



VOLUME
03

KPP WORDS

Assalamualaikum WBT

Hello and welcome to Volume 03 of The MC Newsletter! This time, we are exploring the exciting theme of Artificial Intelligence in Creative Communication. AI is not just about algorithms, it is about opening new doors for creativity, storytelling, and connection. Inside this edition, you'll find fresh insights, inspiring stories, and ideas that show how technology and imagination can come together in surprising ways. We invite you to flip through the pages, discover what sparks your curiosity, and maybe even rethink how you see creativity in the digital age. Happy reading, and let's explore this journey together!

Thank you.

MAIZURA MANSHOR

EDITOR WORDS

Assalamualaikum WBT and Warm Greetings

Welcome to Volume 3 of the Faculty of Communication and Media Studies, UiTM Rembau E-Buletin. This edition highlights the dynamic role of Artificial Intelligence (AI) in Creative Communication which focusing on creative strategies, visual design, narrative construction, media tools, and content creation. The contributions presented reflect both scholarly depth and creative innovation, showcasing the intellectual vitality of our community. This publication not only informs and inspires but also fosters critical dialogue on the evolving intersections of communication and technology. Heartfelt appreciation is extended to all contributors for their dedication and we sincerely thank all include readers for your continued support.

Happy and insightful reading!

HANAPI - NABIHAN - NASARAH

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EDITORIAL

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Rembau, June 24 – UiTM Kampus Rembau came alive with VIBES PHERE 2025, a Final Year Project program organised by Semester 5 Diploma in Mass Communication students from the Faculty of Communication and Media Studies (FKPM). The one-day event took place at Dewan Biduanda and gathered students, lecturers, and invited guests under the theme “Influence Meets Identity.”

The program was designed to give students hands-on exposure to the world of digital media while highlighting how media shapes identity and influence in today’s society. VIBES PHERE carried four main elements – Visibility, Influence, Branding, and Engagement – each showcased through different activities.

The day kicked off with Visibility: On-Air Workshop, where Negeri FM’s DJ Farhan Asri and RTM’s Puan Hidayu Samsuddin shared their experiences on handling topics in broadcasting. Later, Influence: Power in Spotlight featured actor and influencer Fimie Don alongside Heidi Moru, who discussed the power of algorithms and strategies for building online presence.

The program continued with Branding: 2T Talk & Tutorial by WARDAH, which combined a discussion on brand identity with a live makeup

“Among the program’s goals were boosting digital literacy, encouraging entrepreneurship through content creation, and raising awareness of risks in media usage

tutorial. Wrapping up the night was Engagement: After Hours, where Emir Haqim and Elina Aisyah inspired the audience by showing how social media can be used to drive meaningful messages and youth activism.

Among the program’s goals were boosting digital literacy, encouraging entrepreneurship through content creation, and raising awareness of risks in media usage. The closing ceremony was officiated by YB Dato’ Haji Mustapha Bin Nagoor, Chairman of the Negeri Sembilan Youth and Sports Development Committee, who praised the effort as a strong bridge between classroom learning and industry practice.

VIBES PHERE 2025 proved to be more than just a student project. It gave students the chance to shine, while showing how media can be a powerful tool for creativity, influence, and identity.

DEAN'S AWARD CEREMONY

Celebrates Student Excellence
In Classic Malay Elegance

By: Wan Muhammad Badrisyah bin Wan Mohd Shairul



The recipients of the Dean's Award were students who achieved a Grade Point Average (GPA) of 3.5 and above for the October 2024 to February 2025 semester

Rembau, 23 June 2025 (Monday) – The grand hall of Dewan Biduanda, UiTM Kampus Rembau, was transformed into a celebration of academic excellence as 192 students from the Faculty of Communication and Media Studies (FKPM) were honoured during the Dean's Award Ceremony, held in an enchanting Classic Malay theme.

Jointly organised by the Media & Communication Students Club (MCSC) and The Cast, the event involved 66 crew members from both student clubs who worked tirelessly behind the scenes to ensure the evening ran smoothly. Held from 7:30 PM to 10:30 PM, the ceremony exuded a nostalgic charm with traditional attire, cultural music, and decor that celebrated Malay heritage and pride.



The main objective of the ceremony was to acknowledge the outstanding academic achievements of FKPM students and to symbolise the faculty's appreciation for their hard work and dedication. Beyond recognition, the event also aimed to motivate other students to strive for academic excellence in the coming semesters.

The recipients of the Dean's Award were students who achieved a Grade Point Average (GPA) of 3.5 and above for the October 2024 to February 2025 semester, representing both the Bachelor Of Mass Communication (Hons) Broadcasting and Diploma in Communication and Media programmes offered at FKPM, Negeri Sembilan Branch, Rembau Campus.

More than just an award night, the ceremony was also a celebration of unity, perseverance, and personal growth. Emotions ran

high as students proudly received their certificates in front of lecturers, peers, and family members, a reminder that every step of their academic journey was meaningful and valued.

Organisers expressed their hope that similar ceremonies will continue in the future, not only to reward academic success but also to encourage more students to remain passionate and resilient in their studies, ultimately achieving success that brings pride to their families and loved ones.

The Dean's Award Ceremony stands as a powerful reminder that success is not accidental, it is the product of consistent effort, discipline, and determination. And for one night, that success was celebrated with dignity, culture, and heartfelt appreciation.



OPEN DIALOGUE SESSION

With The Dean Of The Faculty Of Communication And Media Studies

By: Aina Nurhidayah Binti Izal Zairul

Rembau – On 29 May 2025 (Thursday), an inspiring and impactful event took place through a meaningful collaboration between two student clubs, the Media and Communication Students Club (MCSC) and the Majlis Perwakilan Pelajar (MPP). This two-way dialogue session with the Dean of the Faculty of Communication and Media Studies served as a powerful platform for communication and media students to engage directly with faculty leadership.

The event provided not only a chance for students to gain valuable insights, but also fostered open discussion between both parties. It aimed to bridge the communication gap between students and faculty management, addressing real issues, concerns, and ideas in a constructive and respectful environment.

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Students raised several concerns, including the lack of media equipment on campus and limited access due to ongoing technical issues

Other than delivering motivational remarks, the Dean emphasised the importance of open dialogue, encouraging students to voice out their challenges, opinions, and even propose new ideas. This platform was especially significant for students from the Faculty of Communication and Media Studies to express concerns freely and feel heard regardless of academic or campus life aspects. The Dean also



shared notable faculty updates, including the introduction of new digital classrooms and the addition of modern media equipment to provide students with real-world, industry-level exposure.

During the Q&A session, students raised several concerns, including the lack of media equipment on campus and limited access due to ongoing technical issues. They also suggested the need for more hands-on industry workshops to strengthen practical learning and real-world exposure. Additionally, some students expressed their worries regarding the perceived downgrading of the Communication and Media Studies programme. In response, the Dean addressed each issue attentively, offering thoughtful clarification and sharing upcoming

plans aimed at improving the faculty's learning environment while reaffirming a strong commitment to student development.

He also gave great emotional support regarding the latest issue that students have been worried and disappointed about.

The session concluded with a mutual understanding to strengthen student-faculty collaboration, with a follow-up session planned for the upcoming semester, especially targeting new Semester 1 students. The dialogue session marks a meaningful step forward in building trust, promoting transparency, and nurturing a positive, student-centered academic environment. Such initiatives not only empower student voices but also inspire a culture of open communication and continuous improvement within the faculty.

