The Phenomenon of Artificial Intelligence Usage in News Writing Styles by Journalists of Bengkulu Ekspress.com

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ABSTRACT

The emergence of Artificial Intelligence (AI) technology in journalism has brought about significant changes. Equipped with AI-powered tools, this technology has become an integral part of journalistic work, transforming the way news is processed. These advancements enable more efficient news production, increasing processing capacity in the digital era. This study examines the phenomenon of AI technology adoption in news writing by journalists at Bengkulu Ekspress.com. As AI evolves rapidly, many media outlets are integrating it to enhance efficiency in content creation. Employing a qualitative approach, this research incorporates in-depth interviews with several journalists and analyzes news content published on the Bengkulu Ekspress.com platform. The findings reveal that while AI contributes to various aspects of news writing, such as data processing and automated report generation, it does not entirely replace the role of journalists. Journalists retain primary control over key elements, including narrative construction, perspective, and the values conveyed in the news. Moreover, AI primarily functions as a tool to expedite workflows and improve information accuracy. Despite AI's growing influence on the media industry, the role of human journalists as creators of news content remains indispensable.

Keywords: Adoption of Artificial Intelligence, Journalism, Journalists, News

ABSTRAK

Hadirnya teknologi cerdas dalam bidang jurnalistik menyebabkan pergerakan yang cukup signifikan. Teknologi ini dilengkapi alat yang didukung oleh sistem *AI*, yang kini menjadi bagian kerja jurnalistik, memberikan perubahan dalam pengolahan berita. Kemajuan teknologi ini memungkinan untuk menaikan kapasitas pengolahan berita di era digital lebih efisien. Penelitian ini bertujuan untuk mengkaji fenomena penggunaan teknologi kecerdasan buatan (*AI)* dalam penulisan berita oleh wartawan di Bengkulu Ekspress.com. Dengan Pesatnya perkembangan *AI,* banyak media yang mulai mengadopsi *AI* untuk meningkatkan efisiensi dalam pembuatan konten berita. Penelitian ini menggunakan pendekatan kualitatif dengan metode wawancara mendalam kepada sejumlah wartawan dan analisis konten berita yang dipublikasikan di situs Bengkulu Ekspress.com. Hasil penelitian menunjukkan bahwa meskipun *AI* digunakan dalam beberapa aspek penulisan berita, seperti pengolahan data dan pembuatan laporan otomatis, *AI* tidak sepenuhnya menggantikan peran wartawan. Wartawan tetap memegang kendali utama dalam menentukan narasi, sudut pandang, serta nilai berita yang disampaikan. Selain itu, kehadiran *AI* lebih berfungsi sebagai alat bantu yang mempercepat proses kerja dan meningkatkan akurasi informasi. Oleh karena itu, meskipun *AI* memberikan dampak signifikan dalam industri media, peran manusia sebagai penulis berita tetap tidak tergantikan.

Kata Kunci: Adopsi *Artificial Intellegence*, Jurnalisme, Wartawan, Berita

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INTRODUCTION

The news media industry has been implementing Artificial Intelligence (AI) technology since 2014 (Sam et al., 2020). The integration of AI into journalism has sparked significant debate, as the concept is still relatively new. According to global research data from BOFA, IDC, McKinsey, TechJury, and Statista in 2023, Indonesia ranked third among countries utilizing AI, recording 1.4 billion visits from September 2022 to August 2023. Various terms have emerged to describe AI in the news industry, including automated news production, data journalism, algorithmic journalism, and robot journalism (Kim & Kim, 2021; Apriliyanti et al., 2024). Computational journalism, which uses computer-assisted tools for reporting, is another common term (Broussard et al., 2019, in Sam et al., 2020). The integration of internet-based technology has profoundly impacted journalists' work and the broader media ecosystem, as journalistic activities are now increasingly connected through vast networks of computers enabling global data exchange.

The expansion of the internet network stems from the development of software and hardware, driving technological advancements in communication practices within journalism in the digital era. Journalism initially delivered its content through mass media such as newspapers, magazines, radio, and television. Consistent with McLuhan's theory, technological advancements have a significant societal impact. McLuhan described mass media as an extension of the human body ("extension of man"), asserting that media not only extends our reach to events, places, and information but also enhances efficiency in everyday life.

