

# Intellectual Discourse

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# *Intellectual Discourse*

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Volume 33

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## Transliteration Table: Consonants

Arabic	Roman		Arabic	Roman
ب	b		ط	ṭ
ت	t		ظ	ẓ
ث	th		ع	‘
ج	j		غ	gh
ح	ḥ		ف	f
خ	kh		ق	q
د	d		ك	k
ذ	dh		ل	l
ر	r		م	m
ز	z		ن	n
س	s		ه	h
ش	sh		و	w
ص	ṣ		ء	’
ض	ḍ		ي	y

## Transliteration Table: Vowels and Diphthongs

Arabic	Roman		Arabic	Roman
اَ	a		اَ، اِيَّ	an
اُ	u		اُو	un
اِ	i		اِي	in
اَ، اِ، اِيَّ	ā		اَو	aw
اُو	ū		اَي	ay
اِي	ī		اُو	uww, ū (in final position)
			اَي	iyy, ī (in final position)

*Source: ROTAS Transliteration Kit: <http://rotas.iium.edu.my>*



## Artificial Intelligence in Sinar Harian: Embracing Readiness or Addressing Anxiety?

Hafezdzullah bin Mohd Hassan\*

Rizalawati binti Ismail\*\*\*\*

Awan binti Ismail\*\*\*

**Abstract:** The infiltration of artificial intelligence (AI) in the newsroom has ignited several questions among media practitioners. Some of them believe this technology can improve journalistic work, regain trust among audiences, and sustain business prospect. Others doubt the use of this technology as some scholars have warned that AI can pose a threat to journalism because the technology has a potential to replace reporters in the newsroom. Due to this, some are ready to adapt and adopt the technology for journalistic work, but others are reluctant to embrace the technology in the newsroom because they worried AI will take their roles and leads to job loss. Hence, a study was conducted to measure the impact of AI in the newsroom. Using qualitative methods, this study involved ten reporters from *Sinar Harian*. Data gathered from in-depth interview were analysed thematically. As a result, three themes emerged: ‘Aware,’ ‘Enhance’ and ‘Trust’. The first theme, ‘Aware,’ illustrates that reporters are not only familiar with AI but also well-equipped with relevant knowledge. The second theme, ‘Enhance,’ indicates that the integration of AI in the newsroom helps reporters produce higher-quality news. The final theme, ‘Trust,’ represents the willingness of reporters to embrace AI in the newsroom to enhance their work. By applying technological determinism to theorise this

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study, it is concluded that AI is inevitable for journalism as it will play a crucial role in shaping the future of journalism in accordance with technological advancements.

**Keywords:** AI, readiness, anxiety, technological determination, *Sinar Harian*, thematic analysis

**Abstrak:** Penembusan kecerdasan buatan (AI - artificial intelligence) dalam bilik berita telah mencetuskan beberapa persoalan dalam kalangan pengamal media. Ada yang percaya bahawa teknologi ini boleh meningkatkan mutu kerja kewartawanan, mengembalikan kepercayaan khalayak, dan mengekalkan prospek perniagaan. Namun, ada juga yang meragui penggunaannya apabila segelintir sarjana memberi amaran bahawa AI boleh menjadi ancaman kepada kewartawanan. Ini kerana teknologi ini berpotensi menggantikan wartawan di bilik berita. Disebabkan perkara ini, ada yang bersedia untuk menyesuaikan diri dan menerima penggunaan teknologi dalam kerja kewartawanan, dan ada juga yang keberatan untuk menerima AI di bilik berita kerana bimbang peranan mereka akan diambil alih, sekali gus membawa kepada kehilangan pekerjaan. Sehubungan itu, satu kajian telah dijalankan untuk mengukur impak AI dalam bilik berita. Menggunakan kaedah kualitatif, kajian ini melibatkan 10 orang wartawan dari *Sinar Harian*. Data yang diperolehi daripada temu bual mendalam telah dianalisis secara tematik. Hasil analisis menghasilkan tiga tema utama iaitu: 'Kesedaran,' 'Penambahbaikan,' dan 'Kepercayaan.' Tema pertama iaitu 'Kesedaran' menunjukkan bahawa wartawan bukan sahaja mengenali AI, tetapi juga mempunyai pengetahuan yang relevan mengenainya. Tema kedua, 'Penambahbaikan' menggambarkan integrasi AI dalam bilik berita membantu wartawan menghasilkan berita yang lebih berkualiti. Tema terakhir iaitu 'Kepercayaan' mencerminkan kesediaan wartawan untuk menerima AI dalam usaha mempertingkatkan mutu kerja mereka. Dengan menggunakan teori determinisme teknologi sebagai kerangka kajian, dapat disimpulkan bahawa AI merupakan satu perkembangan yang tidak dapat dielakkan dalam dunia kewartawanan. Teknologi ini akan memainkan peranan penting dalam membentuk masa depan kewartawanan selaras dengan kemajuan teknologi semasa. Yang pasti, penggunaan AI akhirnya akan membawa kepada satu transformasi.

