

Integrity Challenges of Audio-Visual Journalism in the Era of Artificial Intelligence

Abdul Syukur¹, Faisal Utama², Edison Bonar Tua Hutapea³

^{1,2,3} Universitas Paramadina, Jakarta, Indonesia

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Correspondence:

abdulsyukurzaini@gmail.com
ail.com

Abstract

Maintaining integrity and professional morality amid the secondary disruption of the broadcasting media industry due to Artificial Intelligence (AI) integration has become crucial and vital. AI carries the risk of bias and hallucination, while regulations are not yet fully capable of anticipating this "AI tsunami." This research is highly important as a source of input and consideration for journalism stakeholders to protect the integrity of the newsroom, ensuring it remains sterile from the negative impacts of AI. The primary objective of this study is to analyze the multiplier effect of artificial intelligence (AI) on press integrity in Indonesia and to evaluate the effectiveness of existing domestic legal instruments. Beyond the framework of domestic law, this discussion also attempts to examine the Islamic perspective on the AI "tsunami," which can be misused to generate hoaxes and misinformation. The methodology employed is descriptive and qualitative through a normative-legal approach, using a critical paradigm as the analytical tool. The methodological analysis reveals an asymmetrical misalignment between the evolutionary speed of generative technology and the scope of formal normative law, which triggers regulatory gaps that are vulnerable to exploitation for capital accumulation. The novelty of this research lies in the integration of the legal deconstruction of Press Council Regulation (Peraturan Dewan Pers) Number 1 of 2025 with an analysis of viewers' visual cognitive impact, using Ulric Neisser's Cognitivism Theory, Elihu Katz's Uses and Gratifications Theory, David Manning White's Gatekeeping Theory, and the concept of Tabayyun in Islamic theology. The implications of this research emphasize the urgent need for operational policy reform in newsrooms that positions human journalists as absolute ethical quality controllers to safeguard the public sphere from the threat of machine-manufactured audiovisual disinformation.

Menjaga integritas, profesional moralitas di tengah disrupsi sekunder industri media penyiaran akibat integrasi kecerdasan buatan (Artificial Intelligence) menjadi sangat penting dan vital. AI beresiko bias dan berhalusinasi, sementara regulasi belum sepenuhnya mampu mengantisipasi "tsunami AI." Penelitian ini sangat penting sebagai masukan dan pertimbangan bagi stakeholders jurnalisme menjaga marwah ruang redaksi agar tetap steril dari dampak negatif AI. Tujuan utama penelitian adalah menganalisis dampak multiplikasi Artificial Intelligence (AI) terhadap integritas pers di Indonesia serta mengevaluasi efektivitas instrumen hukum domestik yang ada. Bukan hanya dalam persepektif hukum domestik bahasan ini juga mencoba menelaah dalam konsepsi Islam terhadap "tsunami" AI yang berpotensi disalahgunakan menjadi informasi hoaks. Metodologi yang digunakan adalah kualitatif deskriptif melalui

pendekatan yu ridis-normatif dengan pisau analisis paradigma kritis. Hasil analisis metodologis menunjukkan adanya ketidakselarasan asimetris antara kecepatan evolusi teknologi generatif dengan daya jangkau hukum normatif formal, yang memicu munculnya celah regulasi (regulatory gaps) yang rentan dieksploitasi demi akumulasi kapital. Kebaruan penelitian ini terletak pada penggabungan dekonstruksi hukum Peraturan Dewan Pers Nomor 1 Tahun 2025 dengan analisis dampak kognitif visual penonton menggunakan Teori Kognitivisme Ulric Neisser, Teori Uses and Gratifications Elihu Katz, Teori Gatekeeping Dannil Manning White, dan Teori Tabayyun dalam konsepsi Islam. Implikasi penelitian ini menegaskan perlu reformasi kebijakan operasional ruang redaksi yang menempatkan jurnalis manusia sebagai pengendali kualitas etis absolut demi menyelamatkan ruang publik dari ancaman manufaktur disinformasi audio visual buatan mesin.

A. INTRODUCTION

The development of artificial intelligence (AI) technology is moving rapidly and permeating all fields, including the audio-visual mass media industry. Journalistic products using AI technology are no longer a novelty in the newsroom. Through AI, the newsroom has transformed conventional workflows, ranging from news script editing, visual manipulation, and creation, to the rapid dissemination of news to the public. The use of AI tools has become commonplace among journalists in both cyber mass media and television (Listiyoningsih, n.d.).