MCSC EVENT

Semester Start-Up 2025

By: Khairunnisa Binti Nazam & Muhammad Isyraf Iman Bin Zaini



Entering university can be both exciting and overwhelming for first-semester students, especially as they navigate new academic environments, unfamiliar faces, and the expectations of campus life. Recognising the importance of early connection and guidance, the Media and Communication Students Club (MCSC) took the initiative to organise Semester Start-Up 2025, as a way to welcome, orient, and bring together the new students of the Faculty of Communication and Media Studies at UiTM Rembau Campus.

This programme began at 2:00 PM on Friday, 11 April 2025, at Dewan Kuliah 200 (DK200). The programme was attended by first-semester

students, lecturers, Majlis Perwakilan Pelajar (MPP) and club representatives. The programme included informative briefings from the Ketua Pusat Pengajian (KPP), program coordinators, and the MCSC president. Each speaker highlighted key aspects of the faculty, student life, and the opportunities ahead. Students were introduced to the structure of their academic programmes, the values upheld by the faculty, and the vibrant community within MCSC. The event also marked the official introduction of two new MCSC advisors, Dr. Siti Faidhul Maisarah Abdullah and Puan Noor Ashmalia Mohd Ashraff. Their appointments reflect the club's evolving direction and its continued emphasis on student development and mentorship.



Students were introduced to the structure of their academic programmes, the values upheld by the faculty, and the vibrant community within MCSC

Aside from formal presentations, the program offered a lively segment of interactive activities to help students connect in a more casual and enjoyable setting. A crowd favourite was the charades game, where students, divided into teams, acted out phrases and raced against time to guess them correctly. The room was filled with laughter, enthusiasm, and friendly competition, creating instant bonds among peers and easing first-day nerves.

The programme concluded with a prize-giving session for the winning teams, followed by group photos and light refreshments. For many, it was more than just an orientation. It

was the beginning of a meaningful journey, where support, leadership, and collaboration would become an integral part of student life. Semester Start-Up 2025 successfully bridged the gap between new students and the faculty community, laying a strong foundation for the years ahead. It proved that the first step into university life does not have to be taken alone. It can be taken together.

FROM LESSONS TO SPOTLIGHT

MC110 Students at the Kancil Awards

By: Noryusnita Ramli





November 2024 will always be one for the books. Three of our MC110 diploma students from UiTM Rembau swapped lecture halls for one of the biggest creative stages in the country, the Kancil Awards. For those who are not familiar, the Kancil Awards is Malaysia's most celebrated creative competition, where bright ideas meet real world briefs, and young talents get the chance to prove they have got what it takes in the fast-moving advertising industry.

What makes this story even cooler? Our diploma students go up against some of the best from top public and private universities where most of them are degree-level advertising and communication majors. But that did not scare them. They jumped right in, signed up, and gave it their all, bringing heaps of creativity, courage, and passion to the table. The journey kicked off when they submitted their portfolios (read: compilation of assignments from Advertising subject) to the team at Fishermen Integrated, one of the first agencies involved in the screening process. The tension was real, but so was the excitement.

Then came the good news! They were shortlisted and paired with the legendary Naga DDB for an intense, real-world creative mentorship. That was when things kicked into high gear. Their mission? Develop a campaign pitch for Goodday Charge Milk, a vibrant brand with a brief that was as challenging as it was exciting: target Gen Z, gamers and non-gamers alike, build awareness, drive trial, and keep them engaged for the long haul.

The best part? They were given just one week to do everything. One week to understand the brief, brainstorm ideas, craft their campaign

materials, and rehearse their pitch. It was a whirlwind of late nights, coffee runs, and "back to square one" moments, all under the guidance of Naga DDB's experienced creatives. Yes, even the Creative Director and CEO (plot twist alert!). Watching them roll with it, crack jokes in between, and still bring their wow factor made me beam with pride.

And yes, I was there too. Virtually, checking in, reviewing their work, and helping them put everything together so they never felt abandoned. After all, I was the one who sent them there in the first place.. LOL! Watching them push through the pressure, cheer each other on, and keep their spirits high made me so proud. It was not just about the pitch anymore, truthfully. It was about seeing them grow, stand tall, and realise they could hold their own in a room full of industry pros.

Finally, Pitch Day arrived. Standing in front of industry veterans, our students presented their ideas with confidence and passion. And while they did not walk away with an award this time, the experience was nothing short of priceless. They left with sharper skills, bigger dreams, and a taste of what real agency life is like. Fast, demanding, and incredibly rewarding.

Beyond the pitch, they mingled with creative minds from agencies across Malaysia, soaked up insights from industry talks, and saw firsthand the energy that fuels this vibrant world. No trophies? No problem. They came home with something better: experience, exposure, and the courage to take on the next challenge, no matter how big the stage. And as their lecturer, seeing their bravery, hard work, and growth, I could not be prouder. This Momma's heart is full!



SOCYPHER

Platform Dinamik Meningkatkan Literasi Digital Media

Oleh: Siti Nasarah Ismail, Efina Hamdan & Muhammad Nabihan Abu Bakar

Sebuah program akademik iaitu Program Socypher anjuran pelajar Semester 5, Diploma Komunikasi dan Media, Fakulti Komunikasi dan Pengajian Media, UiTM Kampus Rembau telah diadakan pada 17 dan 18 Disember 2024, bertempat di Dewan Biduanda, UiTM Kampus Rembau, Negeri Sembilan. Perkataan Socypher merujuk kepada society, cyberspace, privacy, ethical dan responsibility. Program ini dianjurkan sebagai memenuhi keperluan subjek Projek Profesional dan bertujuan untuk meningkatkan kesedaran masyarakat mengenai kepentingan etika penggunaan media sosial, privasi, serta pengurusan maklumat dalam dunia media digital. Program ini diadakan selari dan bertepatan dengan saranan dan inisiatif kerajaan dalam menangani masalah salah laku berkaitan penggunaan media digital seperti buli siber, pancingan data (phishing), penipuan (scamming) dan sexting.

Program Socypher ini terbuka kepada semua lapisan masyarakat, termasuk warga UiTM Kampus Rembau, yang terdiri daripada pelajar, pensyarah, dan kakitangan universiti seramai

lebih 1000 orang. Selain itu, program ini juga turut menerima kehadiran pelajar-pelajar sekolah dan masyarakat setempat Rembau dan kawasan sekitar.

Objektif utama penganjuran program Socypher ini adalah untuk memberi penekanan terhadap kepentingan menjaga etika dan privasi dalam dunia media digital, dan tanggungjawab pengguna terutamanya generasi muda ketika menggunakan teknologi tersebut.

Melalui program ini, peserta juga didedahkan dengan pelbagai ilmu pengetahuan penting yang berkaitan dengan keselamatan siber, pengurusan maklumat media digital, serta penggunaan media sosial secara beretika. Pelbagai pengisian program telah disediakan kepada para peserta, antaranya sesi bual bicara bersama Abdul Qawiy bin Abdul Rashit yang merupakan seorang pengengaruh media sosial, sesi ceramah oleh Ts. Ahmad Faizal Rosehaizad wakil Suruhanjaya Komunikasi dan Multimedia Malaysia (SKMM) Negeri Sembilan yang berkongsi tentang keselamatan siber dan etika media sosial.