**Kata kunci:** AI, kesediaan, kebimbangan, keazaman teknologi, *Sinar Harian*, analisis tematik

## Introduction

Artificial intelligence (AI) is a technology that enables machines to imitate human intelligence to perform tasks. It can be defined as a machine with a human brain or a duplicate version of a human with similar or greater abilities, in the form of software, machines, or robots. The technology can think and act like human being on certain programming. It works using algorithms by gathering and processing data from devices, images, text, voices, and archives (Russell & Norvig, 2013; Hassani et al., 2020; Sheikh et al., 2023).

A clear interpretation of AI has been depicted via several Hollywood films over the years. It was first showcased in 1951 with the film *The Day the Earth Stood Still*. The list continues with more remarkable titles such as *The Terminator* (1984), *The Matrix* (1999), *I, Robot* (2004), *Her* (2013) and *Atlas* (2024). These films convey various narratives concerning AI. Some illustrate the technology in the form of software, programmes and operating system, others show it in robot, android, or humanoid.

Although AI is a new sensation in technology and a dear darling for tech savvy geek, but the technology is not a new item among researchers in Western countries. AI has been discussed since 1936. A mathematician from United Kingdom, Alan Turing was the man behind the innovative idea to invent a machine capable of human-like thinking. Turing presented the idea in a seminal paper titled “Computing Machinery and Intelligence” in 1950. He had faith that computer can think like human in the future (New Scientist, 2022).

Also known as machine or robot, AI has transformed the facade of many industries in the past few years. The technology has assisted banks in improving their customer services using chatbot (Ramola, 2023). Additionally, hospitals have introduced telemedicine to monitor patient conditions from remote locations (Sharma et al., 2023). More industries are reported utilising AI in their production processes. This phenomenon is highly encouraging as the technology offers significant opportunities for business growth.

Today, AI is also making its way into journalism industry. The technology is expected to shape journalistic work in the newsroom. According to de-Lima-Santos and Ceron (2022), the use of AI in

journalism benefits news agencies. The technology can perform journalistic work better than humans. However, the biggest concern is AI poses a threat to reporters. The technology is believed to replace their roles in the newsroom (Sadia, 2020). According to Qiran (2023), AI is a new monster that will devour job opportunities in the coming years. The excessive use of this technology can lead to significant job displacement.

Several scholars have discovered that many members of news agencies have doubted the use of AI in the newsroom. Some of them consider the technology can truly improve journalistic work, while others view AI as a destructive creation that can replace their roles (Miroshnichenko, 2018; Ali and Hassoun, 2019; Guanah et al., 2020; Santos, 2023; Cugurullo & Acheampong, 2023; Pena-Fernandez et al., 2023). This situation has alerted reporters to be cautious with the technology. Some of them worry that AI will cause another adversity like the digital disruption situation in 2006.

The rise of ChatGPT in 2022 has sparked concern among reporters worldwide. Its capability as a powerful writing tool has become a topic to debate. Reporters, scholars, and communication students view the tool as a destructive creation to the journalism industry and careers (Gutiérrez-Caneda et al., 2023). The advent of ChatGPT has indirectly supported few scholars' views that AI poses a threat to the journalism industry. The tool does not only replace reporters' roles in the newsroom, but also impacts the process of news production, including collecting, processing, producing, and disseminating news (Manjoo, 2023).

Therefore, a study of AI in a newsroom should be conducted to measure the impact of AI on journalistic work. *Sinar Harian*, a leading Malay language daily newspaper, was opted as a case study on this phenomenon. This is because the news agency has been experimenting with the technology for both their print and online newspaper. The news agency commonly automates their news, with most of it published in the form of infographics (*Sinar Harian*, n.d.). Moreover, *Sinar Harian* has also used AI image generator to produce the front and inside pages (Dall-3, 2023; Hazemi & Hafezdzullah, 2023).

*Sinar Harian* is a Malay language newspaper published in Shah Alam, Selangor. The newspaper met their readers for first time in 2006. Known for championing communities' issues previously, *Sinar*

*Harian* is now joining the position of mainstream newspapers such as *Utusan Malaysia* and *Berita Harian*. Owned by Karangraf Sdn. Bhd, this newspaper is available in printed and online versions. For printed version, it records a daily circulation of 85,000 copies while the online version records around 60 million monthly page views (Advertising, n.d.).

Three research questions and research objectives have been outlined to guide the entire study in attaining meaningful findings. Accordingly, the findings will be used to measure local reporters' standpoint towards the use of AI in the newsrooms. It can also be used as a guide for them to adapt and adopt the technology in their journalistic work. Moreover, the outcomes of the study can be used as references by any news agencies in Malaysia to embrace AI in their newsrooms.

