

# **PERSEPSI JURNALIS TERHADAP PERKEMBANGAN *ARTIFICIAL INTELLIGENCE* (AI) DI INEWS TV JAKARTA**

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## **ABSTRAK**

Tujuan penelitian adalah untuk mengetahui persepsi jurnalis terhadap perkembangan *Artificial Intelligence* (AI) di dunia *broadcasting* (iNews TV Jakarta). Penelitian ini tergolong penelitian deskriptif kualitatif. Subjek penelitian adalah tiga jurnalis iNews TV, sedangkan objek penelitian adalah persepsi jurnalis terhadap perkembangan *Artificial Intelligence* (AI). Teknik pengumpulan data menggunakan teknik observasi, wawancara, dan dokumentasi. Teknik analisis data meliputi pengumpulan data (*data collection*), reduksi data (*data reduction*), penyajian data (*data display*), dan penarikan simpulan (*conclusion/verifying*). Hasil penelitian menunjukkan bahwa perkembangan *Artificial Intelligence* (AI) telah memberikan dampak besar dalam dunia jurnalisme, termasuk di iNews TV Jakarta, yang mulai mengintegrasikan AI dalam operasionalnya. Pada aspek kognisi, pemahaman jurnalis tentang AI bervariasi, dengan sebagian besar memahami penerapannya, sementara lainnya hanya memiliki pengetahuan dasar. Mereka berharap AI dapat meningkatkan efisiensi dan kualitas berita, meski ada kekhawatiran akan berkurangnya kreativitas. Pada aspek afeksi, jurnalis merasakan manfaat positif dalam hal efisiensi dan kreativitas, namun ada pula kecemasan tentang pengurangan kedalaman jurnalisme dan ancaman penggantian peran dalam tugas rutin. Pada aspek konasi, motivasi dan sikap jurnalis dipengaruhi oleh manfaat yang dirasakan, seperti peningkatan produktivitas dan efisiensi, serta tantangan baru dalam beradaptasi dengan perubahan cara kerja AI.

**Kata kunci:** Persepsi, Jurnalis, *Artificial Intelligence*

# ***JOURNALISTS' PERCEPTION TOWARDS THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE (AI) AT INEWS TV JAKARTA***

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## ***ABSTRACT***

*The purpose of this study was to determine journalists' perceptions of the development of Artificial Intelligence (AI) in the broadcasting world (iNews TV Jakarta). This study is classified as a qualitative descriptive study. The subjects of the study were three iNews TV journalists, while the object of the study was journalists' perceptions of the development of Artificial Intelligence (AI). Data collection techniques used observation, interviews, and documentation techniques. Data analysis techniques include data collection, data reduction, data display, and conclusion/finding. The results of the study show that the development of Artificial Intelligence (AI) has had a major impact on the world of journalism, including at iNews TV Jakarta, which has begun to integrate AI into its operations. In terms of cognition, journalists' understanding of AI varies, with most understanding its application, while others only have basic knowledge. They hope that AI can improve the efficiency and quality of news, although there are concerns about reduced creativity. In terms of affect, journalists feel positive benefits in terms of efficiency and creativity, but there is also anxiety about the reduction in the depth of journalism and the threat of replacement of roles in routine tasks. In the conation aspect, journalists' motivation and attitudes are influenced by perceived benefits, such as increased productivity and efficiency, as well as new challenges in adapting to changes in the way AI works.*

***Keywords:*** *Perception, Journalists, Artificial Intelligence*