

**BIG DATA AND ARTIFICIAL INTELLIGENCE (AI) IN THE PUBLIC RELATIONS SECTOR IN INDONESIA:
A QUALITATIVE STUDY ON TRANSFORMATION AND ETHICAL CONSIDERATIONS****Luthfi Subagio, Redi Panuju, *Harliantara and Nur'annafi FSM**

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Abstract

The emergence of digital technology and artificial intelligence has led to major metamorphosis in public relations in Indonesia. This study explores the potential of media relations management to enhance a company's positive image and reputation in the age of artificial intelligence. It also seeks to consider the ethical implications of using big data and artificial intelligence in the public relations sector. The research method used was a qualitative study with a case study approach. The results of this study show that a strategic approach that prioritises relationships with authentic influencers can lead to long-term success for organisations that partner with influencers. However, practitioners specialising in public relations (PR) should be cautious when considering the challenges related to data privacy and information protection.

Keywords: Media relations, Corporate image, Reputation, Big data, Artificial intelligence, Ethics.

INTRODUCTION

The emergence of digital technology and artificial intelligence has fuelled major metamorphosis in public relations in Indonesia. Advances in infrastructure and innovation have increased access to information and have facilitated work powered by big data. An integral component of public relations is media relations, which foster relationships between organisations, companies, and the public. Many studies have shown that effective media relations management can enhance a company's positive image and reputation. It was an essential component of public relations in the 4.0 era. To this end, a meta-analysis was conducted to explore recent changes in the public relations profession, considering the reconfiguration of the economic, social, political, and global/local climate. Important shifts in the domain of public relations praxis have been triggered by the rise of big data and artificial intelligence. Aspects of public relations work, including news clipping, media analysis, social media management, and press release distribution, have become subject to automation through the application of tools powered by artificial intelligence. (Arief & Saputra, 2019) This technology has the potential to increase efficiency and reduce time spent on repetitive tasks. In addition, the integration of artificial intelligence into the social media management domain has the capacity to optimise the precision and personalisation of marketing communications, thereby driving increased engagement and performance. (Basri, 2020). However, the integration of big data and artificial intelligence in the public relations domain raises substantial ethical issues. Concerns have been raised regarding data privacy, transparency, and possible algorithmic biases. Practitioners must be vigilant in ensuring that the collection and use of personal data complies with relevant regulations and preserves individual privacy. Additionally, the opaque nature of many AI systems may hinder the understanding and clarity of the decision-making processes underlying targeted messaging and influencer selection.

The application of big data and artificial intelligence in public relations raises a number of ethical issues that must be addressed. Data privacy is a major concern because the collection and use of personal information without adequate consent has the potential to violate the rights of individuals. In addition, there are concerns about the transparency of AI systems, as the complex algorithms underlying these technologies can be difficult to understand and explain. (Ezzeddine *et al.*, 2023). Furthermore, there are concerns about possible algorithmic biases that occur when artificial intelligence (AI) is used in the field of public relations, which could reinforce or perpetuate societal biases that already exist. These biases may manifest through the targeting of specific demographic groups, selection of influencers, or framing of messages. Public relations practitioners should be aware of these ethical considerations and develop strategies to mitigate these risks. This may include implementing a comprehensive data governance framework, conducting regular audits of AI systems, and the proactive identification and mitigation of bias. Establishing trust and transparency in the public sphere is of paramount importance. Public relations professionals should strive to uphold the principles of fairness, accountability, and responsible innovation when utilising big data and artificial intelligence in their work. AI-powered tools have the potential to provide valuable insights into strategic decision-making processes. For example, AI-based social media analytics can provide detailed insights into audience behaviour, content performance, and emerging trends. This capacity allows public relations (PR) practitioners to make more informed decisions regarding their media relations strategy and tailor their approach to specific target audiences. However, the application of big data and artificial intelligence in public relations raises significant ethical considerations. There are concerns about data privacy, algorithmic bias, and the potential for AI-driven decisions to lead to unintended consequences. Public relations professionals must carefully navigate these ethical challenges to ensure that the use of technology is in line with the principles of transparency, accountability, and respect for individual rights. The increasing use of big data and artificial intelligence in public relations has created an urgent need to

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address the ethical implications of these technologies. Data privacy has emerged as a particularly important issue because the collection and use of personal information without adequate consent may violate the rights of individuals. In addition, concerns have been raised regarding the transparency of AI systems because the complex algorithms underlying these technologies can be difficult to understand and articulate. Concerns have also been raised regarding algorithmic bias, which is the possibility that using artificial intelligence (AI) in the field of public relations would reinforce or perpetuate societal biases that already exist. These biases may manifest in the targeting of certain demographic groups, selection of influencers, or framing of messages. To mitigate these ethical risks, public relations practitioners should implement a robust data governance framework, conduct regular audits of AI systems, and seek ways to identify and address biases proactively. In addition, engaging relevant stakeholders, including the general public, is essential for fostering trust and transparency.