#### *Research Questions*

1. What is the current level of knowledge among journalists regarding AI in the newsroom?
2. How does the integration of AI impact newsroom and journalistic practices?
3. How ready are journalist to adopt AI technologies in the newsroom?

#### *Research Objectives*

1. To evaluate journalist's knowledge of AI technologies in the newsroom.
2. To assess the impact of AI integration on newsroom and journalistic practices.
3. To examine journalist' readiness to adopt AI in the newsroom.

#### **Literature Review**

AI can be defined as the most celebrated technology of this era. It is anticipated to assist humans in facilitating their daily routines, from household chores to job tasks. However, its arrival has triggered polemics among people worldwide. Different opinions about the technology have consequently divided people into two camps. One is ready to use AI according to their needs, while the other is feeling anxiety about integrating the technology into their daily lives. Hence, these two factors—readiness and anxieties—have become significant in

determining the integration of AI into numerous industries, including journalism.

### *Readiness*

AI readiness is a situation where organisation has completely prepared to use AI. It takes efforts from people, technology, and data. The combination will benefit organisation because it facilitates their operation as well as generating income (Massey, 2024). AI-readiness is important because it will determine an organisation's prospect. Reaching this degree can simply assist them to meet their demands. Furthermore, the situation can empower skills, enhance job quality, and improve life. As a result, AI will be fully integrated into various aspects of human life (Luckin et al., 2022). Thus, AI readiness is anticipated to lead organisation in utilising the technology.

Johnk et al. (2021) stated that AI-readiness relies on management decisions of certain organisation. The study found that their support plays an important role in enabling members of organisation to use AI. Management decisions will lead the entire organisation to transform as well as encouraging members to transform themselves in adapting and adopting the new technology. Usually, the decision depends on the organisation's business prospect. This qualitative study was conducted in Germany. It employed in-depth interview involving 25 AI experts from the country. The data was interpreted using MAXQDA.

A study conducted by Kelly et al. (2023) found that trust is the most important factor encouraging the adoption of AI in organisations. Trust motivates members of organisations to learn, adopt, and use the technology in their daily routine tasks. Without trust, they cannot make AI as a priority in their job list. This study, conducted in Australia, employed a systematic literature review and followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. It involved 7,912 articles searched from credible databases such as EBSCOhost, Embase, Engineering Village Host (Inspec), Scopus, and Web of Science.

A qualitative study conducted by Jan et al. (2024) confirmed that the adoption of AI is influenced by organisational capability. The findings identified technology and financial resources as the main enablers in ensuring AI readiness among organisations. These factors will

determine the acceleration in adapting to and adopting the technology. Employing thematic analysis, this study was conducted in Pakistan and involved 27 informants from different universities. Jan et al. concluded that resourceful organisations appeared to be more susceptible to implementing AI.

### *Anxieties*

AI anxiety is a situation where people worry about the rapid use of AI in organisations. This feeling is often experienced by certain people who are concerned about the impact of the technology. They may fear being replaced and invaded by machines in their organisation (Cox, 2023). The anxiety grows among people when they know that AI can potentially assist criminals in waging war by formulating lethal weapons, committing crimes by hacking or sabotaging national security, and taking over the world by reprogramming themselves (Jammot, 2023, Peyton, 2024). Consequently, it will decelerate AI development and trigger people to reject the technology.

One of the biggest worries associated with the adoption of AI is job displacement. This was confirmed by Lemay et al. (2023). Their study found that AI instigates fear among people regarding the potential of job loss. The possibility of job displacement appeared to be higher when organisations aggressively automated their operations to meet production needs. Anxiety and fear related to AI increase when discussions arise about robots replacing humans in various professional fields. The study was conducted in the United States of America and used a cross-sectional survey involving 65 participants with an average age of 23.8 years old. It was aimed to investigate the relationship between AI-readiness and anxiety.

Furthermore, the impact of AI itself can cause anxiety among people who are about to integrate the technology into daily life. A study conducted by Sayed et al. (2023) highlighted several negative impacts of adopting AI. They found that AI contributes to human laziness, the inability to make decisions independently, and increased safety issues. These impacts have consequently caused anxiety among people because the results of adopting AI are not what they expected. This qualitative study was conducted in Pakistan and China and employed in-depth interviews involving 285 participants from different universities in both countries.

The rapid use of AI in daily life can also contribute to psychological problems. A study conducted by Alkhalifah et al. (2024) uncovered that the technology can create unforeseen circumstances among human beings. The technology can trigger unwanted feelings like fear of death, fear of condemnation and fear of domination. These fears instigated by excessive guilt and ethical concerns resulting from the integration of AI into daily life and working ecosystem. This study was conducted in Saudi Arabia. It employed survey involving 300 participants from the country aged between 20 to 60 years old. It gauged public anxiety about the technology.

