



TVOne Strategy for Superior Service Reputation Using Artificial Intelligence in News Production

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ABSTRACT

This study analyzes TVOne's strategy in building a superior service reputation through the use of Artificial Intelligence (AI) in news production. In an era of media disruption and increasing competition, TVOne must innovate, particularly by integrating AI into its newsroom workflows. The study aims to examine how TVOne adopts AI in its news processes to enhance its service reputation by delivering faster, more engaging, accurate, and trustworthy information. A qualitative descriptive approach was employed, with data collected through in-depth interviews involving key TVOne informants, including the News Production Division Manager, executive producers, producers, and a triangulator. Data analysis followed the interactive Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing. The findings show that TVOne primarily uses AI in pre-production activities (such as news trend analysis) and in production processes to improve operational efficiency and the visual quality of content. However, AI adoption also presents challenges related to journalistic ethics, data accuracy, and public trust. External pressures, including political influence and competition from alternative media, as well as internal factors such as editorial policies and accuracy standards, significantly shape TVOne's reputation-building efforts. The study concludes that AI can serve as an effective strategy for strengthening TVOne's service reputation, provided that its implementation is accompanied by robust risk management and adherence to core journalistic principles.

Keywords

service reputation; television journalism; artificial intelligence; journalistic ethics; news production

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INTRODUCTION

The development of *artificial intelligence* (AI) technology has brought significant changes to journalism practices and the media industry globally. Artificial intelligence is now commonly used to improve news production efficiency, content automation, audience analysis, and information distribution optimization (Broussard et al., 2019). In the context of journalistic practice, AI is generally understood as a tool that can accelerate editorial work and increase productivity, particularly in the pre-production and production stages of news (Hermana et al., 2025). However, previous research has predominantly focused on AI as a technological instrument or merely a production tool, without adequately linking it to media communication and reputation strategies.

On the other hand, media reputation is a strategic asset that is highly dependent on public trust, editorial credibility, and the quality of information conveyed. In the press industry, reputation is not only shaped by the speed and accuracy of information, but also by the audience's perception of professionalism, social responsibility, and consistency in applying journalistic ethics (Fombrun & Van Riel, 2004). Service quality and reputation play an important role in building audience trust,

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especially in a media ecosystem characterized by a flood of content and increasing misinformation (Wulandari & Rasipan, 2018; Yulandra & Haryati, 2020).

Technological developments have forced the media to undergo 'mediamorphosis,' which is the evolution of technology in communication media that arises from the complex interrelationship between needs, competitive and political pressures, and social and technological innovations (Sudarsono & Olivia, 2021). In the context of increasingly fierce competition among national television news media, television stations are not only facing competition from mainstream media, but also from digital media and alternative platforms that offer speed, flexibility, and a different style of presenting information.

This condition has prompted television news stations to seek strategic differentiation in order to remain relevant and trusted by the public. As one of the national television news stations, tvOne has positioned technological innovation in the use of AI in news production as part of its adaptation strategy in the digital era. This orientation reflects tvOne's efforts to build competitive advantages not only through news content, but also through the transformation of the newsroom based on artificial intelligence technology.

An excellent service reputation is one of the key factors in maintaining viewer trust and loyalty. News media that are able to effectively utilize cutting-edge technologies such as AI have the opportunity to create a competitive advantage, improve accuracy and speed of news delivery, and offer a more personalized and interactive experience to viewers. tvOne CEO Taufan Rotorasiko stated that innovation and the accelerated mastery of new skills such as AI, social media dynamics, and digital strategies are no longer merely added value, but core competencies that tvOne's human resources must possess.

Although studies on AI in the media industry continue to grow, most research still emphasizes technical efficiency, content innovation, or audience response to the use of this technology, such as research on news automation and AI presenters (Nuraini, 2024; Safira, 2024). This research has not yet systematically positioned AI as part of a media service reputation management strategy, particularly in the context of television news. Thus, there is a conceptual gap between AI studies in journalism that are oriented towards technology utilization and media reputation studies.