This study focuses on two key concepts: AI in journalism and the news writing style of journalists at Bengkulu Ekspress.com. These concepts are analyzed using McLuhan's technological determinism theory, which posits that advancements in communication technology shape human existence. Applied to journalism, technological determinism suggests that human actions are increasingly influenced by technological progress. While humans initially create technology, technology eventually shapes human activities.

AI's capability in news processing stems from its machine-like design that mimics human performance. However, despite AI's potential to take over human tasks, it lacks the ability to think like humans or experience emotions. Although AI operates as machine-based technology, it is not a passive agent that simply follows a journalist's instructions. AI is embedded in software programs designed to function autonomously, adhering strictly to algorithms. This often results in outputs that align more with programmed algorithms than journalistic intent.

Technological advancements have influenced various sectors, including journalism. These advancements make it easier for individuals to access information. Journalism evolves alongside technological progress, with internet-based communication extending the reach of news platforms. Developments in information and communication technology have transformed how society accesses news, shifting from traditional media like television to digital platforms accessible anytime and anywhere via smartphones (Nuraini, 2024).

Similar to bot accounts, robot journalists in Indonesia, equipped with diverse programming languages, can compile news by aggregating data, akin to practices in Western corporate media (Nurfiana, 2024). However, robot-generated content often exhibits duplication of words, revealing limitations inherent in program-based robots. In contrast, human journalists excel in paraphrasing and creative writing (Arief & Saputra, 2019).

AI has been utilized in Bengkulu Ekspress media, particularly in its online platform, Bengkulu Ekspress.com. Evidence of this lies in news articles and content published on the site, where AI is integrated into the editing process. Typically, AI is employed as a search engine, assisting journalists who gather factual data in the field and later process it into news articles. AI aids journalists in developing stories by processing interview quotes provided by the journalists. Additionally, AI tools like ChatGPT are used by BE Online to identify engaging themes for media programs or events.

Currently, AI is being adopted primarily as a tool to support journalists' work. Previous research, such as the study by Apriliyanti et al. (2024) titled A Literature Review: Adoption of Artificial Intelligence (AI) in Journalism, highlights that the implementation of AI in journalism remains a debated topic due to its perceived conceptual immaturity. Similarly, the study by Sri Okta Amran and Irwansyah (2018) titled Robot Journalism in Online Media Beritagar.id concludes that AI has been adopted in the journalism sector, particularly in online news media.

Automated or robot journalism, as a program (algorithm), can systematically transform data into publishable information without human intervention. Carlson emphasizes the importance of structured

data, noting that robot journalists rely on organized information to produce news. A prime example is Tobi, a robot journalist from Switzerland, which can process approximately 40,000 articles in five minutes. Tobi has written articles about election results from 2,222 cities in Switzerland, producing content in both French and German (VOA, 2023).

This development aligns with Moore's Law, which predicts the accelerated growth of microprocessor performance, as articulated by Gordon E. Moore, co-founder of Intel. Within two decades, robots have begun replacing human journalists as information processors (Sah Kha Mei Zsazsa & Sitepu, 2023). The advancement of microprocessors supports increasingly sophisticated AI algorithms, allowing robots to mimic human-like article writing (Sukandar, 2023). AI has gradually developed the capacity to dominate article-writing systems in a manner similar to human journalists (Utoyo & Putranto, 2022).

This phenomenon warrants further examination, as its advantages and drawbacks are equally significant. AI's influence on writing styles in journalism, which produces content continuously around the clock, raises questions about its accuracy in assisting journalists and supporting journalistic performance. Previous studies have explored AI adoption in journalism, focusing on AI-driven journalism terminology. This research expands on such studies by exploring the sustainability and implications of AI use in shaping the writing style of journalists.

Bengkulu Ekspress.com is a local news outlet that utilizes AI in its news processing. However, AI is not always entirely accurate or relevant. If used to compose articles without adequate human oversight, errors or omissions of important local context may occur, potentially diminishing the relevance of the content for Bengkulu readers. Bengkulu Ekspress.com has been implementing AI in news processing for the past two years. As a local online media outlet providing information to regional communities, ensuring accuracy is crucial. This is especially important in areas with low literacy rates, where careful consideration of how journalists use AI in news processing is essential.

