Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

Artificial intelligence in Indonesia's digital journalism ecosystem: Analysis of the circuit of culture at IDN Times

Tri Suharman[1*], Rizki Briandana[1], Afdal Makkuraga Putra[1]

[1]Postgraduate Program of Communication Science, Faculty of Communication, Universitas Mercu Buana, Jl. Raya Meruya Selatan No. 01, Kembangan, Jakarta, Indonesia

[*]Email: trisuharman@gmail.com

Received: March 8, 2026; Revision: September 04, 2026; Acceptance: September 23, 2026

ABSTRACT

This study analyzes how artificial intelligence (AI) is integrated into the digital journalism ecosystem in Indonesia through a case study of the media outlet IDN Times. It offers a fresh perspective by moving beyond the common view of AI as a technological threat to journalistic practice; instead, it explores how postmodern values are implemented within a media organization born in the digital era one that integrates AI as a core component of its organizational identity and culture. Employing a single qualitative case study approach, the research utilizes the "Circuit of Culture" framework to analyze five interconnected stages: identity, production, representation, consumption, and regulation. Data collection involved in-depth interviews with various stakeholders including editorial management, field reporters, AI experts, and Generation Z readers complemented by an analysis of AI-generated features. The findings reveal a dynamic cultural negotiation within this ecosystem, where the organization's identity as a "Tech-Media" entity directly drives the creation of a hybrid production architecture. To meet readers' demand for pragmatic information consumption, the system deliberately presents simplified news representations. The results indicate that while readers appreciate this efficiency as a service feature, they still insist on the credibility of human-led journalism. Consequently, the editorial team works to mitigate algorithmic bias and the erosion of journalistic skills through internal control mechanisms, specifically Standard Operating Procedures (SOPs) that enforce editorial veto power. The study concludes that the interaction of these five stages forms a model demonstrating that digital newsrooms can balance technological efficiency with rigorous editorial control to uphold the integrity of human journalism.

Keywords: *Artificial Intelligence, Digital Journalism, Media Ecosystem, Newsroom, Circuit of Culture, Human-in-the-loop*

INTRODUCTION

Since the launch of the generative artificial intelligence service Chat GPT by an American technology company on November 30, 2022, global attention to this technological leap has expanded rapidly, including within the mass media industry. In a recent survey by the Reuters Institute for the Study of Journalism of 326 media leaders in 51 countries in 2025, 87% stated that generative AI has begun to change newsrooms, with 24% feeling that this change is significant, while 63% feel that change is ongoing (Newman & Cherubini, 2025). Generative AI has become the choice of the media industry due to its instant nature in creating news content. Through AI, the media industry can immediately create content using "prompts" without having to go out into the field, although this remains a subject of debate because the involvement of human journalists is crucial for capturing factual details, confirming and verifying circulating information, and avoiding hallucinations, which remain a weakness of current AI. ious AI-based tools such as Gemini, Deepseek, Claude, Capcut, and many others has also made it easier to create content that is not only in written form but also audio-visual. According to the same

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

survey, 96% of the media industry said that

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

back-end automation, such as tagging, transcription, and automatic editing, will be their top priority (Newman & Cherubini, 2025).

The presence of generative AI in the media industry in Indonesia was first introduced by the news portal Beritagar.id (now Lokadata.id) called "Robotorial" in 2018 (Amran & Irwansyah, 2018). The use of AI continues to grow with the emergence of generative AI tools after ChatGPT in 2022 on a number of news portals in Indonesia, such as Kompas.com, which has incorporated AI tools into their content management system (CMS) to facilitate news searches and tidy up writing (Rahmat et al., 2025). Despite its convenience, AI integration raises ethical dilemmas regarding fundamental journalistic principles such as truth, transparency, and accountability. This issue is exacerbated by the trend of media content production that relies entirely on AI without the involvement of journalists in the field verification process or interviews with sources, particularly in tutorial or tip-based articles (Suharman, 2025). A serious threat arises from the phenomenon of “AI hallucinations”; according to a News Guard report, dozens of websites have been identified that generate hundreds of automated articles daily, leading to the massive spread of misinformation (McKenzie & Lorenzo, 2023). In addition, deepfake technology adds to the risk of manipulating public opinion, which ultimately erodes the credibility and trust of the public in the media industry.

Previous research has also extensively discussed the benefits of using AI to accelerate the news production process, but a number of studies have highlighted concerns about the negative impacts of AI in newsrooms. For example, a study by M. Aswini Kumar and N. Ashfaq (2025) revealed survey results regarding the challenges of misinformation risks in AI use, which reached 60%, job insecurity at 54.6%, and algorithmic bias (50%) (Kumar & Ashfaq, 2025). Meanwhile, a study by Alem Febri Sonni et al (2024) noted that the adoption of AI raises concerns about the loss of journalistic nuance, as well as ethical challenges related to transparency, privacy, and accountability (Sonni et al., 2024). Another study by Charlie Beckett and Mira Yaseen (2023) notes that the innovations brought by AI raise profound ethical questions regarding truth, transparency, accountability, and public trust (Beckett & Yaseen, 2023). In light of these threats and concerns, Samson Olufemi Olanipekun & Oluwasegun Olakoyenikan (2022) argue in their study that it is necessary to minimize the risks of misinformation and accountability crises through transparent labeling and human oversight (human-in-the-loop) to maintain journalistic credibility (Olanipekun & Olakoyenikan, 2022). Nevertheless, several other studies indicate that the adoption of AI in newsrooms is largely driven by economic motives and audience personalization. In their study, Calvo-Rubio & Ufarte-Ruiz (2021) identified that the media industry integrates AI not only for journalistic experimentation but also as a strategic necessity for automated distribution and content personalization to maintain engagement (Calvo Rubio & Ufarte Ruiz, 2021). In the context of Indonesia’s media industry, this economic drive often leads to production pragmatism, as evidenced by Prasetya Utomo’s (2023) findings on journalism practices in Indonesia shifting toward clickbait journalism, where the production of short news pieces has become the benchmark for meeting search engine optimization (SEO) requirements (Utomo, 2023). This production pragmatism, driven by digital metrics, ultimately impacts a shift in the ontological identity of journalists. To bridge the demands of algorithmic technical requirements and editorial integrity, a study by Belair-Gagnon (2023) highlights the emergence of hybrid roles such as product managers in modern newsrooms, who serve to bridge the gap between editorial and technical teams—a development that marks the evolution of media identity from mere information gatekeepers (gatekeepers) to an entity centered