This gap is becoming increasingly relevant given that television news media faces double pressure in the form of audience fragmentation, competition with alternative media, and growing public skepticism towards mainstream media (Riyadi et al., 2025). In this situation, the adoption of artificial intelligence not only serves as a technological innovation, but also as a strategic signal that can influence perceptions of credibility, professionalism, and quality of media services. However, the use of AI in news production also carries reputational risks, primarily related to journalistic ethics, information accuracy, and the potential for disinformation (Broussard et al., 2019).

To date, research examining how television media integrates AI into news production as part of a strategy to build service reputation while mitigating reputational risks remains very limited. Most studies still separate the discussion of technological innovation and reputation management, thus failing to provide a comprehensive understanding of the relationship between the two in contemporary journalism practice.

Based on this background, this study aims to analyze how the use of AI technology in television news production is used as a strategy for building the reputation of tvOne's services. This study specifically focuses on the integration of AI in the pre-production and production stages of news, as well as its implications for media reputation from the perspective of journalistic ethics and public trust. This study is expected to contribute theoretically to communication and journalism studies by positioning AI not merely as a tool, but as part of a service reputation strategy in the news media industry.

METHOD

This study uses a descriptive qualitative approach with the aim of gaining an in-depth understanding of tvOne's strategy in integrating AI technology into the news production process as an effort to build a reputation for excellent service. A qualitative approach was chosen because the issues under study relate to processes, meanings, editorial decision-making, and ethical considerations that

cannot be measured quantitatively, but rather require narrative exploration from key actors within the media organization.

The technique for determining informants was carried out using *purposive sampling*, which is the deliberate selection of informants based on considerations of relevance, competence, and direct involvement in the use of AI technology in the tvOne newsroom. The criteria for selecting informants included: active involvement in editorial decision-making, direct experience in the use of artificial intelligence technology in the news process, and understanding of editorial policies and their impact on the organization's reputation.

Triangulation is a method used to verify the validity of data by comparing results from various sources, methods, or different perspectives (Rahardjo, 2010). The presence of triangulators aims to provide critical assessments of AI usage practices from an ethical and professional journalistic perspective. The number of informants is not intended for statistical generalization but rather to achieve depth of information in accordance with the characteristics of qualitative research.

Table I. Research Informant Profile

<u>Name</u>	<u>Age</u>	<u>Education</u>	<u>Position</u>	<u>Role in Research</u>
Sylvester Keda	55	Master's Degree	News Production Manager	Informant
Usmar Al Marwan	51	Master's Degree	Executive Producer	Informant
Turyanto	43	Bachelor's Degree	Executive Producer	Informant
Hamdi Fuadi	43	Master's Degree	Producer	Informant
Ratna Puspita	41	Master's Degree	Academic	Triangulator

Research data was collected through semi-structured in-depth interviews. The interview guidelines were developed based on the research focus, which included: the form and stages of AI use in the news production process, editorial and ethical considerations in the use of AI, informants' perceptions of the relationship between AI use and tvOne's reputation, as well as the risks and mitigation strategies applied. Interviews were conducted face-to-face or online according to the informants' availability. All interviews were recorded with the informants' consent and then transcribed for analysis.

Data Analysis

The data obtained is qualitative data that cannot be classified statistically. Therefore, in order to interpret the findings and draw conclusions, this study uses qualitative analysis with the interactive analysis model of Miles and Huberman. This model has three components of analysis, namely (1) data reduction, (2) data presentation, and (3) drawing conclusions and verification. These three main components must be present in qualitative data analysis, because the relationship between them must be continuously compared with each other to determine the direction of the conclusions as the final result of the study (Annisa & Mailani, 2023).