Selain itu, terdapat slot ceramah bersama



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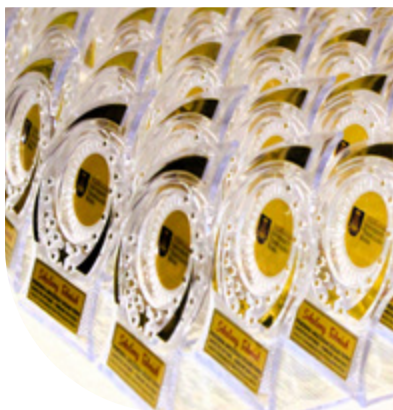
Peserta didedahkan dengan ilmu yang berkaitan dengan keselamatan siber, pengurusan maklumat media digital, serta penggunaan media sosial secara beretika.

wakil dari Cybersecurity Malaysia iaitu Encik Ridzwan Ahmad Mohd Fathil yang berkongsi tentang privasi alam siber. Manakala hari kedua pula slot ceramah tentang teknologi AI dalam penerbitan video disampaikan oleh Tc Sharif Zulkeple Sharif Harun. Selain itu, terdapat juga pertandingan Public Speaking: “Cyber Speak-Off” yang melibatkan 3 juri jemputan luar iaitu Puan Khairul Nizawati binti Amat Mustajab, pegawai perhubungan awam Kementerian Belia & Sukan, Encik Zaki Zainal, pengacara dan hos Astro Arena serta Puan Nor Syazrina Muhammad Tahir, wartawan Sinar Harian.

Sepanjang dua hari Program Socypher berlangsung, sesi pameran buku kanak-kanak bertema literasi media digital yang melibatkan para pelajar semester 4, Diploma Komunikasi dan Media, di bawah subjek Penerbitan turut dianjurkan. Pelbagai gerai jualan dan aktiviti menarik seperti photobooth dan permainan interaktif seperti Nintendo dan PS5 juga disediakan bagi memastikan pengunjung menikmati pengalaman yang menyeronokkan dan berinfomatif.

AT A GLANCE





AI and the Democratisation of Storytelling: Is Professional Journalism at Risk?

By: Faridah Hanem Ab Rashid & Muhammad Azril Izuan Ramlan

The Rise of AI in Content Creation

In the age of artificial intelligence (AI), virtually anyone with a smartphone and internet access can generate content that mimics news reporting. Platforms like ChatGPT, Sora, and Synthesia have democratised content creation, allowing individuals to produce articles, videos, and even AI-generated news anchors, previously the domain of professional journalists. In Malaysia, independent activists harnessed AI to translate political speeches into multiple languages during the 2024 state elections, thereby enhancing accessibility for multilingual audiences often ignored by mainstream media. Throughout 2024, the Malaysian Communications and Multimedia Commission (MCMC) removed over 63,000 instances of misleading content, including AI-generated videos, deepfakes, and fake headlines, which were commonly used to deceive individuals, particularly through the impersonation of celebrities.

Additionally, a viral scam involved AI-manipulated footage of a Bernama TV anchor promoting questionable investment schemes. In response, the government urged Meta to eliminate this content, underscoring a troubling trend of exploiting trusted news sources for fraudulent purposes. This democratisation of storytelling has provided new avenues for citizen voices to engage with the public, especially in countries where media freedom is limited or politically constrained. These instances highlight how AI-driven misinformation undermines trust in public figures and official institutions, presenting an escalating challenge to journalism and media literacy.

Working With AI, Not Against It

Instead of fearing AI, journalists should embrace it responsibly. AI is significantly transforming journalism by providing tools that enhance efficiency and expand reach, but it also raises ethical concerns and questions about the role of human journalists. For instance, in Malaysia, KiniTV utilises AI to produce real-time subtitles, which helps broaden its audience. In

Thailand, The Standard uses AI trend analysis to inform its editorial direction. These examples demonstrate how AI can augment journalistic work without replacing it. AI can be a powerful tool for enhancing journalism, but it must be guided by human judgment, critical thinking, and a strong commitment to truth. Professional journalists are essential because they uphold these values, especially in an era characterised by deepfakes, clickbait, and content driven by algorithms.

Journalism schools in Malaysia should integrate AI into their curriculum. This inclusion is crucial as it recognises the changing skill sets needed for today's media professionals. Students must learn to use AI tools both effectively and ethically. Just as previous generations learned to operate cameras and editing software, today's journalists need to understand how to work alongside algorithms and generative models. AI is not the end of journalism; rather, it signifies a shift in the landscape. It offers both opportunities and risks. In skilled hands, AI can enhance storytelling; in untrained hands, it can distort reality. The role of professional journalists remains vital; AI cannot replace it. AI cannot make judgments, fact-check information, provide context, or consider the impact of its content.

Journalists must learn how to use AI effectively. They adhere to ethical codes, editorial standards, and public accountability. While technology may change the tools of journalism, it must never undermine its foundational principles. We must ensure that innovation does not come at the expense of integrity. In this new era of AI-powered storytelling, the role of the journalist, as the guardian of facts, context, and ethical responsibility, has never been more essential. Ultimately, while technology may change the tools of journalism, it must never erode the foundational principles of journalism. We must ensure that innovation does not come at the cost of integrity. In this era of AI-powered storytelling, the role of the journalist as a gatekeeper of facts, context, and ethical responsibility has never been more crucial.

AI AS A CATALYST IN JOURNALISTIC STORY DEVELOPMENT

By: Amirah Hassan @ Asan & Muhammad Nabihan Abu Bakar

Artificial Intelligence (AI) is revolutionising creative communication within journalism by enabling storytellers, enhancing production processes, and boosting innovative audience interaction.

A comprehensive review of recent journalism research reveals that many news organisations are integrating AI to automate news writing, support data analysis, and tailor content to individual audiences. However, several studies also raise concerns about the loss of meaning and contextual depth in AI-generated material. These findings underscore the transformative role of AI in news production, while also highlighting the continued importance of human oversight. These results indicate that AI is transforming news practices, even though human supervision continues to be crucial.

A study published in *Frontiers in Communication* in 2024 explored the perceived quality of journalistic texts generated by AI tools. It discovered that AI can imitate superficial structure and tone but faces difficulties with contextual relevance and genuine subjectivity, which restricts its capacity to imitate a real journalistic voice.

The Innovative Journalism: Enhanced Creativity Tools (INJECT) project, funded by the European Union-funded project, examined computational tools aimed at assisting journalists in finding story angles and boosting creativity. Assessments indicated that journalists employing INJECT created more inventive stories, utilising AI as a creative catalyst rather than a substitute.



Editors who act as a gatekeeper were still required to refine and adjust AI-generated content to ensure the news quality

AI tools converting articles into social media videos produced content with high views. However, editors who act as a gatekeeper were still required to refine and adjust AI-generated content to ensure the news quality. Human innovation and editorial evaluation played a vital role in enhancing the AI's recommendations. These have proven that AI speeds up content production compressing information, crafting headlines, transforming stories into various multimedia formats.

However in terms of ethics, challenges in precision and clarity remain; audiences frequently have more confidence in content created by humans, particularly regarding important and high impact issues. AI needs to be clear about its sources and evaluated meticulously by editors.

In conclusion, AI must be incorporated as a collaborative assistant, not a substitute. When paired with skilled human oversight, it can expand journalistic creativity, efficiency, and personalization while maintaining integrity and trust.

