

ANALYSIS OF PUBLIC RELATIONS PRACTITIONER IN ORGANIZATIONAL COMMUNICATION EFFECTIVENESS AMID THE INFLUX OF ARTIFICIAL INTELLIGENCE (AI)

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Abstract

Public Relations (PR) is a profession in which companies typically employ individuals skilled in both verbal and written communication. Within organizational communication, PR is highly essential for maintaining an organization's image. This study aims to analyze the effective implementation of Artificial Intelligence (AI), examine the negative impacts arising from its use, and identify ethical communication strategies in the AI era within Public Relations practices. The research method employed is a descriptive qualitative approach, with data gathered through interviews with PR practitioners who utilize AI in their work. The results indicate that the excessive use of AI can lead to dependency, diminish individual communication skills, generate rigid messages, and potentially spread inaccurate information if left unverified. Communication ethics remains the most critical aspect of PR practice, despite the integration of AI. This study does not frame AI as a replacement for human roles, but rather seeks to understand how to prevent its over-reliance in Public Relations. Any information or content generated by AI should strictly undergo review and verification before being published to the general public.

Keywords: Artificial Intelligence (AI), public relations, organizational communication.

INTRODUCTION

Communication is a fundamental human need, as every individual naturally engages in it. In this era of globalization, the rapid advancement of digital media has fostered the growth of the internet, which has significantly transformed how individuals communicate. The emergence of the internet and smart devices, such as smartphones, has provided opportunities for individuals to establish, maintain, and expand relationships within digital platforms. Consequently, organizations face an increasingly diverse public, both internally and externally, which demands specialized communication management by Public Relations.

A study by **Tri Nurul Filayly and Poppy Ruliana (2022)** highlights that Public Relations (PR) is inherently linked to corporate communication activities. PR plays a pivotal role as a communicator representing the company in disseminating messages and strategic information to stakeholders. Typically, organizations employ PR professionals who possess strong oral and written communication skills. In organizational communication, the presence of PR is highly crucial for maintaining the organization's image. Furthermore, discussing Public Relations is closely related to public speaking. According to John A. Daly, public speaking is the process of delivering a well-prepared oral message to an audience in order to inform, persuade, or entertain. In a complementary view, **Amelia Tahitu, Alex Robert Tutuhaturunewa, and Vina Maria Fadirubun (2024)** state that the success of organizational activities heavily relies on the effectiveness of its communication. Conversely, communication dysfunction is frequently identified as the root cause of the majority of problems arising within an institution.

Public Relations is a profession that must strictly adhere to communication ethics and logic, where ethical standards require PR practitioners to deliver messages using proper, accurate, and polite language. In this era of globalization, numerous practitioners utilize Artificial Intelligence (AI) to process data and enhance data analysis, thereby resolving crises within organizations. According to **Mia, Rifqi, et al. (2023)**, AI introduces fundamental changes to how PR interacts with stakeholders. Its presence is not intended to eliminate the PR profession, but rather to oblige practitioners to strengthen data analysis in order to mitigate communication crises.

According to **Pramana, Priastuty, Utari, Aziz, and Purwati (2023)**, the advancement of artificial intelligence has induced fundamental changes in human communication patterns, thereby giving rise to the need for a new understanding of communication that treats technology as a partner rather than a mere tool. This shift demands that individuals and communication practitioners, including Public Relations professionals, adapt to communication methods that are increasingly integrated with artificial intelligence. Aligned with this phenomenon, **Dhysa H. (2025)** states that the utilization of AI in communication strategies has proven to enhance operational efficiency, accelerate practitioner response times, and optimize real-time monitoring of public opinion to achieve organizational communication effectiveness in the digital era.

LITERATUR REVIEW

A. Excellence Theory

The Excellence Theory of Public Relations was initially developed by James E. Grunig and Todd Hunt, and subsequently refined by Larissa A. Grunig and David M. Dozier. The theory originated from the concepts within the "Four Models of Public Relations," which were introduced in the book *Managing Public Relations* (1984). Later, through the comprehensive "Excellence Study" research conducted between 1985 and 1992, it evolved into one of the foundational pillars in the study of Public Relations.

