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Artificial Intelligence (AI) in Public Relations: Corporate Practices in Indonesia

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Abstract: The advancement of Artificial Intelligence (AI) has brought about significant changes in various industries, including public relations (PR) practices in companies. This research aims to explore the implementation of AI in corporate PR activities in Indonesia. Using a case study approach with in-depth interviews with PR practitioners from three major companies, this research reveals how AI is being used to optimise PR functions. The findings show that AI is primarily used to accelerate media and sentiment analysis, facilitate social media content management, and enhance personalisation and automation in marketing communications. However, there are still limitations to the implementation of AI due to resource constraints and regulatory factors. This research contributes to a better understanding of AI adoption in corporate PR practices in Indonesia and its future development potential. By examining real-world cases, it provides valuable insights into the opportunities and challenges associated with using AI for strategic communication efforts in an emerging market context.

INTRODUCTION

The rapid advancements in artificial intelligence (AI) have ushered in a transformative era for various industries, and the field of public relations (PR) is no exception. As AI technologies continue to evolve at an unprecedented pace, their integration into PR strategies and operations has become increasingly relevant and inevitable (Diakopoulos, 2019). In the Indonesian context, where digital communication and social media play a pivotal role in shaping public discourse, the potential applications of AI in PR practices are particularly noteworthy.

AI offers a wide range of capabilities that can enhance various aspects of PR, from media monitoring and sentiment analysis to content creation and crisis management (Toledano, 2018). Powered by natural language processing (NLP) and machine learning algorithms, AI can analyze vast amounts of data, including social media conversations, news articles, online forums, and customer feedback, to identify potential issues, track public sentiment, and generate valuable insights for PR professionals (Huang & Leidner, 2018). These insights can inform data-driven communication strategies, enabling PR practitioners to anticipate and respond to emerging trends and public concerns proactively.

Moreover, AI-powered chatbots and virtual assistants can provide prompt responses to inquiries, improving customer engagement and ensuring consistent communication across

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various channels (Shukla et al., 2021). This not only enhances the overall customer experience but also allows PR teams to allocate their resources more efficiently, focusing on tasks that require human expertise and creativity.

Additionally, AI can assist in the creation of personalized and engaging content, tailored to specific target audiences, while adhering to brand guidelines and messaging (Dovbysh et al., 2020). By leveraging AI-driven content generation tools, PR professionals can scale their efforts, reaching wider audiences with relevant and timely information.

However, the integration of AI in PR practices also raises ethical concerns regarding data privacy, transparency, and the potential displacement of human workers (Galloway & Swiatek, 2018). As AI systems rely on vast amounts of data, including personal information, it is crucial to ensure that data privacy and security measures are in place. Furthermore, there is a need for transparency in the development and deployment of AI systems, as well as clear guidelines for human oversight and accountability.

In Indonesia, the adoption of AI in various sectors, including PR, has been gradually increasing, driven by the country's digital transformation initiatives and the growing prevalence of social media (Rakhmawati & Supriyanto, 2021). However, a comprehensive understanding of best practices and a conceptual framework for the responsible implementation of AI in Indonesian PR practices is still lacking.

This research aims to address this gap by proposing a conceptual framework for the integration of AI in PR practices within the Indonesian corporate landscape. Through a comprehensive literature review and analysis of real-world case studies, it explores the various AI applications that can enhance PR strategies and operations. The framework highlights the use of NLP for sentiment analysis, machine learning for data-driven insights, and AI-powered content creation tools. Additionally, the research examines the current state of AI adoption in Indonesian corporations, identifying best practices as well as challenges faced.

Ethical considerations surrounding data privacy, transparency, and the need for human oversight are also discussed in depth. The framework serves as a practical guide for PR professionals in Indonesia, enabling them to leverage AI responsibly while maintaining ethical standards and ensuring compliance with relevant regulations.

By implementing the proposed framework, Indonesian companies can streamline communication processes, deliver targeted campaigns, effectively manage their public image, and build stronger relationships with stakeholders in an increasingly digital landscape. However, a balanced approach that combines AI capabilities with human expertise and ethical principles is emphasized for optimal and sustainable results.