In addition to technological tools, journalists must adhere to foundational principles such as truthfulness, discipline, loyalty to the public, verification, and independence. These principles underscore the limitations of AI, which does not yet fully adhere to ethical standards in journalism comparable to those upheld by human journalists. AI functions merely as a machine and lacks the capacity to engage in public criticism or nuanced ethical reasoning. Journalists must ensure their work is comprehensive and proportional, reflecting their responsibility to listen to their conscience and meet the public's needs for credible and thoughtful reporting.

This study explores the use of AI in shaping the news writing style of journalists at Bengkulu Ekspress.com. While previous literature has focused on the impact and benefits of AI in journalism, this research examines the phenomenon of AI's influence on local journalists' writing styles, their perceptions of AI, and the comparative quality of news written by humans and AI. Additionally, it considers the sustainability and integration of AI within Bengkulu Ekspress.com as a local media outlet. The study aims to answer critical questions: How does AI influence the writing style of journalists at Bengkulu Ekspress.com, and is AI's adoption advancing in the field of journalism, particularly at this local media outlet?

The phenomenon of AI technology in news writing by Bengkulu Ekspress.com journalists is significant. BE Online, the outlet's digital platform, was selected for this study due to its role as a local news medium leveraging AI advancements in information processing. Journalists at Bengkulu Ekspress.com use AI to search for and refine quotes relevant to their news topics. Beyond news production, AI is also employed to generate discussion themes for BE Online's podcast programs, accessible via its YouTube channel and website. According to journalists at Bengkulu Ekspress.com, AI has been integrated as a practical tool for processing information into news articles. This study focuses on the role of AI in online media operations and its implications for the production of accurate and contextually rich news.

METHOD

This study employs a descriptive qualitative approach using phenomenology as the primary research method. According to Creswell and Poth (2018), a phenomenological approach seeks to describe phenomena as they are experienced in human life. It involves analyzing consciousness to uncover the complete range of human experiences, enabling researchers to derive meaning from individual or group experiences while gaining deeper, more detailed insights. The specific

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phenomenon under investigation is the use of AI in shaping the news writing style of journalists at Bengkulu Ekspress.com.

The study began with an extensive and systematic review of academic literature. Research was conducted across various academic databases, including (but not limited to) DOAJ, Google Scholar, and journal repositories. Search terms were strategically selected to capture a broad spectrum of scholarly work related to AI in journalism. These terms included "Artificial Intelligence in Journalism," "AI and News Writing," and "Ethics of AI in Journalism." To complement the findings from the literature review, semi-structured interviews were conducted with representatives from Bengkulu Ekspress.com. Participants were chosen based on their expertise, experience, and contributions to the field of journalism. Combining a comprehensive literature review with expert interviews enabled data triangulation from multiple sources, enhancing the validity and completeness of the research findings. The data collection process focused on exploring the phenomenon of robot journalism practices at Bengkulu Ekspress.com.

Phenomenology was chosen for this study due to its ability to provide detailed insights into the research questions, focusing on the phenomenon of AI usage in shaping the news writing style of journalists at Bengkulu Ekspress.com. Specifically, the research examines how journalists craft journalistic works in the form of news and the role of AI in this process. While the study focuses on a local context, AI adoption has already been implemented extensively by major media outlets according to their respective needs. The conclusions drawn from this study represent the culmination of the entire research process.

RESULT AND DISCUSSION

Use of Artificial Intelligence in Bengkulu Ekspress.com

Bengkulu Ekspress.com has evolved alongside technological advancements to become a primary source of information for much of the Bengkulu community. Online media encompasses all forms of journalism that utilize internet networks for their activities. Additionally, online media must comply with press regulations established by the Indonesian Press Council. Online media are characterized by credibility, transparency, interactivity, and diversity (De Maeyer in Cui, Xi, & Liu, Yu, 2016).

The establishment of Bengkulu Ekspress.com is closely tied to technological progress in Indonesia. Around 2014, newspaper readership in Bengkulu Province began to decline (Yelin Annisa Fadillah, 2019). According to Yelin's prior research, most residents preferred obtaining information via smartphones connected to the internet. To address this shift, the leadership team of Bengkulu Ekspress Daily Newspaper, along with the General Manager, launched a website, www.bengkuluekspree.com, as a new platform for disseminating information initially published in print. This innovation, embraced alongside technological advancements, led to the establishment of PT Media Bengkulu in 2018. The leadership team comprised Director Sukanto, General Manager Suherdi Marabillie, and Editor-in-Chief Iyud Dwi Mursito. PT Media Bengkulu operates the website www.bengkuluekspress.com from its office at Graha Pena Bengkulu Ekspress, Jalan Jati No. 129, Bengkulu City. The current team includes Director Iinawati, General Manager Ferdianto Ferlino, and Editor-in-Chief Razman Azhar.

