After trying a few things, the fact that the article in the image speaks about unsafe password makes me think about bruteforcing, so I try a stegcracker:

```
(kali® kali)-[~]
$ stegCracker img.jpg rockyou.txt
StegCracker 2.1.0 - (https://github.com/Paradoxis/StegCracker)
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StegCracker has been retired following the release of StegSeek, which will blast through the rockyou.txt wordlist within 1.9 second as opposed to StegCracker which takes ~5 hours.
StegSeek can be found at: https://github.com/RickdeJager/stegseek
Counting lines in wordlist..
Attacking file 'img.jpg' with wordlist 'rockyou.txt'..
Successfully cracked file with password: qwertyui
Tried 3425 passwords
Your file has been written to: img.jpg.out
qwertyui
```

And it worked! img.jpg.out contains the flag.

Made with love by: AndreiCat