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### Digital Culture and Artificial Intelligence on Changing Journalism Practices

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#### Abstract

Journalism has undergone major changes as a result of digital culture. Technologies such as artificial intelligence, virtual reality, and augmented reality are changing the way journalists work, and the speed and timeliness of information delivery is a concern. Digital journalism emphasizes interaction with the audience and speed. Audiences have the opportunity to participate and comment.

AI helps journalists verify content, ensure production runs well, and ensure that the audience is engaged. Journalists face issues such as decreased revenue, audience fragmentation, and information credibility. However, digital culture is changing journalism significantly, causing many challenges and opportunities for journalists to stay relevant and maintain public trust.

**Keywords:** Digital, Journalism, Media, Culture, AI

#### Introduction

Digital culture encompasses a wide range of interactions between technology and society, not just the creation, creativity and thinking of people on the Internet. The interaction between technocracy and humanism leads to the evolution of digital culture. Digital and non-digital cultural components influence each other in terms of ideology, genetics, and behavior (Chernavin & Barinova, 2023) <sup>[14]</sup>. In policymaking, the integration of digital technology and culture has become a major concern. It emphasizes the strategic value of digital infrastructure and its effects on cultural values and institutions (Wright, 2022) <sup>[74]</sup>. Furthermore, the digitalization of education has changed the way adolescents communicate (Kurniady *et al.*, 2023). This indicates a shift towards digital communication and learning approaches in education. With the rapid growth of digital technology, there has been a significant change in the dissemination and accessibility of information, which marks a major shift in cultural transmission (Acerbi, 2023) <sup>[2]</sup>. These advancements are driven by advances in media technologies and the widespread adoption of the Internet and social media platforms, which have also changed the way information is created, shared and consumed (Jehel *et al.*, 2023). This digital revolution has also changed conventional modes of communication and created new spaces for interaction. Consistently integrating digital technologies into daily life not only makes information more accessible, but also revives cultural memories, perpetuates new cultural dispositions, and adapts traditional identities to the demands of the 20th century.

The digital world encompasses people's mindsets, daily habits, and actions. Young people who actively use digital media such as the internet, blogs, and social networks are especially influenced by this digital culture (Wijaya, 2023) <sup>[73]</sup>. How people interact and understand the world around them is influenced by the internet, which has changed the way people access and retrieve information (Nilufar, 2023) <sup>[48]</sup>. This cultural shift is strongly related to education because the digital state in modern society not only affects the learning process but also affects individual behavior and conduct (Bortolazzo, 2020) <sup>[11]</sup>. As digital culture developed into an independent industry in the second half of the 20th century, the systematic approach required to build it was emphasized, confirming how important it is to understand its impact on modern society (Krivonosova, 2023) <sup>[36]</sup>. The number of Indonesian internet users continues to increase every year, according to data from the We Are Social Report. As of January 2021, Indonesia had approximately 274.9 million internet users, including 170 million social media users (Evita *et al.*, 2023) <sup>[17]</sup>. In 2019, Indonesia's population was estimated at 268.1 million, with most living in rural areas (Rita Gani & Citra Rosalyn Anwar, 2022) <sup>[56]</sup>.

