

The Role of Artificial Intelligence (AI) In The Transformation of Digital Journalism Practices: A Case Study of Kelumajang.com

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Abstract

The rapid development of Artificial Intelligence (AI) has significantly transformed the digital media industry, particularly in contemporary journalistic practices. AI technologies are increasingly utilized in various journalistic activities, including automated news writing, content editing, audience data analysis, and digital information distribution optimization. This study aims to analyze the role of Artificial Intelligence in the transformation of digital journalism practices and to examine its impact on news production processes and journalists' working patterns at the kelumajang.com media portal. This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews and direct observations involving journalists and editors of kelumajang.com. The study applies Marshall McLuhan's Technological Determinism Theory as the primary analytical framework. The findings reveal that the implementation of AI contributes to improving editorial efficiency, accelerating news production processes, and facilitating the analysis of digital information trends. However, the adoption of AI also presents several challenges, including the potential decline of journalists' creativity, risks of misinformation, and ethical concerns in journalism when adequate verification processes are not properly maintained.

Keyword: Artificial Intelligence, Digital Journalism, Technological Determinism, kelumajang.com.

INTRODUCTION

The rapid advancement of digital technology has brought significant transformations to the fields of mass communication and media. Among the most influential technological developments today is Artificial Intelligence (AI). AI is a rapidly evolving field within computer science and information technology that refers to the capability of computers or machines to perform tasks that typically require human intelligence, such as decision-making, problem-solving, learning, and natural language processing (Alief & Nurmiati, 2022).

In the digital media industry, AI has increasingly been implemented in various journalistic activities, including automated news writing, content editing, audience behavior analysis, and news distribution algorithm management (Hamna et al., 2025). The integration of AI has enabled news production processes to become faster and more efficient compared to conventional journalistic methods (Hastjarjo & Dewi, 2025). Digital media organizations are currently required to deliver information rapidly in order to remain competitive within an increasingly dynamic information environment.

The transformation of journalistic practices driven by AI development demonstrates that technology functions not merely as a communication tool, but also as a force that shapes media work patterns, journalistic culture, and the relationship between media institutions and audiences (Lia, 2025). Journalists are therefore expected to adapt continuously to the rapid evolution of digital technologies (Nurmiarani et al., 2024). On the other hand, the adoption of AI also raises several concerns, including threats to the journalism profession, the decline of information verification processes, and ethical issues related to automated news production (Lia, 2025).

This phenomenon can be analyzed through the perspective of Technological Determinism proposed by Marshall McLuhan. This theory explains that the development of media technology has the capacity to shape communication patterns and the social life of society (Detya & Wawan, 2018). Technology not only influences how individuals convey messages, but also transforms the culture and social structures of modern society (Iryani & Syam, 2023).

Previous studies on the use of Artificial Intelligence in digital journalism practices have been widely conducted. Research by Pavlik (2023) explains that the advancement of AI has generated significant changes in the media industry, particularly in automated news production and audience data analysis. The study indicates that AI is capable of improving the operational efficiency of digital media organizations; however, it also introduces ethical challenges and concerns regarding information credibility.

Another study conducted by Westlund (2023) discusses the transformation of journalistic work culture resulting from the implementation of automation technologies in digital media. The findings reveal that modern journalists are no longer expected solely to possess news writing skills, but are also required to understand digital technologies and media algorithm systems.

Furthermore, research by Matt Carlson (2022) argues that the implementation of AI in digital media may influence journalistic independence and news verification processes. The study emphasizes the importance of maintaining the role of human journalists in preserving

information quality amidst the rapid development of media automation technologies. Based on these previous studies, the present research differs by specifically focusing on the use of Artificial Intelligence within the journalistic practices of a local online media outlet, namely kelumajang.com. This study not only examines AI as a media technology, but also analyzes its impact on the working patterns of local journalists within the broader context of digital journalism transformation.