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

on technological innovation positioned as the organization's core value (Bélair-Gagnon & Deuze, 2025).

Based on the literature review above, there is an analytical stagnation in current studies of digital journalism that now utilizes AI in news production. This stagnation is evident in the fact that most studies remain trapped in a perspective on AI adoption that foc uses on resistance and threats to AI-generated journalistic products and the journalism profession, as well as on the dichotomy of economic pragmatism (Briandana et al., 2020; Rahmadani et al., 2024). A critical review of this literature reveals a significant research gap: there are still very few studies exploring how digital-native media outlets actually transcend this dichotomy by embracing AI as a source of pride and a core part of their organizational identity within a cohesive "Circuit of Culture". To explore this novelty, this study will focus on IDN Times, an online media outlet that targets young people in presenting its news (Laili Salsabill, 2022). IDN Times has also received various awards related to the use of AI in its newsroom, such as the award for "Best Use of AI in Revenue Strategy" at the WAN-IFRA Digital Media Asia Awards on April 4, 2024, at Sofitel Kuala Lumpur Damansara, Kuala Lumpur. Through the "Intinya Sih..." feature, IDN Times strives to capture the preferences of Millennials and Gen Z for AI-powered content that is concise and easy to digest (Hotnauli, 2024).Thus, the research question in this study is: How does IDN Times negotiate the meaning and practice of AI usage amid the demands of the digital industry without compromising its journalistic integrity? The research objective is to analyze the cultural circularity (production-consumption-regulation) of AI technology within the IDN Times ecosystem.

METHOD

This study employs a constructivist paradigm that seeks to understand and explain meaningful social actions by assuming that reality is a human construction or creation (Newman & Cherubini, 2025). In the context of AI use in mass media such as IDNTimes, constructivism emphasizes that the existence of AI accelerates the process of media reality in selecting and highlighting facts through the automation of news content. The method used in this study is a single-case study, which involves using a single case to describe an issue or problem, in this instance IDNTimes, a unique phenomenon in the Indonesian media landscape: a digital-native entity that integrates journalism, technology, and community platforms (super-apps) into a single online media ecosystem (Rochmanudin Wijaya, 2024). In this case, the researcher collected detailed and in-depth information using various data collection procedures over a certain period (John W. Creswell, 2015).

The analytical framework used is the Circuit of Culture developed by Paul Du Gay and Stuart Hall (1997) to comprehensively trace the formation of cultural meaning through five mutually influencing elements, namely: Representation (the encoding of meaning), Identity (the formation of individual/group character), Production (the creative process), Consumption (reception by the audience), and Regulation (the rules that govern it).(Junifer, 2016).

Data collection was conducted through in-depth interviews (purposive sampling) to map the five elements of the Circuit of Culture, which were divided into groups of informants comprising two poles: "Journalism Logic" and "Technology Logic." First, the Logic of Journalism pole was represented by UK (Deputy Editor-in-Chief) for the Identity and Production aspects, DA (Editor) for Regulation, and MI (Journalist)

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

regarding the impact of AI on operational routines. Second, the "Technology Logic" pole was analyzed in collaboration with WG (an AI researcher at ITB) to explore the elements of Representation and Production, including the technical architecture of the CMS and bias mitigation. Finally, the element of Consumption was examined through interviews with three Generation Z reader representatives: AL (23), FDS (25), and JSG (25).

Data analysis was conducted using a deductive thematic analysis method (Najmah, et al, 2023), based on the Circuit of Culture framework. The stages included: familiarization with the raw data (interview transcripts and documents); the identification of themes based on the five elements of the circuit (Identity, Production, Representation, Consumption, and Regulation), coding the data into these themes, and concluding with a reliability check through source triangulation by verifying the findings based on the strategic perspectives of the informants in this study, as well as through analysis of documents and screenshots of news articles summarized by AI.

RESULTS AND DISCUSSION

To explore this research further, here is an in-depth analysis using the five elements of the Circuit of Culture based on in-depth interviews with the IDNTimes editorial team, which shows that the adoption of AI at IDN Times is not merely a reactive response to trends but a systematic strategy integrated into the CMS. Here is the in-depth analysis:

Identity – Affirming the "Tech-Media" DNA

Since its inception on June 8, 2014, IDN Times has positioned itself as a tech company engaged in media, not conventionally "forced" to use technology due to the demands of the times. This is confirmed by the finding that they have had a Robot Division since 2018, long before the ChatGPT hype emerged in 2022.