Based on the literature reviews, the public is not ready for AI adoption. Some of them are still bound by anxiety. They are worried that the technology will negatively affect their daily lives. Only those with courage are ready to adapt and adopt AI, yet their transformation remains conditional. Some integrate due to the policy stipulated by the organisation while others transform because the technology facilitates their job. Thus, improvement is required to convince people and achieve the degree of AI readiness. Only then will humans be ready to adapt and adopt AI. Additionally, AI anxiety should be mitigated by enlightening people about the needs of AI in modern world.

### *Technological determinism*

Presenting AI-related research is not complete without presenting a theory. It is like a body without a soul because the research seems empty and cannot be thoroughly measured due to the missing link. Hence, technological determinism is applied to theorise this study. By including theory, findings presented are well-informed and explained. This is because the theory employed can guide the study, strengthen the methodology, and interpret results comprehensively (Giles & Harrison, 2023).

Technological determinism is a reductionist theory initiated by the American sociologist and economist Thorstein Veblen in the 19th century. He formulated the theory by vindicating complicated phenomena into understandable concepts. Veblen believed that technology causes social changes (Hauer, 2017). This theory emphasises that technology leaves a huge impact on human life. It shapes, influences, and changes their environment in accordance with advancement (Ticau & Hadad, 2022).

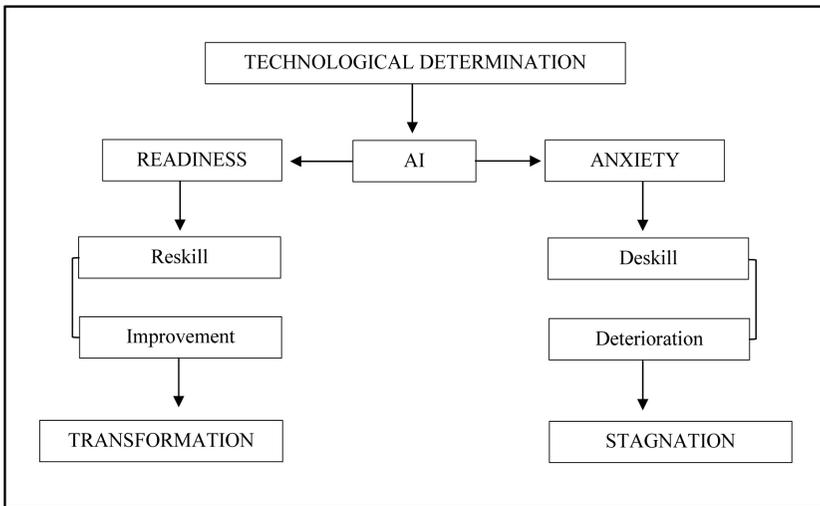
According to Munalim (2021), technological determinism is inevitable due to the advancement process led by technology. In fact, this process is iterative because society and technology rely on each other. The definition suggested by scholars clearly shows that technology is one of the reasons the world keeps changing. It has shaped society to move forward according to the progression of the environment.

Though many opposed the ideas of having technology as an autonomous force that determine society, the reality is different. This is evident in today's situation where technological advancement has shaped human behaviour. The way they interact, work, and socialise is unusual compared to previous era where technology is considered as an alien. Fiona (2017) noted that technology has changed the way people live, work, and communicate. As a result, humans tend to rely on technology to complete their tasks.

In linking this theory with the present study, this strategy aims at utilising AI in newsrooms. The theory illustrates that reporters employ robots because of technological advancements. This situation has encouraged them to reskill and upskill to meet the demands of the industry as AI can transform journalism. Reluctance to change will cause them to fall behind. In fact, they will regress to a state where technology is considered an alien concept. As a result, news organisations will be deserted and lost its credibility. This situation will cause them to face deterioration in many aspects such as circulation, advertisement, and revenue.

This study advocates technological determinism because it can theorise the transformation of newsroom. Besides, it is also used to mitigate the anxiety among reporters who are about to make the shift. This is because technological determinism drives changes in human behaviour. Reporters will witness a significant transformation in newsrooms. The way they gather, process, and disseminate information will experience a complete 360-degree change. The result will impress and motivate them to embrace changes. Hence, the framework below (Figure 1) is to visualise the outcome of the research.

Figure 1 illustrates the role of AI in transforming newsrooms, influenced by technological determinism. Two predicted consequences of AI integration in journalism are increased readiness and heightened anxiety about the future of the profession.



**Figure 1:** Integrating Artificial Intelligence (AI) in Newsroom

## Methodology

Qualitative research is applied to measure reporters' knowledge and perception towards the use of AI in the newsroom. It enables researchers to collect new insights to pursue the objectives of this study. It is because the method plays a significant role in discovering human qualities ranging from perception, experiences, and behaviour. Moreover, this method can also assist researchers in understanding unknown or well-known circumstances among people, organisations, and society (Hafezdzullah & Awan, 2022).