The technical efficiency offered by smart algorithms has gradually redefined the boundaries of press professionalism. As a real-world example on a global scale, the Chinese Communist Party-owned media company, *People's Daily*, launched an AI-based artificial news anchor named Ren Xiaorong, designed with visual characteristics, facial expressions, and vocal tones nearly identical to those of a real human. Its working capacity is even claimed to be equivalent to the simultaneous comparative ability of 1,000 conventional presenters (People's Daily, 2023).

This condition has sparked debates regarding the existence and authenticity of the human role in the newsroom ecosystem of the future. Based on research data from the Reuters Institute for the Study of Journalism, as many as 56% of professional journalists in the UK now use AI technology at least once a week. Of that number, most users (57%) rely on third-party tools to shorten production duration (Newman et al., 2024). This phenomenon proves that the adoption of artificial intelligence has become an inevitable reality in the global communication industry.

While offering pragmatic solutions to newsroom deadline demands, the presence of highly realistic artificial visuals triggers profound anxiety regarding the

degradation of public morality and the decline of press accountability. If AI video generator technology falls into the hands of irresponsible economic-political actors, it will trigger the extinction of objective truth through the mass-scale production of fake news (deepfake hoaxes) neatly packaged to resemble authoritative journalistic products.

This research is limited to audio-visual press media in Indonesia, highlighting the normative and ethical aspects of AI usage, specifically in relation to Press Council Regulation No. 1 of 2025. This study does not discuss AI from a technical standpoint or explore algorithmic mechanisms; instead, it focuses on the impact of AI on journalistic integrity.

Meanwhile, previous studies over the past five years have only focused on the use of AI in general journalistic practices. Therefore, a research gap exists regarding the use of AI specifically within audio-visual press media.

PREVIOUS SIMILAR RESEARCH					
No	Researcher & Title	Research Focus	Method / Approach	Main Findings	Research Limitations
1	Researcher: Khairul Ansor Nasution, Nurbani, Ramad Nur Munthe Title: Artificial Intelligence: A Tool or a Threat to the Journalism Profession in Medan City. (2025)	AI as a tool and a threat to the journalism profession	Local empirical study (Medan City)	AI increases the efficiency of journalistic work, but raises concerns regarding the reduction of journalists' roles and the decline of professionalism	Focuses on the journalism profession; not specific to television; integrity is understood at the individual level, not the institutional level
2	Researcher: Muhammad Ridwan Irvantol, Sandi Kurniawan, Adi Abdillah, Erangga Adi Putra, Muhammad Arif Rahman Title: Broadcasting Code of Ethics in the Era of Artificial Intelligence: History, Principles, Ethical Challenges. (2024)	Broadcasting code of ethics in facing AI	Normative-conceptual and historical	Broadcasting ethical principles remain relevant, but face new challenges due to automation and content manipulation	Does not empirically examine television media practices; has not discussed the impact on the audience
3	Researcher: Abie Besman, Nona Evita Title: AI in Semi-Automated Journalism: A Review of Indonesia's Journalistic Ethic (2024)	Journalistic ethics in semi-automated newsrooms	Literature review	Key issues include algorithmic transparency, bias, accuracy, and human control	Does not focus on television; AI is positioned as a technical system, not a structural ethical actor
4	Researcher: Maria Ulfa Title: Journalists' Perception on the Intersection of AI, Journalism, and Ethics. (2025)	Perceptions of journalists and academics towards AI and ethics	Perception study	AI is considered beneficial but ethically risky (bias, copyright, transparency)	Focuses on internal media actors; does not discuss the social function of the television press
5	Researcher: Taufik Hasyim, Muhammad Anggi Pratama, Anggi Saputra, Adzkiyah Mubarakah, Ari Suryadi, Araf Ahwijaya Title: Research Trends on the Challenges of the Journalism Profession in Artificial Intelligence (2020–2025). (2026)	AI and journalism research trends	Bibliometric analysis (Scopus)	Dominant themes: professional disruption, ethics, automation, journalist competence	Mapping-oriented; does not discuss the television context and press integrity conceptually

Figure 1. Previous Similar Research

In an Islamic perspective, a hoax is not merely false information but is categorized as acts of slander (*fitnah*), moral neglect, and a negation of the principle of *tabayyun* (information verification). This message is contained in Qur'an Surah Al-Hujurat verse 6, which reads, "O you who have believed, if there comes to you a

disobedient one with information, investigate, lest you harm a people out of ignorance and become, over what you have done, regretful." This verse was revealed because Prophet Muhammad almost went to war against the Bani Mustaliq, who were rumored to refuse to pay zakat. However, the punishment was canceled after the Prophet heard directly from the leader of the Bani Mustaliq who came to meet him. The false news stating that the Bani Mustaliq were reluctant to pay zakat came from a disobedient person named Al-Walid Ibn Uqbah. After the information was verified and confirmed by the Prophet directly to Al-Haris Ibn Abu Dirar, the leader of the Bani Mustaliq, the punishment was ultimately canceled (Abdullah, 2005).