The Deputy Editor-in-Chief of IDN Times UK emphasized that IDN takes pride in this innovative identity. The same goes for innovations in AI, which have been extremely helpful in producing news coverage. The use of AI is not something to be hidden, but rather showcased as a competitive advantage that continues to be developed to this day.

> "IDN Times has actually had a Robotics Division since 2018... used to produce routine articles based on numerical data such as weather reports and match scores," said UK.

AI expert WG believes that media outlets using AI represent an appropriate evolutionary response at this time. It is not viewed as a threat because jobs that require creativity and strategic decision-making cannot be taken over by machines. Therefore, the correct paradigm is that journalists, or humans, will not be replaced by AI, but rather by other humans who possess the ability to use AI. However, if a job requires creativity and decision-making, humans remain irreplaceable.

> "In conclusion, humans will not be replaced by AI; rather, humans will be replaced by other humans who can use AI," said WG

WG's point was confirmed by the confident stance of IDN Times reporter MI in response to the existential anxiety among journalists regarding the presence of AI in

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

their newsrooms. MI views AI as an opportunity to be harnessed, not a threat. He also highlighted one ontological advantage of human journalists: "taste." According to MI, robot-generated writing will never be able to match the "taste" of human journalists in genres like features or long-form journalism.

> "Personally, I'm just being pragmatic… Is AI a threat? Well, not really, because it can be put to good use. No matter what, human journalists will have a different 'taste', a distinct feel, between human writing and robot-generated writing; it's very different. Especially in news genres like 'features' or 'long-form journalism,' it seems AI can't replace that," said MI.

Reporter MI's optimistic view, that AI is not a threat but rather a tool that should be harnessed, as well as AI expert WG's statement that humans will not be replaced by machines, but rather by humans who are capable of utilizing machines, show a significant contrast with a study conducted by Kumar & Ashfaq (2025), which has already been discussed in the previous literature. The study found that 54.6% of journalists worldwide experience job insecurity due to concerns that their roles will be partially replaced by automation, as well as a skills mismatch amid rapid technological advancements (Kumar & Ashfaq, 2025).

IDN Times' use of AI doesn't stop at article production; it has also expanded to include chat-based interactions. UK highlighted the potential for developing a "Data Chatbot," where readers can "ask questions directly to a chatbot connected to the media's big data" instead of conducting manual searches. This reinforces IDN Times' image as an innovation pioneer in the eyes of its audience and investors.

Thus, IDN Times' position as a technology company in the field of AI, exploring the role of AI within its newsroom, shows that IDN Times identifies itself as "The Media of the Future" with a tech-driven DNA (Tech-Media). Consequently, it logically manifests this identity throughout its entire news production system. It is this hybrid identity that means IDN Times' newsroom is no longer structured like a conventional media outlet, but has become a hybrid production architecture (Integrated Hybrid System) where machines (APIs/CMS) and humans (journalists) work side by side.

Production – Hybridity and an AI Feature Called "Intinya Sih"

In terms of production, IDN Times implements an Integrated Hybrid system. This system is built on the interaction between traditional and new media logic. IDN Times editors revealed that AI features are already embedded in their work ecosystem, which is called "Intinya Sih." The Deputy Editor-in-Chief of IDN Times UK explained that this generative AI engine, called "Intinya sih," is designed to summarize news articles as they are published on the IDN Times website. The summary, which contains the key points of the news story, appears at the beginning of the article, making it easier for readers who prefer quick information, such as those from Generation Z, to grasp the gist of the news article before reading it in its entirety.

"This AI feature called 'Intinya Sih' is designed to summarize news articles that have already undergone the editorial review process," said UK.

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

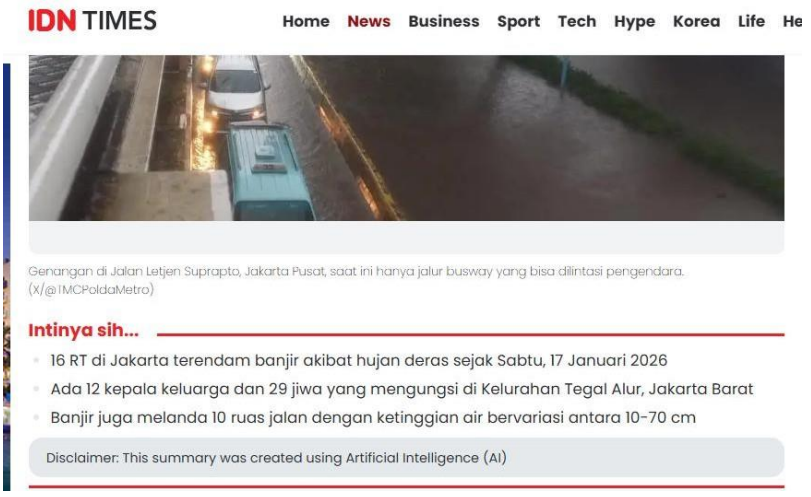


Figure 1. Screenshot of IDN Times' AI content "Intinya Sih"

UK explained that the AI system named “Intinya Sih” is directly integrated into IDN Times’ Content Management System (CMS), enabling the news summarization process to occur automatically and streamlining news production in the newsroom.

> “The workflow is as follows: after a reporter submits an article to the CMS, the editor edits the story and then clicks the ‘Intinya Sih’ button to generate a summary consisting of the key points of the article,” UK explained.

