



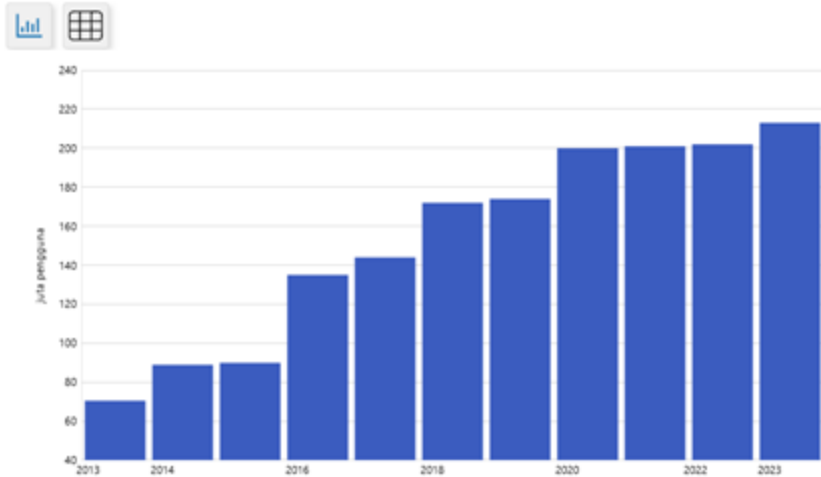
The Future of Media and Journalism in the Age of AI

Wahyu Dhyatmika, CEO Tempo Digital

Internet users and advertising spending increase

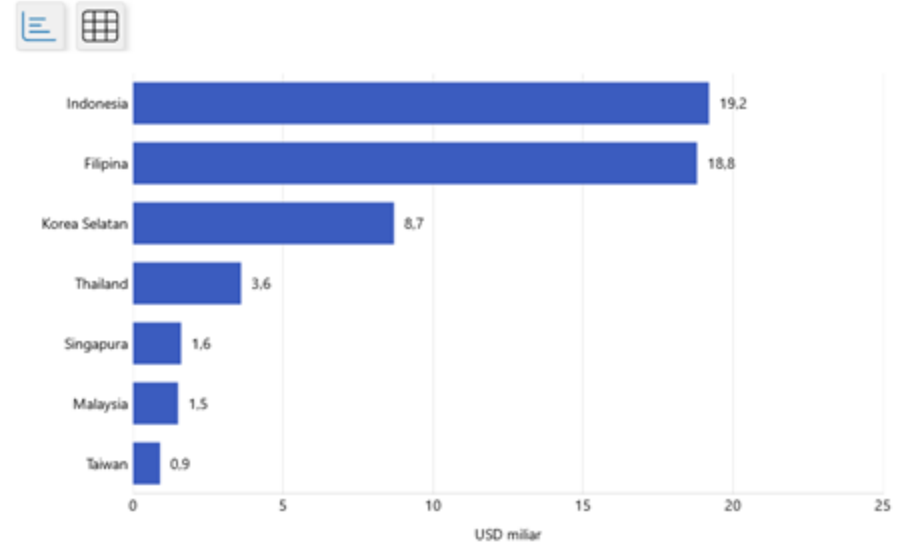
Jumlah Pengguna Internet di Indonesia (Januari 2013-Januari 2023)

databoks



Nilai Belanja Iklan di Pasar Terpilih Asia* (2022)

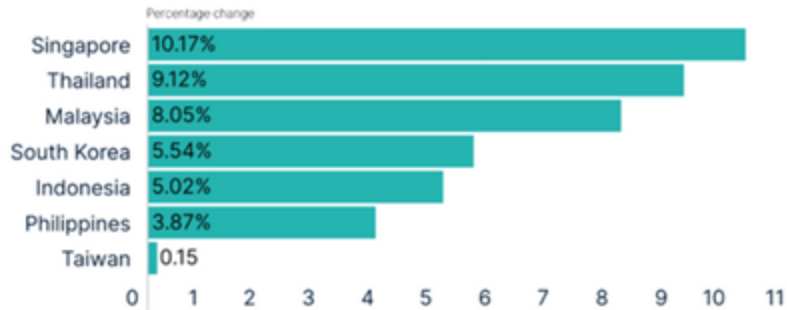
databoks



*Thailand, Indonesia, Singapura, Malaysia, Filipina, Korea Selatan, dan Taiwan

But the advertising revenue to news media is declining

2022 ad spend for Thailand, Indonesia, Singapore, Malaysia, Philippines, South Korea, & Taiwan