In this study, Bengkulu Ekspress.com is categorized as an online news platform, as it provides journalistic content in the form of articles, videos, and audio to audiences, covering events, facts, and entertainment. The platform meets the criteria of an online news outlet, demonstrating credibility, interactivity—being listed as a verified media source by the Indonesian Press Council—transparency by making its information accessible through its website, and diversity in delivering news to the public
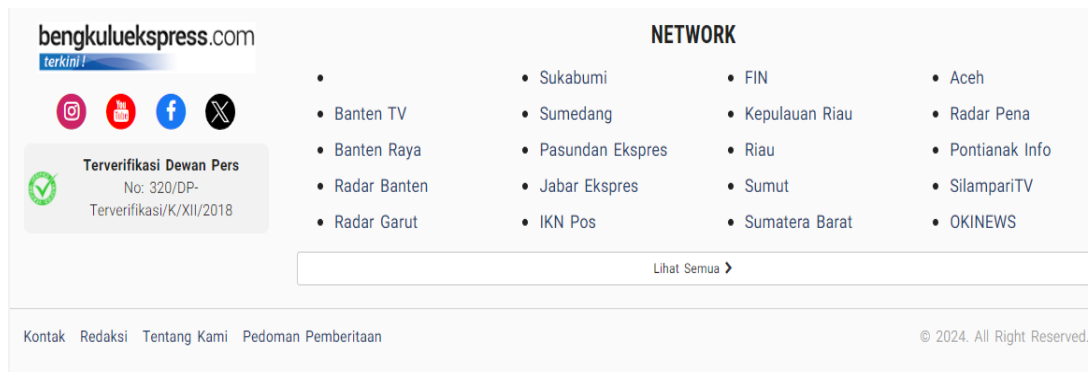
Figure 1. Bengkulu Ekspress.com Online Media
Source: Website Bengkulu Ekspress.com

In 2024, Bengkulu Ekspress.com has published numerous journalistic works in sections covering regional and political news. This raises important questions about the phenomenon of Artificial Intelligence (AI) usage in news writing by Bengkulu Ekspress.com journalists and how AI influences the quality of the news they produce.

In the current era, technology has triggered a revolution in public life due to its pervasive influence and society's growing reliance on technological advancements. As media actively participates in shaping and controlling culture, journalism adopts new methods to produce news for the audience, leveraging all the technological resources available. The integration of AI into this process has become inevitable, with all media now operating within computerized systems. Technology has emerged as a significant catalyst for change in the media industry while simultaneously presenting challenges. Establishing connections between small-scale producers and large-scale publishers enhances the user experience globally. As McLuhan (1994) noted, the advent of mass media has profoundly transformed human life, surpassing the content of the messages delivered.

Technology has influenced various sectors, including journalism. Advancements in technology have made it easier for people to access information. Journalism continues to evolve in tandem with technological progress, with internet-based communication expanding access to information across diverse platforms. Developments in information and communication technology have shifted how society consumes news—from relying on television to accessing news anytime and anywhere using smartphones (Nuraini, 2024). The findings of this research indicate that AI is used in Bengkulu Ekspress.com to simplify journalists' work. Currently, AI tools utilized by the platform include the three tools listed in Table 1 below, which facilitate the processing of news content.

Table 1. *AI* in Bengkulu Ekspress.com

No	AI Type	Function	Description
1	ChatGPT	Content Automation	Facilitates universal search, streamlining the process of finding relevant information.
2	CapCut	Automated Photo and Video Editing	Simplifies quick video editing, providing a user-friendly platform for efficient content creation.
3	Adobe Premiere	Automated Video Editing	A sophisticated AI-integrated tool used for editing both video and audio content, particularly for podcast production.

Artificial Intelligence and Newsroom

The use of Artificial Intelligence (AI) in the newsroom of Bengkulu Ekspress.com has led to significant changes in how news is processed, produced, and published. This intelligent technology has become an integral part of modern newsroom operations, offering solutions to enhance productivity and user experience. Currently, AI is being used to process large amounts of data and generate rapid reports. Additionally, AI helps journalists at Bengkulu Ekspress.com expand the accessibility of news content to a global audience. This consistency ultimately enhances the overall quality and accuracy of news articles (Fauzi et al., 2023).

