained directly from the reporting process in the field. Doubts about ChatGPT are also the main reason as they do not fully trust the reliability of the AI. The use of AI in straight news reporting is considered not fully reliable, so confidence in the effectiveness of this technology is still low (Informant 3, personal communication, November 19, 2024).

Informant 2 also stated that the use of technology in news is not 100%. The main source of information comes from field journalists. Meanwhile, news writing still follows journalistic rules. AI is limited to editing news scripts. Where the writing of news scripts by journalists has gone through journalistic rules. Technology that makes it easier for humans often makes them complacent. But in making news, it must still refer to journalistic rules (Informant 2, personal communication, November 21, 2024).

For Informant 4 and 5, the data verification process is done manually. Informant 4 includes several trusted news pages as the main source of information. Then, he asks AI to create new news articles from the data sources listed. In addition, when asking AI to find data and create their own articles, they re-verify by tracing the sources of information.

Journalists do not give AI full authority to create articles independently. AI sourcing of information is also avoided, except in urgent situations. If AI is used to find sources, any sources listed by AI must be re-verified by going to the page in question to ensure the accuracy

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of the data submitted. As journalists, they prioritize the written results obtained directly from the reporting process in the field. Doubts about ChatGPT are also the main reason, as they do not fully trust the reliability of the AI. The use of AI in straight news reporting is considered not fully reliable, so confidence in the effectiveness of this technology is still low (Informant 4, personal communication, November 20, 2024).

The potential inaccuracy of this data is a consideration for not fully trusting AI. AI tends to retrieve information from various websites, which can lead to potential errors. To minimize this, informants said they provide verified data before asking AI to produce news articles. This strategy ensures that the content is based on valid and controlled data. However, informants admitted that the results provided by AI are not always accurate. (Informant 5, personal communication, November 20, 2024).

Journalism focuses on the discipline of verification. Journalists have two main tasks: to convey information clearly and easily understood by the audience while ensuring the validity of the information presented (Hansen et al., 2017, p. 15). AI technology makes it easier for journalists to analyze and process large amounts of data rapidly. However, it presents challenges if not managed wisely.

Radarsolo.com understands the importance of data accuracy and verification. Therefore, the main source of data comes from journalists working in the field. AI is a technology that helps in the process of processing data and is not used as the main reference for information. On the other hand, the Indonesian government can take steps such as increasing transparency so that the public and media workers can check the data directly (Muthmainnah et al., 2022, p. 8).

Algorithm Bias

One of the main challenges in developing and implementing AI is the problem of bias. Bias is a systematic tendency that can influence the decision-making process, resulting in unfair outcomes (Ferrara, 2023). In AI, bias can stem from data, algorithms, and human interpretation (Dwyer et al., 2023, p. 720). Algorithmic bias arises from algorithms that contain unneutral assumptions or rules. When algorithms are designed based on unbalanced approaches or criteria, the model may produce decisions that reflect these tendencies (Ferrara, 2023, p. 4). This tendency for bias is a new challenge in AI's use in newsrooms. Informant 5 mentioned that the potential for bias arises when looking at the wide range of AI access.

> "AI has the potential for bias. Because he has a vast reach. So, he can take from any site to develop his own. And sometimes it adds its own and has the potential to be biased," (Informant 5, personal communication, November 20, 2024).

Informant 1 said that bias can create stereotypical tendencies and unintended preferences, which can make the resulting article unbalanced and discriminatory. They said that AI is programmed based on data that can contain biases. Therefore, if the data used is biased, the results produced by AI are likely to contain these biases. (Informant 1, personal communication, October 11, 2024).

To address this potential bias, Informant 3 agreed to implement information re-verification. Tracking is done through the verification of information sources. It can be argued that AI is limited to assisting in the formulation of content, including initial information related to past events. Given that the news presented on *Radarsolo.com* is derived from data mining conducted by field journalists, the potential for bias in the information is significantly minimized (Informant 2, personal communication, November 21, 2024).

> "The challenges experienced are news credibility, data accuracy, and algorithm bias. Finally, we also don't use ChatGPT arbitrarily. We still have to control to utilize it. To

> overcome the bias, I checked again, so I still made the results double-checked. I look for other sources," (Informant 3, personal communication, November 19, 2024).

Ensuring fairness in decision-making when writing news articles is becoming increasingly important. Informant 3 carries out efforts to suppress AI algorithm bias by conducting strict supervision. Informant 3 also emphasizes data verification and journalistic ethics in utilizing ChatGPT. Strict supervision, correction or review of data, and application of journalistic ethics are expected to minimize the potential for bias. Ethically, the use of AI should be accompanied by strict oversight to ensure that algorithmic bias does not affect the independence and balance of the news. Journalists and editors should review the results produced by AI to identify and address potential biases (Informant 1, personal communication, October 11, November 20, 2024).