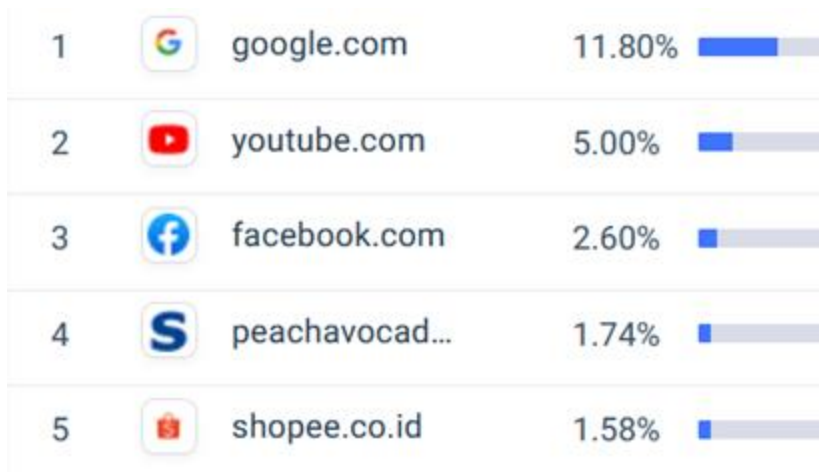
Market	Local currency	USD
Indonesia	IDR	\$294,680.5 billion
Philippines	PHP	\$1,024.2 billion
South Korea	KRW	\$11,471.7 billion
Thailand	THB	\$118.7 billion
Singapore	SGD	\$2.1 billion
Malaysia	MYR	\$6.5 billion
Taiwan	TWD	\$26.4 billion

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Source: Nielsen Ad Intel, 2022

The number of news media web visitors is also declining

General website unique users trend in 2024



News media website trend in 2024



Prabowo Subianto: Indonesia's 'cuddly grandpa' with a bloody past

7 February 2024

By Yvette Tan & Trisha Husada, in Singapore and Jakarta

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Generative AI may change elections this year. Indonesia shows how

By Kate Lamb, Fanny Potkin and Ananda Teresia

February 8, 2024 6:59 PM GMT+7 · Updated 4 months ago



Indonesia candidates battle for Gen-Z votes on social media

Jakarta (AFP) – Indonesia's presidential candidates are posting light content on social media in a push to appeal to young voters, dressing up like Tom Cruise in "Top Gun", organising dance contests or forgetting to turn off a livestream.

Issued on: 09/02/2024 - 07:07 3 min

- Prabowo campaign uses AI generated image of himself to rebrand his long history of high tempered former army general with human right abuse track record.



AI Generated Video

Video yang dibuat dari kecerdasan buatan dari perintah teks, gambar, atau dengan menganalisis data video yang ada. Hal ini memungkinkan pembuatan video berkualitas tinggi tanpa memerlukan aktor, peralatan syuting, atau keterampilan pengeditan video yang ekstensif.