In the context of this study, Miles and Huberman's interactive analysis pattern can be described as follows:

1. Data Reduction

At this stage, researchers conduct *open coding* of interview transcripts by marking key statements relevant to the research focus. Initial codes are then grouped into thematic categories such as: the use of AI in the production stage, ethical considerations, reputation perceptions, and internal and external risk factors. Data that is not relevant to the research objectives is eliminated to maintain the focus of the analysis.

2. Data Presentation

The categorized data was then presented in the form of thematic narratives and analysis matrices to show the relationships between categories. This presentation allowed researchers to compare the views of informants and identify strategic patterns in the use of AI on tvOne.

3. Drawing Conclusions and Verification

Preliminary conclusions are drawn based on the patterns and relationships between the themes that emerge. The verification process is carried out by reviewing the raw data, comparing the analysis results between informants, and ensuring that the researcher's interpretations are supported by empirical quotes from informants.

RESULTS AND DISCUSSION

The Use of Artificial Intelligence at tvOne

As a national news television station, tvOne operates in an increasingly competitive media industry landscape that has been disrupted by developments in digital technology. Competition no longer only occurs between news television stations, but also involves digital platforms and social media that are able to distribute information quickly without strict journalistic regulations. In this context, the ability of mainstream media to maintain speed, accuracy, and credibility is a key factor in maintaining a reputation for excellent service. Consumer trust in tvOne has earned the company the title of number one television news and sports media in the country (Safira, 2024).

Based on *rating* and *share* data released by Nielsen on May 30, 2025, tvOne ranks second among national television stations with a rating of 2.1, below iNews and above Kompas TV and Metro TV. This position shows that although tvOne still has a significant audience base, competitive pressure remains high given audience fragmentation and the television industry's dependence on ratings as the main indicator of advertising revenue. This condition has prompted tvOne to implement strategic innovations in order to remain relevant and competitive amid changes in media consumption behavior.

No	Channel	Date	Week	Year
		30-May	2522	2025
1	SCTV	14.7	14.6	15.6
2	IVM	11.5	11.4	13.0
3	MNCTV	9.5	9.5	8.8
4	RCTI	9.4	9.0	9.7
5	TRANS7	9.1	9.7	8.9
6	TRANS	8.0	7.8	6.9
7	ANTV	6.1	5.6	6.0
8	MENTARI	4.7	4.7	4.2
9	RTV	3.6	3.2	2.3
10	GTV	3.5	4.1	4.6
11	INEWS	3.0	3.5	3.3
12	MOJI	2.4	3.0	3.5
13	TVONE	2.1	2.6	2.8
14	KOMPASTV	1.9	1.8	1.8
15	MDTV	1.6	1.6	1.3
16	VTV	1.5	1.4	1.4
17	METRO	1.1	1.2	1.3
18	TVRI1	0.8	0.6	0.7

Figure 1. National Television Ratings Results (Source: tvOne Programming Division)

The use of *artificial intelligence* (AI) technology is one of tvOne's strategic responses to the dynamics of media competition in this digital era. Artificial intelligence is understood not only as a technical innovation, but also as an organizational tool to improve operational efficiency, accelerate the news production process, and enrich the visual quality and presentation of content. tvOne

has adopted AI in various forms, ranging from experiments with AI presenters in *daily news* programs to the development of AI-based news portals. This step marks tvOne's position as a pioneer in the use of AI in the Indonesian television news industry and at the same time shapes its image as a media outlet that is adaptive to technological innovation. However, the implementation of AI has not been without challenges. Low public acceptance and operational limitations are factors

that influence the ongoing evaluation of the use of AI presenters on television (Ikhwani & Prihatmadi, 2025).

In the next stage, the use of AI was focused more selectively through the Criminal Headlines program. In this context, AI is used to reconstruct visual representations of criminal events based on verified journalistic sources such as investigation reports, witness statements, and journalist verification in the field. This approach demonstrates that AI is positioned as a visual production tool. However, editorial decisions and the verification process remain entirely under the control of the editorial team.