In a contemporary context, fabricated information not based on facts is called a hoax. If the hoax is created in an audio-visual format using AI tools, it gives birth to a *deepfake*. This visual complexity risks manipulating the awareness of ordinary viewers who find it difficult to distinguish real facts from machine-made digital constructions or AI. From a financial standpoint, AI technology can indeed significantly save newsroom operational costs. However, various empirical data show that this technology still contains fundamental flaws in the form of data hallucination and an inability to produce depth of context and human social empathy. Therefore, an urgent institutional moral responsibility is needed to organize standardized ethical training on AI usage for journalists (Besman & Evita, 2024). One of the most persistent operational challenges for the newsroom is filtering out hoax content that circulates widely on social media. Much of this hoax content has received a touch of generative AI.

The Ministry of Communication and Digital recorded that in a span of approximately three months alone, between August 25 and October 21, 2025, as many as 3,943 pieces of disinformation, slander, and hate content were scattered across various social media digital platforms (Komdigi, 2025). The Press Council acted responsively by enacting Press Council Regulation Number 1 of 2025 concerning Guidelines for the Use of Artificial Intelligence in Journalistic Work (Dewan Pers, 2025). This normative policy deserves appreciation as the first line of defense for the national press; however, the asymmetric acceleration of technological updates demands the birth of more progressive critical studies to safeguard the dignity of journalism as an instrument of social control and the fourth pillar of democracy.

The Indonesian Ulama Council (MUI) also issued a fatwa regarding the massive spread of hoaxes and their dangers, which have the potential to be processed into fake

news, especially when created using AI tools so that the produced content becomes increasingly dramatic and emotional. According to the 2017 MUI fatwa, producing, spreading, or facilitating the spread of hoaxes, slander (*fitnah*), backbiting (*ghibah*), and exposing secrets/flaws is forbidden (*haram*). In today's newsrooms, the use of AI is still largely in the format of semi-automated journalism, where algorithmic systems assist in data collection, text analysis, and visual layout for broadcasts. Meanwhile, journalists continue to position themselves as the primary quality controllers to avoid fatal errors by the AI machine (Besman & Evita, 2024).

To theoretically dissect how the visual stimulation of artificial intelligence affects audience consciousness, this paper adopts the Cognitivism Theory pioneered by psychologist Ulric Neisser. Based on the core assumptions of Cognitivism, the human process of memory retention and perception formation is organized into two main structured stages: the pre-attentive (primary) process, which is coarse and holistic, and the attentive (secondary) process, which involves conscious attention and active manipulation of information by the individual (Neisser, 1967).

In the context of audio-visual journalism, the primary process runs automatically when the viewer's sensory organs capture the stimuli of event images and the presenter's voice on the television screen without critical judgment. This raw memory is then developed by the secondary process through the interpretation of meaning based on the framing structure broadcast by the media. Here, the ethical vulnerability lies; manipulative visuals instantly produced by AI generators possess a very high level of precision, making them susceptible to intervening in the viewers' secondary process and directing them to believe a machine-made pseudo-reality as an objective factual truth.

This theoretical foundation intertwines with Elihu Katz's Uses and Gratifications (U&G) Theory, which views the audience as active subjects who consume media to satisfy specific psychological or cognitive needs (*gratifications sought*) (Katz, 1973).

In a capitalist broadcasting industry climate, newsrooms are often tempted to exploit AI technology to manipulate visual tempo and broadcast narrative styles to align with the audience's instant gratification preferences to maintain ratings and commercial advertising shares. This clash between fulfilling market satisfaction and the obligation to uphold ethical truth places the integrity of audio-visual journalism, both on TV and cyber media, at a crucial nadir in the era of artificial intelligence.

To prevent the erosion of journalistic integrity in the middle of the AI "tsunami," an entity is required that can safeguard the dignity of newsrooms so they remain viewed as credible, accountable, and trusted. In David Manning White's perspective, this institution is called the *gatekeeper*. He developed the gatekeeping theory popularized by Austrian psychologist Kurt Lewin in 1947. White explained the function of a gatekeeper, who plays a critical role as the final gate in a complex communication process. According to White, the gatekeeper functions in selecting and rejecting information, justifying based on value judgments, and representing individual power (White, 1950). It can also be understood that a gatekeeper is an individual or entity that determines what information is allowed to pass through the gate to reach the audience or group on the other side (Shoemaker & Vos, 2009).