BEYOND HUMAN TOUCH: HOW AI IS RESHAPING THE PUBLISHING INDUSTRY

By: Muhammad Nabihan bin Abu Bakar & Amirah binti Hassan @ Asan

Artificial Intelligence (AI) refers to a broad range of computing technologies capable of performing tasks that typically require human intelligence. This notion goes beyond mere algorithmic execution and includes autonomous judgment and decision-making skills. AI systems utilise sophisticated models and large datasets to facilitate machine learning, enabling them to adapt and improve through experience, a process crucial to modern AI development (Rauhala & Xin, 2024; Lake et al., 2016). The publishing industry is typically divided into several key departments, each responsible for different stages of the publication process, and artificial intelligence (AI) has increasingly become integrated into these functions to improve efficiency and quality, such as the editorial department, graphic and design department, sales and marketing department and production department.

Artificial Intelligence (AI) plays a pivotal role in modernising the publishing industry through various applications that enhance efficiency, accuracy, and user engagement. In terms of content creation and enhancement, AI-powered tools such as GPT models are capable of generating articles, product descriptions, and reports, reducing the time and labour traditionally associated with content development. Editing and proofreading processes are also improved through AI grammar and style checkers like Grammarly and ProWritingAid, which ensure clarity, consistency, and adherence to linguistic standards. Additionally, neural machine translation tools, such as Google Translate and DeepL, support rapid and accurate multilingual content production, facilitating global reach for publishers.

In design and layout, AI-driven automated formatting tools streamline the preparation of content across various platforms, while image recognition systems assist in media organisation and visual content suggestion. Personalised content delivery is further enabled by recommendation engines that curate content based on user behaviour, and targeted marketing strategies that utilise AI analytics to optimise communication across digital platforms. Data-driven decision making is enhanced through predictive analytics that forecast trends and audience engagement, as well as content performance tracking that identifies which materials resonate with different demographics.

Workflow automation is another key area where AI contributes, notably through automatic metadata generation for improved content discoverability and smart systems for rights and licensing management. Lastly, AI promotes accessibility by offering text-to-speech and speech-to-text functionalities for users with visual impairments, along with simplification and summarisation tools that adapt content for varying literacy levels. Collectively, these applications underscore

AI's transformative influence across the publishing value chain.

AI also plays an important role in the handling and analysis of data in the publishing industry. AI-powered tools can efficiently handle and analyse massive amounts of submissions, allowing for better informed decisions on which works to publish or promote (Blaizot et al., 2022). Furthermore, these AI systems can detect trends in readership and sales, allowing publishers to change their tactics in real time and maximise marketing efforts. AI analytics insights can help to improve the targeting of promotional activities and the allocation of resources.

However, integrating AI into the publishing industry is not without obstacles. Ethical concerns about the credibility of AI-generated content, as well as worries about biases inherent in algorithmic decision-making, demand rigorous oversight and regulation (Chen et al., 2024). Furthermore, the reliance on AI tools raises concerns about the future responsibilities of human editors and writers, reigniting arguments about job displacement and the value of human innovation in the publishing industry (Sultana et al., 2024). The integration of Artificial Intelligence (AI) and Virtual Reality (VR) marks a transformative leap in the publishing industry. Together, they create immersive reading experiences, personalised content, and interactive storytelling. This innovation redefines reader engagement, offering dynamic, multi-sensory platforms that push the boundaries of traditional print and digital publishing.

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AI in Action:

The New Face of Broadcasting in Malaysia

By : Maizura Hj.Manshor

Broadcasting in Malaysia is not what it used to be, and that is a good thing!

Thanks to Artificial Intelligence (AI), the way we watch TV, read the news, and even see ads is changing. What used to take hours in a newsroom or editing suite can now happen in seconds, and what we see on our screens is becoming more personal, relevant, and real-time.

For example, Media Prima, the media giant in Malaysia. They have been utilising AI to understand better what their viewers want. Every time someone watches a show or reads an article online, the system learns their preferences. Then it uses that data to suggest more of the content they love. It is a bit like having a smart friend who knows exactly what drama or news piece you would enjoy next. In fact, Media Prima Annual Report 2021 reported that these AI-powered recommendations have helped them hold onto their audience longer, and helped advertisers reach the right people too.

Meanwhile, over at Bernama, Malaysia's national news agency, AI is making things behind the scenes a lot easier. Imagine a journalist trying to transcribe a 30-minute interview or translate an entire speech, it takes hours. But now, AI can transcribe and translate in just a few clicks. This means news can go out faster, a big win for digital news videos that Malaysians love to share on social media (Bernama, 2023).

Astro is also getting in on the action. According to Astro Malaysia Technology Outlook & Innovation (2022), AI is used to personalise advertising. Instead of showing the same ads to every household, they can now tailor ads based on who is watching. So, while one home might see an ad for baby products, another might get one for car insurance - even though both are watching the same show. This kind of targeted ad, known as Addressable TV, helps advertisers connect more effectively with audiences. It is smarter and more efficient, and honestly, less annoying for viewers.

Even RTM, the long-standing government broadcaster, is catching up with the times. With



decades of radio and TV archives, they have started using AI to digitise and organise all their old recordings. What once sat in storage collecting dust can now be accessed and searched with ease, making it useful for education, research, and cultural preservation.

Of course, all this progress comes with its own questions. People worry about job losses, privacy, and how much AI should be allowed to decide what we watch or read. That is why Malaysia's MyDIGITAL plan is pushing for responsible and ethical AI use in the media industry. The Malaysia Digital Economy Blueprint 2021 lays out clear principles to keep things fair, transparent, and trustworthy.

Rather than replacing broadcasters, AI in Malaysia is becoming a powerful assistant in helping media professionals work smarter and deliver more meaningful content to audiences. This is the new face of broadcasting. Once again, thanks AI!

Prompt: _



ARTIFICIAL INTELLIGENCE: Igniting Creativity in Comms & Media

By: Muhammad Azril Izuan Ramlan & Faridah Hanem Ab Rashid

In a world buzzing with algorithms, reels and chatbots, one thing is clear, ARTificial Intelligence is no longer just about cold and hard code. It is becoming a canvas for creativity, a stage for storytelling and a collaborator in the communication and media universe.

That is right! ARTificial Intelligence. The emphasis on “ART” is not just a play on words. In the world of MassComm, we are seeing how AI blends the precision of technology with the soul of creative expression. It is no longer machines versus humans. It is now machines with humans, co-creating in ways we never imagined.

Let’s start with journalism. Newsrooms once filled with typewriters and notepads now feature AI tools that generate real-time reports. Platforms like The Associated Press use AI to produce data-heavy stories such as sports scores, election results, and financial updates. Not in hours but in seconds. While humans still drive the narrative arc, AI paints in the background, handling the tedious details so writers can focus on the art of storytelling.

In Public Relations (PR) and advertising, AI is the ultimate mood reader. It can analyse social sentiment, track viral trends and even help craft slogans that hit the sweet spot. Think of AI as an invisible strategist that whispers,

“Your audience loves this colour, this tone and yes, post it at 3:47 PM for maximum impact.”

On social media, AI is your unseen editor, curator and sometimes hype-person. TikTok, Instagram and YouTube all use AI to learn what you love. Whether it is dance challenges, ASMR or conspiracy theory breakdowns. Sometimes, even

as a little therapist who feeds you the right visuals and quotes that suit your mood. It serves you a never-ending stream of content that keeps you scrolling. It is not magic; it is machine learning. As for content creators, AI can suggest hashtags, edit videos, generate captions and even remix audio, all tools that bring the art of communication to life.