This study suggested that the use of AI in journalism needs to be accompanied by careful supervision so that possible biases in the algorithm do not affect the objectivity and balance of news presentation. Journalists and editors are expected to examine the texts generated by AI to detect and address possible biases that may affect the quality of information delivered.

The findings of this study show that data collection relies on not only AI but also human elements. In solving this bias problem, *Radarsolo.com* applies strict supervision and responsible development of AI systems to minimize biases in the articles produced.

Regulation on the Use of AI in Journalism

The lack of explicit regulations on AI usage in journalism raises questions about ethical responsibility, cybermedia guidelines, and human journalists' accountability in decision-making processes. The informants agreed that there is no legal umbrella explicitly addressing the use of AI in the newsroom. To date, the Journalistic Code of Ethics and its guidelines (Dewan Pers, 2023, p. 41) only regulate cyber media guidelines. Cybermedia refers to internet-based journalistic platforms and there is no specific discussion regarding the use of AI. However, journalists rely on human accountability in using AI to take responsibility for AI-assisted content.

Journalistic activities are regulated by Indonesian Law No. 40/1999 on the Press, the journalistic code of ethics, and cyber media guidelines. However, all three are considered unable to completely accommodate the limits of AI use. Instead, media platforms have taken the initiative to accommodate the use of AI.

> "Some platforms have prepared it (Use of AI), such as Instagram. When we post something and it is allegedly made by AI, Instagram will automatically label that it was made by AI. Well, in the news there should be rules for that. We must honestly say that I wrote this article in collaboration with AI" (Informant 1, personal communication, October 11, 2024).

Informants 2 and 5 believe that AI will continue to develop and become more sophisticated. The use of AI in newsrooms is likely to continue being explored. Proper regulations need to be established to provide boundaries in the application of AI in journalistic activities. Informat said that in the future, AI can extract data independently in the field without relying solely on data already available in the system. This will open up new possibilities in the news production process but also pose challenges related to ethics and information quality. Therefore, there is a need to improve journalistic codes of ethics to ensure that the use of AI remains consistent with standards of journalistic fairness and integrity (Informant 2, personal communication, November 21, 2024).

Informant 3 argued that limiting the use of AI is not about changing the Journalistic Code of Ethics but rather about creating new guidelines that specifically regulate the use of AI

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in the newsroom. This is based on the development of technology that allows new findings to occur and the field of journalism is constantly forced to adapt. Adjustments can be made by developing new formulas governing digital technology and AI or establishing new guidelines. Journalistic codes of ethics should be retained but updated to serve as guidelines governing the use of AI in journalistic practice.

Informants in this study expressed concerns about the absence of laws and regulations governing the use of AI in newsrooms specifically. Challenges related to credibility, data accuracy and verification, and algorithm bias make misinformation and unfair article decisions possible. The informants believe that there is a need for a legal framework that will significantly influence journalists' views on the use of AI.

According to informant 1, the quality of information depends on the responsibility of journalists and editors. Decisions on news articles should not depend on AI. He commented that when AI produces the wrong story or recommendation, the ethical responsibility for the error should rest with humans: journalists and editors. This problem arises when AI increasingly plays a role in journalistic decision-making. Therefore, while AI has a role in the process, the final responsibility remains with journalists and editors as the custodians of the quality of published information (Informant 1, personal communication, October 11, 2024).

This research reveals some of the challenges faced in newsrooms. In practice, the limited use of AI in newsrooms is mainly due to ethical challenges. The research results found four ethical challenges, which are information validity, data accuracy and verification, algorithm bias, and the absence of regulations governing the use of AI in newsrooms specifically.

The growing advancement of AI technology also affects journalists' confidence in their capabilities. In maintaining the quality of information, journalists remain cautious when using AI. AI can present biases that threaten the objectivity of journalism (Bastian et al., 2019, p. 839). In addition, Al-Zoubi et al. (2024, p. 406) found that news written by journalists is more