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Table 2. Artificial Intelligence in the Newsroom of Bengkulu Ekspress.com

No	AI Efficiency	Content Personalization	Resource Savings
1	Before AI implementation, the average time needed to process news was 1-2 hours.	AI helps analyze reader preferences based on visit data and comments, generating 20% more relevant news topic recommendations.	Previously, journalists required 2-3 colleagues to process information into news.
2	Revising content required 30-60 minutes.	AI generates algorithms that simplify reading for the audience.	With AI, the newsroom benefits from easier processing and editing of news.
3	30% of journalists recognize the efficiency brought by AI.	AI provides valuable feedback for the media.	Time can be redirected to search and process primary information.

Over the past few decades, AI has rapidly developed into a technology with significant influence across various sectors, including journalism. In particular, AI's primary focus is the newsroom of news media outlets. AI offers diverse potential for improving accuracy, efficiency, and speed in news dissemination. Bengkulu Ekspress.com has already integrated this intelligent technology into its newsroom operations.

This study highlights the significant potential of AI in improving the efficiency and accuracy of journalism. AI-supported tools simplify news gathering, content production, fact-checking, and the editorial process, enabling the newsroom to respond quickly to current events and present high-quality content. This is consistent with existing literature that emphasizes AI's transformative potential in the newsroom (Fadillah et al., 2022; Rinehart & Kung, 2022).

AI is transforming editorial workflows, including those at Bengkulu Ekspress.com, by improving efficiency and refining content production. AI can streamline the editorial process, particularly in managing and optimizing content for news websites. In the newsroom of Bengkulu Ekspress.com, where this technological advancement has been integrated, AI has facilitated a faster transition from traditional print media to digital platforms.

Artificial Intelligence in the Writing Style of Journalists

This section presents the main findings of the study, focusing on the use of Artificial Intelligence (AI) in news processing and its relationship to the news writing style of journalists at Bengkulu Ekspress.com. AI has been applied as an intelligent technology to assist in news processing, which inevitably influences the writing style of news articles. As is well known, news writing follows specific conventions and structures, so careful consideration must be given to the use of AI in this process. While AI offers ease and time efficiency, it may affect the quality of the news produced by journalists.

AI is essentially a programming concept that generates conclusions based on mappings created by the programming process (Akhyar et al., 2023). In news writing, the 5W+1H framework (Who, What, When, Where, Why, and How) is crucial for providing comprehensive information. The facts and data gathered from the field are processed into journalistic work. However, the use of AI in journalism introduces a new dynamic. While AI does not fundamentally alter the elements of news writing, it brings efficiency to the processing stage. On the other hand, Bengkulu Ekspress.com now features several news sections, including headlines, tourism, education, regional news, politics, technology, sports, and more.
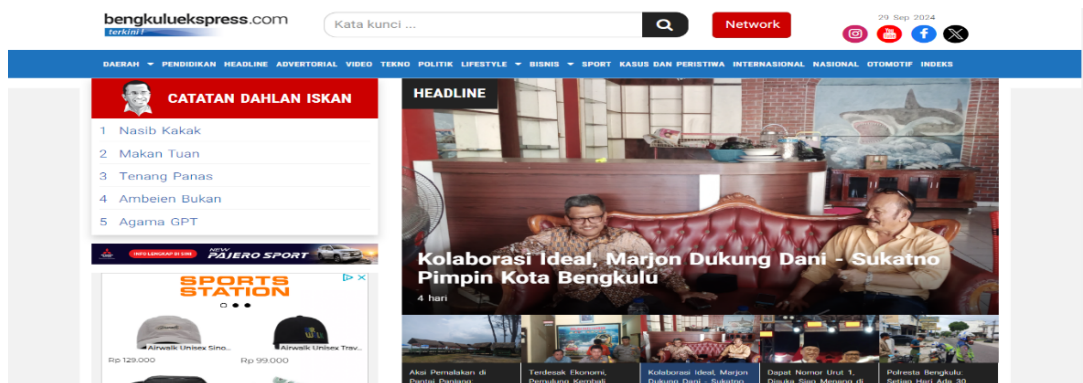
Figure 2. News Sections of Bengkulu Ekspress.com
Source: Bengkulu Ekspress.com Website

Figure 2 above shows the layout of Bengkulu Ekspress.com's website, which features various news sections, producing content daily to meet the informational needs of the public, covering regional news, politics, sports, and more. This research highlights an interesting observation shared by editors and journalists at Bengkulu Ekspress.com. They noted that AI is useful for comparing journalistic works such as news and articles. Regarding news writing, each journalist has a distinct style, adhering to journalistic writing rules. In contrast, AI-generated content tends to be more rigid in language, unlike the flexibility of human journalists. This difference is noticeable when the news enters the editing phase, where editors can immediately detect the language discrepancies.