For our fellow designers, copywriters and filmmakers, tools like Canva’s Magic Write, DALL-E and Runway ML are transforming the creative process. Need a draft poster concept at 2 a.m.? Done. A video script idea based on a trending issue? Sorted. With AI, the blank page is not so scary anymore. It becomes a starting point, a brainstorm buddy, a silent collaborator who does not judge your first draft.

But we are not just here to praise the machine. AI also raises real ethical and creative questions. Can a bot truly understand culture? Who owns the art it helps create? Will creativity be diluted or deepened? These are the debates that we, as future media professionals need to lead. The fusion of AI and communication is not just about convenience. It is about conscience, context and creativity.

In the end, ARTificial Intelligence does not replace the communicator, rather it enhances the artist within. Whether you are scripting a documentary, launching a brand campaign or crafting a TikTok that changes minds, AI can be your brush, your beat, your brainstorm. So go ahead, make it a duet. Embrace AI but stay rooted in human nature.

After all, in this new media landscape, creativity is no longer just human. It is ARTificial and that is where the magic begins.

CREATIVITY WITH PURPOSE?

That's Something Only You Can Do



By: Efina Hamdan & Siti Nur Fadzilah Abdullah

Have you ever heard of the term writer's block? Imagine you are in the mood to update your social media or rushing to meet deadlines for piles of assignments and your brain just... freezes. Feeling frustrated, you decide to close the app on your smartphone or shut down your laptop and just go about your day. Those postings? Saved in the drafts folder, never to be revisited. The assignments? Just submitted as it is.

But guess who never gets tired of generating ideas? Yup, you guessed it right! Artificial Intelligence (AI). AI never does.

AI can draft essays, create brilliant copywriting, and even write an entire script for your school play in under a minute. Cool? Definitely. Convenient? For sure. But remember, while AI can write a lot for you, it can never write like you. AI does not feel things. It does not know you, your inside jokes, your cultural background, or even your brand personality.

With the right prompt, you can almost instantly find answers to your questions using AI but you also have to be aware that AI learns from huge amounts of data taken from the internet, such as articles, social media, images, and even online advertisements. Since the internet already has biases and stereotypes, AI picks those up too. That data reflects real-world bias, including gender roles, racial inequality, cultural stereotypes, and outdated norms.

Yes, AI is cool but sometimes AI gets it wrong. Especially when it comes to people, identity, and representation. Try asking AI to generate a photo of a CEO, a nurse, or an engineer. The CEO is usually a white man in a suit, the nurse is straight-up a woman, and the engineer? You will probably get a dude with glasses. No, AI is not racist or sexist. It is just biased, because it is trained on content that already is.

What happens is, AI does not think for itself. It gathers data from whatever it can find online. The internet, surprise surprise, is full of stereotypes. It's basically a mirror reflecting all the things we have seen over and over again in the media.

Advertisements shape how we see the world. They tell us who's powerful, who's beautiful, who belongs. If AI keeps showing the same types of people over and over again, then whole communities get left out or worse, misrepresented.

We all love AI. It helps you write essays when you are brain-dead, comes up with Insta captions in two seconds, and even designs logos like a pro. It is like having a genius robot friend on call 24/7. But you still need to be smart.

Bias in AI is real, and if we are not careful, we will accidentally pass that along in our work. So yeah, use the robot—but do not let it run the show. You take control. Because, creativity with purpose? That is something only you can do.

DARI PENA KE PIKSEL:

Evolusi Dunia Penerbitan Akademik dan Komersial

Oleh: Siti Nasarah Ismail & Maizura Manshor

Dunia penerbitan sedang melalui fasa transisi paling radikal sejak penciptaan mesin cetak. Jika dahulu pena dan kertas menjadi lambang penghasilan ilmu dan maklumat, hari ini digantikan dengan era piksel iaitu kandungan digital, automasi, dan algoritma pintar.

Tambahan, kemunculan pelbagai alat kecerdasan buatan (AI) semakin memberi impak besar dalam dunia penerbitan, sama ada dalam konteks akademik mahupun komersial. Daripada penulisan kandungan, semakan bahasa, reka letak sehingga strategi pemasaran, penggunaan alat AI bukan sahaja mempercepatkan proses tetapi turut mengubah peranan tradisional dalam industri ini. Peralihan ini bukan sekadar inovasi teknologi, tetapi juga melibatkan seluruh proses dalam penerbitan.

Tidak dinafikan, integrasi teknologi AI dalam proses kerja penerbitan mampu memendekkan masa antara idea dan hasil penerbitan. Sebagai contoh, teks boleh dijana dalam sekelip mata, disemak secara automatik, dan diterbitkan secara digital tanpa perlu dicetak. Platform seperti jurnal atas talian, blog akademik, dan penerbitan terbuka (open access) telah merobohkan sempadan antara penulis, penerbit, dan pembaca.

Bagi aspek proses penerbitan pula, di peringkat atas, perisian seperti Grammarly, ChatGPT, dan Quillbot, kini digunakan oleh ramai penulis dan editor untuk membantu mempercepatkan proses editorial. Ia memudahkan penulisan draf, penyuntingan struktur ayat, pembetulan kesalahan bahasa, dan juga penjanaan idea.

Di pihak penerbit, strategi dan hala

“

Kemunculan pelbagai alat kecerdasan buatan (AI) semakin memberi impak besar dalam dunia penerbitan, sama ada dalam konteks akademik mahupun komersial.

tuju masa depan bidang penerbitan ini perlu mempertimbangkan integrasi AI tanpa mengabaikan nilai tambah hasil kerja kreatif manusia. Ini adalah sangat penting kerana kreativiti, nuansa budaya, dan pemikiran kritis masih diperlukan dan ia sukar ditiru oleh mesin. Oleh itu, AI seharusnya digunakan sebagai alat bantu, bukan pengganti.

Selain itu, penerbit juga berdepan cabaran mengimbangi antara kemudahan teknologi dan tanggungjawab editorial. Dunia penerbitan bukan hanya soal memastikan teks sampai ke pembaca, tetapi juga memastikan bahawa kandungan itu berkualiti, sahih, dan beretika. Di sini jelas menunjukkan bahawa peranan manusia masih diperlukan dan tidak dapat digantikan sepenuhnya.

Menjelajah dunia penerbitan bersama AI ini turut menuntut penerbit untuk melabur dalam melatih tenaga kerja untuk menyesuaikan diri dengan alat dan proses baharu teknologi AI. Editor masa kini bukan sahaja perlu mahir dalam bahasa dan struktur penulisan, tetapi juga mereka harus celik teknologi dan memahami keupayaan serta batasan teknologi ini.

Manakala, bagi ahli akademik, perubahan ini membawa kepada dua sisi. Di satu sisi, alat



AI dapat membantu menyunting teks, merumus data, dan mempercepat proses penulisan. Ini turut membuka peluang kepada lebih ramai individu untuk berkongsi ilmu dengan lebih cekap dan inklusif. Namun, di sisi lain, isu keaslian, ketulenan, dan etika penulisan menjadi perbahasan.