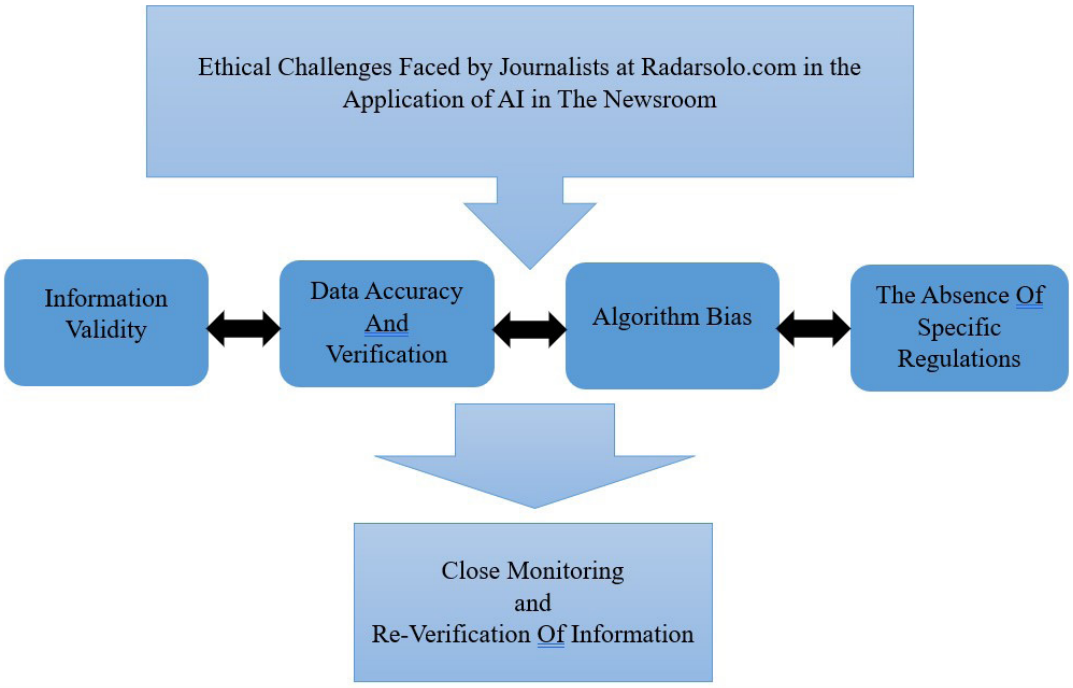

Figure 2. The challenges of AI adoption in the newsroom and the responsibility undertaken by *Radarsolo.com*
Source: Researcher's Interview Result, 2024

trusted and objective than that generated by machines. Every citizen has the ethical right and need to obtain information.

This research shows concerns about misinformation and data bias. Journalists adhere to journalistic rules by emphasizing cross-checking and close supervision, which is an effort to maintain neutrality and privacy standards. Journalists remain cautious about using AI. It is the responsibility of journalists to provide complete, valid, and bias-free information.

Altheide (2016) emphasizes that media logic has an essential role in shaping, maintaining, and changing culture. This principle applies not only to television and traditional media but also to other media, such as the Internet, digital media, and smartphones. Along with technological advancements, mass media have begun integrating AI into their journalistic activities. Some critical aspects related to the application of AI in newsrooms include how this theory helps us understand the impact of new technologies, such as AI, on the process of creating information and delivering communication to the public.

AI is changing the way of communication in journalism. As a tool, AI allows journalists to easily compile news (Calvo-Rubio & Rojas-Torrijos, 2024, p. 247). Still, it also brings challenges related to the accuracy and validity of information. AI works with algorithms that can introduce bias or errors. This is associated with the rhythm, format, and structure of communication determined by the technology used.

In addition, the use of AI also serves to organize information. However, ethical issues in the use of AI, such as the accuracy and validity of information, largely depend on the editor's decision to use AI or not. According to Altheide (2016), the social context and media ethics influence how media interpret and present information. Uncertainties related to the use of AI, as found in the study, can affect the way news is delivered to the public, which risks lowering the quality of information. Challenges such as algorithm bias discussed in the research show that AI remains influenced by the codes and systems used even though it can generate information quickly. As such, AI can produce unobjective or distorted information, contradicting the principle of fairness in journalism.

The lack of regulation in the use of AI in newsrooms shows the unpreparedness to regulate media formats and rules. Altheide (2016) emphasized that the media is always influenced by social and ethical norms, which should direct the use of technology in journalism. Regulations also define what is newsworthy based on values and rules that direct how journalistic media produce news (Forja-Pena et al., 2024, p. 239). Without clear regulations, AI can create biases that threaten objectivity, which risks damaging the media's credibility in the eyes of the public. AI in journalism must be applied precisely, objectively, and accurately (Al-Zoubi et al., 2024, p. 403).

CONCLUSION

Based on interviews with five journalists and content writers, four ethical challenges should be of concern for AI adoption in journalistic activities: information validity, data accuracy and verification, algorithm bias, and lack of regulations. This study confirms that *Radarsolo.com* journalists carry out social responsibility towards the audience by emphasizing caution in the use of AI. This is evident in the limited involvement of AI in the newsroom. The primary source of information still comes from journalists in the field. AI only assists in the initial data collection process on certain themes and the editing process. The results of this study also correspond to the principles of social responsibility theory. *Radarsolo.com* emphasizes ethical responsibility by not violating an individual's privacy and freedom.

The novelty of this research lies in the media's openness to AI and the exploration of

ethical review. AI is starting to penetrate the creation of news content and illustrations. This research overviews the use of AI in journalistic activities for government consideration to review the rules of AI use concerning ethical concerns that become a challenge for media practitioners. Therefore, AI use in the newsroom is limited to ensure that the information presented to the public is objective and credible. Research on ethical challenges in newsrooms remains possible to explore in more depth. Future research could focus on the categories of journalists and professionals in different media institutions.

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