Journalism is a multifaceted field and includes the study of methods, processes, and news created for different types of media, such as print, electronic, and online (Moyo, 2022)<sup>[45]</sup>. It has developed into a distinct subdiscipline of media and communication studies, developing various epistemologies and cultures involved in the discussion (Kartini *et al.*, 2023)<sup>[32]</sup>. Journalism is not a risk-free job as journalists often face safety and security threats. Therefore, it is important for journalists to have means of self-protection and training to cope with physical, verbal, psychosocial and digital violence they encounter in the workplace (Zaitseva & Kryvoruchko, 2023)<sup>[77]</sup>. Moreover, the ethical and moral obligations of journalists demonstrate the importance of professionalism and high standards in providing accurate information to the public (Kaczmarczyk, 2023)<sup>[31]</sup>. Mass media, media communication and citizenship are closely related to journalism, which contributes to the dissemination of information and the formation of public opinion. Journalism is a multi-faceted job, including collecting, writing, editing and disseminating information to the public through various media, such as the press, radio and television (Ananian-Welsh, 2022)<sup>[6]</sup>. Journalists have the responsibility to provide accurate and ethical information to their audience, which is a very important task (Kaczmarczyk, 2023)<sup>[31]</sup>. Journalism is defined as an institution by the beliefs, norms and standards that govern the work and products of journalists. This shows how important institutional theory is to understand journalism as a social authority to survive and thrive (Vos, 2019)<sup>[71]</sup>. In today's digital world, determining who qualifies to be a journalist has become problematic. One alternative is to consider journalism as a formal process that follows recognized standards and ethics. This might lead to the adoption of a Media Freedom Act and a voluntary certification system to maintain journalistic integrity and provide legal protection to them (Grete, 2023)<sup>[25]</sup>. Journalism in the digital age is heavily influenced by artificial intelligence (AI), which is transforming traditional practices while presenting both opportunities and obstacles. Machine learning algorithms and generative art platforms such as Midvoyage have made it easier to create algorithmic images related to journalism (Thomas & Thomson, 2023)<sup>[67]</sup>, while machine learning algorithms are essential for providing information to users, despite the risk of bias and discrimination (Shin & Kee, 2023)<sup>[62]</sup>. AI and machine learning techniques are increasingly being used to combat online disinformation, with a focus on automated classification and early detection support systems (Montoro-Montaroso *et al.*, 2023)<sup>[43]</sup>. Incorporating artificial intelligence in news production and distribution has raised ethical concerns, especially in local newsrooms, and emphasized that a distributed responsibility model is needed to ensure ethical standards in the algorithmic age (Paik, 2023)<sup>[53]</sup>. The shift towards digital intelligence and automation has also had an impact on media trust, information accuracy and ethical considerations (Ring, 2023)<sup>[55]</sup>. Journalists can leverage artificial intelligence to improve the accuracy and relevance of news content due to the ability of AI algorithms to analyze large data sets quickly and effectively, uncovering important patterns and trends that might otherwise be missed (Lopezosa *et al.*, 2023)<sup>[40]</sup>. The integration of artificial intelligence into the news production process, including the rise of synthetic media outlets that rely solely on algorithms for content

creation, represents a major shift in the journalism industry (Ufarte-Ruiz *et al.*, 2023)<sup>[69]</sup>. However, due to the increasing reliance on AI-powered platforms, there are concerns about algorithmic bias, the spread of misinformation, and the importance of maintaining journalistic principles and integrity amidst rapid technological developments. To ensure that AI-driven content recommendations are in line with ethics and public interest, news companies are actively implementing editorial controls. Journalists can utilize AI capabilities to deliver more accurate and relevant news to their audience while remaining vigilant against possible pitfalls.

## Materials and Methods

This research applied a literature review. As various studies have shown, delving into previous literature can help improve their understanding of digital culture and evolving journalism practices (Nagano, 2022)<sup>[47]</sup>. Researchers can improve their understanding of digital culture and changing journalism practices by investigating previous research and other literature. Researchers wanting to know how social media affects journalism can analyze various studies that have been conducted on how social media affects the speed of information delivery, journalists' interaction with audiences, and the credibility of journalism. Digital journalism can analyze data on journalists' use of social media, AI advances in journalism, and changes in mass media business models. Researchers want to know how AI affects journalism can analyze the development of AI technology in journalism.

The data collection technique in this research is documentation, which is looking for data about things or variables in the form of notes, books, papers or articles, journals and so on. documentation in this context involves the acquisition, processing, storage and retrieval of documents, with a focus on non-print materials such as newspapers and journals, different from library activities centered on printed data in books (Kondic, 2021)<sup>[33]</sup>. The research instruments in this study were a check-list of classification of research materials, writing schemes/maps and research note formats. Researchers can use this approach to gain an understanding of the evolving journalism landscape due to technological advancements. Written sources such as books, articles, scholarly journals, and research reports are essential to enable researchers to understand the dynamics of digital culture and evolving journalism practices. In the past fifteen years, research on digital culture has increased significantly, with an emphasis on various topics such as copyright, digital art, social media, and others (Osiński, 2023)<sup>[52]</sup>. In addition, cultural standards within the industry have been shaped by the historical use of journalism technologies, both digital and print (Conboy, 2023)<sup>[16]</sup>. Researchers can find various perspectives, theories, and methodologies that have been used to understand the phenomenon of digital culture and changes in journalism practices.