As qualitative research involves collecting non-numerical data as well as generating new insights, an in-depth interview was employed to conduct this study. It is because the technique allows researchers to delve deeper in the quest of detailed information regarding reporters' knowledge and perception towards AI. In fact, this interview technique allows researcher to explore unusual or novel theme to secure extensive data (Rutledge & Hogg, 2020). Due to this, unexpected insights also can be found through the data obtained.

Therefore, a semi-structured interview is employed to gather primary data. It is an appropriate method because it allows participants to answer questions flexibly. Consequently, this approach encourages them to provide meaningful insights that can yield significant findings for the

journalism industry (Creswell, 2007). Interviews were conducted face-to-face to gather information from participants. Before the interviews, appointments were made to ensure the participants could agree to be interviewed considering their busy work schedule. This is because most of them are bound with hectic schedules and loads of works.

The participants were selected using purposive sampling because this type of non-probability sampling allows researchers to select a useful sample for this study. It will assist researchers in discovering individuals who can provide information according to the objectives of this study. Essentially, this type of sampling is preferred because it is best used for qualitative research methods (Nikolopoulou, 2023). Moreover, purposive sampling allows researchers to engage with experts who are reporters, graphic artists, editors, producers, and academics in the local journalism industry.

This study was conducted in Selangor and Kuala Lumpur from May 25th to June 25th, 2024. It engaged 10 informants, comprising employees from various departments at *Sinar Harian* including editorial, graphic design, social media, online, and video production. All of them were selected based on their experience, credibility, and professionalism in journalism. They come from various position ranging from head of department (HOD) to content creators. Their involvement in this study was expected to provide rich information for the research.

**Table 1:** Informants' Background

NO	GENDER	AGE	EDUCATION	EXPERIENCE (YEARS)	POSITION
1	Female	38	Degree	10	Producer
2	Male	38	Diploma	17	HOD of Social Media
3	Male	37	Diploma	16	Senior Graphic artist
4	Male	52	SPM	30	HOD of Graphic
5	Male	35	Degree	12	Assistant Chief Reporter
6	Male	30	Degree	3	Reporter

NO	GENDER	AGE	EDUCATION	EXPERIENCE (YEARS)	POSITION
7	Female	28	Master	1	Reporter
8	Female	26	Degree	1	Reporter
9	Female	24	Degree	1	Reporter
10	Female	24	Degree	1	Content creator

*Note.* The table shows informants' background from different department at *Sinar Harian*.

### Data Analysis and Result

Thematic analysis was employed to evaluate data obtained from the interviews conducted. This method is widely used to understand the behaviours, experiences, and knowledge of participants. It is applied to identify, organise, describe, analyse, and report themes discovered from the data. Furthermore, it is appropriate for analysing extensive qualitative data, ranging from interviews to focus groups. Employing thematic analysis is beneficial because the retrieved data can be transformed into analyses, reports, and patterns (Terry et al., 2017).

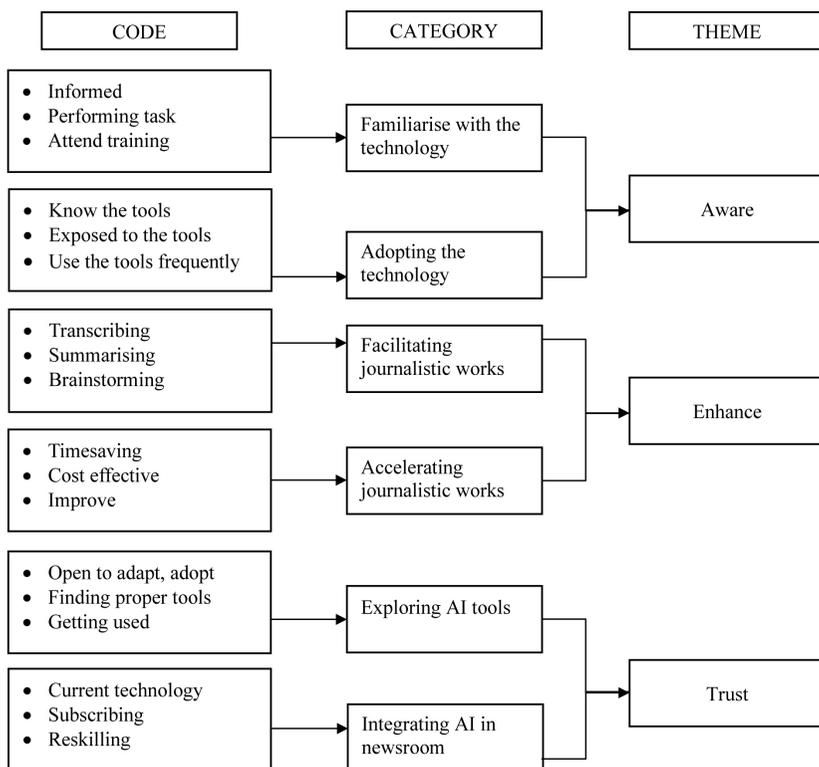
Thematic analysis was selected for this study due to its flexible nature. It can be performed without being restrained by any methodologies. Therefore, the researchers have the freedom to steer this study according to the established goals. Indeed, it is adaptable and capable of establishing a clear correlation between the research objectives and the findings. Even though it is easy to use, employing thematic analysis allows researchers to present a precise and organised final report (Nowell et al., 2017).