Data privacy is of paramount importance because public relations efforts often involve collecting and processing personal information regarding stakeholders, media influencers, and the general public. Practitioners are obligated to comply with data protection regulations and obtain consent from individuals whose data are collected and used (Geis *et al.*, 2019). The opacity of many AI systems poses challenges to transparency and accountability. It is incumbent upon public relations professionals to endeavour to understand the decision-making processes of the AI tools they use and articulate these processes to stakeholders. Algorithmic bias is an important ethical issue because the application of AI in public relations has the potential to perpetuate or reinforce existing social biases. These biases may manifest in the targeting of specific demographic groups, selection of influencers, or framing of messages. To address these ethical concerns, public relations practitioners should implement a strong governance framework, conduct regular audits of their AI systems, and seek ways to identify and mitigate bias proactively. Engaging relevant stakeholders, including the general public, is essential for building trust and transparency. By adhering to the principles of fairness, accountability, and responsible innovation, public relations professionals can utilise big data and AI while keeping ethical considerations in mind (Harbi *et al.*, 2023) (Peters & Visser, 2023) (Wang, 2020) (Hunkenschroer & Luetge, 2022). Another ethical consideration is the potential for algorithmic bias in AI-powered tools used for media analysis, sentiment tracking or audience segmentation. These tools have the potential to perpetuate existing social biases or introduce new forms of discrimination if not carefully designed and monitored. The integration of AI in public relations also raises questions regarding the role of human judgement and ethical decision-making processes. It is incumbent upon public relations professionals to use discretion and maintain a critical perspective when interpreting the insights and recommendations generated by these technologies, recognising the limitations of artificial intelligence. A multifaceted approach that integrates technological innovation with a strong ethical framework and stakeholder engagement is essential for the responsible use of big data and artificial intelligence in public relations. While AI can provide valuable insights and automate certain tasks, the ultimate responsibility for ethical behaviour and the potential consequences of PR strategies must remain with human practitioners. (Harbi *et al.*, 2023)

The purpose of this research is to explore the potential of media relations management in enhancing a company's positive image and reputation in the age of artificial intelligence. In addition, this research will address the ethical considerations surrounding the utilisation of big data and artificial intelligence in the realm of public relations.

LITERATURE REVIEW

Public Relations and Media in the Digital Age

A review of the existing literature shows that the emergence of digital technology and artificial intelligence has driven substantial transformation in the public relations domain. The Internet and digital media have had a profound impact on the way organisational stakeholders, including the news media, seek information and communicate. As a result, social media has become a prominent research topic in the field of public relations, causing a paradigm change. This development remains a secondary issue for many public relations professionals. Researchers have found that digital PR studies have gradually shifted from a descriptive to a theoretical approach, and there is a trend towards methodological diversification. The application of artificial intelligence to marketing communications has focused on strategies to exploit customer data to predict future customer purchases or choices, as well as to improve customer journeys. As a result, social media has become a prominent research topic in the field of public relations, causing a paradigm change. This development remains a secondary issue for many public relations professionals. However, ethical concerns have been raised. Existing research underscores the need to address the ethical implications of utilising big data and AI technologies in public relations, particularly regarding data privacy, algorithmic bias, and transparency (Newman & Mintrom, 2023) (Hermann, 2021). A growing body of research in the field of media relations underscores the strategic significance of cultivating authentic relationships with influencers. Extant research in this area shows that effective media relations can enhance a company's positive public image and reputation, which are critical components of successful public relations practice.