The increasingly widespread implementation of AI in the media industry has generated substantial changes in both news production processes and journalists' working patterns in the digital era (Suryanti & Apriadi, 2025). This study focuses on the case of kelumajang.com as a local digital media platform that is actively confronting the challenges and opportunities of technological advancement in journalistic practice. The selection of kelumajang.com is based on its relevance as an online media outlet actively engaged in digital news production and distribution amid the ongoing development of modern communication technologies. Therefore, this study focuses on the role of Artificial Intelligence in transforming digital journalism practices and examines the impact of AI implementation on news production processes and journalists' work patterns at kelumajang.com.

The objective of this study is to analyze the role of Artificial Intelligence in the transformation of digital journalism practices and to identify the impact of AI utilization on modern journalistic practices. This research is expected to contribute to a deeper understanding of the transformation of digital media practices resulting from AI development, while also serving as an academic reference in the fields of communication studies and digital journalism.

METHOD

This study employed a qualitative approach using a case study method. The qualitative approach was selected because the research focuses on obtaining an in-depth understanding of the phenomenon of Artificial Intelligence (AI) utilization in digital journalism practices. The research subjects consisted of journalists and editors of the kelumajang.com media portal who actively utilize AI technology in their journalistic work processes. The object of this study was the implementation of AI in the transformation of journalistic practices at kelumajang.com. Data collection techniques were conducted through in-depth interviews and observations. Interviews were carried out to obtain information regarding journalists' experiences and perspectives on the use of AI in digital media, while observations focused on the implementation of AI in the news production process.

RESULTS AND DISCUSSION

The Use of Artificial Intelligence in Journalistic Practices at kelumajang.com

Based on the results of interviews and observations conducted by the researchers, the kelumajang.com media portal has begun utilizing Artificial Intelligence (AI) technology in several digital journalistic activities. AI is employed as a supporting tool in the news production process, including generating news ideas, creating headlines, editing grammar, and analyzing emerging information trends within digital media. The findings indicate that the implementation of AI assists journalists and editors at kelumajang.com in improving editorial work efficiency. AI technology is considered capable of accelerating information

processing and facilitating the production of news drafts within a shorter period compared to conventional writing methods.

These findings are consistent with the study conducted by Pavlik (2023), which argues that AI utilization can improve the efficiency of news production and support digital media organizations in processing information data. In practice, the use of AI at kelumajang.com also assists journalists in accelerating the writing and editing processes. However, this study reveals a distinct finding in that the implementation of AI within local online media such as kelumajang.com remains limited to functioning as a supporting tool for news production rather than fully replacing the role of human journalists. This condition demonstrates that local media organizations continue to maintain manual verification processes in order to preserve information quality and accuracy. At this media portal, AI is also utilized to support digital content optimization, such as adjusting news headlines to attract readers' attention and align with digital media algorithms.

The Transformation of Digital Journalism Practices at kelumajang.com

The use of AI in journalistic work processes reflects the transformation of journalistic practices within the kelumajang.com media portal. Journalists are no longer solely responsible for gathering and writing news, but are also required to understand the application of digital technology in information production processes. This transformation is evident in editorial work patterns that increasingly rely on digital technology to accelerate news production and distribution. The presence of AI has made journalistic work processes more flexible and efficient, particularly in responding to the demands for rapid information dissemination in online media environments.

Based on interview results, journalists at kelumajang.com stated that AI assists them in finding information references and structuring news content more efficiently. Nevertheless, journalists continue to play a primary role in determining newsworthiness, conducting data verification, and maintaining information accuracy prior to publication. This transformation demonstrates that the advancement of digital technology has influenced the work culture of modern journalism, particularly within local online media organizations that must compete within the fast-paced flow of digital information.

The findings support the research conducted by Westlund (2023), which explains that digital technological developments have transformed the work culture of modern journalism. Journalists are no longer expected merely to function as news writers, but are also required to understand digital technologies within information production processes. At kelumajang.com, this transformation is reflected in editorial work patterns that increasingly utilize AI for generating news ideas, structuring articles, and analyzing digital information trends. However, this study found that local journalists continue to maintain a dominant role in determining news value and conducting information verification processes. This finding constitutes one of the primary contributions of this study, as it demonstrates how local online media organizations adapt to AI development without eliminating the fundamental function of journalism as a process of information verification.