This study employed the framework described by Braun and Clarke (2006) for the effective implementation of thematic analysis. The framework involves six stages: 1) familiarising with the data; 2) generating initial codes; 3) searching for themes; 4) evaluating themes; 5) defining and naming themes; and 6) producing a report. Researchers perform the procedure iteratively to understand the data provided by the informants. It is to ensure that thematic analysis is executed effectively.

For data analysis, this study applied an inductive approach to guide the coding process. This approach was selected because it allows the researcher freedom to explore data in order to obtain meaningful

and unexpected insights. This is because the inductive approach is not constrained by existing theory or concept. In fact, it allows the researchers to engage with the data accurately when generating themes. According to Mumtaz Begam (2023), inductive approach relies on data-driven process. It generates code organically from the data analysed.

Three themes were found after performing the rigorous thematic analysis procedure suggested by Braun and Clarke (2006). The themes consist of Aware, Enhance and Trust in demonstrating the responses of reporters of *Sinar Harian* towards the integration of AI in their newsrooms. The themes were derived from qualitative data obtained through in-depth interview conducted. After conducting a thorough examination, the themes emerged to illustrate the reporters' though on AI integration in the newsroom.



**Figure 2:** Thematic Analysis Map

*Note.* The figure shows thematic analysis map according to the framework suggested by Braun and Clarke (2006).

### *Aware*

This theme refers to reporters' level of understanding and knowledge regarding the use of AI in the newsroom. It illustrates that reporters are well-informed about this technology. They are familiar with AI and its application in the newsroom, including various tools crafted for journalistic works. They can effectively use these tools to perform daily tasks. Moreover, they can clarify the technology's use within their respective news organisation. The theme is equivalent with RQ 1: What is the current level of knowledge among journalists regarding AI in the newsroom?

#### *- Familiar with the Technology*

Most of the informants possess good knowledge about AI and its use in newsroom. Most of them also can explain about the technology soundly.

Informant 2 informed that AI is developed to assist reporter in providing news and collecting data effectively, *"Basically, AI is artificial intelligence, and it is a platform to facilitate reporters in performing tasks. The technology is being used to help reporters to collect information."* Informant 4 indicated that AI is a machine that help reporters streamline their work in the newsroom according to their preferences, *"AI is a tool to facilitate task. Type whatever you want if you use certain software or tool. For example, as a graphic designer, just mention what type of concept you want. Machine will help with what you want. So, it is needed to complete my task."*

Informant 7 stated that AI is a software that can help reporters facilitate their routine in news production, *"AI is a tool that can ease journalistic work such as transcribing recording and simplifying summarisation."* Informant 8 understood that AI is developed to assist various industries in completing their task efficiently, *"AI is a technology used by many in various industries. It depends on what they are doing for example reporters use AI for news making and graphic artists use AI for drawing or graphic purpose. AI is used according to end user's needs."*

#### *- Adopting the Technology*

Most of the informants understand the significance of using AI in the newsroom to complete their task effectively and meet the objectives of their news organisations.

Informant 1 informed that she uses a tool called play.ht to perform tasks in producing news every day, *“The tool is used for voice over recording to read the news provided. We use paly.ht every day to do voice over. We choose to use the tools because not all our reporters can do voice over as they need time to undergo training.”* Informant 3 stated that he uses various of free and paid tools to complete his daily task in newsroom, *“Yes, I’m using and exploring the technology. Mainly I use co-pilot and ChatGPT as well as Mid Journey. I use every day for doing my artwork. Sometimes I use AI for my side jobs or research.”*

Informant 5 indicated that he uses AI tool to perform journalistic task but does not use the technology on a daily basis, *“Yes, I’m familiar with AI tool and currently used ChatGPT to perform task. Usually, I use ChatGPT for brainstorming when working on special report or summarising gathered information. I use the tool about two or three times a week.”* Informant 6 said that he frequently uses AI tool for various works in news production such as fact checking and translating articles, *“Commonly, I use ChatGPT to perform journalistic works. I use the technology to search and verify information. It helps me translate information from English into Malay. Yes, I’m familiar with AI and often use ChatGPT in my work.”*

- *Enhance*

Enhance is the second theme that emerged from the analysis. This theme represents AI as a cooperative technology. It is not only facilitating the journalistic works performed by reporters but it is also accelerating tasks handled in the newsroom. Enhance illustrates that AI is an anticipated technology by reporters in the newsroom. The technology can improve journalistic works, regain audience trust and sustain business prospects. It aligns with de-Lima-Santos and Ceron’s (2022) findings. Both cited that the technology can perform journalistic work better than human. The theme is equivalent with RQ 2: How does the integration of AI impact newsroom and journalistic practices?