A journalist plays a crucial role in creating journalistic content, as AI, despite being an intelligent technology, cannot fully replace human work. AI's algorithms excel in rapid reference processing, but it is important to remember that AI, when performing journalistic tasks (robot journalism), is merely a machine with limited capacity. Unlike human journalism, which is rich in paraphrasing and nuanced language, AI lacks the ability to replicate this level of depth. As highlighted by Tri, a journalist at Bengkulu Ekspress.com, AI's use by journalists at the outlet is not all-encompassing. It is restricted to specific functions, such as identifying topics for podcast programs, processing field data, and assisting journalists who need AI support. There are no specific policies from the media outlet prohibiting or mandating AI use, as it remains a standard tool for journalists, reflecting the ongoing evolution of technology in news processing.

> "*Sometimes it is used, but there are still limits. Journalists still conduct interviews in the field, gather information, meet sources, and write articles based on their interviews. Journalists use AI for time efficiency and to find difficult words or phrases. There are no restrictions because technology is necessary in today's world, and it is undeniable that technology is evolving and entering the news processing workflow*" (said Razman).

This study highlights both the positive and negative impacts of using AI in news writing. The content produced by AI is tailored to reader interests, as it streamlines the process of filtering news articles and trending topics, in line with the "filter bubble" concept. Personalized content can enhance user satisfaction, but it also raises concerns about limited exposure to diverse perspectives (Dorr, KN, & Dunsby, 2021). Moreover, AI usage has increased click-through rates, making content more relevant. However, there are instances where the output lacks coherence, such as word repetition, rigid language, and a lack of paraphrasing, which necessitates further editing by journalists.

This study emphasizes that the use of AI in news writing does not fully alter the writing style of journalists. Instead, AI changes the way journalists collect, analyze, and present news, mainly by enhancing efficiency. With the automation of news writing processes, content production becomes faster and more efficient. This demonstrates how technology is setting new standards within the industry. As AI becomes more prevalent, journalists are required to develop new skills, such as understanding algorithms and data analytics. In fact, AI can influence the traditional role of journalists, shifting their focus from field reporting to data management and analysis.

"At Bengkulu Ekspress.com, as journalists, we certainly use this technology, but only as a tool. Overall, the writing style still adheres to journalistic writing principles and ethics. It is important to use AI wisely, remembering that each journalist has their own writing style. AI may influence writing style slightly by improving efficiency, but it is essential to remember that technology is meant to assist. I sometimes use it to find scientific language or technical terms, for example," (said Tri).

This study emphasizes that the use of AI in news writing does not entirely affect the writing style of journalists. Instead, AI changes how journalists collect, analyze, and present news. With automation tools, the news writing process becomes faster and more efficient. This illustrates how technology is setting new standards within the industry. As AI continues to develop, journalists need to hone new skills, such as understanding algorithms and data analytics. In fact, this shift may influence the traditional role of journalists, who are now more focused on data management and analysis than on field reporting.

The use of AI technology by journalists and media outlets certainly helps improve accuracy and reduce bias in news articles through objective data analysis. However, there are concerns that the use of AI may reduce the depth and perspective in coverage. As discussed, machines have limitations—they cannot perceive the nuances of social context, unlike humans, who possess a sense of empathy and can translate this into written form. Therefore, it is clear that human journalists remain the true creators of journalistic works, rich in paraphrasing and contextual depth

Discussion

The findings presented earlier have outlined the phenomenon of AI usage in the writing style of journalists at Bengkulu Ekspress.com. In this discussion, the researcher contextualizes these findings in relation to the landscape of journalism, specifically focusing on the adoption and sustainability of AI in journalism, particularly within the context of Bengkulu Ekspress.com. This section reflects on and identifies areas for further exploration.