The Excellence Theory explains that Public Relations does not merely serve as an information dissemination tool, but also holds a strategic role within an organization. Communication should ideally be implemented using a two-way symmetrical communication approach—a bidirectional communication model that prioritizes dialogue, mutual understanding, and the establishment of mutually beneficial relationships between the organization and its publics. Through this approach, Public Relations plays a vital role in building trust, safeguarding organizational reputation, and supporting the decision-making process through open and ethical communication.

In its contemporary development, this theory remains highly relevant to the utilization of Artificial Intelligence (AI) in the Public Relations field. AI can assist with various tasks, such as content creation, data analysis, media monitoring, and enhancing public services. However, its application must strictly adhere to ethics, transparency, information accuracy, and the preservation of relationship quality between the organization and the public.

Therefore, the Excellence Theory of Public Relations is highly suitable as a theoretical framework for this study concerning the positive and negative impacts of Artificial Intelligence usage within Public Relations practices. This theory helps explain how technology can bolster the effectiveness of organizational communication without compromising the fundamental importance of maintaining strong relationships with the public.

B. Two-Way Symmetrical Model Theory

The Two-Way Symmetrical Model, developed by James E. Grunig and Todd Hunt in their book *Managing Public Relations* (1984), is one of the core theories in Public Relations that emphasizes the importance of bidirectional communication between an organization and its

publics. Unlike other PR models that lean heavily toward information dissemination or persuasion, this model prioritizes dialogue, mutual understanding, and the establishment of mutually beneficial relationships. Through this approach, Public Relations is viewed as a strategic function that fosters open, honest, and ethical communication.

In the era of Artificial Intelligence (AI), this theory remains highly relevant as it underscores that technology should be leveraged to strengthen communication and relationships with the public, rather than merely broadcasting information. The integration of AI, including chatbots, can help enhance communication effectiveness; however, it must continuously account for transparency, trust, and the organization's capacity to receive and respond to public feedback.

Consequently, the Two-Way Symmetrical Model serves as an appropriate theoretical foundation for research examining the utilization of AI in Public Relations. This theory helps explain whether the deployment of AI can support communication that is more open, ethical, and oriented toward long-term public relationships. Furthermore, the model is well-suited for a descriptive qualitative study, given its core focus on understanding the lived experiences, perceptions, and communication practices occurring in the field.