B. RESEARCH METHODOLOGY

This study uses a descriptive qualitative research design to examine in depth the challenges to the integrity of audio-visual journalism in the AI era. The focus of the research is directed toward analyzing regulations, the practice of AI utilization in newsrooms, and its implications for the principles of journalistic ethics and media social responsibility (Creswell & Poth, 2018; Denzin & Lincoln, 2018).

This study employs a normative-juridical approach combined with a critical communication approach. The normative-juridical approach is used to analyze the substance of Press Council Regulation Number 1 of 2025 concerning Guidelines for the Use of Artificial Intelligence in Journalistic Works, the Journalistic Code of Ethics, Law Number 40 of 1999 concerning the Press, as well as other regulations related to the utilization of AI in journalistic activities. Meanwhile, the critical communication approach is utilized to identify power relations, the political-economic interests of the media, and the potential impact of AI usage on journalistic independence and integrity (Mosco, 2019; Fuchs, 2021).

The method employed is the descriptive qualitative research method. This method allows the researcher to systematically describe the phenomenon of AI usage in audio-visual journalism practices and to interpret various findings based on regulatory documents, academic literature, and data from in-depth interviews with relevant informants. The analysis is conducted to understand the gap between the development of AI technology and regulatory readiness, as well as the implementation of journalistic ethics in Indonesia (Creswell & Poth, 2018).

The primary instrument in this research is the researcher themselves (human instrument). The researcher plays a role in determining the research focus, collecting data, performing data reduction, analyzing findings, and drawing research conclusions. To support the data collection process, a semi-structured interview guide, document observation sheets, and a regulatory analysis matrix were utilized, which were developed based on indicators of journalistic integrity, transparency in AI usage, information verification, and media accountability principles (Lincoln & Guba, 1985).

Data collection was carried out through three techniques. First, a documentation study of Press Council Regulation Number 1 of 2025, the Journalistic Code of Ethics, the Press Law, the Broadcasting Code of Conduct and Standards for Broadcast Programs (P3SPS), and other policy documents related to the use of AI in journalism. Second, a literature review of national and international journal articles, proceedings, research institute reports, and scientific publications discussing AI, journalism, and media ethics. Third, in-depth interviews were conducted with members of the Press Council, media editors-in-chief, journalistic practitioners, and artificial intelligence experts to obtain an empirical understanding regarding the implementation of AI in newsrooms and the ethical challenges faced (Yin, 2018).

Data analysis was conducted using the interactive model by Miles, Huberman, and Saldaña (2020), which consists of three stages: data reduction, data display, and conclusion drawing. In the data reduction stage, the researcher categorized the data based on main themes related to AI usage, journalistic integrity, media regulation, and gatekeeping practices. The data display stage was conducted through a regulatory analysis matrix, categorization of interview results, and mapping the relationship between empirical findings and the theoretical framework. The final stage, conclusion drawing, was conducted by identifying patterns, regulatory gaps, and the implications of AI usage on audio-visual journalism practices in Indonesia.

Data credibility testing was conducted through source and method triangulation. Source triangulation was performed by comparing information obtained from regulatory documents, interview results from informants, and findings from previous research. Method triangulation was carried out by comparing the results of the documentation study, literature review, and in-depth interviews. In addition, the research applied member-checking techniques to key informants to ensure the conformity of data interpretation with the information provided by the sources. These

efforts were made to enhance the validity, reliability, and trustworthiness of the research results (Lincoln & Guba, 1985; Creswell & Poth, 2018).

C. RESULT AND DISCUSSION

Historically, audio-visual journalism, including television, has always been intertwined with technological innovations. The invention of television media displaying audio-visual content was first initiated by Scottish scientist John Logie Baird in 1923, who successfully transmitted moving image signals along with audio waves via a radio transmitter, followed by his first public demonstration at the Royal Institution in London in 1925.

This technology was subsequently adopted by the British Broadcasting Corporation (BBC) for the world's first public broadcasts (Baird, 1925). Baird experiments continued in 1927 with the creation of Phonovision, a prototype for mechanical video recording on audio discs (Briggs & Burke, 2010). This dynamic continued to transform electronically thanks to the contributions of Vladimir Zworykin and Philo Farnsworth, leading to the invention of the transistor in 1946, which triggered the global mass commercialization of modern television.