Adoption of Artificial Intelligence

This study emphasizes the potential of AI development and its adoption in Bengkulu Ekspress.com. According to interviews with editors, the journalism field is continuously evolving in tandem with technological advancements, and AI, with its intelligence, will assist journalists in data processing. This aligns with literature highlighting the transformative potential of AI in the newsroom (Fadillah et al., 2022; Rinehart & Kung, 2022). For example, AI-based data mining is valuable for uncovering events. AI algorithms can process large datasets, detect patterns, and analyze the potential for case revelations (Porlezza, 2023).

At Bengkulu Ekspress.com, AI is currently categorized under Generative Pre-training Transformer (such as ChatGPT) and Natural Language Processing (NLP). These technologies enable the system to hear, understand speech, and translate it into text automatically, facilitating cross-linguistic communication. ChatGPT, in the context of journalism, offers revolutionary opportunities for journalists in the news writing process. As an AI-based assistant, ChatGPT not only helps draft news articles but also plays a crucial role in speeding up the writing process. Journalists can use ChatGPT to quickly analyze large datasets, generate topic ideas, and verify initial facts by filtering information from multiple sources. Additionally, ChatGPT can be used to create article outlines (templates), allowing journalists to focus more on in-depth information gathering through field interviews. The use of this intelligent technology enables journalists to reach a broader audience through automatic translation features and customized writing according to target readership.

However, it is important to note that the use of ChatGPT in journalism is merely an auxiliary tool, not a replacement for the critical role of journalists in interpreting data and information. ChatGPT can act as a tool that fosters innovation in news reporting without compromising journalistic integrity and credibility. Furthermore, Natural Language Processing (NLP), one of the AI tools, is highly beneficial in journalism, particularly for news production and content analysis. NLP has the ability to understand, analyze, and process human language.

1. News Writing Automation: NLP uses specialized algorithms designed to generate short news articles with accurate information. It is typically used for data-driven stories, such as sports results, financial reports, or election coverage.

2. Sentiment Analysis and Public Opinion: NLP can analyze sentiment from various social media platforms and online comments, helping journalists understand public opinion on specific issues. This sentiment is then used as a basis for reporting and measuring public response to events.
3. Big Data Processing: In investigative journalism, journalists work with large volumes of data. NLP aids in identifying anomalies or crucial information hidden within the data.
4. Search and Filtering: NLP enhances the relevance of information searches, whether from archives of old news or other sources (such as documents or transcripts).
5. Translation and Localization: NLP allows news to be created in one language and accessed by a diverse audience, expanding the reach of news coverage and enhancing global connectivity.
6. Content Modernization and Curation: NLP helps detect and filter out inappropriate content, spam, or hate speech, serving as a tool to maintain the quality of public discourse.

Based on interviews conducted, the media outlet has not officially directed journalists to use AI in news processing, nor is there a prohibition when AI is applied. However, it is undeniable that as AI continues to develop, it will become essential in several areas, including:
1. Writing Automation: AI can generate articles by providing data and facts gathered by journalists in the field, enabling journalists to focus on deeper analysis and narrative development.
2. Data Analysis: AI can analyze trending news and statistics, helping journalists find interesting topics. Its algorithms automatically collect and map the trends being searched for.
3. Content Personalization: By understanding audience preferences, AI can assist journalists in creating articles that align with readers' interests. Again, the algorithm will map the items that readers are seeking.
4. Distribution Optimization: AI can identify the best times and platforms to distribute journalistic work, maximizing the reach and impact of the news.

Journalists can use AI as a tool to efficiently gather information about individuals, organizations, and events (Noain-Sanchez, 2022). AI's algorithms can generate comprehensive background reports for articles, including historical context, affiliations, and related news articles. These findings underscore the potential for AI to be increasingly adopted in journalism, with its transformative role becoming more apparent. One key finding is that the future adoption of AI by Bengkulu Ekspress.com could be fully realized on a large scale. The effectiveness of AI in recommending content will automatically adjust to the reader's profile by analyzing search history or personal data. Adopting AI is not merely about keeping up with technological trends but also about strategically positioning the media to ensure its sustainability in an increasingly competitive and digital news landscape.