## Results and Discussion

### Digital Culture

Digital culture is a combination of technology and society that shapes various aspects of human life. Digital society has unified conventional societies and expanded the membership of individuals to the digital world (Laskar, 2023)<sup>[37]</sup>. It has also become an important catalyst for

change in many areas. This interaction between digital culture and society occurs on multiple levels, such as ideological, behavioral, and genetic, impacting the development of cultural phenomena through a balance of innovation and tradition (Chernavin & Barinova, 2023) <sup>[14]</sup>. The study of global digital culture also emphasizes the political dimension in cultural formation, highlighting how digitally equipped citizens engage in social movements to challenge dominant forces, and demonstrating the referential relationship between digital culture and these societies (Wagner, 2021) <sup>[72]</sup>. Digital culture is therefore a complex combination of technological advances and societal structures that shape human ideologies, interactions and behaviors in the modern world.

### **Technology and Humanism Collaborate to Create New Realities**

Various aspects of society and individual experiences have been shaped by the new realities generated by the combination of humanism and technology. From research on the values that influence media behavior and interactions with non-humans (Bykov & Kurushkin, 2022) <sup>[12]</sup>, to campaigns for a new humanism that encourages responsible artificial intelligence (Terrones, 2019) <sup>[66]</sup>, and the emergence of digital humanism as a way to transform technology's influence on human rights and privacy (Blume & Rauchbauer, 2022) <sup>[10]</sup>, the fusion of humanistic values and technology is evident. The coordination between humans and technology in areas such as education and the development of the animation industry are examples of this integration (Limano, 2021) <sup>[38]</sup>. The evolving relationship between humanism and technology continues to change social standards and moral considerations.

### **The Fusion of Digital and Non-Digital Cultures is a Dynamic Fusion**

In the modern world, human ideology, genetics, and behavior are significantly influenced by the interaction between digital and non-digital cultural elements (Chernavin & Barinova, 2023) <sup>[14]</sup>. Digital culture, which consists of various digital activities, affects a person's emotional, behavioral, and cognitive levels, especially for students who are highly engaged with it (Bandić *et al.*, 2023) <sup>[8]</sup>. Cultural transmission has changed as a result of the development of digital technologies (Acerbi, 2023) <sup>[2]</sup>. The development of human culture is instrumental in this regard. With the help of technological advances, cultural marketing can build relationships with diverse cultures and influence customer lifestyles and brand loyalty (Taneja *et al.*, 2023) <sup>[65]</sup>. In addition, the development of the digital world has brought cultural elements into the real world. It has brought new principles for the digitalization of artistic and cultural clusters, which has increased flexibility, dynamism, and synergy in the creative and organizational fields (Bannikova *et al.*, 2023) <sup>[9]</sup>. Modern ideologies, genetics, and human behavior are greatly influenced by these dynamics of digital and non-digital culture.

### **Digital Culture Determines Behavior and Interaction in the Internet Age**

The digital world has greatly influenced how young people interact and understand the world around them. According to research, young people, including non-binary youth, use digital platforms to build social relationships, obtain health

information and create content (Grossman, 2022) <sup>[26]</sup>. Negotiation of risks and opportunities is part of these digitally mediated interactions (Opdahl *et al.*, 2023) <sup>[51]</sup>. This affects youth behavior and motivation. During the COVID-19 pandemic, reliance on digital technologies for entertainment, education, and social connections increased. People are noticing the benefits and disadvantages associated with more screen time and online activities (Krakower, 2022) <sup>[34]</sup>. Moreover, research shows how important it is to encourage students to use the internet in an ethical and responsible way so that they can acquire personal skills and social values in a hypermedia world (Caldeiro-Pedreira *et al.*, 2021) <sup>[13]</sup>. Overall, digital culture has changed the way young people interact, find value and navigate the complexities of the contemporary world. Data collected from various studies shows the huge influence the internet and social media have had on Indonesian society, especially among the younger generation. As of January 2021, around 274.9 million people in Indonesia are significant internet users. Around 170 million users are active on social media, indicating that social media has become an important part of Indonesians' daily lives, especially young people (Nabila *et al.*, 2023) <sup>[46]</sup>. Sites such as Twitter and TikTok have become popular tools for political communication and information seeking among Indonesian youth, emphasizing the growing role of social media in shaping political discourse and engagement (Saputra *et al.*, 2023) <sup>[59]</sup>.