- *Facilitating journalistic works*

Most of the informants acknowledge that AI simplifies their dull journalistic daily routine which is unavoidable.

Informant 6 indicated that AI ease him in performing journalistic task especially in translating news, *“Yes, AI facilitate my work in producing*

*news. It helps me in translating information from English into Malay.”* Informant 8 stated that using AI has saved her time in producing news more efficiently than before, *“AI facilitates and accelerates my task in the newsroom. Using AI can shorten my time to write news from 1 hour to 30 minutes only.”* Informant 9 said that AI has assisted her in generating idea to produce higher-quality news than ever before, *“AI changes the way I’m writing the news. The technology always gives me some ideas to write better news as well as to improve my work.”* Informant 10 informed that AI has assisted her in generating ideas for producing news to ensure they are captivating, *“AI gives me idea to write a story since I’m still new in the newsroom. Besides, it helps me rephrasing and translating news to make it more interesting.”*

#### - *Accelerating Journalistic Work*

Most of the informants admit that AI assist them in saving times and delivering their works on time.

Informant 1 informed that AI helps her complete voice-over recording faster than using a human voice.

*“Using AI help me to do voice-over recording faster. Usually, about five to six takes are made which is around half an hour needed when recording voice over using human voice. With the help of AI, I can save recording time but need to monitor the recording process because AI still cannot surpass human ability in projecting voice over.”*

Informant 3 said AI saves time and helps him complete work on time and change his work efficiently, *“AI changes the way I work, and it facilitates in producing artwork, even it is helping to accelerate the work. I can say that AI can save your time and allow you to meet your deadline timely.”* Informant 4 indicated that AI is timesaving and cost-effective, making the technology appropriate for use in newsroom to produce higher-quality news, *“A lot of differences can be seen especially saving the time and do some experiment to get the best result.”* Informant 7 confirm that adopting AI helps her complete task assigned in the newsroom earlier than expected, *“Making my work faster but you need to be careful because AI tends to do a lot of mistakes.”*

#### *Trust*

Another significant theme that emerged from this study is trust. It suggests the readiness of reporters to integrate AI into the newsroom.

The technology is considered as a 'tool box' for reporters to perform their task effectively. Based on the data analysed, some of them have shown excitement to adapt and adopt the technology. They even attended training and explored more tools to fit their daily routine such as transcribing, summarising and translating. According to Kelly et al. (2023), trust leads news organisation to learn, adopt, and use the technology in their daily routine tasks. The theme is equivalent to RQ 3: How ready are journalist to adopt AI technologies in the newsroom?

- *Exploring AI Tools*

Most of the informants reveal that they are ready to adapt and adopt AI in the newsroom because they had faith the technology can enhance their performances and news quality.

Informant 3 said that AI is essential for everyone because it has been utilised in various fields, *"Yes, because AI is inevitable. By any means, you need to learn the tools as many fields have started using the technology. I want to learn ChatGPT because it is more stable."* Informant 5 said that he is ready to adopt AI in his work and wants to learn the tools to perform tasks efficiently, *"So far so good, we have no problem in using AI for completing daily task. I want to learn ChatGPT because it can help me to perform my task better, but I have not much time though it was already downloaded on my phone."*

Informant 6 indicated that he is ready to use AI with meticulous steps due to the technology's weakness, *"Yes, I'm ready. As a reporter I need to adapt with current technology but cannot rely on the technology because of its weaknesses like lack of human touch and uncertain information."* Informant 8 informed that AI is needed for her journalistic work and she wanted to learn more about the technology, *"Yes, now I realised it is important in my career to use AI. So far, I want to learn Cockatoo because it helps me a lot in doing my transcription with ease."*

- *Integrating AI in Newsroom*

Most of the informants ready to integrate AI in the newsroom because the technology in inevitable in the newsroom because it offers quality in their works.