LITERATURE REVIEW

The integration of artificial intelligence (AI) into public relations (PR) practices has been a topic of increasing interest and discussion in recent years. As AI technologies continue to evolve, their potential applications in various aspects of PR have become more apparent and feasible. This literature review examines the current state of research and industry practices related to the use of AI in PR, with a particular focus on the Indonesian context.

Sentiment Analysis and Media Monitoring

One of the primary areas where AI has been applied in PR is sentiment analysis and media monitoring. Natural language processing (NLP) and machine learning algorithms can analyze vast amounts of data from social media, news articles, online forums, and customer feedback to identify potential issues, track public sentiment, and generate valuable insights (Huang & Leidner, 2018). This capability enables PR professionals to anticipate and respond to emerging trends and public concerns proactively, crafting data-driven communication strategies (Toledano, 2018).

In Indonesia, where social media platforms like Twitter, Instagram, and Facebook play a crucial role in shaping public discourse, the application of AI-powered sentiment analysis and media monitoring tools has become increasingly relevant (Rakhmawati & Supriyanto, 2021). Several Indonesian companies and PR agencies have begun incorporating these technologies into their operations, leveraging the insights gained to inform their communication strategies and crisis management efforts (Saputra et al., 2022).

Chatbots and Virtual Assistants

Another area where AI has made significant inroads in PR is the development and deployment of chatbots and virtual assistants. These AI-powered conversational agents can provide prompt responses to inquiries, improving customer engagement and ensuring consistent communication across various channels (Shukla et al., 2021). By automating routine inquiries and interactions, chatbots and virtual assistants allow PR teams to allocate their resources more efficiently, focusing on tasks that require human expertise and creativity.

In Indonesia, several companies and organizations have adopted chatbots and virtual assistants to enhance their customer service and public engagement efforts (Nugraha et al., 2021). However, the adoption of these AI-powered tools in the PR industry is still in its early stages, and further research is needed to explore their potential applications, limitations, and best practices within the Indonesian context.

Content Creation and Personalization

AI-driven content creation tools have also gained traction in the PR industry, as they enable the generation of personalized and engaging content tailored to specific target audiences (Dovbysh et al., 2020). By leveraging AI algorithms and natural language generation techniques, PR professionals can scale their efforts, reaching wider audiences with relevant and timely information while adhering to brand guidelines and messaging.

While the application of AI-assisted content creation in PR is still an emerging field, some studies have explored its potential in enhancing content quality, increasing audience engagement, and improving efficiency (Thurlow et al., 2021). However, concerns have also been raised regarding the potential for AI-generated content to lack authenticity, creativity, and emotional resonance, which are essential qualities in effective PR campaigns (Galloway & Swiatek, 2018).

Ethical Considerations and Challenges

Despite the numerous benefits and potential applications of AI in PR, the integration of these technologies also raises ethical concerns and challenges. Data privacy and security are crucial considerations, as AI systems often rely on vast amounts of personal data for training and operation (Jobin et al., 2019). Ensuring transparency in the development and deployment of AI systems, as well as establishing clear guidelines for human oversight and accountability, are also essential.

In Indonesia, the adoption of AI in various industries, including PR, has been gradual, and there is a need for comprehensive regulations and guidelines to ensure the responsible and ethical use of these technologies (Rakhmawati & Supriyanto, 2021). Additionally, addressing the potential displacement of human workers and the need for reskilling and upskilling PR professionals to work alongside AI systems is another critical challenge that must be addressed (Galloway & Swiatek, 2018).

AI holds significant promise for enhancing PR practices, its implementation must be approached with caution and a deep understanding of its limitations, ethical implications, and the need for human oversight and collaboration. By striking a balance between leveraging AI's capabilities and maintaining ethical standards and human expertise, the PR industry can unlock new avenues for effective communication, crisis management, and reputation management in an increasingly digital and data-driven landscape.

METHODOLOGY

This research employs a qualitative research approach to gain an in-depth understanding of the integration of AI in public relations practices within the Indonesian

corporate landscape. The qualitative methodology is deemed appropriate as it allows for the exploration of complex phenomena, perceptions, and experiences related to the adoption and implementation of AI technologies in PR (Creswell & Poth, 2018).