### **The Role of Journalism in the Digital Age**

To ensure the provision of trustworthy content to audiences in the digital age, journalism must change (Fisher, 2022) <sup>[23]</sup>. Digital journalism is changing rapidly as a result of the COVID-19 pandemic, which is affecting its practices, texts and audiences, causing social change around the world (Quandt & Wahl-Jorgensen, 2022) <sup>[54]</sup>. Digital journalism is redefining its role through innovations such as new narratives, user engagement and more sophisticated dissemination strategies (Sixto-García *et al.*, 2023) <sup>[64]</sup>. This points to current industry trends and the potential impact of such changes (Sixto-García *et al.*, 2023) <sup>[64]</sup>. Digitalization makes journalism a discursive construct, emphasizing entrepreneurial journalism and how it impacts the work and future of new journalists (Trimithiotis & Stavrou, 2023) <sup>[68]</sup>. This may lead to debates about the working position of conventional journalism. Journalism faces a range of new challenges and opportunities, among them:

- **Speed and Volume of Information:** Journalists must be able to work quickly and accurately in processing the abundance of information in the digital world.
- **Verification of Information:** The ability to verify information and combat misinformation is becoming increasingly important.
- **Engagement with Audiences:** Journalists need to build interaction and trust with audiences through various digital platforms.
- **Personal Protection and Security:** Journalists often face safety and security threats, so adequate training and means of personal protection are needed (Zaitseva & Kryvoruchko, 2023) <sup>[77]</sup>.

### **Journalism Obligations and Ethics**

Journalism has undergone a major transformation in the digital age. This is due to the use of data science algorithms

and machine learning as well as artificial intelligence that have enhanced various aspects of journalism (Fernandes *et al.*, 2023) <sup>[22]</sup>. To succeed in this evolving landscape, journalists must have the digital skills and capabilities to effectively engage with audiences, combat misinformation through data verification, and work quickly and accurately in the face of vast amounts of data available online (Trimithiotis & Stavrou, 2023) <sup>[68]</sup>. Moreover, as a result of the common safety threats they face, journalists should prioritize self-protection and security measures (Trimithiotis & Stavrou, 2023) <sup>[68]</sup>. They should also emphasize how important it is to have sufficient training and resources to safeguard their well-being while doing their jobs.

- **Accuracy and Objectivity:** Journalists should always strive to convey correct and unbiased information.
- **Verification and Balance:** Every piece of information should be verified and considered from various points of view.
- **Privacy and Honor:** Journalists must respect the privacy and honor of individuals, especially in sensitive reporting.
- **Accountability:** Journalists are responsible for what they report and should be ready to accept constructive criticism.

Journalism is not only about individuals but also about institutions—the principles, customs, and practices that govern the work of journalists and their products. Journalism as a social authority grows and develops with the help of institutional theory (Vos, 2019) <sup>[71]</sup>. In today's computer and internet age, it is imperative to question who is qualified to be a journalist. Viewing journalism as a formal process that follows recognized standards and ethics is another option. The use of voluntary certification systems and the Media Freedom Act can help maintain journalistic dignity and provide legal protection to journalists (Grete, 2023) <sup>[25]</sup>.

### Journalism in the Digital Age: Navigating an Algorithm-Driven World

In the digital age, journalism is heavily influenced by artificial intelligence (AI), which changes many newsroom tasks and provides tools such as OpenAI's ChatGPT, Google's Bard, Microsoft Bing, and other chatbots (Thomas & Thomson, 2023) <sup>[67]</sup>. AI and machine learning technologies aid high-quality journalism, improving journalists' ability to accurately verify information and effectively combat fake news (Opdahl *et al.*, 2023) <sup>[51]</sup>. In addition, AI and machine learning technologies are being used to support the production of high-quality journalism, aiming to increase public trust in news production. In addition, images of journalists created by artificial intelligence show inequalities in technology and gender divisions, prompting thoughts on how artificial intelligence maintains existing social biases in journalists' images.

### The Positive Impact of Digital Culture: Opening New Opportunities in the Digital Age

The development of digital culture in Indonesia brings many positive benefits. Here are some important points:

#### 1. Access to General Information

The internet today serves as a vast repository of information. It provides access to a wide range of content, such as scholarly articles, breaking news, and educational videos,

which help people learn and develop in various fields. With the advent of the Open Access model, which changed the way people obtain information, digital access to academic publications has changed the world (Notley *et al.*, 2023) <sup>[49]</sup>. Many studies show the impact of this transformation. In addition, scholarly information distributed online involves various parties participating in the dissemination of knowledge, demonstrating the ever-changing relationship between the academic field and the public. Moreover, to cater to information seekers using websites such as YouTube, which shows the growing trend of information consumption and the need for customized educational interventions, new approaches to media and information literacy education are needed.

