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## Could Artificial Intelligence Replace Human Jobs in Framing of Online Media News CNN Indonesia and Detik.com?

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The purpose of this research is to find out how online media CNN Indonesia and Detik.com frame the news of Artificial Intelligence (AI) replacing human jobs. This research uses Robert N. Entman's framing analysis model, which can later find out how the framing is built through protrusion or emphasis in it so that it can find out the potential public trust in AI from the issue. The two online media have the same framing, both emphasising positive and negative things, besides AI can replace human jobs, AI is also beneficial for humans. Detik.com is considered more active in publicising this issue. The emphasis on the positive from both media on the counter issue has the potential to build public trust in AI, which also has an impact on the further development of AI as a useful technology.

**Keywords:** artificial intelligence, framing, online media

Tujuan dari penelitian ini adalah untuk mengetahui media online CNN Indonesia dan Detik.com membingkai pemberitaan *Artificial Intelligence* (AI) menggantikan pekerjaan manusia. Dalam penelitian ini menggunakan analisis framing model Robert N. Entman, yang nantinya dapat mengetahui bagaimana framing yang dibangun melalui penonjolan atau penekanan di dalamnya sehingga dapat mengetahui potensi kepercayaan masyarakat terhadap AI dari isu tersebut. Dari kedua media online tersebut memiliki pembedaan yang sama, keduanya sama-sama menekankan hal positif dan negatif, disamping AI dapat menggantikan pekerjaan manusia, AI juga bermanfaat bagi manusia. Detik.com dinilai lebih aktif dalam melakukan publikasi terkait isu ini. Adanya penekanan dalam hal positif dari kedua media pada isu yang kontra tersebut memiliki potensi untuk membangun kepercayaan masyarakat terhadap AI, yang mana hal itu juga berdampak pada perkembangan AI selanjutnya sebagai teknologi yang bermanfaat.

**Keywords:** artificial intelligence, framing, online media

## INTRODUCTION

Artificial Intelligence (AI) is a technological innovation that has human-like intelligence capabilities, so that it can be utilised as a tool to help make human work easier. The creation of AI is the result of dissatisfaction from computer experts who are only data and information processing, so a mathematics and computer researcher named Alan Turing who in 1950 had an idea about the possibility of a machine having the capability to think, so he conducted a series of Turing Tests, to measure machines having a human-like level of intelligence. (Rozaq, 2019). AI can also be defined as a human-designed system that can facilitate complex tasks and can process information in a manner similar to humans themselves. So in practice it is a field of computer science that focuses on computer processes that can often function and react like humans; such as image recognition (vision), speech recognition (hearing), and natural language generation (speaking) (Ryan, 2020). Currently, the presence of AI has been widely applied in various sectors, because it does have advantages that can improve the quality of human life. One of the main advantages is its ability to quickly and precisely make decisions based on data. This has the potential to reduce human errors and speed up responses in critical situations (Misnawati, 2023). In addition, with these advantages, of course, in its application, AI is widely used in various fields and has positive results, some of which are in the field of education, where research with the title "*Pemanfaatan Kecerdasan Buatan Pada Media Pembelajaran Berbantuan Google Assistant*" states that with the use of learning media, students express pleasure and interest in the teaching and learning process of physics on the subject of Newton's law, with this of course it can also increase student learning power (Arip Nurahman & Pandu Pribadi, 2022). Then in the fields of health and economics, where research with the title "*Pemanfaatan Teknologi Artificial Intelligence untuk Penguatan Kesehatan dan Pemulihan Ekonomi Nasional*" states that AI technology has great potential in strengthening the health system and national economic recovery. Especially in the case of controlling COVID-19, and can also be used to calculate the level of people's purchasing power (Fitri Andri Astuti, 2021). There is also in the field of cyber security, where in a study entitled "*Pemanfaatan Artificial Intelligence Dalam Pertahanan Siber*" which also has the result that AI can make computer systems and networks safer and protected from cyber threats and can be able to speed up the process of solving security problems and ensure that solutions can be effective and appropriate. (Farid et al., 2023). As well as in the field of digital marketing, where in a study entitled "*Pengaruh Artificial Intelligence dan Digital Marketing terhadap Minat Beli Konsumen*" shows the results that AI, which includes expert systems, natural language systems, computer vision, and intelligent computers, has a positive and significant effect on consumer buying interest (Pangkey et al., 2019).

Although very useful, the application of AI technology has its cons, where in addition to the many benefits of various fields there are several risks or negative impacts. Among them, AI technology leaves a negative impact, where in the spotlight of human dignity, AI has the potential to eliminate the barriers of private life that are the rights of every human being (Pabubung, 2023). In addition, there is a misuse of AI capabilities in the creation of pornographic content, where a video content is manipulated as if someone is acting and being in the video, so that it can create hoax content (Faqih & Soerjati Priowirjanto, 2022). In addition, there is an impact in the field of human resources if the sophistication of AI can take over many human jobs, which is due to the AI work process that can resemble humans and can even exceed human abilities, so that the role of humans as workers will be reduced and can



19 result in unemployment (L. T. Putri et al., 2021). The issue of AI in the field of human resources, especially in terms of replacing human jobs, is a topic of much concern. This is because currently there are many companies that have adopted robotic automation technology or AI innovation so that it is faster, more accurate and efficient when compared to having to employ a large number of people. So that currently companies that want to develop and adopt AI technology will reduce employees or terminate employment, so unemployment will increase. This is also reinforced by the existence of robots or innovations such as AI, which can create more efficiency and productivity for companies created by robots and computers (Rachmadana et al., 2022).. In addition, it also triggers the loss of many jobs in the world, according to report data from the McKinsey Global Institute estimates that around 400 to 800 million people worldwide will lose their jobs due to automation by robots and AI by 2030. (Manyika et al., 2017).

