

The Power of Hybrid Newsroom, Implementation of AI Virtual Anchor and How the Ethical Issues Confronting in the Digital Journalism

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Abstract

The COVID-19 pandemic has a profound impact since 2020. Print media is slowly being abandoned because access limits between people and places are becoming smaller, and resulting in print media stopped operating. The public turned to online media and absorbed various information from social media. New online media is emerging and journalist's work systems are getting easier on smartphones and internet networks. Media companies are implementing efficiency, digitizing print media, media convergence, strengthening content, and modifying visual design. Interaction in the newsroom is limited, but coordination to stay informed. Even the efficiency of news production should not reduce the credibility and quality of news, even though it competes with the speed and massiveness. The Digital Journalism situation is the right time to implement a hybrid newsroom as a workplace and its future. Not only does the newsroom system apply in a hybrid way, presenters on TV and various digital news platforms are already utilizing Artificial Intelligence (AI). Some media are making important applications for applying Virtual Anchors are generative AI entities that can substitute or supplement human anchors in an uninterrupted and multilingual way, which have been widely used in TV Programs, Live Streaming, Brand Marketing, Films, and Entertainment. Then how journalism ethics must adapt to the changing in the digital era to ensure the continued integrity and credibility of the profession. Hybrid newsroom utilization and implementation of AI must compliant ethical challenges that need to be amicably resolved. Its use and human resource should strike a chord in the industry.

Keywords: Hybrid Newsroom, Virtual Anchor, Ethical, Digital Journalism

1. Introduction

The COVID-19 pandemic has placed on the phenomenon of remote working (Orsini & Rodrigues, 2020). This has an impact on many industries, one of which is mass media. The intrusiveness and technological complexity of digital platforms has led to changes in the nature, pattern, and duration of work, which have increased uncertainties and challenged individuals capabilities and competencies (Carnevale & Hatak, 2020). Hybrid Newsroom is blending in office and remote work from everywhere. It is not just a change in where journalists work, but a fundamental rethinking of work organization within news organizations. Traditional newsroom systems beyond physical locations facilitating a virtual newsroom environment for seamless collaboration and dynamic content creation. In mass media organization, their positions have been replaced by technology, and one of them is the news anchor. For the first time in the world, China's Xinhua News Agency in November 2018 launched an Virtual Anchor (based virtual presenter of AI). Apart of China, India Today also implemented a Virtual Anchor named Sana, and Kuwait News, named Fedha. The AI Virtual Anchor solution offers a one-stop virtual anchor video editing and production system. AI Virtual Anchors supports multiple languages and supports posture and shape customization. Producer can input the script, choose the AI anchor, and complete the video production without requiring much human assistance to prepare for broadcast production. In line with technological advances, what are the ethics in dealing with Digital Journalism? Since the past, Marshall McLuhan proposed that technological changes impact society. In digital era, issues ethics is the belief about what is morally correct or acceptable. For Digital Journalism need more time to decide what to report and how to present it.

2. Method

This research used qualitative methods with a case study approach with explanatory descriptive case studies. In general, case studies are strategies that are more suitable when the subject of the research question concerns how and why. Data collection in this study collaborated three methods of data collection of case studies namely interviews, observation, and documentation. Interviews used in-depth interviews with open and semi structured interview types. This made it possible to get more complete and comprehensive field data. Furthermore, the findings of interviews and observations were complemented by documentation methods to strengthen data. Data analysis in this study conducted through several stages, namely data collection, data reduction, and data presentation. The media that used the application of Virtual Anchor, Hybrid Newsroom, and ethics implementation in digital journalism, and the primary data used is kompas.com and TVone, data taken from Video and Social Media Team, under Managing Editor from Kompas com, and General Manager Business Intelligence from TVOne. Data was collected through in-depth interviews to explore. Data analysis about how the implementation of Virtual Anchor is how the technology work where human work can be replaced visually by technology. The Artificial Intelligence (AI) breakthroughs on Television (TV) are predicted to become a new trend in the mass media industry in Indonesia in facing the era of digital technology. And the presence of Virtual Anchor is used, to reduce various errors made by humans when organizing production.

3. Result

The considerations related to digital journalism are primarily the Management of User-Generated Content, the use of social media to share information or news by audio visual content, and links to TV or Youtube channel. TV uses free channels to broadcast, but on social media channel needs the Internet to progressively facilitated the publics inclusion and participation in the communication process in such a way that User-Generated Content is ever more important. This information lets users know what types of messages are acceptable and what types will be filtered for violating ethical norms and could be deleted from the website. In several TV still with capabilities of traditional newsroom systems beyond physical locations, facilitating a virtual newsroom environment for seamless collaboration and dynamic content creation. In Indonesia, TVOne as first TV using Virtual Anchors in some news program segments. Not only implementing AI, Kompas.com and TVOne also implementing hybrid newsroom work in preparing news broadcast production. To support the challenges and opportunities of hybrid newsrooms, certain capabilities in an editorial management platform are essential for ensuring collaboration and efficient workflows, these include (Newsasset LTD Team, 2024):

1. Centralized Content Hub
Store and manage all content types (text, images, audio, video) in a single, accessible location.
2. Collaborative editing tools
Allow seamless real-time editing and commenting on assignments and drafts, regardless of location.
3. Version control
Track changes, revert to previous versions, and maintain clear audit trails for each piece of content.
4. Task management
Assign tasks, set deadlines, and track progress of individual team members or groups.
5. Digital asset management (DAM)
Organize and manage visual assets with efficient tagging, searching, and version control.

From Kompas.com and TVOne, news leaders regarding a perceived disconnection within their workforce due to the shift to hybrid and flexible working. Specifically, 38% expressed that this transition has weakened the staff's sense of belonging to the organization. regarding the integration of generative AI in newsrooms, 74% of respondents believe that it will enhance productivity and streamline workflows without fundamentally altering the essence of journalism. In contrast, only 21% foresee generative AI transforming workflows and processes, leading to a fundamental change in every role within the newsroom.

4. Conclusion

Then how journalism ethics must adapt to the changing in the digital era to ensure the continued integrity and credibility of the profession. Hybrid newsroom utilization and implementation of AI must compliant ethical challenges need to be amicably resolved. Its use and human resource should strike a chord in the industry.

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