

## ABSTRAK

Pergeseran lanskap jurnanisme ke dalam ekosistem platform digital memicu disrupsi struktural di ruang redaksi, di mana organisasi media dituntut untuk tunduk dan mengakomodasi logika algoritma YouTube. Penelitian ini memilih iNews Digital (MNC Group) sebagai studi kasus tunggal yang ekstrem karena menerapkan kebijakan target produksi massal yang masif, yakni mencapai 190 video per hari (5.700 video per bulan) di bawah rezim kapitalisme komputasional. Untuk mengatasi hambatan kognitif dalam memenuhi target ekstrem tersebut, redaksi mengadopsi kecerdasan buatan ChatGPT khusus pada ranah pengemasan periferan (Search Engine Optimization/metadata). Praktik ini memunculkan dilema krusial antara tuntutan kecepatan platform digital dengan kewajiban mematuhi standar verifikasi etika jurnalistik sebagaimana diamanatkan dalam Peraturan Dewan Pers Nomor 1 Tahun 2025.

Penelitian ini menggunakan paradigma konstruktivis-interpretif dengan pendekatan studi kasus kualitatif tunggal. Pengumpulan data dilakukan melalui multiple sources of evidence, yang mencakup wawancara mendalam dengan informan kunci (jajaran manajemen, produser VOD TV, dan produser VOD Original), observasi lapangan, serta dokumentasi digital berupa log aktivitas dasbor YouTube dan rekam jejak komunikasi grup WhatsApp redaksi. Analisis data menggunakan teknik penjodohan pola (pattern matching) berlandaskan Teori Tatanan Negosiasi Anselm Strauss.

Hasil penelitian membuktikan bahwa praktik negosiasi otonomi di iNews Digital dieksekusi melalui pembagian wilayah kerja yang melahirkan konsep orisinal Tatanan Negosiasi Hibrida Berjenjang. Model ini memetakan ruang keputusan ke dalam tiga wilayah: (1) Kompartemen Periferan, di mana otonomi perumusan judul dan kemasan teks didelegasikan secara pragmatis kepada ChatGPT demi mengejar metrik trafik; (2) Kompartemen Inti, di mana kedaulatan substansi, akurasi, dan verifikasi fakta dipertahankan mutlak oleh manusia; serta (3) Gerbang Verifikasi Siber Berjenjang, di mana grup WhatsApp "Newsroom Gerak Cepat" berfungsi sebagai jaring pengaman manual tiga lapis oleh pimpinan redaksi. Sistem verifikasi siber ini sukses meredam risiko kebutaan regulasi pekerja akibat kelelahan target industri, sekaligus memastikan kepatuhan institusional terhadap standar etika pers nasional.

Kata Kunci: ChatGPT, Jurnanisme Platform, Kapitalisme Komputasional, Negosiasi Otonomi, Peraturan Dewan Pers, Studi Kasus.

## ABSTRACT

The shift of journalism into the digital platform ecosystem triggers structural disruptions in newsrooms, where media organizations are demanded to submit to and accommodate YouTube's algorithmic logic. This study selects iNews Digital (MNC Group) as an extreme single case study because it implements a massive mass-production target policy, reaching 190 videos per day (5,700 videos per month) under the regime of computational capitalism. To overcome cognitive barriers in meeting these extreme targets, the newsroom adopts ChatGPT specifically in the realm of peripheral packaging (Search Engine Optimization/metadata). This practice raises a crucial dilemma between the demand for digital platform speed and the obligation to comply with journalistic ethical verification standards as mandated in Press Council Regulation Number 1 of 2025.

This study employs a constructivist-interpretive paradigm with a qualitative single case study approach. Data collection was carried out through multiple sources of evidence, encompassing in-depth interviews with key informants (management, VOD TV producers, and VOD Original producers), field observations, and digital documentation in the form of YouTube dashboard activity logs and newsroom WhatsApp group communication trails. Data analysis used pattern matching techniques based on Anselm Strauss's Negotiated Order Theory.

The research findings prove that autonomy negotiation practices at iNews Digital are executed through the division of work areas, giving birth to the original concept of Hybrid Tiered Negotiated Order. This model maps the newsroom decision-making space into three compartments: (1) Peripheral Compartment, where the autonomy of title formulation and text packaging is pragmatically delegated to ChatGPT to chase traffic metrics; (2) Core Compartment, where the sovereignty of substance, accuracy, and fact-verification is absolutely maintained by humans; and (3) Tiered Cyber Verification Gate, where the "Newsroom Gerak Cepat" WhatsApp group functions as a three-layer manual safety net by editors. This cyber verification system successfully mitigates the risk of worker regulation blindness due to industrial target fatigue, while ensuring institutional compliance with national press ethics standards.

**Keywords:** Case Study, ChatGPT, Computational Capitalism, Negotiated Autonomy, Platform Journalism, Press Council Regulation.