2 The benefits and impacts of AI can create perceptions of AI's existence, which can have an effect on public trust, and it will impact the development of AI itself as a potential future technological advancement that can be utilised for various human needs to be faster, more accurate and efficient. Problems with the risks posed by AI including misuse are causing public concern and raising questions about trust and governance of AI systems, which according to several international and pan-governmental organisations, including the OECD, the European Commission, and the G7 Innovation Ministers, public trust in AI technology is essential for its continued acceptance, if AI systems are not proven to be trustworthy then widespread acceptance and adoption of AI systems will be hindered, and the potential social and economic benefits will not be fully realised (Gillespie et al., 2023). One of the reasons why trust in AI technology is growing is because of research publications, social media opinions, and online news. This is because these three things are some of the sources of information that can be accessed by the public. information that contains the advantages or risks can affect the trust of the public, because it involves the public's perception or understanding of AI technology. According to research entitled "Building Trust in Artificial Intelligence, Machine Learning, and Robotics" states that in terms of building trust in AI technology, the perception factor is one of the main roles in shaping people's initial trust in AI (Siau & Wang, 2018).

35 The internet is currently present as a fulfilment of human needs in communicating and obtaining information. The internet is currently a worldwide network for communication from various regions to foreign countries, the internet in its function also has no limitations as part of an information provider (Ahmadi, 2020). The internet as a medium for providing information is considered to greatly facilitate the audience in finding the information provided, interactive features on the internet such as search engines seem to make this world open and nothing can be hidden, and with the increasing number of communication devices offered, the world seems to shrink, so that all those in it can easily interact (Febriana, 2018). In such a concept, it can be said that we are in a world that is completely connected and interconnected without any restrictions, so finding information will be much easier. With the ease of finding information, of course the role of new media in the form of online media is the main reference for the community as a source of information because of the ease of access with today's internet features. News in online media is the same as other mass media, both of which inform the public of an event, but online media is superior because it is supported by internet technology which in reporting to the public can be fast and actual (Santoso, 2021). Online media in its role has a contribution to the development of issues, problems or news on a matter which also has

an influence on perceptions to public opinion. So that the media will continue to publish quickly from a phenomenon or event, with the emergence of the phenomenon of sophistication and pros and cons in AI, the media participates in providing information from various sides, which of course does not escape reporting on the topic of AI that can replace human jobs. Basically, the media is not just a passive and neutral party, but the media chooses certain things to be highlighted and minimises other things. This, which prioritises one side of the topic of AI replacing human jobs, can lead to diverse interpretations for audiences who consume the news. In social construction theory according to L. Beger in the context of news, it can be understood that a news text cannot be equated with a reflection of reality, news must be seen as a construction of reality, so it is very potential for the same event to be constructed differently. News in the view of social construction is not an event or fact in the true sense, but a product of interaction between journalists as news makers and facts (Eriyanto, 2002: 20). So in the constructionist view, the media that publishes news is not just a free channel, the media is also a subject that constructs reality, complete with its views, biases, and favouritism.

The issue of AI replacing human jobs has many news publications about it, especially in the early period of the year in January 2024. The number of news publications was due to the large layoffs carried out by technology companies, one of which was due to the application of AI in the company and it was stated that the layoffs that occurred had an impact on 25 thousand people including one of them was the Google company (V. M. Putri, 2024). Among the many online media in Indonesia, according to the results of the *Digital News Report 2023* survey, there are 5 top online media among the 15 most trusted online media. Among these 5 are Kompas (69%), CNN Indonesia (68%), TVRI (66%), Liputan 6 (64%), and Detik.com (63%) (Newman et al., 2023). In terms of reporting on the issue of AI replacing human jobs, among the 5 most trusted media, there are 2 online media that publish the most about the issue, namely CNN Indonesia and Detik.com. It is known that CNN Indonesia published 8 news while Detik.com published 18 news. In 3 other online media such as Kompas only published 5 news, TVRI did not publish about the issue and Liputan 6 only published 2 news. So with the number of news publications about AI replacing human jobs on CNN Indonesia and Detik.com media compared to 3 media with the top 5 most trusted. It is interesting to see how the framing occurs in the two media, because it is included in the 5 most trusted media, of course the media will be widely used as a reference for information for the public. So it is necessary to know how the media constructs the issue, what things are highlighted and what is minimised in the news, whether in the news the issue of AI replacing human jobs only accentuates the negative side by minimising the positive side or accentuates the positive side by minimising the negative side, which will find out how the perceptions built by the media to the public towards the reality of AI replacing human roles and how the potential trust built in society towards AI from the news.