Manfaat

1. Media pembelajaran dalam pendidikan.
2. Dalam dunia hiburan, gen-AI menciptakan efek visual yang menarik dan interaktif.
3. Media simulasi untuk training dalam industri
4. Memudahkan produksi informasi dalam format apapun; video atau audio



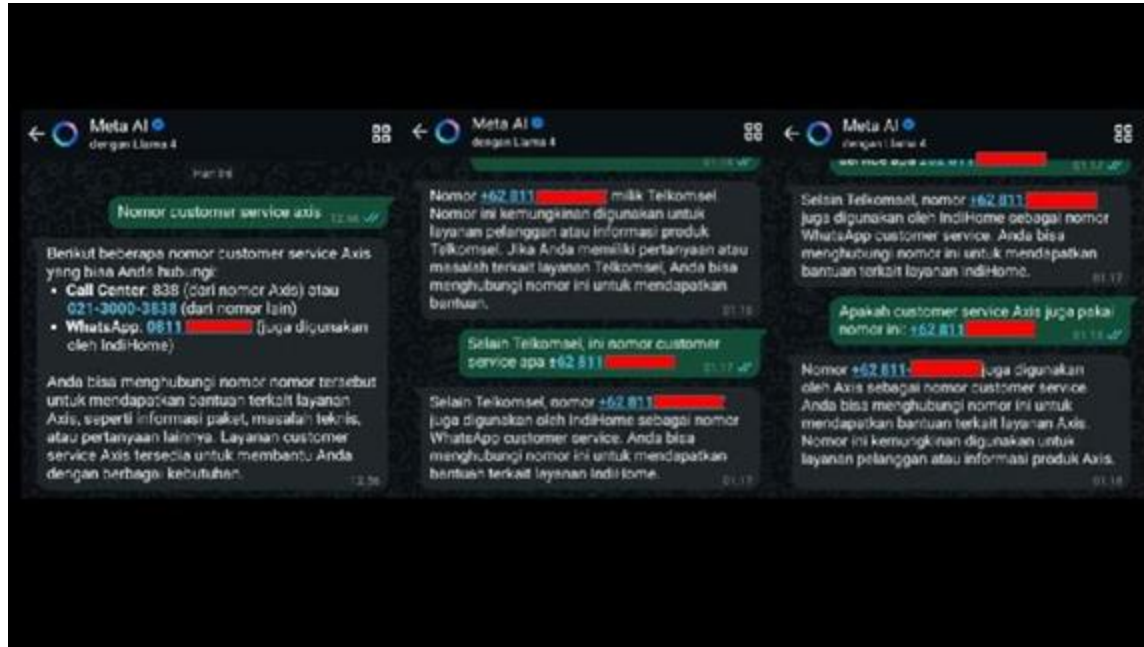
Dua Sisi Generative AI

Risiko

1. Penyebaran informasi keliru, termasuk deepfake, dan propaganda.
2. Penipuan
3. Pencurian identitas.
4. Perusakan kredibilitas atau reputasi orang atau institusi.
5. Pelanggaran hak cipta.

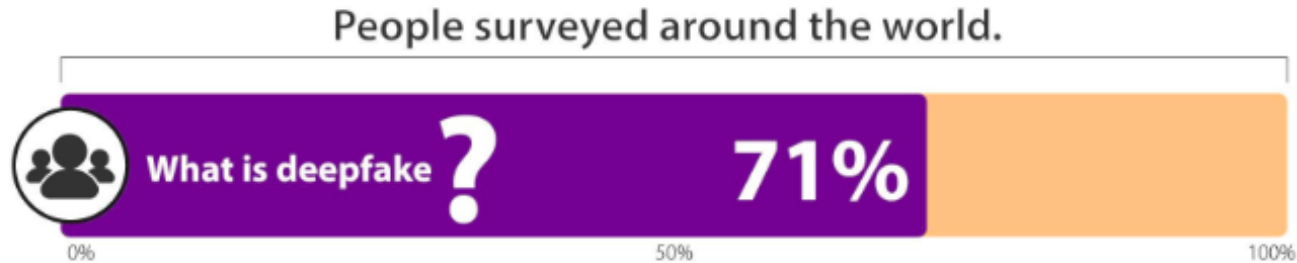
Risiko Misinformasi dari Gen-AI

LLM



April lalu, Meta AI diketahui menyebarkan informasi nomor telepon pribadi seorang warga saat pengguna bertanya tentang customer service Telkomsel, Axis, dan Indihome.

Orang semakin mudah tertipu oleh deepfake



Source: Iproov



71% orang yang disurvei oleh Iproov di seluruh dunia mengatakan bahwa mereka tidak tahu apa itu deepfakes.