In Indonesia, the history of television was officially opened by the state-owned institution, Televisi Republik Indonesia (TVRI), on August 24, 1962, through a live broadcast of the opening ceremony of the 4th Asian Games at Senayan (Kitley, 2000). During the New Order era, TVRI dominated the national information hegemony with top-down messaging that prioritized regime political stability, effectively closing off space for social critique. This broadcasting monopoly ended in 1989 when the government relaxed regulations to permit commercial private television stations like RCTI, SCTV, TPI, ANTV, and Indosiar (Sen & Hill, 2001).

The presence of these private stations generated a new competitive climate in presenting long-form daily news programs, which became a primary consumption staple for audiences nationwide. The collapse of the authoritarian New Order regime via the 1998 Reformation and the enactment of Law No. 40 of 1999 concerning the Press brought an era of absolute democratization by abolishing censorship, the threat of publication bans, and the requirement for Press Publication Enterprise Permits or SIUPP (Republik Indonesia, 1999). This freedom stimulated the establishment of Indonesia's first 24-hour news-only private television station, Metro TV, in 2000, followed later by tvOne (2008), Kompas TV, and iNews (Kitley, 2000).

1. The Era of Media Disruption

Entering the second decade of the 21st century, the stability of national journalism began to be shaken by the first wave of media disruption through the proliferation of social media platforms (Briggs & Burke, 2010). The arrival of short-form video sharing platforms radically shifted the public from passive message recipients into active information producers (citizen journalism). When this fast-paced social media ecosystem intersected with high-performance computing, it triggered a subsequent disruption: Artificial Intelligence (AI).

Today, AI does not just share data on a massive scale; it also shares audio-visual content. AI can alter storytelling significantly; hence, its integration must be cautious and strategic. AI technology should complement human work, not replace it. The challenge for the future is forging strategic collaborations between researchers, creators, and regulators to maximize the benefits of AI in audio-visual storytelling while addressing the ethical challenges of this rapidly evolving technology (Franco Lazarte et al., 2025).

In the era of media disruption, using artificial intelligence is an absolute necessity for all media entities wishing to grow and thrive. Entities and individuals must also adapt to this technology and the consequences it brings (Hirsch-Kreinsen, 2023). Artificial intelligence has now penetrated journalism, placing media professionals under the pressure of AI developments capable of processing massive data sets in a short time, producing content quickly, and distributing it widely—a condition experienced not only in Indonesia but worldwide (Taufik, 2026).

AI technology has created virtual AI news anchors in newsrooms. For instance, in China, Ren Xiaorong appears on People's Daily. The India Today Group showcased a virtual AI news anchor named Sana at the India Today Conclave 2023. Russia introduced an AI news anchor named Snezhana Tumanova for the program Future Forecast on Svoye TV. From Kuwait, there is Fedha, who appears on Kuwait News. In South Korea, MBN uses an AI presenter named Kim Ju-ha, designed to closely resemble a human presenter. Meanwhile, in Indonesia, tvOne became the first news channel to employ four virtual AI news anchors: one AI anchor mimicking Karni Ilyas and three others named Nadira, Sasha, and Bhoomi (Yan Hermana et al., 2025).

To survive, newsrooms where many journalists work must adapt by using AI as a tool to process and analyze data before producing journalistic works, rather than limiting creativity merely to generating virtual AI news anchors. Abie Besman (2024)

refers to this phenomenon as semi-automated journalism because it combines human journalistic practices with artificial intelligence technology to produce and distribute news. This practice involves using AI devices and algorithms to aid journalists in various production stages, such as data gathering, analysis, fact-checking, and news drafting (Abie Besman & Evita, 2024).

Various international studies reveal that most journalists have used AI in their work. This is corroborated by periodic research data from the Reuters Institute for the Study of Journalism, which confirms that 56% of professional journalists in the UK now use AI systems at least once a week, with the majority of these users (57%) relying on third-party tools to cut production times (Newman et al, 2024). The Thomson Reuters Foundation (TRF) also revealed that 80 percent of 221 journalists across 70 developing and developed countries utilize AI tools in their journalistic work; nearly half integrate AI into their daily routines, and almost another third use it weekly. Journalists use AI tools for drafting, editing content, research, transcription, translation, fact-checking, and ideation (trust.org, 2025).