To see how news from the issue is formed and constructed by the media, it is known as the framing. The same event can be constructed differently by using different frames. The result of the framing is that there are certain parts of reality that are more prominent and more easily recognised so that they are easily remembered. According to Robert N. Entman, framing is a selection process of various aspects of reality so that certain aspects of the event are more prominent than other aspects, and also includes the placement of information in a distinctive context so that certain sides receive greater allocation than other sides (Eriyanto, 2002: 77). In the concept of framing analysis according to Entman, there are 4 elements that can be analysed

in a news text, the first is *Define Problems* which looks at how an event or issue is seen or understood and seen as what or as what problem, in this case emphasising how events are understood by journalists. Second, *Diagnose Causes*, this element is to frame who is considered the actor of an event, in this case it can mean what and also mean who, so that it can be seen in the emphasis on what and who is the source of the problem. Third, *Make Moral Judgement*, this element is used to justify or give arguments to the definition of the problem that has been made, when the problem has been defined, the cause of the problem has been found, a strong argument is needed to support the idea. Fourth, *Treatment Recommendation*, which is an element used to assess what problem solving is desired by journalists, and what path is chosen to solve the problem (Eriyanto, 2002: 225).

Research on framing analysis using the concept of Robert N. Entman has been done before, some of which are research with the title "*Analisis Framing Model Robert Entman Tentang Kasus Kanjuruhan Di Detikcom Dan BBC News*" by Hafidli et al. (2023). In their research, they discussed news framing on the issue of the tragic case of the match between Arema FC and Persebaya Surabaya at Kanjuruhan Stadium on online media Detik.com and BBC News. There is also research with the title "*Analisis Framing Konflik Israel-Palestina Dalam Sindonews.com dan CNN Indonesia*" by Alberto Imanuel Simarmata & Yuliana (2023). The research discusses news framing on the issue of the conflict between Israel and Palestine in the online media Sindonews.com and CNN Indonesia. In the discussion of artificial intelligence, there is also a study with the title "*Framing Discourses in Turkish News Coverage Regarding Artificial Intelligence Technologies' Prospects and Challenges*" by SARISAKALOĞLU (2021), the research discusses news framing regarding the prospects and challenges of AI technology in Turkish news coverage. In the research that has been done before, there are differences with the research conducted, the issue of concern in the news in this study is the issue of AI technology that replaces human jobs, while previous research discusses the issue of the Kanjuruhan tragedy, Israel-Palestine, and AI prospects and challenges. The news media used have similarities and differences. This research uses online media CNN Indonesia and Detik.com and one of the news media used has similarities in each research with the issue of reporting on the Kanjuruhan case and the Israeli-Palestinian case.

News on the issue of AI replacing human jobs is mostly published on online media CNN Indonesia and Detik.com, which considering that these two media are media that are widely trusted by the public, of course these media are used by the public as a reference in obtaining information and play a major role in shaping public perceptions of AI which can form public trust in AI which is needed for the further development of AI utilisation. By conducting a news framing analysis using the concept of Robert N. Entman on the issue of AI replacing the role of humans on CNN Indonesia and Detik.com, it can find out how the media frames in the form of highlighting or emphasising aspects of a news story in discussing the issue, knowing that it can find out the information built by the media that can shape public perceptions. Therefore, this study aims to determine how the framing that occurs on the issue of AI replacing human jobs on news on online media CNN Indonesia and Detik.com with the intention of knowing how information is built, whether the news on the issue of AI replacing human jobs only accentuates the negative side by minimising the positive side or vice versa, which will find out how perceptions are built by the media to the public which can later be used as a reference for how the Indonesian media informs the issue of AI replacing human jobs, so

as to find out the perceptions and potential trust of the Indonesian people in AI which can support the development of AI in the future.

## METHODS

This research is based on a qualitative approach. The qualitative approach in this research is used to obtain a complete description in interpreting the reality under study. The nature of this research is based on descriptive research objectives because it is expected to provide a more thorough or comprehensive understanding of the topic. Descriptive research provides a description of the context, situation, events and phenomena observed.

The data was obtained by observing the news that contained or related to AI replacing human jobs published on CNN Indonesia and Detik.com news portals in the January 2024 period. In the news collection from the period 1 January to 31 January on CNN Indonesia news portal, there were a total of 8 news articles while Detik.com had a total of 18 news articles that discussed the issue of AI replacing human jobs.

The data analysis technique used is framing analysis according to Robert N. Entman (Eriyanto, 2002). In the analysis, there are 4 elements that need to be considered, namely: *Define Problems, Diagnose Causes, Make Moral Judgement, and Treatment Recommendation*, so as to know how the framing or protrusion in the news.

## FINDINGS AND DISCUSSION

From the findings of the news with the issue of artificial intelligence replacing human jobs taken on the CNN Indonesia news portal there are 8 news and Detik.com there are 18 news, From the results of the news analysed using framing analysis according to Robert N. Entman. As follows:

### A. News Framing Analysis on CNN Indonesia Online Media

The following are the results and analysis of news about artificial intelligence replacing human jobs from CNN Indonesia online media in the period 1-31 January 2024.