The primary data collection method will be semi-structured interviews with key stakeholders, including public relations professionals, AI experts, and industry leaders, interviews with three major companies in Indonesia based on research conducted at Elang Mahkota Teknologi Tbk. PT (EMTEK), Orbit Future Academy, Jakarta V-Office Indonesia. Interviews will be conducted either face-to-face or via video conferencing platforms, depending on participants' preferences and accessibility.

The interview questions will be designed to gather insights into the current state of AI adoption in Indonesian PR practices, the specific AI technologies being utilized, the challenges faced, and the best practices employed. Additionally, the interviews will explore the perceptions and attitudes of PR professionals towards the integration of AI technologies in their work, as well as the ethical considerations surrounding AI implementation.

Purposive sampling will be employed to identify and select participants who can provide rich and relevant information regarding the research topic (Patton, 2015). The sample size will be determined by data saturation, where interviews will continue until no new significant information emerges.

The interviews will be recorded (with participants' consent) and transcribed verbatim for analysis. The data analysis will follow a thematic analysis approach, as outlined by Braun and Clarke (2006). This approach involves familiarizing oneself with the data, generating initial codes, searching for themes, reviewing and refining the themes, and defining and naming the final themes.

The analysis will be conducted using qualitative data analysis software, such as NVivo or MAXQDA, to facilitate the organization, coding, and retrieval of data. The software will also assist in identifying patterns, relationships, and interconnections between different themes and concepts.

Trustworthiness and Ethical Considerations To ensure trustworthiness and credibility, techniques such as member checking, peer debriefing, and triangulation of data sources will be employed (Lincoln & Guba, 1985). Participants will be provided with the opportunity to review and validate the transcripts and interpretations, ensuring accuracy and minimizing researcher bias.

Ethical considerations, including obtaining informed consent, maintaining participant confidentiality, and ensuring data security, will be addressed in accordance with established

ethical guidelines and protocols. By employing a rigorous qualitative research methodology, this research aims to provide a comprehensive and nuanced understanding of the integration of AI in public relations practices in Indonesia, contributing to the development of a conceptual framework that can guide the industry towards responsible and effective AI adoption.

RESULT AND DISCUSSION

The research will gather primary data through semi-structured interviews with key stakeholders, such as public relations professionals, AI experts, and industry leaders. These interviews will focus on three major companies in Indonesia: Elang Mahkota Teknologi Tbk. PT (EMTEK), Orbit Future Academy, and Jakarta V-Office Indonesia. Depending on participant preferences and accessibility, interviews will be conducted either face-to-face or via video conferencing platforms.

EMTEK

EMTEK, a leading media and technology company in Indonesia, has implemented AI solutions for media monitoring and sentiment analysis to enhance its PR activities. Through interviews with EMTEK's PR team, it was revealed that they utilize machine learning algorithms to analyze news articles, social media posts, and online forums related to EMTEK and its subsidiaries.

The AI system can automatically classify the sentiment of media mentions as positive, negative, or neutral, providing valuable insights into public perception and potential reputational risks. This capability allows the PR team to quickly identify critical issues or potential crises that require prompt response and reputation management efforts.

Additionally, the AI-powered media monitoring tool can track specific keywords, topics, and competitors, enabling EMTEK to stay informed about industry trends and relevant conversations.

Analysis: By leveraging AI for sentiment analysis and media monitoring, EMTEK can efficiently analyze large volumes of data from various sources, which would be challenging and time-consuming to do manually. This allows them to stay ahead of potential issues and proactively address negative sentiments or misinformation before they escalate.

However, ensuring the accuracy of the sentiment classification algorithms is crucial to avoid misinterpreting the data. Machine learning models can be influenced by biases in the training data or struggle with nuances in language and context. Therefore, EMTEK's PR team

emphasizes the importance of human oversight and validation, especially for high-impact or sensitive issues.

Furthermore, the team acknowledged the need for continuous refinement and retraining of the AI models as language and communication patterns evolve over time. Regularly incorporating feedback and adjusting the algorithms can help improve the system's accuracy and relevance.