Sebagai contoh, dalam konteks akademik, penggunaan AI untuk menjana karya tanpa olahan dan pemahaman boleh membawa kepada isu integriti dan plagiarisme. Ini menuntut institusi untuk menggaris polisi yang jelas dan mendidik pengguna tentang batasan serta tanggungjawab dalam menggunakan teknologi ini.

Semua ini menunjukkan bahawa di sebalik segala kemudahan dan manfaat yang disediakan oleh teknologi AI, ia datang bersama cabaran tersendiri. Antaranya adalah keaslian kandungan, etika penggunaan AI, serta kebimbangan terhadap kehilangan peranan manusia dalam proses kerja kreatif. Wujud juga persoalan, apakah nilai yang masih tinggal apabila pena digantikan dengan kod? Dalam dunia di mana kandungan boleh dijana secara automatik, sejauh mana kita menghargai proses intelektual dan kreativiti manusia?

Melangkah ke hadapan, masa depan

penerbitan akan banyak bergantung kepada sejauh mana kita bijak menyesuaikan diri dengan teknologi ini. Ini kerana AI bukan ancaman, tetapi pemangkin perubahan, sekiranya ia digunakan dengan beretika dan strategi yang tepat.

Transformasi dari pena ke piksel ini sudah pasti menuntut pendekatan baharu dalam pendidikan, latihan, dan dasar. Institusi pendidikan tinggi, khususnya fakulti dan pusat penerbitan akademik, wajar menjadi peneraju dalam menetapkan garis panduan yang jelas serta menyediakan ruang eksperimen yang selamat untuk mengintegrasikan teknologi secara bijaksana.

Masa depan penerbitan tidak lagi bergantung kepada siapa yang menulis paling banyak atau siapa yang paling pantas, tetapi kepada siapa yang mampu menggabungkan nilai-nilai murni penerbitan dengan kuasa teknologi yang sedang berkembang.

Dari pena ke piksel, evolusinya belum selesai. Kini, kita sedang berada di tengah perubahan yang signifikan dan pilihan kita hari ini akan menentukan bagaimana ilmu disampaikan, dihargai, dan diwariskan pada generasi akan datang.

Is That Even Real??

Look Twice Before Believing

By: Maizura Hj.Manshor & Siti Nasarah Ismail

Have you ever been scrolling through social media and suddenly stopped at a photo or video that looked too perfect? And sometimes... unrealistic. Maybe it was a dreamy forest cafe, a waterfall glowing under neon skies or more recently, a cat wearing an apron cooking nasi goreng kampung in a kitchen. You pause, amazed, but also confused. **HOW IS THAT EVEN REAL??**

Welcome to the world of AI-generated visuals, where the lines between imagination and reality are blurrier than ever. AI tools are making it easier than ever to create jaw-dropping images and videos with just a few detail prompts. No camera, no crew - just creativity, and a clever AI.

However, while these visuals are fun and fascinating, they can also mislead people.

In July 2025, a story that went viral on Threads captured national attention. An elderly couple from Kuala Lumpur stumbled upon a video showcasing a newly tourist attraction in Pengkalan Hulu, Perak - a cable car linking Kuak Hulu to Baling, Kedah. The video even included what looked like a professional news segment, complete with a journalist reporting live from the site. It appeared so realistic and convincing — the kind of scenic getaway anyone would dream of visiting. Motivated by what they saw, the couple travelled across the country to see it for themselves... only to discover that the place did not exist. The entire scene had been created using AI-generated visuals.

It is heartbreaking, and it highlights how convincing these visuals have become. When AI images look that real, it is easy to be fooled,

especially when the posts do not come with disclaimers.

What is trending now? A quirky new wave on TikTok and Reels features adorable animals cooking local dishes and Malaysians are hooked. One of the most popular examples in Malaysia right now is Akak Utan on TikTok. The character, an orangutan who talks, dresses and acts like a human while sharing recipes and cooking Malaysian dishes, has captured the attention of thousands. The views are soaring, proof that people can not get enough of this wildly entertaining trend.

These videos are amusing, but they also show how far AI has come in creating synthetic content that engages people emotionally. It is no longer just about art or posters. AI visuals are influencing humor, culture, even our cravings.

But with all this comes a new responsibility, to look twice before we believe what we see. While AI tools are empowering creators, marketers, and students to work faster and bolder, they are also introducing risks, especially when images or videos are shared without disclaimers.

Should we start labelling AI content more clearly? Should platforms educate users on spotting fake visuals? As AI continues to evolve, digital literacy will become just as important as creative ability.

So the next time you are scrolling and see a cat flipping roti canai or a magical village that looks way too perfect, take a second to pause. Just remember, not everything online is what it seems. **LOOK TWICE BEFORE BELIEVING.**



By: Siti Nur Aliah Binti Abd Rasid & Ahmad Syakir Salman Salleh @ Abdul Latif

Artificial Intelligence (AI) has revolutionised the way we create and share content on social media. But in what way? By making it personalised, scalable and eerily realistic. AI is seriously an ultimate impersonator. Here is the dark side of AI. It is now the world's most efficient fake-content factory, churning out everything from deepfake videos to viral lies.

Thanks to AI tools that can create convincing fake news as easy as typing a prompt. With just a prompt? Yes, with just a prompt by a human. Basically, a human can prompt anything with the help of AI. From just a prompt, we can create misinformation for any contents across the internet and yes not to mention social media. However, let's see the real danger of misinformation in this AI era. The contents can swing the elections, manipulate the public opinion and even incite violence. False information spreads like a wildfire, often fueled by the clickbait profits or malicious intent that can lead to cyberbullying, scam and even worse.

In this world, we always glue ourselves with ethics. It shows how important ethics are especially under communication and media. With the existence of AI, it is like a nightmare in terms of ethics. Privacy violations? Check. AI can clone your face or voice without consent and turn anyone into a puppet in a fabricated video. With all this fake news and fake content in social media, it can crumble the trust of people in this new era. Here is the scariest part, we are losing faith in what we see through online. When AI can mimic reality perfectly, how do we trust anything? These are not just about fake news or fake contents. It is about

a society where people are so divided, we cannot even have reasonable conversations anymore.

AI-generated fake news and social media content can significantly impact public trust in online information. Fighting back with spot and stop the fakes. As AI alone cannot fix this issue. What we need is a dream team that includes humans and AI. We need human oversight, ethical guidelines and transparency to keep the algorithms honest. Plus, teaching media literacy is one of the keys to combat the fakes and let people be aware to not fall for fake news.

Regulatory measures by the government and regulatory bodies are the main part to counter misinformation in the AI era. The government must implement measures to control the misuse of AI in generating fake news and content. According to Communications Minister, Datuk Fahmi Fadzil, the government is considering a mandatory "AI-generated" label for social media platforms under Online Safety Act 2024, set to be implemented before the end of this year. He said, "Social media platforms must ensure that Artificial Intelligence (AI)-generated content does not spread falsehoods".

While AI offers significant opportunities for innovation, it also poses substantial risks related to the spread of fake content. Addressing these challenges requires technological solutions, ethical considerations, enhanced media literacy and regulatory measures. By implementing these strategies, it is possible to mitigate the negative impact of AI-generated misinformation and restore the trust of people.