#### News 1: Meet Rina, Korean Air's stunning AI flight attendant (8 January 2024)

*Define Problems*, Korean Air's safety guidance video using flight attendant character named Rina and girl group MAVE which is the result of AI technology.

*Diagnose Causes*, The development of AI technology and the metaverse, which allows the creation of virtual characters such as Rina and the music group MAVE.

*Make Moral Judgement*, AI Flight Attendant Character Rina was able to complete safety training at Korean Air's guest service training centre and was appointed as an honorary flight attendant.

*Treatment Recommendation*, The first time an AI-based virtual human appeared in a flight safety guidance video is an interesting innovation.

In this framing, it can be said that the news tends to be positive towards AI because emphasises innovation and the use of AI in aviation.

#### News 2: Duolingo lays off contract employees because of AI (10 January 2024)

**Define Problems, The** use of AI technology, resulted in a 10% layoff of contract employees at Duolingo.

**Diagnose Causes,** Duolingo's increased reliance on AI, to enable faster and more efficient work.

**Make Moral Judgement,** AI is used to increase productivity and efficiency, which affects the job loss of some workers.

**Treatment Recommendation,** Duolingo will continue to use AI, and find solutions to the affected employees, and continue to use human labour in addition to the use of AI.

In the framing, it can be said that the news tends to be positive towards AI even though it has a negative title, where AI can increase efficiency and productivity but result in layoffs, but employees are not completely disadvantaged because the company is also looking for solutions for affected employees and is committed to continuing to use human labour.

### **News 3: Duolingo is the latest victim, is there any way to escape the AI 'invasion'? (10 January 2024)**

**Define Problems, The** impact of AI utilisation, which led to layoffs at Duolingo. And potentially taking over human jobs, but there are those who are optimistic that AI will not take over human jobs.

**Diagnose Causes, The** use of AI to create and share content more efficiently is the main reason behind the layoffs.

**Make Moral Judgement,** Duolingo is using AI to not completely replace human roles, but there are concerns, as predicted by Elon Musk and a fact justified by a survey report from ResumeBuilder that says AI technology is causing layoffs by 2024.

**Treatment Recommendation, The** role of humans is still needed to check the results of AI work. Optimism about the future of AI in the workplace is voiced by Microsoft Indonesia, that AI does not replace jobs but only changes the focus of work.

In the framing, it can be said that the news tends to be positive towards AI even though it has a negative title, where AI besides being able to potentially replace humans, can also increase productivity and efficiency, and also emphasises that there is optimism about AI that it will not replace human jobs.

### **News 4: Focusing on AI, Google lays off hundreds of employees (12 January 2024)**

**Define Problems, the** layoffs carried out by Google, affected hundreds of employees in various popular divisions of the company such as Google Assistant, Google Nest, Pixel, and Fitbit.

**Diagnose Causes,** Google's shift in focus towards developing and integrating AI in its products. As well as highlighting the wave of layoffs also due to the aftermath of the COVID 19 pandemic that hit the tech industry.

**Make Moral Judgement,** The company is implementing AI for sustainability as well as gaining future opportunities, despite the layoffs. But it is also working to re-deploy some of



the affected employees. Layoffs do not happen to Google alone there are other companies such as Amazon and Twitch.

**Treatment Recommendation,** Remain committed to AI technology innovation and development by investing responsibly in the company's priorities and endeavour to find other roles for some of the affected employees.

In the framing, it can be said that the news tends to be positive towards AI even though it has a negative title, where the implementation of AI at Google aims for sustainability by getting opportunities in the future, even though it has to lay off employees, but employees are not completely disadvantaged because it emphasises Google will invest responsibly and provide other roles for affected employees, and it is mentioned that this is not solely because of AI but the conditions after the COVID 19 Pandemic have adversely affected the technology industry and the economy.

#### News 5: IMF Boss: 40 Percent of Jobs Will Be Affected by AI (16 January 2024)

**Define Problems,** The use of AI is expected to reduce the number of available jobs and increase economic inequality.

**Diagnose Causes,** The increasingly widespread adoption of AI technologies by various businesses and sectors, leading to the automation of jobs previously performed by humans. As well as creating inequality as developing countries do not have the infrastructure or skilled labour to harness the benefits of AI.

**Make Moral Judgement,** Concerns about the social and economic impact of AI. While AI can increase productivity, there are also concerns that a large proportion of workers, especially in developed countries, will be more negatively impacted, as the infrastructure is ready and the use of AI becomes more massive.

**Treatment Recommendation,** The need to build social safety nets and offer retraining programmes to mitigate the negative impacts of AI and ensure that AI in the future benefits all of humanity.

In the framing, it can be said that the news tends to be negative towards AI, where emphasises the concerns and challenges faced by the global community in dealing with the impact of AI. And the need for policies to reduce these negative impacts.

#### News 6: AI Claimed Not to Trigger Layoffs in Local Gaming Industry, but Instead Create Jobs (17 January 2024)

**Define Problems,** AI is not a major factor and has not triggered layoffs in the local game industry, such as the game company Agate.