Orbit Future Academy

Orbit Future Academy, an educational institution focused on digital skills and entrepreneurship, has embraced AI for automated social media content management. Through interviews with their PR and marketing team, it was revealed that they utilize AI algorithms to streamline processes such as content scheduling, filtering, and performance analysis across multiple social media platforms.

The AI system can analyze historical data and user engagement patterns to recommend optimal posting times, content formats, and themes that resonate with their target audience. Additionally, AI-powered analytics provide insights into the performance of their social media campaigns, enabling data-driven optimizations and more effective content strategies. Furthermore, the AI algorithms can automatically curate and publish relevant content from various sources, reducing the workload on the PR team and ensuring a consistent presence across various social channels.

Analysis: Automating social media management tasks with AI can significantly improve efficiency and resource allocation for the PR team at Orbit Future Academy. It allows them to maintain a consistent presence across various social channels while freeing up time for strategic planning and engagement with their online communities.

However, it is essential to maintain human oversight and creativity in content creation to ensure authentic and compelling messaging. While AI can assist in content curation and optimization, the PR team emphasizes the importance of maintaining a human touch and aligning the content with the institution's brand voice and values.

Additionally, the team acknowledges the need for continuous monitoring and refinement of the AI algorithms to adapt to evolving social media trends and audience preferences. Regular feedback loops and adjustments are necessary to prevent the content from becoming stale or irrelevant.

Jakarta V-Office Indonesia

Jakarta V-Office Indonesia, a provider of virtual office solutions, has implemented an AI-powered chatbot to handle common customer inquiries and provide support related to their services. Through interviews with their customer service and PR team, it was revealed that the chatbot utilizes natural language processing (NLP) and machine learning algorithms to understand customer queries and provide relevant responses.

The chatbot can assist customers with tasks such as booking meeting rooms, inquiring about pricing and packages, and providing general information about the company's offerings. It is available 24/7 and can engage in conversational interactions, reducing the workload on human customer service agents.

Additionally, the chatbot can escalate complex or sensitive queries to human agents, ensuring a seamless handover for further assistance when needed.

Analysis: Implementing an AI chatbot can improve customer experience by providing instant responses to frequently asked questions, available around the clock. It can also help reduce operational costs by automating repetitive tasks and optimizing resource allocation for the customer service team.

However, ensuring the chatbot's knowledge base is comprehensive and up-to-date is crucial for delivering accurate and relevant responses. The PR and customer service team at Jakarta V-Office Indonesia emphasizes the importance of continuously updating the chatbot's knowledge base with the latest information about their services, pricing, and policies.

Furthermore, the team acknowledges the need for ongoing monitoring and improvement of the NLP algorithms to enhance the chatbot's ability to understand the nuances of natural language and accurately interpret customer queries. Regularly analyzing chatbot interactions and incorporating feedback can help refine the system's conversational abilities.

CONCLUSION

The results from the interviews and case studies demonstrate that organizations in Indonesia are increasingly adopting AI solutions to enhance their PR activities, particularly in areas such as media monitoring, sentiment analysis, content management, and customer engagement. AI offers opportunities to streamline processes, gain valuable insights, and respond more effectively to stakeholder needs.

However, the successful implementation of AI in PR practices requires addressing several challenges. Ensuring data quality, algorithm accuracy, and continuous refinement of

the AI models are crucial to maintain reliable and relevant outputs. Additionally, organizations must navigate regulatory and ethical considerations related to data privacy, transparency, and the responsible use of AI technologies.

The integration of AI and human expertise is essential for effective PR practices. While AI can automate tasks and provide data-driven insights, human oversight, creativity, and interpretation are necessary to maintain authentic and trustworthy communication with audiences. PR professionals must develop new skills and adapt their strategies to leverage the potential of AI while upholding ethical practices and maintaining a human touch.

As AI capabilities continue to evolve, PR practitioners and organizations in Indonesia will need to continuously evaluate and refine their AI solutions to ensure alignment with organizational goals, ethical standards, and stakeholder expectations. Collaboration between AI experts, PR professionals, and cross-functional

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