KECERDASAN BUATAN (AI) DALAM DUNIA PENYIARAN DI MALAYSIA

Oleh: Fakrulnizam Jafri

Industri penyiaran memainkan peranan penting dalam pembangunan negara kerana ia berfungsi sebagai medium utama penyampaian maklumat, pendidikan, dan hiburan. Dalam era Revolusi Industri Keempat (IR 4.0), penyiaran di Malaysia turut mengalami transformasi melalui penerapan teknologi digital, khususnya Kecerdasan Buatan (AI). AI telah mula digunakan secara aktif oleh stesen seperti Radio Televisyen Malaysia (RTM), Media Prima Berhad, dan Astro Malaysia untuk mempertingkatkan operasi serta kualiti kandungan siaran.

AI membolehkan analisis data besar, pemahaman tingkah laku penonton dan automasi penghasilan kandungan. Perkembangan ini membolehkan stesen penyiaran memperibadikan kandungan siaran agar lebih relevan dan responsif terhadap kehendak khalayak. Menurut Ketua Pengarah Penyiaran Malaysia, Datuk Suhaimi Sulaiman, penyiaran kini menekankan naratif yang disesuaikan mengikut demografi penonton, menggantikan pendekatan tradisional “satu berita untuk semua”.

RTM telah menunjukkan inisiatif awal menerusi Simposium Penyiaran Digital ABU 2024 dengan pelaksanaan avatar pembaca berita, teleprompter pintar, dan sistem automasi pengumuman hadiah. Teknologi ini bukan sahaja meningkatkan kecekapan, tetapi juga profesionalisme siaran.

Namun begitu, penggunaan AI dalam penyiaran juga berhadapan dengan beberapa cabaran. Antaranya ialah kebimbangan terhadap penggantian tenaga kerja manusia oleh sistem automasi. Datuk Suhaimi menegaskan bahawa AI seharusnya menyokong tenaga kerja manusia dalam tugas berulang, manakala manusia fokus pada aspek kreatif dan strategi kandungan. Selain itu, wujud isu

etika dan kawalan kualiti kerana AI belum mampu memahami nuansa budaya dan konteks sosial sepenuhnya, justeru pengawasan editorial manusia masih penting. Keterbatasan infrastruktur digital dan kekurangan kepakaran juga menjadi kekangan utama pelaksanaan AI secara meluas di Malaysia.

Dari sudut sosial dan ekonomi, AI dalam penyiaran berpotensi menyumbang kepada perpaduan nasional melalui kandungan pelbagai bahasa dan budaya, serta meningkatkan literasi digital masyarakat. Selain itu, sektor ini mampu menjana peluang ekonomi baharu dalam bidang sains data, analitik media, dan pembangunan kandungan digital.

Melangkah ke masa depan, AI dijangka menjadi asas utama strategi penyiaran melalui teknologi seperti suara sintetik, penyuntingan video pintar, berita hiper-lokal yang bertumpu kepada kawasan geografi kecil, serta penterjemahan automatik berasaskan Natural Language Processing (NLP). Penyiaran dua hala interaktif antara penonton dan penyiar juga akan menjadi realiti. Namun, semua ini perlu dikawal oleh dasar yang jelas bagi memastikan AI digunakan secara beretika dan tidak mengancam integriti kewartawanan.

Kesimpulannya, AI menawarkan potensi besar dalam memperkasa penyiaran Malaysia dari aspek kandungan, kecekapan dan daya saing. Namun, kejayaan pelaksanaannya memerlukan sokongan dasar, pembangunan bakat, dan kesedaran etika dalam memastikan AI menjadi rakan strategik kepada manusia, bukan pengganti. Melalui pendekatan holistik, Malaysia berpotensi menjadi peneraju penyiaran berasaskan AI di rantau ini.

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PEMBINAAN HUBUNGAN DI MEDIA SOSIAL MENERUSI TEKNOLOGI KECERDASAN BUATAN ATAU ARTIFICIAL INTELLIGENCE (AI)

Oleh: Siti Nur Fadzilah Binti Abdullah & Efina Hamdan

Dalam era digital yang serba canggih ini, pembinaan hubungan sosial di media sosial telah menjadi satu fenomena global. Platform seperti Facebook, Instagram, X (dahulu dikenali sebagai Twitter), dan TikTok memainkan peranan penting dalam membentuk jaringan sosial antara individu. Kemunculan teknologi kecerdasan buatan (AI) telah membawa dimensi baharu dalam memperkukuh interaksi sosial secara maya. AI bukan sahaja meningkatkan cara kita berkomunikasi, malah mampu mempersonalisasikan pengalaman pengguna, menjadikan interaksi lebih bermakna dan mesra.

Salah satu sumbangan utama AI dalam media sosial adalah menerusi sistem cadangan kandungan yang diperibadikan. Dengan menganalisis corak tingkah laku pengguna, AI dapat mencadangkan rakan baharu, kumpulan sosial, dan kandungan yang relevan, seterusnya memudahkan pembinaan hubungan yang lebih erat dan bersesuaian dengan minat individu. Contohnya, pengguna yang berminat dengan kesihatan mental akan lebih mudah menemui komuniti sokongan atau pakar yang membincangkan topik berkaitan.

AI juga mempercepatkan komunikasi rentas bahasa melalui alat terjemahan automatik masa nyata. Hal ini membolehkan pengguna dari pelbagai negara berinteraksi tanpa halangan bahasa, sekaligus mewujudkan hubungan sosial yang lebih luas dan inklusif. Fungsi chatbot pintar dan pembantu maya turut digunakan secara meluas untuk menjawab pertanyaan, memberi sokongan emosi, bahkan boleh menjadi rakan digital yang memahami perasaan dan emosi manusia.

Namun, penggunaan AI dalam media sosial juga menimbulkan cabaran. Isu privasi, penularan maklumat palsu, dan peningkatan ruang gema



atau 'echo chamber' yang menyekat kepelbagaian pandangan menjadi kebimbangan utama. Oleh itu, adalah penting untuk pengguna dan pembangun teknologi AI bekerjasama dalam memastikan penggunaan teknologi ini mematuhi prinsip etika dan bertanggungjawab.

Dalam konteks pembangunan sosial, AI berpotensi untuk digunakan dalam kempen kesedaran sosial, pendidikan digital, dan mengurangkan kesepian dalam kalangan warga emas serta individu terpinggir. Teknologi ini juga mampu mengesan tanda-tanda kemurungan atau tekanan emosi berdasarkan aktiviti dalam talian dan memberi cadangan sokongan awal.

Kesimpulannya, AI merupakan alat yang sangat berkuasa dalam memperkaya hubungan sosial di media sosial. Dengan penggunaan yang bijak dan beretika, teknologi ini bukan sahaja memperkukuh jaringan sosial sedia ada, malah membuka ruang kepada pembinaan hubungan baharu yang lebih inklusif, relevan, dan bermakna.

PERANAN AI DALAM MENYATUKAN KREATIVITI DAN KECEKAPAN MEDIA SERTA KOMUNIKASI

Oleh: Nurul Nisha Mohd Shah & Mohd Radzman Basinon

Dekad terakhir ini, kecerdasan buatan (AI) telah muncul sebagai pemangkin utama dalam industri media dan komunikasi. Dari bilik berita hingga ke studio kreatif, AI bukan lagi sekadar alat sokongan, namun telah menjadi enjin yang mengubah cara kandungan dihasilkan, disampaikan, dan ditafsirkan. Di sebalik gelombang inovasi ini, timbul persoalan besar iaitu adakah AI mampu menyeimbangkan kecekapan teknologi dengan nilai kreativiti manusia yang selama ini menjadi nadi industri ini?