Informant 2 stated that AI not only ease his work, but it also makes him relied on the technology to produce news, *"Last time I was so*

*relied on primary data to perform my task. With the help of AI, now I'm relying on secondary data provided by AI."* Informant 8 indicated that AI is necessary in the newsroom as long as it benefits reporters in performing their tasks, *"Yes, we should integrate AI in the newsroom, but it must be efficient and user friendly for reporters to perform their task in the newsroom."*

Informant 9 informed that AI should be adopted because the technology can speed up the news production process, *"Newsroom need to speed up the way they produce and spread the news if they can ensure the information provided to the audience is accurate."* Informant 10 said that AI should be integrated into the newsroom because it offers more benefits than drawbacks, *"Yes, it should be integrated in the newsroom. I can see AI has more advantages than disadvantages."*

## **Conclusion**

This study found that three themes – which are Aware, Enhance and Trust – demonstrated that AI is not a destructive creation as claimed by a few scholars (Miroshnichenko, 2018; Ali and Hassoun, 2019; Guanah et al., 2020; Santos, 2023; Cugurullo & Acheampong, 2023; Pena-Fernandez et al., 2023). In fact, the technology is assistive in various fields such as finance and healthcare (Ramola, 2023; Sharma et al., 2023). This aligns with the study by Luckin et al. (2022) which found that AI has the potential to enhance skills, job quality, and life. Therefore, many industries are racing against their competitors to embrace this technology. The potential of the technology truly pushes them to go beyond in benefitting people at large.

The emerging themes illustrate that AI is inevitable. It has the potential to transform the face of journalism. This aligns with a study conducted by de-Lima-Santos and Ceron (2022), who found that using AI in journalism benefits news agencies. The technology can perform journalistic work better than humans. The findings are also supported by data gathered from informants. Most of them view AI as a tool or technology that can facilitate and accelerate their works in the newsroom. The tools used can assist them in producing quality news and regaining trust among audiences. This is contrary to the opinion that AI is a threat that can replace the role of reporters in newsroom (Sadia, 2020; Qiran, 2023).

Apart from that, the findings have met the objectives of this study to measure the level of knowledge possessed by reporters about AI. Based on the information gathered, most of the informants are aware of the advent of the technology. They are aware that AI is widely used across various industries, including journalism. They are also aware of various tools designed for delivering tasks in the newsroom. However, most of them are familiar with ChatGPT because the tool is largely designed for producing news, acquiring information, and verifying facts. Their knowledge of AI encourages them to adapt and adopt the technology in executing numerous tasks related to news production.

Based on the data gathered from informants, most of them acknowledge that using AI has transformed the way they work in the newsroom. The technology has improved news production in several important aspects such as time-saving, cost-effectiveness, and productivity. Tools used such as ChatGPT, Cockatoo, Eleven Labs and Bing have facilitated and accelerated their tasks. The tools also lessen their burden by helping them cope with dull and repetitive tasks. Due to this, AI can be hailed as a saviour rather than a destroyer for reporters. The technology enriches and enhances their works to meet the quality expected by the audiences. Simply, these findings have fulfilled the objectives of this study on measuring impact of AI in newsroom.

As AI infiltrate various fields, most informants agree on integrating the technology into newsrooms. Most of them are ready to use various tools designed for producing news. They use the tools because they believe that the technology can assist them better in performing journalistic works. Apart from improving news quality, the tools also help lessen their burden in automating dull and repetitive tasks. Based on the data gathered, they opt to use the technology due to trust, which motivates them to adapt, adopt and use the technology efficiently (Kelly et al., 2023). These findings have fulfilled the objectives of this study on gauging reporters' readiness to adopt AI in the newsroom.

The result shows that reporters at *Sinar Harian* are ready to integrate AI in the newsroom. They embrace the technology because it can help them improve their works in producing news, attracting audiences, and growing business prospect. This is in line with studies conducted by Ramola (2023) and Sharma et al. (2023), which found that AI may change the façade of many industries. The result also can

be linked with theory of technological determinism which encourages the use of technology as it can shape society, organisation, and people. As theorised, AI changes reporters' routine, outcomes, and behaviours in the newsroom. The use of this technology in journalism has resulted in transformation, or positive changes (Fiona, 2017).

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Alias (2009)

Reference:

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## **Journal Article**

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Chapra (2002)

Reference:

Chapra, M. U. (2002). Islam and the international debt problem. *Journal of Islamic Studies*, 10, 214-232.

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(i) direct quotation, write as 30:36

(ii) indirect quotation, write as Qur'ān, 30:36

Reference:

*The glorious Qur'ān*. Translation and commentary by A. Yusuf Ali (1977). US: American Trust Publications.

## **Ḥadīth**

In-text:

(i) Al-Bukhārī, 88:204 (where 88 is the book number, 204 is the ḥadīth number)

(ii) Ibn Hanbal, vol. 1, p. 1

Reference:

(i) Al-Bukhārī, M. (1981). *Ṣaḥīḥ al-Bukhārī*. Beirut: Dār al-Fikr.

(ii) Ibn Ḥanbal, A. (1982). *Musnad Aḥmad Ibn Ḥanbal*. Istanbul: Cagri Yayinlari.

## **The Bible**

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Matthew 12:31-32

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*The new Oxford annotated Bible*. (2007). Oxford: Oxford University Press.

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