The journalistic landscape in China marks the largest adoption of AI, reaching 93 percent. Citing a joint report by KPMG & the University of Melbourne (2025), Fang Li et al. noted that AI usage among journalists in China far exceeds the global average of 58 percent. According to Fang Li, this high rate is driven by active government support for AI development through national strategies like the New Generation AI Development Plan, which has accelerated AI integration across various sectors, including journalism. Prominent news outlets like Xinhua, People's Daily, and China Media Group have established dedicated AI laboratories, using AI for automated news writing, content recommendation, and multimedia production. Commercially oriented platforms such as Toutiao (ByteDance) and Tencent News have also pioneered algorithm-based content distribution and AI-driven editorial workflows (Fang Li et al., 2026).

This trend proves that the adoption of artificial intelligence has become an inescapable reality in the global communication industry. AI has reshaped journalism and holds the potential to radically alter how information is consumed and produced. The swift advancement of AI technology ushers in a new era of efficiency, creativity, and innovation in newsrooms. However, behind this progress lies a monumental challenge for journalists concerning ethics, fairness, and access to digital technology (trust.org, 2025). Naturally, the pervasiveness of AI acts as a double-edged sword,

harboring both positive and negative consequences. For the press, an Early Warning System is necessary to prevent broader negative ramifications, viewing AI as an impending tsunami. This early warning can manifest as regulations that act as a gatekeeper to protect the ideological core of journalism rooted in codes of ethics. Media networks, the press, governments, and other stakeholders are racing against AI's rapid growth; the options are to be displaced, submerged, or to survive and thrive amidst the AI tsunami by continuously delivering positive value to society.

2. AI and the Dignity of Journalism

Observing the expanding scale of AI, the Alliance of Independent Journalists (AJI) conducted an assessment on the use of AI in Indonesian media, highlighting challenges, opportunities, and ethical standards. This independent journalist organization sampled six mainstream media outlets: IDN Media, Kompas.com, Suara.com, Zona Utara, Narasi, and tvOne (AJI, 2024). The media studied by AJI have integrated AI into their operations, such as generating article summaries placed right beneath headings. All media assessed by AJI stated that they use AI purely as an auxiliary tool; the final gatekeeper remains firmly in the hands of human editors and producers.

Despite implementing screening via gatekeeping functions, anxieties regarding future ethical violations persist—for instance, copyright infringements involving internet data, texts, videos, images, cartoons, or sketches created by human journalists (AJI, 2024).

The Editor-in-Chief of iNews Media Group, Aiman Adi Witjaksono, acknowledged that his newsroom uses AI for data processing and scriptwriting, but he emphasized that the final verification rests with the producer before a story is aired. According to Aiman, AI is highly beneficial as an auxiliary tool to ease editing and visual workflows, improve news accuracy, and cross-check information across platforms. However, journalistic integrity could degrade if professionals place absolute trust in AI, especially since this technology has become more compact than Google search engines. Hence, Aiman argues that any journalist who relies 100% on AI without performing independent verification and cross-checking can be categorized as a lazy journalist.

Future journalistic activities are predicted to become increasingly attached to AI technology. According to Graefe (cited in Besman, 2024), modern journalism will share an intimate and sacred connection with AI, akin to a human-machine marriage.

While AI's sophistication holds immense potential to revolutionize the media industry, it simultaneously raises serious ethical anxieties that require earnest consideration (AJI, 2024). In performing duties and maintaining the dignity of journalism, every journalist is bound to the Journalistic Code of Ethics enacted via the Press Council Regulation No. 6 of 2008. At least three vital articles must be remembered in this digital era: Article 1 states that Indonesian journalists must be independent, producing accurate, balanced news without malicious intent. Article 2 reminds journalists to act professionally, and Article 3 stipulates that Indonesian journalists must always verify information, report in a balanced manner, avoid mixing facts with judgmental opinions, and uphold the presumption of innocence (Dewan Pers, 2008).

A clear case demonstrating the impact of AI and how mainstream media positioned themselves as professional gatekeepers occurred with the viral video of former President Joko Widodo speaking fluent Mandarin in October 2023. This video successfully manipulated netizen cognitivism. This phenomenon correlates with how human memory processes new information. According to Neisser, cognition refers to all processes by which sensory input is transformed, reduced, elaborated, stored, recovered, and used (Neisser, 1967). If a viewer already holds an anti-Joko Widodo stance and perceives him as overly accommodating to foreign economic powers, the video validates that underlying fear. Furthermore, the audience actively consumes and shares the deepfake video to satisfy psychological needs (uses and gratifications), serving as a tool for mockery and satisfaction for anti-Joko Widodo groups.

Mainstream media reported on the viral video but within a gatekeeping framework. When the video first surfaced on social media, mainstream networks refrained from immediate broadcasting, choosing instead to verify its authenticity. Subsequently, media outlets broadcast the official release from the Ministry of Communication and Digital Affairs (Komdigi) on October 27, 2023, which declared the video and its accompanying narrative a hoax (Komdigi, 2023). Komdigi explained that the video was a misleading edit.