Previous Research

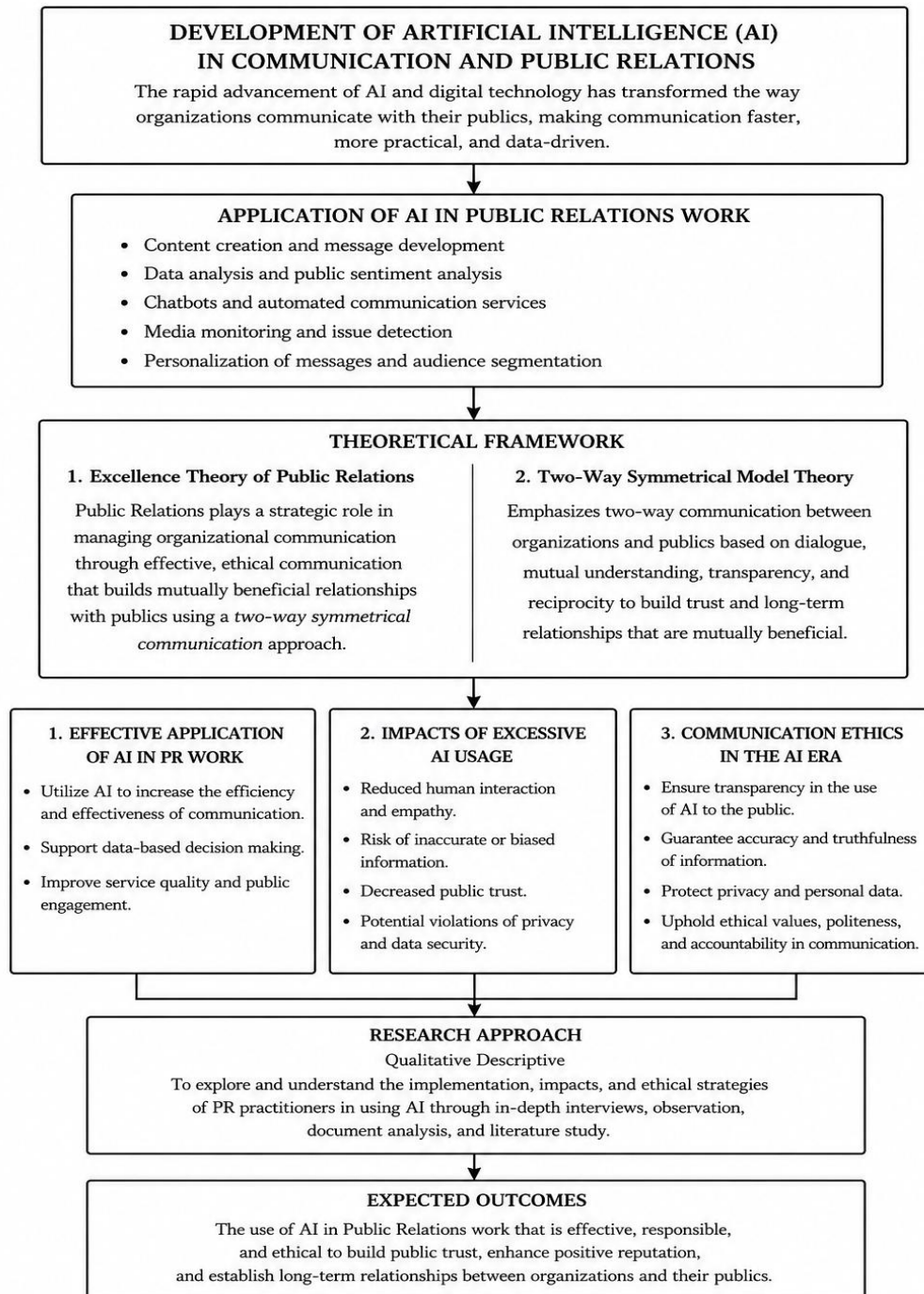
The following table outlines relevant previous studies:

No	Title	Author (Year)	Main finding	Relevance to this study
1	Pemanfaatan AI dan Chatbot dalam Praktik Public Relations: Adaptasi Teknologi dan Etika Komunikasi	Achmad Haikal, Intan Leliana, Rio Septian, Eddy Kusnadi, Dewi Sad Tanti	a) A paradigm shift in utilizing AI over time. b) Communication flexibility within communication strategies. c) The utilization of AI in Public Relations.	This previous study is highly relevant to the current research, as it explains the development of artificial intelligence technology. AI serves as a supporting tool for Public Relations.
2	TRANSFORMASI ETIKA DAN STRATEGI PUBLIC RELATIONS DI ERA ARTIFICIAL INTELLIGENCE	Indah Mardini Putri, Eka Fitri Qurniawati	a) Maintaining data balance in accordance with applicable privacy regulations. b) AI helps streamline and reduce text production for the public.	This study is highly relevant due to its focus on developing ethical public relations strategies in the Artificial Intelligence (AI) era, where PR practitioners develop transparent policies and accountability in managing data using AI.
3	Pengaruh Artificial Intelligence Terhadap Efektivitas Praktik Digital Public Relations	Dhyasa Humaida Zakia	a) The role of AI in assisting data analysis. b) AI enhances operational efficiency, response speed,	This previous study is highly relevant because it focuses specifically on the role of AI in communication automation and

	di Indonesia		and real-time opinion monitoring.	strategic decision- making.
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Conceptual

Framework



RESULTS AND DISCUSSION

Based on the interviews with Bunga Rosmiyati (External Public Relations for Comfest) and Nandira (External Public Relations for ROBA), both informants stated that Artificial Intelligence (AI) provides substantial benefits in enhancing the operational effectiveness of Public Relations (PR) practitioners. AI is utilized as a supporting tool to accelerate technical tasks, such as drafting

press releases, conducting audience research, generating content, and refining formal communication text for sponsors and media partners. The integration of AI is considered highly capable of improving time efficiency and helping produce more structured communication, particularly when PR practitioners face tight deadlines. However, both informants also emphasized that an over-reliance on AI can lead to dependency, diminish individual communication skills, generate rigid messages, and potentially spread inaccurate information if left unverified.