**Diagnose Causes,** layoffs in the global gaming industry are attributed more to natural fluctuations in the industry cycle, rather than to the adoption of AI. Layoffs occur due to the rise and fall of labour requirements during the game development process.

**Make Moral Judgement,** AI does not necessarily replace humans, but instead becomes a tool that can help the work process. AI is even considered to create new jobs in the gaming industry, such as the role of designers who train datasets for AI.

**Treatment Recommendation,** Utilise AI as a tool in the work process and not as a threat, while ensuring that the human workforce is trained to use this technology.

In the framing, it can be said that the news tends to be positive towards AI, which emphasises the positive role of AI in the gaming industry, and neutralises the concern that AI will cause layoffs.

#### **News 7: Using AI and Cutting Staff, Duolingo Reaps Big Profits (19 January 2024)**

**Define Problems,** The impact of AI implementation at Duolingo, which triggered the layoff of 10% of its employees. But it has improved Duolingo's overall financial performance.

**Diagnose Causes,** these layoffs are as a result of the integration and utilisation of AI on the Duolingo platform. AI is used to accelerate content creation and improve platform features.

**Make Moral Judgement,** Although AI led to a reduction in labour, the use of AI was seen as increasing efficiency and contributing to revenue growth which rose to US\$339 million and the number of app downloads significantly to 134 million downloads.

**Treatment Recommendation,** The role of humans is still used to check the results of AI work. And encourage to further develop the platform in the future to enhance further growth.

In the framing, it can be said that the news tends to be positive towards AI, where even though AI causes layoffs, this technology also encourages increased income, and the number of downloads. and it is certain that it will not exchange human skills with AI.

#### **News 8: List of US Companies Laying Off in January 2024: Microsoft to eBay (30 January 2024)**

**Define Problems,** A wave of layoffs occurred in various large companies in the United States in early 2024. These layoffs are considered a continuation of the trend throughout 2023.

**Diagnose Causes,** prolonged economic uncertainty, which prompted large companies to reduce the number of employees as an efficiency and restructuring measure.

**Make Moral Judgement,** layoffs are a necessary step for companies to survive in a difficult economic situation, despite the negative impact on employees.

**Treatment Recommendation,** Companies need to restructure, including layoffs, as a measure to survive in the face of economic uncertainty. In addition, companies such as IBM Corp are also adjusting their business strategies, such as shifting focus to new technologies, including AI.

In the framing, it can be said that the news tends to be negative towards AI, where emphasises that the wave of layoffs that hit various large companies in the United States in early 2024 was a consequence of prolonged economic uncertainty and the concentration on AI technology as a form of technological adaptation.

#### **B. News Framing Analysis on Detik.com Online Media**

The following are the results and analysis of news about artificial intelligence replacing human jobs from Detik.com online media in the period 1-31 January 2024.

**News 1: Google starts replacing some of its employees with AI (1 January 2024)**

**Define Problems,** Fear of AI replacing human jobs. automation as a real threat to human jobs, especially at the company Google.

**Diagnose Causes,** Google's corporate decision, to automate tasks previously performed by humans. The use of AI in adverts, through tools like PMax, led to cuts in Google's ad division employees.

**Make Moral Judgement,** AI is resulting in job losses as well as concerns about the future of human jobs in the face of increased automation that can improve efficiency and company profits.

**Treatment Recommendation,** A warning is given to the public, if nowadays AI is starting to take jobs from various fields and even increasing faster than expected.

In this framing, it can be said that the news tends to be negative towards AI, which emphasises the fears and concerns that arise from the automation of jobs by AI.

**News 2: Watch out for this beautiful flight attendant who is not a real person, but an AI (5 January 2024)**

**Define Problems,** A major change in the aviation industry, Korean Air replaced human flight attendants in safety videos with virtual characters generated by AI.

**Diagnose Causes,** Korean Air's desire to connect with a more diverse passenger base and the creation of this due to collaborations with technology and entertainment companies, such as Metaverse Entertainment and Netmarble F&C.

**Make Moral Judgement,** Korean Air's move to use virtual flight attendants is innovative and has the potential to enrich the passenger experience plus the presence of members of the K-POP group Virtual MAVE. And she was also appointed as an honorary flight attendant.

**Treatment Recommendation,** Korean Air serves as an innovative example of how technology can be used to create synergies between the airline and digital industries.

In this framing, it can be said that the news tends to be positive towards AI because it emphasises innovation and synergy between the aviation and digital industries.

**News 3: Final Fantasy makers to push AI usage (7 January 2024)**

**Define Problems,** While many have debated the negative impact of generative AI, Square Enix has chosen to aggressively adopt this technology in their content development.

**Diagnose Causes,** Companies see AI as a tool that can increase productivity and create new business opportunities.

**Make Moral Judgement,** The company is considered to have a forward-looking vision by utilising AI for technological innovation that can open up business opportunities and increase productivity in development and assist marketing.

**Treatment Recommendation,** In the future , Square Enix company will use AI more broadly such as creating new content for consumers.



In this framing, it can be said that the news tends to be positive towards AI because it emphasises the use of AI as a tool to increase productivity and create business opportunities despite the many controversies.