Figure 2. tvOne's "AI Investigation" segment (Source: YouTube tvOnenews)

These findings indicate that the use of AI at tvOne is aimed at strengthening the reputation of as a superior service by improving the efficiency and quality of news delivery, while maintaining public trust. In the media industry, reputation is largely determined by the audience's perception of the accuracy and credibility of content. As stated by News Production Manager, Sylvester Keda:

tvOne's strategy in creating a reputation for excellent service is through data-driven digital transformation. That is, how to develop an integrated newsroom system with data analytics (AI), so that every editorial decision becomes more measurable based on audience behavior.

Results of Thematic Analysis

Based on in-depth interviews with informants, this study found that the use of Artificial Intelligence (AI) at tvOne cannot be separated from the structural context of the media industry, which is fraught with external and internal pressures. Artificial intelligence does not stand as a neutral technological innovation, but rather operates within an editorial ecosystem influenced by political dynamics, media competition, audience characteristics, and the demands of reputation as a trusted information provider.

External pressure on reputation

Research has found that tvOne's reputation is shaped not only by the quality of its content, but also by public perceptions that develop beyond the control of its editorial team. Political pressure, the existence of alternative media, and an increasingly critical audience have created conditions in which every editorial decision, including those involving AI, has the potential to affect public trust. In this context, AI does not automatically enhance reputation, but can actually increase risk if the technology's output is perceived as biased, manipulative, or insensitive to public issues. This shows that the reputation of superior services in the media industry is relational and highly dependent on the external environment in which the technology is applied.

Internal factors and editorial risks

Internal factors and editorial risks show that the use of AI at tvOne directly confronts core journalistic values, particularly accuracy and ethics. Empirical findings show that accelerating the production process through AI increases efficiency, but simultaneously requires strengthening human validation mechanisms. In other words, AI amplifies the classic dilemma between speed and accuracy in journalism. This condition makes it clear that a reputation for excellent service is not generated by technological speed alone, but by the organization's ability to maintain consistency between innovation and journalistic principles.

Integration of AI in the newsroom workflow

The integration of AI in news production illustrates how tvOne consciously positions AI as a *decision-support system*, rather than an editorial actor. AI technology is used in the pre-production stage for audience trend and behavior analysis, as well as in the production stage for visualization and work efficiency. This finding is important because it shows that technological innovation at tvOne is selective and controlled. In the context of service reputation, this approach reinforces tvOne's image as a media outlet that is adaptive to technology without sacrificing editorial authority. AI serves as a strategic tool to improve service quality, not as a substitute for human-based journalistic work (Manan, 2024).

Mechanisms for building a reputation for excellent service through AI

tvOne's excellent service reputation does not automatically arise from the use of AI, but is formed through technology governance that includes transparency, editorial control, and ethical compliance. AI contributes to reputation through efficiency, visual innovation, and a modern image, but at the same time presents reputational risks if not managed with caution. These findings confirm that reputation in the information service industry is not absolute. Technology can strengthen or weaken reputation depending on how organizations manage it.

Table 2. Data Grouping Based on Thematic Analysis

Main Theme	Main Category/Code	Summary of Empirical Findings	Informant Quotes
External Pressure on Reputation	Political pressure	The perception of media owners' political affiliations shapes public framing of tvOne and influences audience trust levels, especially on sensitive political issues.	"tvOne is often perceived as biased due to ownership factors. This perception is difficult to avoid even though the editorial team strives to remain professional." (Turyanto)
	Alternative media and content creators	Alternative media is considered more appealing to younger generations due to its entertainment style, but it often sacrifices verification, creating reputational pressure for mainstream media.	"Gen-Z prefers homeless media because of its entertainment value, not because of the depth of its information." (Ratna Puspita)
	Critical audiences and social media	Small mistakes in headlines, visuals, or framing can quickly turn into negative sentiment on social media and directly impact reputation.	"One small mistake can quickly go viral and become fodder for attacks on social media." (Hamdi Fuadi)
Internal Factors and Editorial Risks	Accuracy and journalistic ethics	The speed of news production increases the risk of errors, so the principle of checking and double-checking remains the main foundation.	"Speed is important, but fact-checking cannot be neglected. That is our foundation." (Sylvester Keda)
	Editorial Policies	Structural and economic interests can influence editorial independence and impact public perception.	"As an industry, media cannot be separated from economic realities and ownership." (Usmar Al Marwan)