AI expert WG believes that a media outlet integrating its CMS with AI is well-positioned to handle today’s fast-paced information landscape. This step will significantly boost time efficiency in news production, transforming tasks that used to take hours into a matter of minutes. According to WG, AI is highly reliable at taking over technical, clerical, routine, and administrative tasks, such as taking meeting minutes or processing initial drafts of news articles.

> “In general, AI greatly improves efficiency. Tasks that usually take several hours can now be completed in just a few minutes. The main requirement is that we must understand the field we’re working in,” explained WG.

However, IDN Times does not simply use this time-saving advantage haphazardly to mass-produce news. According to the Deputy Editor-in-Chief of IDN Times UK, the news production process is not entirely handed over to machines. There are strict protocols in place ensuring that raw data still comes from journalists’ reports generated through field coverage.

> "This system only crawls articles within IDN Times' internal system. Data is sourced from reporters' field reports," explained UK.

IDN Times editor DA explained the technicalities within the CMS: "After the editing process is complete, it will be entered into the 'Intinya Sih' column that is connected to the CMS... automatically, the article will take the form of a pointer."

This shows that AI at IDN Times functions as a post-production accelerator, not a machine that replaces reporters. IDN Times reporter MI confirmed this, stating that the

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

"Intinya Sih" AI feature in the CMS acts purely as a post-production accelerator. He also emphasized that this tool does not alter the basic rhythm of reporting, as journalists still have to manually write the rough draft first.

> "The 'Intinya Sih' feature is already programmed into the CMS, so with just one click, it immediately summarizes the news stories that journalists have written. It doesn't change the workflow at all; in fact, it makes things easier because previously, those news summaries were created manually," MI explained.

The explanations provided by editorial leaders, editors, reporters, and AI experts above illustrate the hybrid production architecture of a media outlet that is transforming to keep pace with the times in the digital era, particularly in terms of leveraging AI to boost productivity in the newsroom. These explanations are a tangible manifestation of the ontological shift in journalism highlighted by Bélair-Gagnon & Deuze (2025) in the research discussed in the preceding literature, in which news organizations must adapt to changes in society, technology, and the power of platforms—changes that place technological innovation at the core of the newsroom ecosystem (Bélair-Gagnon & Deuze, 2025).

In addition to the AI named "Intinya Sih," IDN Times also has a Robotics Division, which retrieves data via an API (Application Programming Interface) in collaboration with third parties (Prosa.ai or IDX) to generate regular articles based on quantitative data such as weather reports, soccer scores, and the Composite Stock Price Index (IHSG). By using this API, IDN Times can access and utilize the database system and facilitate communication between systems even though they are on different platforms from Prosi.ai.

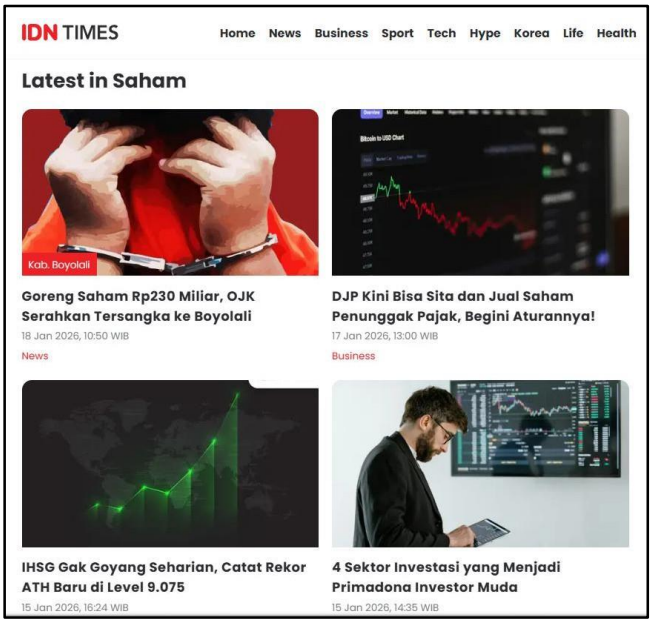


Figure 2. Screenshot of IDN Times stock news

Representation – Simplification and Algorithm Bias

The hybrid production model, via the "Intinya Sih" feature in the CMS, which was discussed during the production phase, directly dictates how IDN Times presents news to the public. This representational element focuses on how AI is transforming the "face"

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

of news in the media industry, shifting away from the long-winded narratives that have long been a hallmark of traditional media toward concise key points delivered through the "Intinya sih" feature, which readers can enjoy right from the start of a news piece. The name of this feature itself is intriguing because it uses the slang phrase "Intinya sih," which represents the pop and casual writing style characteristic of IDN Times, which targets Generation Z and millennial audiences.

UK acknowledged that early in the implementation of the "Intinya Sih" feature, findings emerged indicating a battle over the representation of meaning in news stories related to legal cases. For example, when reporting on a suspect, UK discovered that the AI made the assumption that a suspect is automatically detained. In reality, however, suspects do not always end up in custody. This led UK to highlight the serious risks involved if AI-generated interpretations are accepted at face value without human oversight.

> "AI often assumes that if someone is a suspect, they are automatically detained. However, in reality, this is not necessarily the case," emphasized UK.