#### **News 4: Duolingo lays off 10% of employees due to AI (10 January 2024)**

**Define Problems,** layoffs occurred at Duolingo due to the company's increased reliance on AI technology, which affected a number of employees, especially contract employees who were affected by 10%.

**Diagnose Causes,** Duolingo's increased use of AI in various aspects of operations and content development. AI is considered to increase efficiency and productivity, thereby reducing the need for employees.

**Make Moral Judgement,** Despite the layoffs, the company emphasised that they still value human expertise and use AI as a tool to support productivity.

**Treatment Recommendation,** The use of AI in Duolingo is done responsibly while still involving human labour in certain processes.

In the framing, it can be said that the news tends to be positive towards AI even though it has a negative title, by emphasising that AI can be a useful tool for companies despite layoffs because it still respects human expertise so that it is not disadvantaged.

#### **News 5: AI Technology Advances, Google Reduces Employees (11 January 2024)**

**Define Problems,** the layoffs of hundreds of employees that highlighted the issue of efficiency and restructuring within large tech companies, where AI technology plays an important role in driving such changes.

**Diagnose Causes,** Google's efforts to become more efficient and to integrate and develop AI technology in its operations and products. This AI development was also fuelled by the success of ChatGPT.

**Make Moral Judgement,** is part of the company's efforts to adapt to technological change and maintain efficiency. Dan mentioned that various digital companies are developing AI based on which the launch of Chat GPT was welcomed by the public.

**Treatment Recommendation,** Google continues to adapt their organisation and strategy to technological advances, especially in AI development. And it was mentioned that in 2022 Google had announced that it would add AI capabilities to its virtual assistant products.

In the framing, it can be said that the news tends to be positive towards AI even though it has a negative title, which emphasises supporting the layoff decision at Google as a strategic step needed to adjust to technological developments and maintain company efficiency.

#### **News 6: Google lays off hundreds of employees worldwide, these are the divisions affected (12 January 2024)**

**Define Problems,** layoffs made by Google to hundreds of employees in various divisions of Google Assistant, Devices, and services. This is a move to improve efficiency.

**Diagnose Causes,** Google's effort to align resources with their biggest product priorities and improve efficiency. The development and adoption of generative AI technology was also a major factor in this restructuring, which was a response to the success of ChatGPT by OpenAI.

**Make Moral Judgement,** layoffs are considered a necessary step for Google to adapt to technological changes and improve operational efficiency. And this is part of the company's need to remain efficient.

**Treatment Recommendation,** Google continues to restructure and adapt their strategy to technological developments, especially in the adoption of generative AI. In accordance with its plan to add AI to its virtual assistant products.

In the framing, it can be said that the news tends to be positive towards AI even though it has a negative title, which emphasises supporting the layoff decision at Google as a necessary step to adjust to technological developments and maintain company efficiency and improve competitiveness in the era of the successful GPT Chat.

#### News 7: 10 jobs that will become extinct in the future, here's why (13 January 2024)

**Define Problems,** Loss of a large number of jobs in the future due to digital transformation and AI adoption. Certain sectors such as administration, bank tellers, and data entry are cited as the most threatened by these changes.

**Diagnose Causes,** AI and *machine learning* were identified as the technologies influencing this change, with many companies expected to adopt them in the near future.

**Make Moral Judgement,** This situation poses a major challenge to the labour market. On the one hand, there is an increase in new roles in technology but on the other hand, traditional lower-skilled jobs are expected to disappear.

**Treatment Recommendation,** Encouragement for individuals and organisations to focus on tasks that require human skills, such as coordination, decision-making, and communication, which are predicted to be less automated.

The framing can be said to be negative towards AI, with emphasising the issue of job losses as a consequence of digital transformation and AI adoption.

#### News 8: Storm of layoffs hits Google-Discord, AI the culprit? (14 January 2024)

**Define Problems,** A wave of massive layoffs hit the tech sector in early 2024. These layoffs caused uncertainty and concern among workers as they were linked to increased investment in AI technology.

**Diagnose Causes,** Heavy investment in AI technology. In addition, excessive hiring during the pandemic and macroeconomic conditions such as high interest rates were also cited as significant factors leading to mass layoffs.

**Make Moral Judgement,** AI can improve business efficiency, but its impact on cutting workers causes great concern and makes employees restless, besides that not all layoffs that occur are directly related to the implementation of AI.

***Treatment Recommendation,*** Many companies are trying to fix their over-hiring strategies during the pandemic surge, but it is also mentioned that AI is not the only problem with layoffs.

In the framing, it can be said that the news tends to be positive towards AI, with emphasising the application of AI is not the main problem, but the excessive recruitment system during the pandemic and macroeconomic uncertainty are the main problems.

#### **News 9: IMF reveals 40% of jobs in the world will be replaced by AI (15 January 2024)**

***Define Problems,*** The potential negative impact of AI on jobs worldwide, threatening nearly 40% of existing jobs. It could also lead to a deepening social divide.

***Diagnose Causes, The*** widespread adoption of AI technologies, while increasing productivity, also risks reducing labour, lowering wages, and exacerbating social inequality, especially in developed countries.