Ethics and Responsibility

This section presents findings related to the issues discussed earlier, raising new questions about the ethics of using AI for news writing, particularly regarding information accuracy and responsibility for the content generated. This requires careful consideration of how technology might influence the integrity of news. Observations and interviews with journalists and editors revealed the ethical challenges faced by journalists and media outlets when integrating AI into their practices. One such challenge is algorithmic bias in news or content produced by AI. The findings of this study indicate that AI algorithms can unintentionally introduce bias. Concerns regarding fairness in news reporting arise because biased content can perpetuate negative stereotypes (Tejedor & Vila, 2021). However, for Bengkulu Ekspress.com, AI usage is still limited to news processing and presentation, and any bias can still be controlled at this stage.

This study also underscores the challenges of transparency and accountability in AI-based journalism. Readers may feel confused about how algorithms make decisions regarding news management. The transparency issue raises questions about who is responsible for errors (bias) in AI-generated content. The findings of this research suggest that news media are grappling with the need to provide transparency regarding their AI systems. Journalists will face significant challenges if regulations for AI use in news media are not established.

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This issue typically involves privacy and data security. User data, whether from individuals or groups (media outlets), is automatically used when AI personalizes content and makes recommendations. In interviews with editors at Bengkulu Ekspress.com, they discussed the measures in place for protecting data in such situations. Strong data protection and user consent are crucial and cannot be overlooked. These measures are an effective solution until system updates are implemented in the future.

This study also highlights the responsibility of Bengkulu Ekspress.com as a news outlet in relation to the shift in tasks increasingly handled by AI. Since Bengkulu Ekspress.com is still considered a local media outlet, its development must be carefully monitored. While AI clearly improves efficiency, attention must be given to the future potential of AI to take over tasks currently performed by journalists and editorial staff. AI continues to advance, and, without careful analysis, it may be seen simply as a "convenience machine" that aids human work. This is particularly relevant in journalism, where news is produced 24/7 and constantly racing against time.

Despite the ethical and responsibility challenges, this research shows that news media outlets are becoming more sensitive to the need for ethical guidelines in AI-based journalism (robot journalism). Interviews conducted with Bengkulu Ekspress.com revealed that while the use of AI as a machine or tool to assist journalists may be adopted in the future, more research is needed, particularly regarding policies, to ensure that ethics are effectively implemented. Ethical considerations must be integrated into AI development, user policies, and content management strategies (Eskandarian, S., Mohammadi, M., & Karimzadeh, 2020).

CONCLUSION

Bengkulu Ekspress.com, a local online media outlet, has implemented AI in processing information, such as collecting and processing news, which is then published for the public. Bengkulu Ekspress.com qualifies as an online media outlet because it presents information consumed by the public, focusing on facts, events, and entertainment. The media outlet adheres to rules, principles, and ethics for every piece of content produced, ensuring that the content is comprehensive and easily digestible for the audience.

In practice, Bengkulu Ekspress.com uses AI to assist journalists in finding terms, translating foreign phrases, and even processing news. This study highlights the phenomenon of AI's impact on the news writing style of journalists at Bengkulu Ekspress.com, which includes AI's use in online media, ethics, responsibility, and the adoption of AI. The presence of AI introduces a new dimension to journalism, particularly in the writing style of journalists in news processing. Online news media, such as Bengkulu Ekspress.com, must embrace AI practices that ensure fairness, transparency, and adherence to journalistic values. AI's presence in journalism is undoubtedly a phenomenon, and it should be seen as a tool to ease the process rather than diminish the integrity and consequences of journalism in the digital era.

Artificial Intelligence is viewed as an advancement in technology, particularly in the mass media and journalism sectors. Many media companies have already adopted AI, keeping pace with technological progress. This aligns with the theory that while humans create technology, technology eventually drives humans to follow its development. With the convenience offered by the internet, robotic journalism can produce numerous articles in a short period. Furthermore, AI accelerates journalists' work, especially in data selection. Journalists can save time by automatically copying and analyzing data, allowing them to focus on other activities, such as interviewing sources and evaluating data obtained from AI analysis. However, on the downside, AI relies on image and mechanical algorithms and cannot establish causality, ask questions, form opinions, or write with the same depth as humans. AI can only create instant, fast news to seek short-term profits. Moreover, the accuracy and verification of news produced by AI are subjects of concern.

The use of AI is still not fully optimized, as it may lead to plagiarism and a lack of verification. However, the research also reveals that AI should be applied wisely, considering the importance of human touch, journalistic ethics, and journalists' analytical abilities to deliver relevant and credible news. The integration of AI with journalists' skills can create a more adaptive writing style but should not replace the primary role of humans in journalism.

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