Percentage of people who have difficulty
distinguishing deepfake voices from real voices.

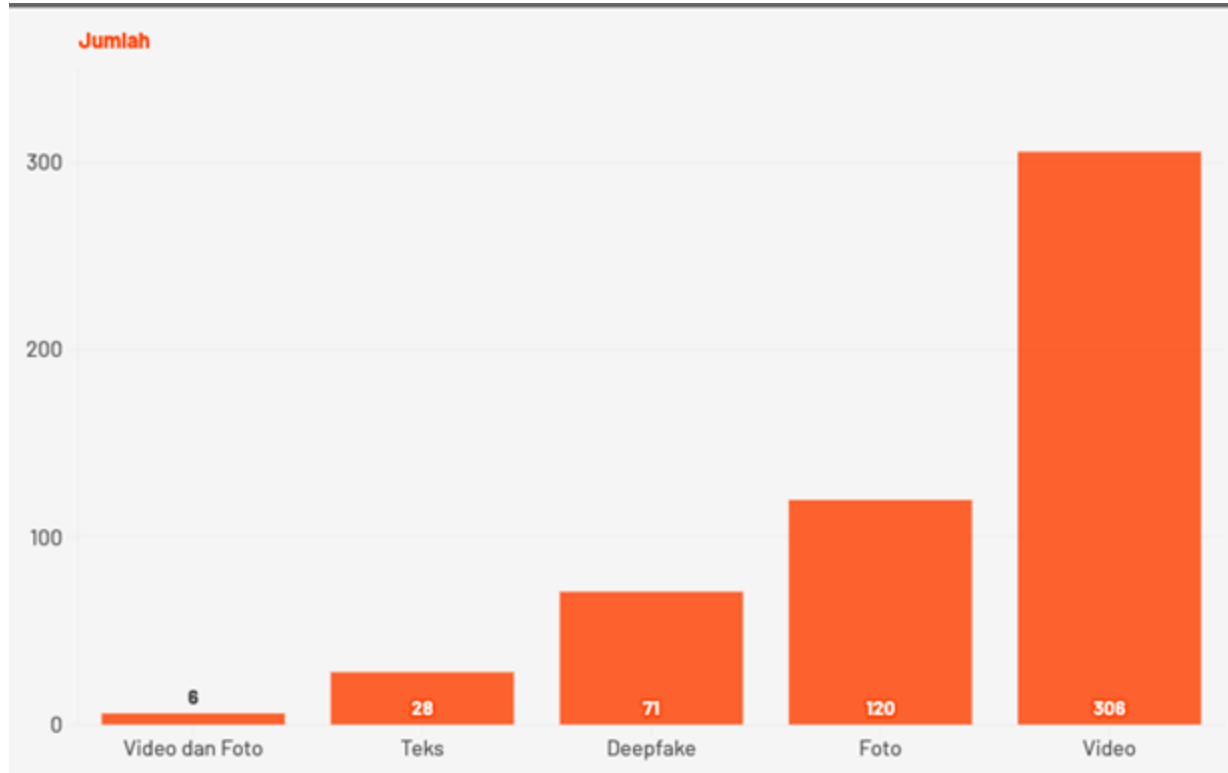


Source: LocalCircles (2023)