***Make Moral Judgement,*** AI could worsen social inequality and cause social tension. There are concerns that the benefits of AI will not be felt equally and could instead put additional burdens on certain groups of workers, especially in developing and low-income countries.

***Treatment Recommendation, The*** government should urgently develop regulations and retraining programmes for workers to deal with the impact of AI. There is a push to ensure that AI benefits all of humanity and does not add to existing social and economic problems.

The framing is negative towards AI, with emphasising the serious threat AI poses to jobs around the world and inequality.

#### **News 10: AI and the Future of the Gaming Industry, Could it Open New Jobs? (16 January 2024)**

***Define Problems,*** AI as a threat to human jobs,n However, AI is not entirely a threat and can have a positive impact, including creating new jobs.

***Diagnose Causes, The*** wrong view of AI is that it is only considered as a tool that will replace human work. However, AI actually requires human contribution to develop.

***Make Moral Judgement,*** AI should be seen as a tool that can increase productivity and open up new opportunities, not as a threat.

***Treatment Recommendation,*** AI is seen as a tool that supports human work, not as a replacement. There needs to be adaptation and training for humans to utilise its full potential as a tool.

In this framing, it can be said that the news tends to be positive towards AI, by emphasising that although AI is often considered a threat, this technology can actually create new jobs.

#### **News 11: IMF Says AI Threatens 40% of Jobs, Developed Countries Most Affected (16 January 2024)**

**Define Problems,** The huge risk of job loss posed by an increase in AI usage of up to 40% in jobs worldwide, especially in high-income countries. AI is considered to have the potential to exacerbate social and economic inequality.

**Diagnose Causes,** The massive adoption of AI technology tends to be more detrimental to developed countries as they are less directly affected by AI than developing countries that lack infrastructure and skilled labour.

**Make Moral Judgement,** While AI can boost productivity and global growth, it also has serious consequences that need to be handled with care.

**Treatment Recommendation,** IMF recommends proactive measures from major economies to address the troubling impact of AI. Concrete measures are needed to prevent social tensions.

The framing is negative towards AI, emphasising the risks posed by AI to jobs and social inequality, especially in developed countries.

#### **News 12: BRI uses AI to attract customers, anti-fraud analysis (17 January 2024)**

**Define Problems,** Innovations that support the performance of the banking sector, especially at BRI.

**Diagnose Causes,** The need for modern banking to adopt advanced technologies such as AI to compete in an increasingly competitive market, as well as support sustainability initiatives and fulfil regulatory demands related to Environmental, Social, and Governance (ESG).

**Make Moral Judgement,** AI as a tool that supports innovation, sustainability, and people's economic empowerment. AI is seen as an important component in BRI's strategy to create value beyond profit, in line with the international sustainability agenda.

**Treatment Recommendation,** BRI continues to strengthen sustainability initiatives by adopting global standards and environmentally friendly technologies, as well as involving AI in various aspects of operations.

In the framing, it can be said that the news tends to be positive towards AI, with emphasising AI as an important innovative solution in BRI's banking operations.

#### **News 13: Google Employees Worry, Boss Says There Will Still Be Layoffs (19 January 2024)**

**Define Problems,** Workers at Google are anxious as the CEO has announced continued layoffs. The layoffs are due to a shift in the company's investment priorities, particularly into AI.

**Diagnose Causes,** Google's need to invest more in AI development, which required a reallocation of resources, including cost-cutting that resulted in employee layoffs. In addition, there is pressure from the market to continue to innovate and maintain growth.

**Make Moral Judgement,** The dilemma between the company's need to keep innovating and economic growth. While layoffs were deemed necessary to support AI investments, they also caused anxiety among employees.

***Treatment Recommendation,*** Continue investing in AI while conducting selective and gradual layoffs, with the promise that the impact of layoffs will not be as large as the previous year. This is to ensure that Google remains competitive in AI technology.

In the framing, it can be said that the news tends to be negative towards AI, by emphasising the anxiety of workers at Google due to the continued layoffs as Google invests more in AI development.

#### **News 14: Google employees upset over arbitrary layoffs (23 January 2024)**

***Define Problems,*** The continued layoff policy at Google, to the criticism of the way Google handles layoffs, especially how communication is done indirectly through email.

***Diagnose Causes,*** Google's shifting priorities that require redirecting investments to new areas such as AI.

***Make Moral Judgement,*** The use of email to inform layoffs is considered inhumane and shows a lack of empathy and respect for employees who have worked for the company for a long time.

***Treatment Recommendation,*** Google is in a difficult choice where it has to cut its employees, besides that employees also ask for more respect for humanity and employee loyalty by handling layoffs more personally and directly. And more consideration of the social impact of AI innovation.

In this framing, it can be said that the news tends to be negative towards AI, with emphasising the issue of continued layoffs at Google due to AI to the point of criticism of the way the company conducts layoffs.

#### **News 15: Can AI Replace the Role of Architects? (23 January 2024)**

***Define Problems,*** Concerns that advances in AI technology might replace the role of architects in the design and architecture industry. However, the role of architects remains uniquely valuable and irreplaceable.