Furthermore, both informants agreed that communication ethics remains the most critical aspect of PR practice, despite the integration of AI. AI is viewed merely as a supportive tool because it lacks the empathy, moral judgment, and capacity to comprehend social and cultural contexts that humans possess. Consequently, all outputs generated by AI must be thoroughly reviewed, adjusted, and verified by PR practitioners prior to publication to safeguard organizational trust and reputation. Thus, AI cannot replace the role of PR practitioners; rather, it functions solely as a catalyst to enhance workflow efficiency, while critical tasks such as strategic decision-making, relationship building, strategic communication, and crisis management still fundamentally require human capability.

DATA ANALYSIS

Based on the interviews with Bunga Rosmiyati and Nadira, Artificial Intelligence (AI) is utilized as a supporting tool to facilitate the communication processes conducted by Public Relations (PR) practitioners. AI is employed to draft press releases, conduct audience research, generate content, and refine formal communication with sponsors and media partners. From a communication perspective, these findings indicate that AI assists PR practitioners in the message-construction process, thereby accelerating information dissemination. However, AI does not function as the primary communicator, as the capability of PR practitioners remains essential to tailor messages to the characteristics and objectives of organizational communication. This result aligns with the study by Achmad et al. (2025), which states that "chatbots have become an important part of building fast and efficient interactions with the public." This statement demonstrates that AI can bolster organizational communication effectiveness as long as its deployment remains under the direct control of PR practitioners.

The interview results also indicate that an over-reliance on AI can lead to dependency, diminish individual communication skills, generate rigid messages, and potentially spread inaccurate information if left unverified. From a communication standpoint, the quality of a message is evaluated not only by its delivery speed but also by its accuracy and appropriateness to the communication context. Therefore, PR practitioners retain the ultimate responsibility to review and adjust AI-generated outputs before they are communicated to the public. This finding is supported by Achmad et al. (2025), who explain that "PR practitioners demonstrate good adaptation to this technology, yet they still face ethical challenges such as transparency and personal data protection." This highlights that the integration of AI must be balanced with communication accountability to ensure that the disseminated information remains trustworthy and does not disadvantage any party.

Furthermore, both informants agreed that communication ethics is an irreplaceable aspect that AI cannot replicate in PR practices. AI is deemed to lack the empathy, moral judgment, and capacity to comprehend social and cultural contexts that humans inherently possess. Within a PR framework, communication success is determined not only by the ability to transmit information but also by the capacity to build harmonious relationships, maintain public trust, and safeguard organizational reputation. Consequently, strategic decision-making, communication strategy, negotiation, and crisis management still fundamentally require the role of PR

practitioners as communicators who can integrate ethical considerations into every communication process. This aligns with the research by Indah and Eka (2024), which explains that the utilization of Artificial Intelligence (AI) in Public Relations (PR) must strictly adhere to communication ethics because technology is incapable of replacing human values. Thus, AI functions as a catalyst for communication effectiveness, while the ultimate success of organizational communication remains dependent on the capabilities and ethics possessed by PR practitioners.

Discussion of Finding

The analysis of Artificial Intelligence (AI) utilization by Public Relations (PR) practitioners demonstrates a significant increase in efficiency and speed regarding message construction, content creation, and audience research. However, from a communication perspective, this technology functions merely as a supporting tool and cannot replace the human role as the primary communicator. PR practitioners retain full control to align messages with organizational characteristics and to conduct rigorous verification to mitigate the risks of rigid or inaccurate messaging.

Furthermore, the integration of AI must continuously be balanced with robust communication ethics to maintain public trust and safeguard organizational reputation. The inherent limitations of AI in terms of empathy, moral judgment, and the comprehension of social and cultural contexts underscore that technology is incapable of replacing human values. Consequently, the ultimate responsibility for strategic decision-making, negotiation, and crisis management rests firmly with PR practitioners to ensure transparency and data protection.