UK acknowledged that the "Suspect vs. Detained" case had occurred in the Intinya Sih summary on IDN Times, prompting editors to revise it before publication to avoid errors. This proves that AI representations in news reporting tend to oversimplify complex legal realities. This empirically supports the findings in the study by Sonni et al. (2024) regarding high concerns over the loss of journalistic nuance due to automation in mass media newsrooms (Sonni et al., 2024). This also serves as a warning that unreliable AI outputs may be factually inaccurate and can lead to "AI hallucinations," such as the findings by News Guard regarding dozens of websites mentioned in the introduction to this study (McKenzie & Lorenzo, 2023).

Therefore, the role of editors remains crucial as "supervisors" to "correct" the logic of these representations so that they align with the facts on the ground and the legal context in Indonesia. Editors must review AI-generated summaries to mitigate AI bias risks. UK's findings were confirmed by the results of a study conducted by a researcher in the field of Artificial Intelligence (AI) WG, who stated that artificial intelligence systems (machine learning) are trained by companies using historical data and will never achieve 100% accuracy. These past patterns (in the box), which serve as the source of information, make AI prone to hallucinating or drawing questionable conclusions when faced with data or phenomena that have never occurred before.

> "AI can only recognize past patterns and data; it operates 'inside the box' (in the box). If a data point has never existed before—for example, predicting a bankruptcy or a stock market crisis that has never occurred—AI will not be able to predict it accurately," said WG.

However, from the perspective of a reporter in the field, MI said that IDN Times has tried to address the potential for oversimplification in the "Intinya Sih" feature by creating a listicle format for every news story produced by reporters in the field. This format begins with a headline, followed by a subheading, and then the key points to be highlighted in each paragraph of the news story. The listicle then serves as a sort of guideline for the "Intinya Sih" AI system to summarize each news story as it is processed by editors in the IDN Times newsroom.

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

"This feature actually derives from the subtitles or subheadings at IDN Times, which already use the 'listicle' concept in every news story—so there's a headline, a subtitle, point 1, point 2, and point 3. The AI summarizes and provides context for those points," said MI.

To demonstrate whether IDN Times editors' review process of AI-generated articles is effective without introducing algorithmic bias, the author presents four screenshots of the following articles to complement the research:

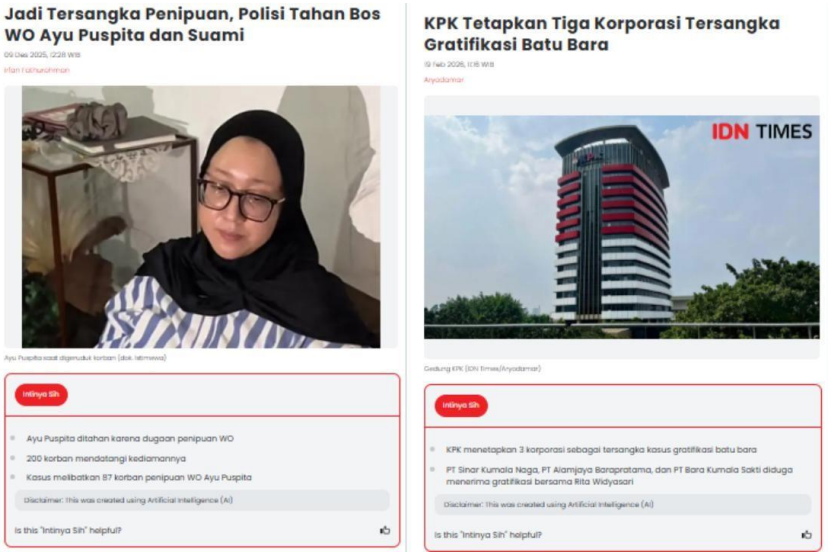
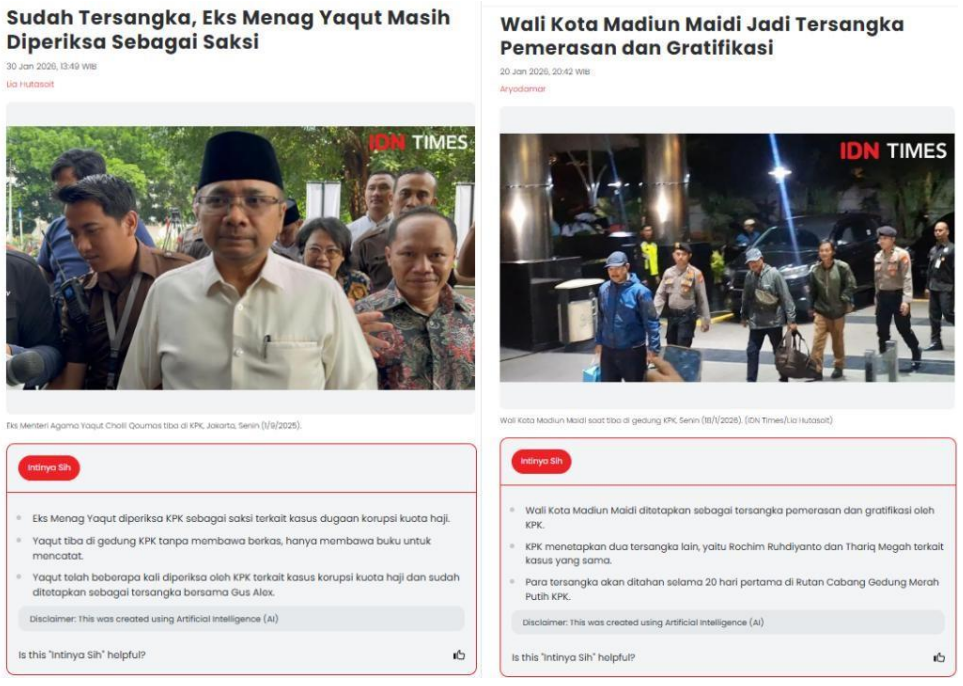


Figure 3. Screenshots of two AI-generated content pieces titled "Intinya Sih" by IDN Times in a news article titled "Suspected of Fraud, Police Detain WO Ayu Puspita Boss and Husband, and KPK Names Three Corporations as Suspects in Coal Gratification Case."



Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

Figure 4. Screenshots of two AI-generated articles titled "The Bottom Line" by IDN Times in the news article titled "Mayor of Madiun Maidi Named Suspect in Extortion and Gratification Case" and "Despite Being a Suspect, Former Minister of Religious Affairs Yaqut Still Being Questioned as a Witness."

The first news article, titled "Suspected of Fraud, Police Detain WO Ayu Puspita Boss and Husband," uploaded on December 9, 2025, on the IDN Times website, reported that the North Jakarta Metro Police had named Ayu Puspita as a suspect in fraud and embezzlement involving a wedding organizer (WO). The mention of 200 people visiting the suspect's house is based on information from the East Jakarta Metro Police Chief, Kombes Pol Alfian Nurrizal. Meanwhile, the number of 87 victims is based on data reported by WO Ayu Puspita to the police. The second news article, titled "KPK Names Three Corporations as Suspects in Coal Gratification Case," was written by IDN Times on February 19, 2026. The summary essentially covers the designation of three corporations as suspects in a coal bribery case, and the identification of the three company names aligns with the news article. Meanwhile, the news article titled "Mayor of Madiun Maidi Named Suspect in Extortion and Gratification Case" published by IDN Times on January 20, 2026, reports on the naming of Maidi, the mayor of Madiun, and two other people as suspects in an extortion and gratification case, who were then detained in connection with the case. Meanwhile, the IDN Times article titled "Already a Suspect, Former Minister of Religious Affairs Yaqut Still Being Investigated as a Witness," published on January 30, 2026, wrote about the naming of the former Indonesian Minister of Religious Affairs and his colleague as suspects. Based on the four articles above, there is consistency with the content of the news, which shows that the AI article review process by IDN Times editors is running well without causing any algorithmic bias.

Consumption – Serving Snackable Readers

The strategy of using the "Intinya Sih" feature is fully driven by IDN Times' understanding of Gen Z's pragmatism. Based on a survey by the IDN Research Institute in the Indonesia GenZ Report Indonesia 2024, it is stated that the 16-26 age group who are pursuing higher education or starting their careers often have limited free time, so they prefer summaries and quick news articles or short content rather than committing to reading books (Heriyanto, 2024); (Sunandar & Briandana, 2024). UK explained that the use of automated summaries in the form of bullet points in the “Intinya Sih” feature is a response to the trend of snackable news consumption (consumed quickly in between activities). Readers don’t need to worry about “who the author is” (human or robot), as long as they get the key information quickly and according to their needs.

> “Instead of readers searching manually, they can simply ask,” said UK regarding IDN Times’ vision for the future.

UK’s statement is supported by the findings of Nugraha, et al (2025) in their study, which states that news content prioritizing utility (practical use), which Generation Z prefers, contains educational and informative elements, is relevant to their lifestyle, and emphasizes personalization. Meanwhile, content that emphasizes speed comes from the latest news sources and is presented concisely so it can be consumed quickly (Reza Nugraha & Suseno, 2025).

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

To empirically test whether this automation aligns with the audience's actual consumption patterns, in-depth interviews were conducted with three Gen Z readers of IDN Times: AL (23 years old, college student), FDS (25 years old, teacher), and JSG (25 years old, private-sector employee). The interview results confirmed management's assumption regarding the audience's pragmatism in consuming news in the media. JSG stated that the AI summary feature directly meets her need for quick information amid her busy routine.

> "I use the 'Intinya Sih' feature quite often, especially when I'm busy… The key points immediately explain the gist of the news, so I don't have to read the entire article to find out what's going on," explained JSG.

Echoing JSG's explanation, AL also uses the "Intinya Sih" feature as a quick alternative when he doesn't have much time to read the full context of a news story.

> "I'm actually the type of person who likes to read the full content of a news story. But when I don't have time to read and still want to catch up, using that AI feature is quite helpful," said AL.

Nevertheless, empirical data from these audience interviews refute the assumption previously put forward by editorial management regarding the claim that readers "don't care who the author is" (human or robot), as long as the key information is conveyed quickly. The interview results actually reveal that Gen Z audiences highly prioritize transparency, journalistic ethics, and human verification processes. FDS emphasized the ontological difference between human and machine writing, noting that humans have a better understanding of ethical concepts and emotional nuance in writing than robots do.

> "For me, it's very important that a news story be written purely by a human journalist because human journalists understand how to write news in accordance with the journalistic code of ethics and infuse their writing with emotional nuance, whereas AI lacks that emotional nuance in writing," said FDS.

JSG echoed this sentiment, noting that while AI can indeed be used as a tool, she places greater trust in the journalistic process carried out by humans. "In my view, it is human journalists who can conduct interviews, fact-check, and understand the context," said JSG.

Furthermore, IDN Times' transparent AI disclaimer actually helps readers like AL set reasonable expectations, by making them aware that "AI's job is only to summarize text already written by journalists, not to create news on its own," said AL.