***Diagnose Causes,*** The development of increasingly sophisticated AI technology, which is capable of analysing data, generating designs, and predicting architectural trends.

***Make Moral Judgement,*** Architects depend not only on data, but also on creativity, sensitivity to human needs, and the ability to communicate and collaborate with various parties. AI is not considered to have the capacity to fully replace these elements.

***Treatment Recommendation,*** Architects and AI must work together to achieve optimal results in design and architecture. AI technology can be used as a tool that strengthens the creativity and efficiency of architects.

In the framing, it can be said that the news tends to be positive towards AI, emphasising that the role of architects remains very important and irreplaceable even by AI, and AI can be used as a tool.

#### **News 16: Deputy Minister of Communication and Information said 83 million jobs will disappear in 5 years, but 69 million will appear (25 January 2024)**

**Define Problems,** Challenges faced by the younger generation in entering the workforce in the digital era. Digital skills including AI are becoming indispensable skills.

**Diagnose Causes,** The rapid development of digital technology, which has changed the employment landscape and created an urgent need for digital skills. It was mentioned that in 5 years, 83 million jobs are projected to be lost but 69 million new jobs will be created.

**Make Moral Judgement,** The importance of young people's adaptation to digital change. failure to master digital skills can result in being left behind in the world of work.

**Treatment Recommendation,** The need for young people to actively participate in training programmes and scholarships provided by Kominfo to improve their digital skills.

The framing is negative towards AI, with emphasising the challenges faced by the younger generation in the face of a changing job landscape due to digitalisation.

#### News 17: AI Won't Replace Human Roles, Instead Open New Jobs (27 January 2024)

**Define Problems,** Concerns that AI could replace human roles in various job sectors. However, it also recognises that AI can create new job opportunities, such as AI trainers.

**Diagnose Causes,** The development of increasingly sophisticated AI technology, which is capable of performing tasks previously performed by humans.

**Make Moral Judgement,** AI may reduce the need for some jobs, but humans can adapt and find new roles that AI cannot, so this technology can be seen as a tool that strengthens human efficiency and capabilities.

**Treatment Recommendation,** Humans must adapt to the presence of AI and develop critical thinking on this technology. By doing so, humans can remain relevant and utilise AI as a tool to improve work productivity and efficiency.

In this framing, it can be said that the news tends to be positive towards AI, emphasising AI as an opportunity to help and create new jobs.

#### News 18: layoffs of up to 25 thousand people (30 January 2024)

**Define Problems,** mass layoffs by major tech companies, affecting around 25,000 employees in nearly 100 companies.

**Diagnose Causes,** a 'crowd effect' or 'copycat layoffs' phenomenon where companies in the tech industry copy each other's moves to cut employees. Layoffs were also triggered by companies' efforts to boost stock prices and adjust to rising interest rates and focus on investment in AI.

**Make Moral Judgement,** the layoffs were recognised as a corporate strategy to gain appreciation from the stock market, which valued the efficiency of the expenditure positively, albeit at the expense of the employees.

**Treatment Recommendation,** Companies may continue to conduct layoffs as long as the move is considered profitable. Meanwhile, workers need to realise that this trend will probably continue as part of the 'new normal' in the tech industry.



The framing is negative towards AI, emphasising that mass layoffs in the tech industry are a serious problem triggered by the 'crowd effect' and companies' adjustments to macroeconomic trends such as rising interest rates and a focus on AI investments.

From the results of the news framing analysis on CNN Indonesia and Detik.com media, it is known that Detik.com is more active in providing news on the issue of AI replacing human jobs. It is known from the total news that both of them both provide framing with positive and negative emphasis, including in positive terms a lot of lifting about efficiency and increased company productivity due to AI, as well as the role of AI as a tool to help in the work process or even AI can create new jobs. On the negative side, there are many issues about the number of layoffs that upset the labour force and there is also the issue of job losses. In the counter issue of AI replacing human jobs, both media do not always frame the bad things caused by AI, but also bring up the positive side of AI which of course will be able to form a potential public perception that supports AI technology, and can build potential public trust in AI, which in turn can be potentially good for the further development of AI. So it can be mentioned if the news is not always about AI replacing humans, but also AI can help work and even provide potential new jobs for humans.

## CONCLUSIONS

From the results of research based on framing analysis using the Robert N. Entman analysis model. It is known that CNN Indonesia and Detik.com media in their coverage of the issue of AI technology replacing human jobs both frame AI with emphasis on the positive and negative sides, with Detik.com being considered more active in providing news on the issue of AI replacing human jobs. In the positive case, it raises the efficiency and increased productivity of companies due to AI, as well as the role of AI as a tool to assist in the work process or even AI can create new jobs. The positive side of AI is that it can shape potential public perceptions that support AI technology, and can build public trust in AI, which in turn can potentially be good for the further development of AI as a useful technology. On the negative side, both media outlets raised the issue of layoffs and job losses, which could potentially lead to a rejection response to AI. It can be mentioned that the framing in both media is not always about AI replacing human jobs, but also about the benefits of AI for humans, so it is not possible for AI to be considered fully replacing human jobs.

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