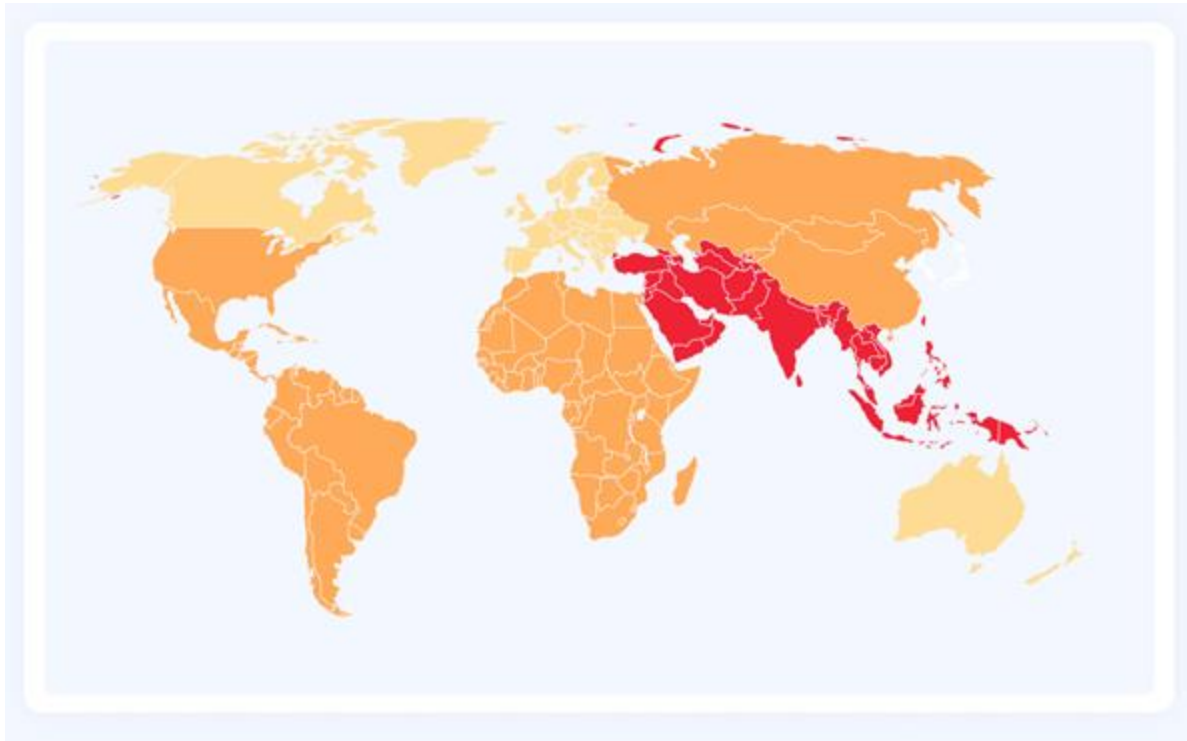
Survei dari LocalCircles (2023), 25% orang mengalami kesulitan membedakan audio deepfake dengan audio asli. Hal ini membuat mereka rentan terhadap penipuan deepfake.

Data Tempo 2024, **deepfake** melonjak signifikan



Bahaya Deepfake 1: Operasi Pengaruh

Operasi yang berusaha untuk mengubah opini publik, membentuk lanskap politik, mempengaruhi pemilu, dan hubungan internasional.



Target kampanye pengaruh dengan deepfake:

Politisi	39,2
%	
Selebriti	29,4
%	
Bisnis	19,6
%	
Teroris	6,9
%	
Militer	4,9
%	

Contoh deepfake untuk kampanye pengaruh

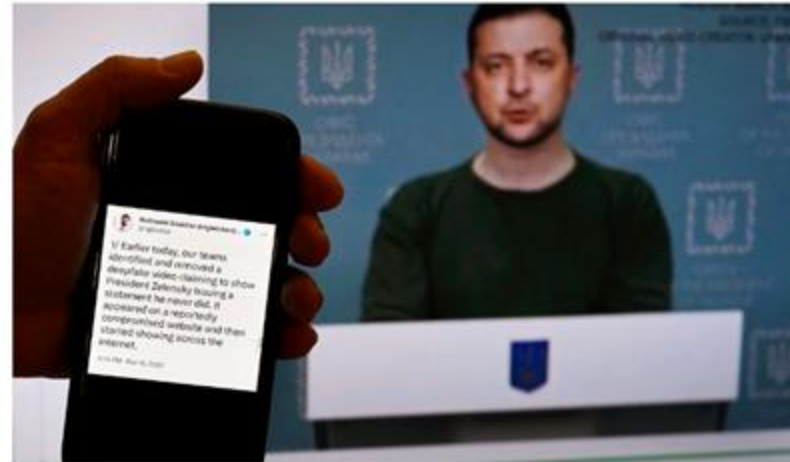


NEWS FEED

Study: Deepfakes weaponized in Russia's war against Ukraine

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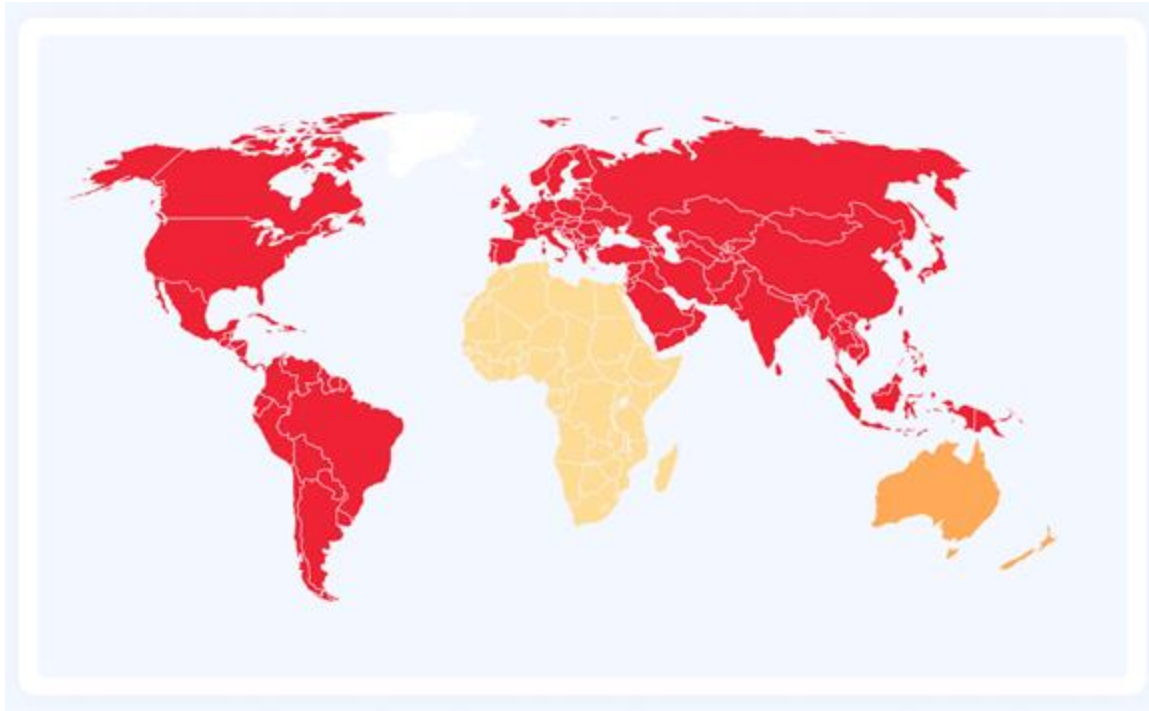
by Dmytro Basmat and The Kyiv Independent news desk • October 26, 2023 5:03 AM • 2 min read



A photo illustration of a phone screen displaying a statement from Meta's security chief and a fake video of President Volodymyr Zelenskyy, Jan. 30, 2023. (Olivier Douliery / AFP via Getty Images)

Bahaya Deepfake 2: Penipuan

Motivasi utama di balik penipuan ini adalah keuntungan finansial. Penipu menggunakan teknologi deepfake agar terlihat kredibel dan meyakinkan. Penipuan ini sebagian besar ditemukan di media sosial seperti Facebook, Twitter, Instagram, dan YouTube.