#### 2. Growing Levels of Public Participation

Digital platforms and social media are helpful in increasing civic participation and political participation, especially among youth (Alodat *et al.*, 2023) <sup>[4]</sup>. With the help of these platforms, people can voice their opinions, connect with others with similar views, and participate in activism. Ultimately, this will result in a more informed and engaged society. In addition, public institutions can communicate with the public through social media, which allows for greater discussion, information sharing, and engagement (Urse & Tasençe, 2023) <sup>[70]</sup>. People who have views on the management of social media platforms point out issues such as misinformation, digital identity, and transparency of content moderation. They also emphasize the importance of inclusive decision-making processes and policy recommendations based on moral action (McCarthy *et al.*, 2023) <sup>[42]</sup>.

#### 3. Improving Digital Knowledge

The development of digital culture is critical to improving digital information literacy, which is essential for combating fraud and promoting critical thinking in the digital age (Moravčíková *et al.*, 2023) <sup>[44]</sup>. The ability to search, analyze, and evaluate information is important as technology develops to ensure that the information consumed is of high quality and prevent the spread of hoaxes (Krivonosova, 2023) <sup>[36]</sup>. The formation of digital culture has been linked to the emergence of personal computers, the internet and the application of computer technology to everyday life, which suggests that a systematic approach should be used to develop it (Siddikov, 2023) <sup>[63]</sup>. Digital literacy programs, especially those focused on security, are essential for parents adapting to the digital world. They emphasize how important it is to learn continuously and acquire skills to survive in the digital world.

### Challenges of Digital Culture in Indonesia Aware of Dangers in the New Era

Some of the challenges facing Indonesia in the digital era are as follows:

#### 1. Misinformation and fake news

Misinformation and fake news spread through digital media pose significant problems, triggering disputes, misunderstandings, and social unrest, ultimately eroding trust in information and impeding societal progress (Govindankutty & Gopalan, 2023) <sup>[24]</sup>. The ease of generating and spreading false information online, combined with the profit-driven characteristics of online platforms, creates incentives to increase audience engagement (Mariniello, 2022) <sup>[41]</sup>.



## 2. Internet bullying

Online bullying, also known as cyberbullying, is very threatening to people, especially adolescents, and causes emotional trauma, depression, and eventually suicide (Febrianti & Setiyowati, 2023) <sup>[21]</sup>. As a result, victims experience decreased self-esteem, increased depression, and suicide attempts (Sarhangi *et al.*, 2023) <sup>[60]</sup>. Addressing this issue requires collaborative efforts from various stakeholders, including educational institutions, parents, and policymakers, to implement prevention measures, promote mental health support, and foster a safe digital environment for all individuals, especially young people, to combat the detrimental effects of cyberbullying and ensure a safer online space for everyone.

## 3. Lack of Privacy

In today's digital age, personal data has greater value, leading to more data breaches, identity theft, and privacy violations (Yu *et al.*, 2023) <sup>[76]</sup>. Privacy issues are exacerbated because IoT allows some service providers to collect and share users' personal information (Oguafor & Nevzat, 2023) <sup>[50]</sup>. In addition, the extensive use of social media has led young adults to a surveilled culture where they feel unable to control what they do on social media (Akter *et al.*, 2022) <sup>[3]</sup>. Raising awareness about cybersecurity is critical to addressing these issues, with an emphasis on personnel, management, and infrastructure capabilities to mitigate cyber threats and protect critical corporate data.

## The Impact of Digital Culture and AI Technology on Journalism Practices

Digital culture has changed the world of Indonesian journalism in many ways. Here are some of the most important ones:

### 1. Diverse platforms for disseminating news

Journalists have shifted from conventional mass media, such as newspapers and television, to digital platforms, such as social media, news sites, and news apps, which allow them to engage with a wider and more diverse audience (-, 2023) <sup>[1]</sup>

This transition has changed the way news is gathered and disseminated, which poses both opportunities and challenges in the digital age (Kristensen & Bro, 2024) <sup>[35]</sup>. The rise of social media has changed the way people read news, resulting in a two-way communication channel where news companies must respond to readers' questions and adjust to the fast pace of information (Yeoman, 2022) <sup>[75]</sup>. In addition, the digital age has changed the value and newsworthiness of news, as news can be easily accessed on various online platforms, which affects what is considered good news and how news is distributed in today's media world (Scheffauer *et al.*, 2024) <sup>[61]</sup>. Despite the prevalence of social media as a news source, citizens still value journalists' gatekeepers over algorithmic news selection to foster trust in both traditional and social media outlets.