Positive Impacts of AI Utilization in Journalistic Practices

The findings reveal several positive impacts of AI utilization on journalistic practices at kelumajang.com. First, AI contributes to improving the efficiency of news production because the initial writing and editing processes can be conducted more rapidly. Second, the implementation of AI assists editorial teams in adapting news content to the needs of digital audiences. AI technology facilitates the analysis of information trends and helps media organizations identify topics that attract significant public interest. Third, AI supports journalists in searching for references and supporting data for news reports, thereby making the information production process more effective. The presence of AI also helps local online media platforms such as kelumajang.com remain competitive within the increasingly dynamic digital media industry.

Negative Impacts of AI Utilization in Journalistic Practices

In addition to its benefits, the implementation of AI also creates several challenges within digital journalistic practices at kelumajang.com. Based on interview findings, excessive reliance on AI is perceived as potentially reducing journalists' creativity and analytical capabilities in producing news content. Furthermore, AI utilization poses risks to information accuracy when AI-generated outputs are not subjected to comprehensive verification processes. Journalists recognize that AI technology is not always capable of fully understanding social contexts and field realities; therefore, human-based information verification remains essential. These findings are also consistent with the research conducted by Matt Carlson (2022), which argues that AI utilization has the potential to create ethical issues in journalism and reduce the quality of news verification when used excessively.

Within the context of this study, journalists at kelumajang.com acknowledged that AI cannot entirely comprehend social contexts and field realities accurately. Therefore, AI implementation continues to require human supervision in order to maintain news quality and uphold journalistic ethical principles. These findings indicate that AI utilization in digital media cannot fully replace the role of human journalists, particularly in the processes of information interpretation and factual verification in the field.

Analysis Based on Technological Determinism Theory

Based on Marshall McLuhan's Technological Determinism Theory, the development of Artificial Intelligence in journalistic practices demonstrates that media technology has the ability to influence communication patterns and the work culture of modern media organizations. The presence of AI at kelumajang.com proves that technology does not merely function as a technical supporting tool, but also transforms the ways journalists work and produce information. McLuhan's concept of "the medium is the message" explains that the development of media technology influences the forms of communication produced. In the context of this study, the implementation of AI has transformed digital journalistic practices into processes that are faster, more efficient, and increasingly dependent on digital technology. The use of AI at kelumajang.com demonstrates a shift in journalistic work patterns from conventional systems toward digitally automated systems. Nevertheless, the findings also indicate that human roles remain essential in maintaining the accuracy, ethics, and quality of information produced by digital media organizations.

CONCLUSION

Based on the findings of this study, it can be concluded that Artificial Intelligence (AI) plays a significant role in the transformation of digital journalism practices at the *kelumajang.com* media portal. The implementation of AI assists journalists in working more rapidly and efficiently while enabling digital media organizations to adapt to the increasing demand for fast information distribution.

The utilization of AI also reflects a transformation in the journalistic work culture within local online media. Journalists are no longer required solely to possess news writing skills, but are also expected to understand the application of digital technologies in information production processes. Nevertheless, the findings demonstrate that the role of human journalists remains fundamental in fact verification, determining newsworthiness, and maintaining journalistic ethics.

In addition to generating positive impacts such as improved work efficiency and optimized news production, the implementation of AI also creates several challenges, including the risk of disseminating inaccurate information, the potential decline of journalists' creativity, and ethical concerns related to the use of media automation technologies. Therefore, the application of AI in digital journalism practices must continue to involve human supervision and verification in order to maintain the quality and credibility of information.

From the perspective of Marshall McLuhan's Technological Determinism Theory, the development of AI demonstrates that media technology has the capacity to influence communication patterns, media work culture, and modern journalistic practices. However, this study also indicates that AI technology continues to function primarily as a supporting tool in journalistic practices and has not fully replaced the role of human journalists in the news

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