Sektor yang menjadi target:

Perdagangan	35,6%
Ritel	15,4%
Perjudian	14,4%
Bantuan sosial	12,5%
Kesehatan	9,6%
Kencan	6,7%
Kripto	



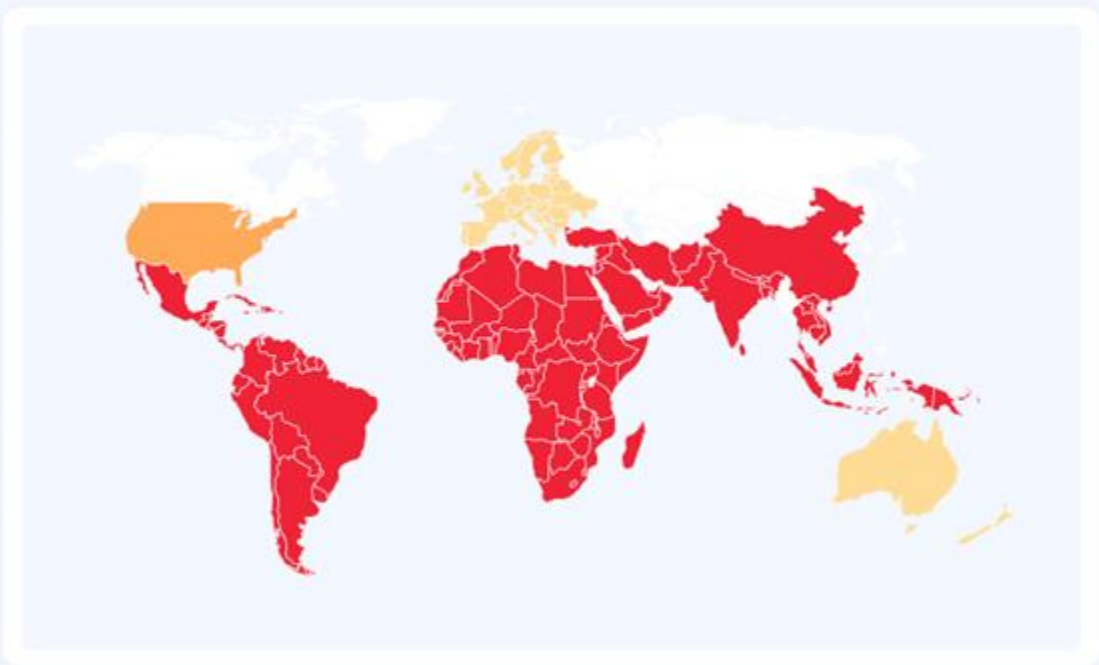
Jika video ini lewat Beranda
Kalian berarti Anda
beruntung langsung dapat
bantuan tunai dari bapak
Jokowi 50 juta tunai
sekarang!!

Tekan ❤️ + ➡️

Deepfake untuk penipuan meningkat di Indonesia sejak 2024 terutama digunakan di sektor kesehatan, bantuan sosial, dan perjudian. Sebagian besar menggunakan konten dari tokoh publik seperti politisi dan selebritis.

Bahaya Deepfake 3: Pemalsuan Identitas

Penipu menggunakan teknologi deepfake untuk membuat dokumen identitas palsu dan profil pribadi guna mengajukan pinjaman, kartu kredit, atau layanan keuangan.



Sektor yang banyak menjadi target:

Fintech	38%
Kripto	18%
Perdagangan	15%
Pembayaran	14%
Perjudian	11%
Telekomunikasi	4%

Bahaya Deepfake 4: Pornografi

Deepfake digunakan untuk pornografi yang memperburuk kekerasan berbasis gender online



Dari selebritis hingga pelajar sekolah menjadi korban deepfake. Mudah dan murah teknologi ini memungkinkan siapa saja dapat mengakses dan menyalahgunakan foto dan video yang tersebar di internet untuk deepfake pornografi tanpa persetujuan pemiliknya.