CONCLUSION

Based on the discussion regarding the implementation of Artificial Intelligence (AI) in Public Relations (PR) practices to maintain communication ethics and organizational effectiveness, it can be concluded that Public Relations is highly essential for safeguarding an organization's image. The dissemination of messages to the public must be meticulously prepared to ensure the information is clear, persuasive, and engaging.

The integration of Artificial Intelligence (AI) by PR practitioners primarily serves to support technical workflows, such as drafting press releases, conducting audience research, and refining formal communication with sponsors and media partners.

However, an over-reliance on AI among PR practitioners can lead to dependency. Furthermore, due to the prevalent nature of one-way interaction with the technology, individual communication skills may diminish. The continuous consumption and replication of AI-generated information can result in messaging that feels rigid to the audience. Additionally, AI occasionally disseminates inaccurate information; thus, PR practitioners must rigorously cross-check AI-generated outputs against trusted sources.

Ultimately, PR practitioners bear full responsibility for the information delivered to the public. The deployment of AI cannot substitute for communication ethics within Public Relations practices because technology lacks fundamental human values. Furthermore, AI lacks the capacity to comprehend the social and cultural contexts of the surrounding environment. It is also incapable of making strategic communication decisions, conducting negotiations, or managing crises that arise unpredictably. Consequently, all strategic decisions and problem-solving actions ultimately rely on the expertise and competence of the PR practitioners themselves.

IMPLICATIONS

This study offers significant theoretical contributions by expanding the body of knowledge within communication studies, particularly regarding the integration of Artificial Intelligence (AI) in Public Relations practices. The findings demonstrate that while AI effectively serves as a supportive communication tool, its deployment must continuously be balanced with communication ethics, critical thinking, and the active role of PR practitioners in maintaining relationship quality between the organization and its publics. Furthermore, this research is expected to serve as a valuable reference for future studies exploring similar issues, specifically concerning AI application in organizational communication, communication ethics, and the workflow effectiveness of PR professionals in the digital era. Ultimately, this study contributes to the growing literature on the continuous advancements of communication technology across various fields.

Practically, this study provides actionable insights for Public Relations professionals and organizations to utilize AI technologies wisely to enhance their productivity. The integration of AI must be accompanied by rigorous information verification, the adherence to communication ethics, and human-centric decision-making maintained by PR professionals. Consequently, AI can optimize organizational communication without compromising information quality or eroding public trust. Additionally, the results of this study are expected to serve as a guideline for organizations in formulating AI utilization policies, ensuring that its implementation remains aligned with ethical values, professionalism, and organizational communication objectives.

A primary limitation encountered during this study was the difficulty in aligning schedules with the informants for interviews due to their highly demanding professional commitments. Because face-to-face interviews were not feasible, one of the informants was interviewed via digital media (WhatsApp).

RECOMMENDATIONS

Based on the research conducted, the researchers advise Public Relations (PR) practitioners to utilize Artificial Intelligence (AI) technologies wisely as a supportive tool rather than a replacement for human roles. Any information or content generated by AI must undergo a rigorous review and verification process before being published to the general public. Furthermore, PR practitioners must continuously enhance their communication skills, creative thinking, and understanding of communication ethics to ensure that relationships with the public remain strong and well-maintained.

For organizations, it is highly recommended to establish clear guidelines or policies regarding the utilization of AI technologies within organizational communication activities. This institutional framework is crucial to ensure that AI integration remains strictly within ethical boundaries and aligns with organizational objectives. By doing so, organizations can leverage technology effectively while still adequately addressing and respecting the needs of the public receiving their services.

Lastly, this study can serve as a valuable reference point for future researchers to examine the implementation of AI in the Public Relations field on a broader scale. Subsequent studies could involve a larger number of informants, diverse research subjects, or alternative research methodologies, such as quantitative or mixed methods. These expansions will provide a deeper, more comprehensive, and highly nuanced understanding of AI's evolving role in contemporary organizational communication practices.

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