Visually, the footage was identical to a video uploaded by The US-Indonesia Society (USINDO) YouTube channel on November 13, 2015, but was altered using deepfake AI technology. In reality, President Jokowi spoke English, not Mandarin, during that event. In the United States, the *heute* journal news program on the ZDF television network once committed an error by broadcasting a fake AI video regarding ICE (U.S. Immigration and Customs Enforcement) operations. In its nightly news

broadcast, the ZDF aired an immigration raid using an AI-generated video without adding a watermark or label. The footage depicted an atmosphere of fear triggered by border police actions. During the report, anchor Dunya Hayali pointed out that many videos of ICE operations circulate online, stating that: Not all are real, but many are.

ZDF correspondent Nicola Alberth discussed the operations using various internet recordings. Separating children from their parents, the narrative stated, referring to a clip that clearly bore the watermark of the generative AI tools Sora and OpenAI. The TV station later explained that the violation occurred due to a technical oversight, and they subsequently removed the AI material and issued a formal apology (heiseonline, 2026).

In a gatekeeping context, mainstream media in Indonesia took the correct stance regarding the Jokowi speaking Mandarin issue. Applying the Islamic principle of *tabayyun* (verification of information), they broadcast the actual facts to the public. Such cases are not isolated; Komdigi's data showing thousands of hoaxes appearing within just three months indicates that Indonesian social media remains a fertile ground for deepfakes. As a moral guardian, the Indonesian Ulema Council issued Fatwa No. 24 of 2017 concerning Guidelines for Interacting on Social Media. This fatwa prohibits the dissemination of hoaxes, defamation, and hate speech, urging the public to maintain ethics and honesty, avoid backbiting, and shun content that threatens social harmony (Majelis Ulama Indonesia, 2024).

MUI observes that digital media use often lacks responsibility, turning it into a tool for disharmony. Hence, MUI emphasizes *tabayyun* to ensure information veracity. This aligns perfectly with journalistic codes: content received via social media must not be immediately shared before undergoing verification to confirm its source accuracy (*sanad*), content truth (*matan*), contextual background (5W+1H), and clarification from competent authorities (checks and balances) (Fatwa MUI, 2017).

3. AI as an Auxiliary Tool, Not a Final Source

Artificial intelligence is an informatics technology that enables digital devices to read, write, create images, generate audio, produce moving graphics, and perform data analysis to assist human activities (Dewan Pers, 2025). Press Council member Dahlan Dahi notes that before discussing AI integration, the journalistic process must be viewed through three interconnected aspects: first, news gathering, where journalists interview sources and must disclose their identities to ensure credibility and integrity; second, news processing, where headlines, leads, and narratives must

adhere to ethical codes, ensuring headlines reflect content and contain balanced cover-both-sides elements; and third, news distribution, which is the domain of verified or unverified media enterprises. Official media firms must strictly abide by the Journalistic Code of Ethics and factual verification to guarantee data accuracy and legal protection for their works.

Across these three stages, Dahlan emphasizes that AI must only serve as an auxiliary tool and is strictly forbidden from being treated as a final source due to its tendency to hallucinate. If a process involves AI, it must be re-verified by humans, as minor machine errors can drastically distort the meaning of a news story. Echoing Dahlan, the Head of the Artificial Intelligence and Big Data Center at Padjadjaran University, Abie Besman, states that AI can easily hallucinate based on its underlying dataset. Massive data pools can cause large language models (LLMs) to hallucinate; thus, journalistic works generated by AI without strict parameter boundaries in prompts can be deemed lacking in integrity. AI is merely a machine; the input entered determines the output. AI can accelerate thoughts, but if the premise is flawed from the beginning, it will only accelerate the error.

4. AI Invasion and Regulation

The AI invasion exerts concrete pressure on journalism, as reflected in a survey conducted by Muck Rack, an AI communication platform based in Miami, Florida. Muck Rack revealed that among nearly 900 verified journalists, 82 percent use AI in their work, up from 77 percent in the previous year (2025). ChatGPT remains the most widely used AI tool at 47 percent (up from 42 percent), followed by Gemini rising from 13 to 22 percent, Claude doubling from 6 to 12 percent, and transcription tools reaching 40 percent. Concurrently, respondents expressed high vigilance regarding the broader implications of AI: 26 percent agreed that uncontrolled AI is a primary concern (up from 18 percent), while disinformation and lack of funding remained the leading worries at 32 percent each.