AI menawarkan kecekapan yang tidak pernah dicapai sebelum ini. Jika dilihat dalam bidang kewartawanan, algoritma automasi mampu menulis laporan kewangan atau keputusan sukan hanya dalam beberapa saat. Malah, platform seperti Reuters dan Associated Press sudah menggunakan sistem ini untuk mempercepatkan proses penghasilan berita. Bagi bidang pemasaran digital pula, AI membantu menganalisis data pengguna secara mendalam untuk menghasilkan kandungan yang disasarkan. Keupayaan ini bukan sahaja menjimatkan masa, malah membolehkan organisasi media membuat keputusan berdasarkan analitik yang tepat.

Namun, di tengah-tengah lonjakan kecekapan ini, timbul risiko “kandungan homogen”. AI beroperasi dengan corak, data, dan kebarangkalian, sedangkan kreativiti manusia lahir daripada emosi, intuisi, dan pengalaman hidup. Kandungan yang dihasilkan sepenuhnya oleh AI, jika tidak dikawal, berisiko kehilangan sentuhan autentik yang membuatkan media berhubung secara emosional dengan khalayak. Keadaan ini bukan sekadar soal seni tetapi lebih kepada keaslian dan kredibiliti dalam menyampaikan komunikasi bagi mendapatkan kepercayaan masyarakat.

Kita harus sedar bahawa AI dicipta bukan untuk menggantikan manusia tetapi melengkapinya.

AI boleh mengambil alih tugas teknikal, berulang, dan analitikal. Hal ini pastinya dapat membantu para wartawan, pereka, dan ahli komunikator untuk memberi tumpuan kepada penceritaan yang lebih sempurna. Sebagai contoh, AI boleh menganalisis beribu-ribu komen media sosial untuk mengenal pasti trend isu semasa, tetapi hanya manusia yang mampu membingkaikan naratif tersebut berpandukan sensitiviti budaya dan nilai tempatan.

Selain itu, isu etika turut menjadi medan perbahasan. Deepfake, manipulasi imej, dan berita palsu yang dihasilkan menggunakan AI turut mencabar integriti media. Teknologi ini boleh disalah guna untuk tujuan propaganda atau penipuan jika digunakan tanpa kawalan editorial yang ketat. Oleh itu, organisasi media perlu membangunkan garis panduan yang jelas bagi memastikan penggunaan AI mematuhi prinsip ketelusan, akauntabiliti, dan integriti.

Masa depan industri ini bukan sekadar soal memilih antara kreativiti atau kecekapan, tetapi lebih kepada bagaimana menggabungkan kedua-duanya secara strategik. Institusi pendidikan komunikasi perlu melatih generasi baharu bukan sahaja sebagai pencerita hebat, tetapi juga sebagai pengurus teknologi. Pemahaman tentang teknologi AI bukan lagi kemewahan, tetapi ia adalah satu kemahiran asas dalam landskap media moden.

Akhir sekali, transformasi media dan komunikasi melalui AI dilihat sebagai peluang untuk membina ekosistem yang lebih inklusif, pantas, dan responsif. Namun, harus diingat, kunci kejayaan terletak pada keseimbangan iaitu membiarkan mesin mengoptimumkan kecekapan, pada masa sama manusia terus memimpin dengan kreativiti, empati, dan nilai kemanusiaan. AI mungkin boleh menghasilkan jutaan kata dalam sekelip mata, tetapi hanya manusia yang boleh menjadikan kata-kata itu bermakna.



PROJEK ADVOKASI SULAM MELALUI KECERDASAN BUATAN (AI)

Oleh: Noor Hilmi Mohd Johan & Isma Zurriya Ismail

Projek SULAM atau nama lainnya adalah Service Learning Malaysia-University for Society merupakan satu inisiatif dari Kementerian Pendidikan Tinggi (KPT) dalam usaha untuk mengintegrasikan komponen pembelajaran dalam kelas kepada pembelajaran berasaskan komuniti. Usaha ini seiring dengan langkah kementerian untuk melahirkan mahasiswa yang mempunyai sifat manusiawi dan peka terhadap isu sosial, seterusnya pada masa sama dapat mengasah nilai kepimpinan dalam diri mereka untuk bekerja di organisasi. Pendekatan projek SULAM sebelum ini adalah lebih kepada aktiviti konvensional dimana para pelajar memberi tumpuan kepada penyampaian ilmu yang mereka belajar dalam kelas iaitu berbentuk syarahan atau seminar.

Namun, letusan teknologi kecerdasan buatan (AI) pada awal tahun 2020 telah mewujudkan satu revolusi pencarian maklumat dimensi baharu. Teknologi AI membuktikan bahawa ia mampu memberi maklum balas maklumat dengan pantas, sekaligus memberi peluang kepada para pelajar dan pendidik untuk meneroka pelaksanaan aktiviti advokasi yang lebih kreatif, dinamik dan berkesan terhadap isu semasa.

Antara tunjang kepada penggunaan AI dalam projek aktiviti SULAM adalah dari subjek Undang-undang Media, Etika dan Perundangan (COM540). Salah satu kerja khusus melibatkan subjek COM540 adalah pelajar diminta untuk melaksanakan program SULAM yang selari dengan sukatan pelajaran. Beberapa projek SULAM telah berjaya dihasilkan dari tahun 2020 sehingga sekarang dengan fokus utama adalah untuk mendidik masyarakat khususnya generasi muda. Pelbagai tajuk telah diterokai dan majoriti darinya

adalah tentang undang-undang media Malaysia serta bahaya penyalahgunaan kebebasan bersuara.

Bagi memastikan perkembangan pemahaman mengenai kebebasan bersuara dan menghindari dari salah laku yang mungkin berlaku, para pelajar telah mengaplikasikan penggunaan AI ke tahap yang maksimum. Para pelajar akan melakukan perbincangan awal dan merangka aktiviti simulasi terlebih dahulu sebelum dimuat naik ke dalam AI untuk tujuan penambahbaikan. AI bukan sahaja memberikan gambaran awal bagaimana aktiviti simulasi terbabit akan dilaksanakan tetapi turut memberi potensi maklum balas awal berdasarkan aktiviti tersebut.

Selain itu, para pelajar juga turut memanfaatkan teknologi AI untuk mendapatkan ilham atau cetusan idea untuk menghasilkan poster informasi dan kesedaran. Melalui teknologi bergambar AI ini, pelajar seterusnya akan menyesuaikan ilustrasi AI tersebut menggunakan aplikasi Canva, Adobe Photoshop atau Adobe Illustrator dan direka semula untuk membawa elemen-elemen yang menyentuh nilai insani dalam projek SULAM mereka.

Dalam usaha untuk menyampaikan mesej yang lebih berkesan, pendekatan menggabungkan teknologi AI dan program advokasi SULAM ini secara langsung telah berjaya menunjukkan impak yang berkesan. Melalui pendekatan ini, teknologi AI sebenarnya telah menjadi pengubah keadaan (game changer) dalam merancang dan seterusnya melaksanakan aktiviti yang berteraskan SULAM ini supaya lebih menarik dan berkesan. Pendekatan konvensional seperti seminar dan ceramah mungkin boleh ditambah baik dengan penggunaan AI bagi memastikan pendekatan yang dilaksanakan mendapat perhatian di kalangan peserta.



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