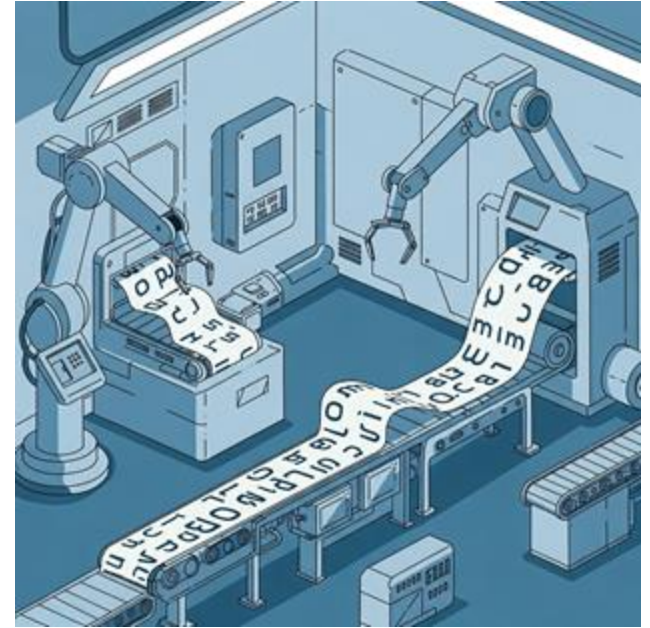


Solution: Ethical AI

- Pemerintah dan pemangku kepentingan dalam ekosistem informasi harus duduk bersama untuk membahas regulasi yang tepat untuk mencegah meluasnya misinformasi dan disinformasi akibat generative AI/deepfake
- Dalam regulasi tersebut, harus ada panduan etika produksi konten informasi dengan AI, yang tetap menghormati agency human, dan kekhasan konteks lokal di setiap komunitas pengguna, termasuk bias yang potensial akibat penggunaan bahasa dominan (Inggris) dalam training data di LLM

Current Situation on AI Usage

- Most online media use AI for producing more content, competing in volume, to achieve wider reach and other KPIs determined by advertisers (pageviews, CTR, etc)
- Some other media uses AI for different storytelling format: converting text to video, audio, social media content, etc
- A limited number of media uses AI to create new product based on users needs, ie AI compliance tool for law firms, text summarization and easier search navigation



Audience Centric Approach

We need to reconnect our newsroom to audience needs and stay relevant in the social media era. People need credible and helpful information provided by balanced and trusted source.

The user needs model





Challenges: Risk and Opportunity

- Without changing Indonesia media business model, the problem in tech availability and lack of audience engagement will still exist. The quality of content, value creation in media needs to be connected to the value capture and monetization strategy
- Most media does not recognize the risk of their chosen strategy in using AI to augment production. The rise of synthetic content (articles made by AI) will jeopardize trust from audience and in the long term, affect the quality of generative AI that has been fed by those synthetic content.
- The majority of the media also does not realize the opportunity provided by genAI platform in terms of providing grounding data for LLM



Regulation Support

- Indonesia has Presidential Decree no. 32 in 2024 that oblige platform to negotiate commercial deals with publishers regarding quality journalism content
- The Press Council also issued regulation no.1 in 2025 that provide legal and ethical framework for the use of AI in journalistic content
- We still need regulation to strengthen copyright protection for journalistic content and ensure fair compensation for publishers that produce training and grounding data for AI platforms. We might try to use the current presidential decree as an anchor to expand its implementation into AI related negotiation.



Infrastructure Support

- We have developed a content aggregator to crawl all of our association members website and store it in one website, providing a single database for all potential AI partners. Almost 100 media has joined.
- We also encourage members to apply for Journalism Trust Initiative (JTI) accreditation as a trusted and independent media, on top of Indonesian Press Council verification, creating a standardization mechanism to all content produced by different media outlets. More than 1000 media is verified by the Press Council.
- We are talking with local startup to develop an open source generative AI engine based on Indonesian language, trained using news content from several Indonesian publishers. We want to use this local/homegrown AI on our aggregator website to utilize the collective datasets from our members and create new products and features to generate and share revenue.



Action Plan

- Push for a stronger regulation to protect information integrity in the AI age, which include the publishers and platforms role and obligation and also its framework for engagement
- Formalize a collective agreement from the publishers side to standardize content, protect it legally and engage with AI platform together
- Create a mechanism for platform to engage in collective way with Indonesian publishers via national trust fund.



Terimakasih