### 2. Communicating directly with audiences

The evolution of social media has transformed news consumption and dissemination in the world of modern journalism, enabling an interactive and direct relationship between reporters and their audiences (Rodríguez-Vázquez *et al.*, 2022) <sup>[57]</sup>. Journalists can now actively engage with their readers, receive feedback, and communicate both ways because of this shift, which in turn results in a better understanding of audience interests and preferences (Fadillah *et al.*, 2022) <sup>[18]</sup>. Social media platforms are

important tools for journalists to actively engage with audiences and create a dynamic environment where news can be customized to meet readers' expectations (Gupta & Singh, 2022) <sup>[27]</sup>. This direct interaction not only improves the quality of news but also strengthens the relationship between journalists and their readers, resulting in a more engaging and customized news experience for each party involved.

### 3. Emergence of New Journalism Models

Emerging types of journalism, citizen journalism, data journalism, and investigative journalism, help enrich the news landscape by using mobile telecommunications to engage people in news, despite issues such as delayed delivery and content diversity. Data journalism, mentioned in (Ambyo, 2023) <sup>[5]</sup>, uses data analysis to improve the accuracy of news and a more comprehensive and diverse perspective on news is offered by this new journalistic approach, along with traditional journalistic approaches (Farhat, 2024) <sup>[20]</sup>. This approach also allows people to participate in news production, improve news quality through data-driven insights, and uncover hidden facts through investigative efforts.

### 4. Information Personalization

Machine learning algorithms can improve news personalization by using various techniques, such as incorporating user comments to reflect user interests (Choi *et al.*, 2022) <sup>[15]</sup>, introducing regularization methods to encode different types of user interests for more personalized recommendations (Fan *et al.*, 2022) <sup>[19]</sup>, populating user item ranking matrices to reduce sparsity and improve similarity measures for more accurate recommendations (Bai *et al.*, 2020) <sup>[7]</sup>, and mining indications from user comments to improve recommendation accuracy. These methods go beyond conventional approaches that rely solely on topical interest profiles or users' browsing history to provide more relevant and diverse news recommendations tailored to users' interests (Liu & Liu, 2022) <sup>[39]</sup>.

### 5. Faster Content Creation

By enabling tasks such as data analysis, news summarization, and automatic text translation, artificial intelligence (AI) helps journalism speed up content creation (Jones *et al.*, 2022) <sup>[30]</sup>. AI-based tools can improve the efficiency and speed of news production, but journalists must still maintain journalistic ethics and professional standards when using these tools (Gutierrez Lopez *et al.*, 2023) <sup>[28]</sup>. The emergence of the trend to incorporate AI into newsrooms and the rise of synthetic media outlets that use only algorithms to create content signify journalism that does not involve direct human intervention. However, there are concerns about how journalists understand and engage with AI. This shows how important it is to learn about AI at the individual, organizational, and community levels to ensure that these technologies are used properly and responsibly in news production.

### 6. Data verification

AI helps journalists quickly and accurately assess the veracity of various sources of information, such as images and videos. According to research, artificial intelligence tools can distinguish the veracity of news items (saheb, 2023) <sup>[58]</sup>. Tools such as Large Language Models (LLM) such as OpenAI's GPT-3.5 and GPT-4.0, Google's Bard (LamDA), and Microsoft Bing AI have also been used to improve the information verification process in journalism.

Tools such as “Checking-bot” have been tested to streamline the fact-checking process during events such as By ensuring that the information delivered to the public is accurate and reliable, the use of AI techniques during the news production cycle can increase trust in journalism.

### Conclusions

Digital culture has changed the way journalists work. Journalists now utilize digital platforms to find information, conduct research, and publish news. Digital platforms allow journalists to present news in various interesting formats, such as videos, infographics and interactive multimedia. In digital culture, journalists can interact directly with their audience, get feedback from them, and involve them in the journalistic process. This study found that data journalism and investigative journalism have emerged in Indonesia. These new types of journalism enrich the tradition of journalism and provide a more diverse view of the news. The study also found that in the digital era, misinformation and hoaxes are increasingly complex. Journalists must combat them by carefully verifying information, using credible sources, and delivering news with objective facts. Journalists must adapt and take strategic steps to produce quality and reliable news in a digital era that is full of changes and dynamics. The use of AI technology is also very influential in changing the practice of journalism in the digital era so that journalists can easily and more thoroughly produce news.

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