This situation highlights a fascinating dynamic within the "Circuit of Culture" at IDN Times: there is a specific way in which the audience interprets (decodes) the presence of artificial intelligence when consuming news. This is evident in Gen Z readers' awareness that AI-generated text is not a complete and independent journalistic work, but rather explicitly just a Service Feature within the media. AL describes AI summaries simply as "a bridge between in-depth news and the needs of readers who want quick information," while FDS views them purely as a curation tool to filter which articles are worth reading in full. Ultimately, as JSG concluded, "journalistic work remains in the main articles created and verified by journalists, while

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

AI helps make the reading experience more practical." Thus, consumers accept this simplification because it aligns with their fast-paced lifestyles, yet they firmly establish a cultural boundary: the utility of technology can never replace the credibility of human journalism.

Regulation – Anti-Laziness SOP

To maintain a balance between production speed and ethical integrity, IDN Times implements strict internal regulations in operating artificial intelligence in its journalistic work. This is because management is aware of the risk of journalists' skills degrading due to dependence on AI.

UK emphasized the existence of SOPs (Standard Operating Procedures) that have been in effect since early 2022 to prevent "intellectual laziness" due to the influence of AI in the newsroom:

> "One of the biggest concerns is the emergence of 'laziness' among journalists... It is prohibited to publish articles that are 100% pure AI," said UK.

Technically, IDN Times editor DA added that this rule translates into strict visual verification requirements within the CMS:

> "Editors are required to thoroughly check the pointers generated by AI through the CMS before publication," said DA.

In the field, IDN Times' internal SOP is considered quite helpful for reporters in determining the limits of AI use. MI said that IDN Times' SOP has successfully fostered an editorial culture in which AI is appropriately positioned solely as a "tool," not as a replacement for journalists. On the other hand, reporters in the field do not feel burdened by restrictions on AI use because, in practice, journalists still rely heavily on purely human writing skills.

> "AI is just a tool… In my opinion, it's not a burden because there's still a lot that relies on pure human writing. For example, some collaborative news content between regions is, on average, purely human-written and stitched together by a single editor to become a comprehensive news story. I see that as still purely human," explained MI.

This regulation confirms that IDN Times places AI below humans in the hierarchy. AI can work quickly, but humans (editors) have full authority (veto) to cancel or revise the machine's work to maintain accuracy. A study by Olanipekun & Olakoyenikan (2022) notes that the implementation of the "human-in-the-loop" concept is considered crucial as the cornerstone of responsible journalism in the AI era, as it serves as the primary safeguard against the risks of fact hallucination and a lack of contextual understanding, empathy, and cultural nuance, qualities unique to human journalists (Olanipekun & Olakoyenikan, 2022). Thus, strict regulations ensure that the quality of AI reporting is maintained.

On the other hand, this SOP is specifically designed to help curb the speed at which machines produce news, as explained in the Production stage. This prevents the occurrence of fatal biases described in the Representation stage (such as the "Suspect

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

vs. Detained" case). It also helps preserve IDN Times' identity so that it does not lose its journalistic integrity, even while targeting the fast-paced Gen Z audience.

AI expert WG notes that while ethical guidelines (SOPs), the ITE Law, and copyright regulations are indeed important for managing AI in news production, the greatest threat actually stems from the practice of mindlessly copying and pasting AI-generated content without any editorial review whatsoever. Consequently, absolute reliance on AI without engaging in critical thinking will actually diminish the intellectual capacity of its users.

THEORETICAL IMPLICATION

This study will provide important theoretical insights for the fields of communication studies, journalism, and the ethics of artificial intelligence (AI) in the digital-native mass media industry, and will fill a gap in the literature by comprehensively analyzing the challenges of applying AI to the evolving field of journalism, particularly in the context of mass media in Indonesia.

CONCLUSION

This study concludes that the use of Artificial Intelligence (AI) at IDN Times is not merely a technological implementation but a dynamic and ongoing cycle of cultural negotiation. As a "Tech-Media" organization with a digital-native character, IDN Times drives a transformation in its production processes, resulting in a hybrid (human-in-the-loop) architecture integrated into its Content Management System (CMS). To meet the demands of Generation Z an audience accustomed to seeking information that is pragmatic, rapid, and easily digestible the IDN Times system constructs news representations as concise, AI-generated bullet points. However, to ensure these representations do not lead to algorithmic bias or "AI hallucinations," the entire process is governed by internal regulations (SOPs) that mandate editorial veto power and strictly prohibit the publication of content created 100% by AI; this effectively serves as a safeguard against the risk of journalistic complacency. Ultimately, the comprehensive interaction of these five cultural moments gives rise to "Curated Acceleration" a model demonstrating how a media ecosystem successfully balances technological speed and efficiency with rigorous editorial control to preserve human journalistic integrity. This yields high-quality information for the public amidst the widespread adoption of AI in journalism a field currently grappling with trust issues stemming from bias and "information hallucinations."

REFERENCES

Amran, S. O., & Irwansyah, N. (2018). Jurnalisme Robot dalam Media Daring Beritagar.id (Robot Journalism in Online Media: Beritagar.id). JURNAL IPTEKKOM : Jurnal Ilmu Pengetahuan & Teknologi Informasi, 20(2), 169. https://doi.org/10.33164/iptekkom.20.2.2018.169-182

Beckett, C., & Yaseen, M. (2023). Generating Change A global survey of what news organisations are doing with AI. Polis Journalism.