	Presenters and reporters	Presenters and reporters are seen as the face of tvOne. Their behavior, including on social media, has the potential to affect the organization's reputation.	<i>"What presenters do off-screen still carries the tvOne name."</i> (Hamdi Fuadi)
Integrating AI into the Newsroom Workflow	AI in the pre-production stage	AI is used to analyze audience trends and behavior as a basis for agenda setting and headline determination.	<i>"Editorial decisions are now data-driven, not just based on intuition."</i> (Sylvester Keda)
	AI in the production stage	AI improves efficiency and visual quality, especially in the visual reconstruction segment of the Criminal News program.	<i>"If it takes seven days manually, with AI it's done in half a day."</i> (Usmar Al Marwan)
	Validation	AI is positioned as a tool; editorial decisions and verification are still carried out by humans.	<i>"AI does not make decisions. The editorial team still determines them."</i> (Usmar Al Marwan)
Mechanism for Building the Reputation of Superior Services	Efficiency and innovation	AI reinforces tvOne's image as an adaptive, fast, and innovative television media outlet in the competitive industry.	<i>"AI helps us stay relevant and competitive."</i> (Sylvester Keda)
	AI Reputation Risks	Without ethical guidelines and transparency, AI has the potential to undermine journalistic quality and public trust.	<i>"If AI is used without control, what is lost is empathy and journalistic analysis."</i> (Ratna Puspita)
	Governance-based reputation	Reputation is not built by technology alone, but by how organizations manage technology ethically.	<i>"Technology is just a tool. Reputation is determined by the values upheld."</i> (Turyanto)

Overall, these thematic findings indicate that the use of AI at tvOne is an organizational strategy oriented toward a reputation for excellent service, but its success is highly dependent on the external context, the internal capacity of the editorial team, and editorial governance mechanisms. Thus, this study expands the understanding that AI in journalism is not merely a technical innovation, but a strategic practice that has direct implications for the legitimacy and public trust in the media.

CONCLUSION

AI technology at tvOne can be summarized as not merely being adopted as a technological innovation, but rather positioned as a strategic instrument in editorial management that is oriented towards efficiency, content quality, and maintaining public trust.

However, the adoption of AI brings its own challenges, particularly in relation to ethics, data accuracy, and public trust. The risks of disinformation and manipulation are key concerns that must be addressed. Therefore, tvOne needs to maintain a balance between the use of technology and the application of strict journalistic principles, including human validation of AI outputs.

The study found that AI at tvOne is mainly integrated in the pre-production and production stages of news, namely through audience trend analysis, data-based agenda setting, and improvements in visual quality and editorial efficiency. However, AI at tvOne does not take over editorial functions. Editorial decisions and verification processes remain under human control.

This confirms that AI is used as a tool to assist in journalistic practices. Thus, the reputation for excellent service is not built by the technology itself, but by how the organization manages the technology ethically and responsibly.

Overall, this study shows that the use of AI technology can be an effective strategy for tvOne to strengthen its reputation as a trusted and innovative information provider. However, the success of AI implementation is highly dependent on tvOne's ability to manage external and internal risks that could potentially damage its reputation, maintain journalistic quality, and retain public trust.

However, this study has a number of limitations. The data was obtained from the internal perspective of the editorial team, so it does not fully capture the perceptions of the audience as service recipients. Conceptually, this study has not developed measurable indicators of the reputation of AI-based superior services, but is still exploratory in nature. In addition, the study of AI policies and regulations in journalism, including the development of an ethical framework and AI editorial guidelines, is an important research agenda as the adoption of this technology in the media industry increases.

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