Released on finance.yahoo.com on March 19, 2026, Muck Rack CEO Gregory Galant noted that while journalism operates under intense pressure, the profession demonstrates remarkable resilience. AI usage among Indonesian journalists is also significant, reaching 74 percent. This finding by BBC Media Action, reported via amsi.or.id, reveals that ChatGPT is the most popular tool, followed by Gemini (63%), DeepSeek (12%), Copilot (9%), and NotebookLM (6%). Young Indonesian journalists generally use AI for brainstorming, translation, and transcription. However, the

majority remain highly cautious, avoiding AI for fact-checking due to hallucination risks, preferring Google reverse image search or contacting sources directly (amsi.or.id, 2026).

In response, the Press Council enacted Regulation No. 1 of 2025 to safeguard journalistic integrity. The regulation permits newsrooms to employ AI, provided they firmly adhere to the Journalistic Code of Ethics. Dahlan notes that while the core spirit of the regulation is the ethical code, it can be revised or expanded to keep pace with rapid AI developments. However, several weaknesses in Press Council Regulation No. 1/2025 require critical scrutiny: First, Article 2, paragraph (3) holds media companies strictly liable for AI-based journalistic works.

This applies a strict liability principle to newsrooms regardless of the AI architecture. Abie Besman explains that since AI functions by aggregating data from LLMs through web crawling, an increasingly intelligent AI possesses massive datasets (Besman, 2026). As Dahlan adds, AI does not just pull data; it identifies patterns to generate entirely new information (Dahi, 2026). This can cause AI hallucination, producing subtle, automated disinformation. Press Council regulations have yet to map distinct liability boundaries between human negligence and developer system failure. Dahlan admits that these regulatory gaps exist and must be addressed.

Second, Article 3 outlines the Technical Oversight Mechanism (human-in-the-loop), mandating rigorous human verification, curation, and control from planning to publication. Yet, this article remains overly normative and lacks operational indicators. To overcome this, Besman suggests establishing local media ombudsmen to oversee internal AI usage, ensuring accountability directly to the public to prevent trust erosion (Besman, 2026). However, in the middle of the current media economic crisis, many outlets have cut editorial staff for efficiency, impeding effective human oversight. Without clear parameters, this article is highly vulnerable to violations in the pursuit of speed, clickbait, and breaking news.

Third, Article 4 permits firms to use various AI tools but cannot penalize tech platforms that scrape journalistic content without authorization. Dahlan proposes bringing journalistic works under Copyright Law protection, forcing platforms such as Google and OpenAI to pay licensing fees. The government must ensure a fair playing field so that local companies are not marginalized by tech giants' business models (dewanpers.or.id, 2025).

Fourth, Article 9 handles sanctions and enforcement, stating that violations are resolved through Press Council mechanisms via ethical code testing. Strong punitive measures are absent. In an era where AI can generate hundreds of fake articles in minutes for AdSense revenue, moral sanctions are deemed too weak against unscrupulous media owners. Dahlan asserts that compliance with the ethical code is the ultimate preventive measure. AJI's assessment similarly notes that Indonesia lacks clear regulations securing press and expression freedom regarding AI, as existing frameworks (Press Law, Broadcasting Law, Copyright Law, PDP Law, and ITE Law) do not explicitly govern AI utilization (AJI, 2024). Internal oversight instruments via media-academic collaboration (local ombudsmen) must be forged to protect public trust (Besman, 2026).

D. CONCLUSION

The presence of artificial intelligence in journalism is unavoidable; it is an absolute certainty in the digital era. Journalism must adapt extensively. While most global and Indonesian journalists are highly familiar with AI tools, boundaries must be drawn to prevent absolute reliance on a technology born from human creativity. The state must step in as a guardian of journalistic copyright to guarantee the survival of journalists who dedicate their lives to the public interest.

Currently, a comprehensive regulatory framework capable of sustaining journalistic integrity against the AI onslaught is lacking. Existing Press Council regulations will gradually lose their efficacy in preserving the dignity of journalism unless they are updated into more adaptive and visionary rules. Journalists at all levels and state-enacted regulations must serve as gatekeepers against the negative nuances or potential misuses of AI that threaten society and democratic life.

To maintain integrity, journalism must also anchor itself to spiritual values and professional ethics (akhlak), avoid backbiting (ghibah), and shun defamation (fitnah). Verification (tabayyun) remains an absolute obligation in all journalistic activities. Future research must drive the creation of robust regulations that secure and uphold the integrity of journalism amid an increasingly diverse array of AI tools.

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