Briandana, R., Pribadi, E., & Balaya, S. (2020). Mapping the Convergence Trends of Television Broadcasting Media in Indonesia. Bricolage : Jurnal Magister Ilmu Komunikasi, 6(02), 147. https://doi.org/10.30813/bricolage.v6i02.2120

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

Calvo Rubio, L. M., & Ufarte Ruiz, M. J. (2021). Artificial intelligence and journalism: Systematic review of scientific production in web of science and scopus (2008-2019). Communication and Society, 34(2), 159–176. https://doi.org/10.15581/003.34.2.159-176

Heriyanto, E. a. (2024). Indonesia Gen Z. In IDN Research Institute. https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf

Hotnauli, F. G. (2024). IDN Times Raih Penghargaan Best Use of AI in Revenue Strategy dalam ajang WAN-IFRA Digital Media Asia Awards 2024. IDN Timess. https://www.idn.media/news/336/idn-times-raih-penghargaan-best-use-of-ai-in-revenue-strategy-dalam-ajang-wan-ifra-digital-media-asia-awards-2024

John W. Creswell. (2015). Penelitian kulitatif dan desain riset: memilih di antara lima pendekatan. Pustaka Belajar.

Junifer, C. (2016). Brightspot Market sebagai Representasi Identitas “Cool” Kaum Muda Jakarta. MASYARAKAT: Jurnal Sosiologi, 21(1), 109–131. https://doi.org/10.7454/mjs.v21i1.4637

Kumar, M. A., & Ashfaq, N. (2025). AI for Content Creation : Impact on Media and Journalism. 12(11).

Laili Salsabill, T. Y. B. P. A. (2022). Pengaruh Judul Clickbait Pada Media Online IDN TimesTerhadap Tingkat Kepercayaan Gen Z di Kabupaten Gresik. Journal Pekommas, 4(1), 1.

McKenzie, S., & Lorenzo, A. (2023). Rise of the Newsbots: AI-Generated News Websites Proliferating Online. NewsGuard. https://www.newsguardtech.com/special-reports/newsbots-ai-generated-news-websites-proliferating/

Muhammad Reza Nugraha, Novie Susanti Suseno, R. U. D. S. Y. (2025). Pola Konsumsi Berita dan Tingkat Literasi Media Pada Generasi Z di Kota Garut. Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi, 3(Vol. 10 No. 3 (2025): EDISI JULI). https://doi.org/https://doi.org/10.52423/jikuho.v10i3.1694

Najmah, Namirah Adelliani, Citra Afny Sucirahayu, A. R. Z. (2023). Analisis Tematik pada Penelitian Kualitatif (Yuli Setyaningsih, Ed.). Penerbit Salemba Medika.

Newman, N., & Cherubini, F. (2025). Digital News Project 2025: Journalism and Technology Trends and Prediction 2025. Nan, nan(nan), 1–47. https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2025-01/Trends_and_Predictions_2025.pdf

Olanipekun, S. O., & Olakoyenikan, O. (2022). Ethical implications of generative AI in journalism : Balancing innovation , truth , and public communication trust.

Rahmadani, R., Briandana, R., Marta, R. F., & Sofian, M. R. (2024). News Convergence Strategy For Human Resources Effectiveness: A Media Group Network Case Study. Nyimak Journal of Communication, 8(1), 37–57.

Rahmat, F. N., Suharman, T., & Gasa, F. M. (2025). Komunika: Jurnal Ilmu Komunikasi Kolaborasi Jurnalisme dan Artificial Intelligence di Indonesia. Komunika: Jurnal Ilmu Komunikasi, 12(1), 20–28. https://doi.org/10.22236/komunika.v12i1.17942

Rochmanudin Wijaya. (2024). Satu Dekade, IDN Bertransformasi Menjadi Consumer Tech Platform. IDN Timess. https://www.idntimes.com/business/economy/satu-dekade-idn-bertransformasi-menjadi-consumer-tech-platform-00-7lwyz-w3zvsx

Sonni, A. F., Hafied, H., & Irwanto, I. (2024). Digital Newsroom Transformation : A Systematic Review of the Impact of Artificial Intelligence on Journalistic Practices , News Narratives , and Ethical Challenges. Journalism and Media, 5, 1554–1570.

Suharman, T. (2025). Menguji Kejujuran Industri Media di Tahun “Jurnalisme AI. Medcom.Id. https://www.medcom.id/pilar/kolom/4baOP0rK-menguji-kejujuran-industri-media-di-tahun-jurnalisme-ai-2025

Sunandar, A., & Briandana, R. (2024). Media Conglomeration and Worker Commodification: Analyzing the Political Economy of Media Spatialization in Indonesia. Social & Economic Bulletin (SEBI), 1(3), 208–222.

Versi Online: http://journal.ubm.ac.id/
Hasil Penelitian

Bricolage ; Jurnal Magister Ilmu Komunikasi
Vol.12 (No. 2) : 559 - 573 Th. 2026
p-ISSN: 2502-0935
e-ISSN: 2615-6423

Utomo, W. P. (2023). Disrupsi, Inovasi, dan Kompetisi: Jurnalisme di Era Transformasi Digital. (P.S. Winanty & W.Mas'udi, Ed.; pp. 105–118). UGM Press.

Valérie Bélair-Gagnon, A. E. H., & Mark Deuze, and C. M. (2025). Happiness in Journalism. 6(0), 167–186.