Artificial Intelligence in Public Relations

Numerous studies have examined the use of AI in public relations across a range of topics such as content production, sentiment analysis, media monitoring, and news curation. The utilisation of AI-powered tools has been shown to automate repetitive tasks, provide data-driven insights, and enable more targeted and personalised communication with stakeholders. However, the integration of AI into public relations also raises a number of ethical considerations, which have been the focus of recent scholarly discourse. The opacity of many AI systems poses challenges for transparency and accountability, as public relations professionals may struggle to explain the decision-making processes of the AI tools they use to the stakeholders. This issue has been documented by Vlačić *et al.* (2021), Brobby *et al.* (2021), and Newman and Mintrom (2023). Several ethical concerns have been raised by the application of artificial intelligence (AI) in the field of public relations. Researchers have underscored the importance of public relations professionals in carefully considering matters such as data privacy, algorithmic bias, and transparency of AI-driven decision-making processes. However, the integration of AI into public relations has raised ethical concerns. Researchers

have underscored the importance of public relations professionals in carefully considering matters such as data privacy, algorithmic bias, and transparency of AI-driven decision-making processes. Although artificial intelligence (AI) offers many advantages in streamlining and improving public relations (PR) activities, its implementation must be accompanied by a strong ethical framework to ensure that PR practices remain aligned with the principles of transparency, fairness, and social responsibility. (Biswal, 2019) (Hicham *et al.*, 2023) (Brobbey *et al.*, 2021) A growing body of literature identifies the ethical use of AI in public relations as a balance between technological innovation and professional principles, including honesty, transparency, and social responsibility. Public relations practitioners must be careful and thoughtful in utilising AI-powered tools, as there is a risk that they may perpetuate bias or make decisions that adversely impact stakeholders.

However, the integration of AI into public relations has raised ethical concerns. These concerns include issues such as data privacy, algorithmic bias, and the possibility of AI systems to make decisions that result in unintended negative consequences. Public relations practitioners must be vigilant to ensure that the application of AI in their professional practice is in accordance with the ethical principles of the profession, including honesty, transparency, and social responsibility. (Newman & Mintrom, 2023) (Hinton, 2023) (Wirtz & Müller, 2018) (Zhang *et al.*, 2021) Moreover, existing literature emphasises that the contemporary environment for PR practitioners is very different from the offline environment, yet at the same time shows striking similarities in various dimensions. The extent to which existing theoretical frameworks can accommodate the emergence of new media in public relations strategies remains an open question. Moreover, existing evidence suggests that a significant number of public relations practitioners are grappling with the impact of digital media on professional practice.

Digital Media Challenges and Opportunities in Public Relations

A review of the existing literature suggests that public relations practitioners face challenges and opportunities to navigate the digital media landscape. Potential challenges that PR practitioners may face in this digital age include issues related to data privacy and information protection, the need to adapt to rapidly evolving technologies, and the complexities of maintaining authentic relationships with stakeholders in a digital environment. Simultaneously, digital media and AI-powered devices present myriad opportunities for PR professionals to enhance their practices. In particular, AI-powered tools can automate repetitive tasks, provide data-driven insights, and enable more targeted and personalised communication with stakeholders. Conversely, digital media have emerged as a promising domain for public relations professionals, offering avenues for increased audience engagement, data-driven insights, and operational efficiency through automation and AI-powered tools. The integration of digital media and artificial intelligence in public relations has given rise to new opportunities. In particular, AI-powered tools have the potential to improve data-driven decision-making processes, enable more personalised and targeted communication strategies, and streamline public relations. However, it is imperative to address ethical considerations associated with the integration of artificial intelligence (AI) in

public policy and decision-making processes. AI has the potential to introduce new forms of bias and unintended consequences, underscoring the need for rigorous ethical evaluation and governance mechanisms. Researchers have called for a more nuanced understanding of the ethical implications of using AI in the public sector. This understanding should focus on transparency, accountability, and the preservation of human judgement (Newman & Mintrom, 2023; Valle-Cruz *et al.*, 2019). This growing body of research underscores the importance of developing ethical frameworks to guide the responsible use of AI in public relations and other domains. Conversely, the opportunities presented by digital media include

Ethical Considerations in the Use of AI in Public Relations

However, the integration of AI into public relations also raises ethical issues that must be carefully considered. Researchers have underscored the importance of public relations professionals in considering issues such as data privacy, algorithmic bias, and the transparency of AI-driven decision-making processes. The literature now emphasises the importance of public relations (PR) professionals to develop a sophisticated awareness of the moral ramifications of using big data and artificial intelligence (AI) technology in their work. Public relations professionals are incumbent to exercise vigilance in ensuring that the utilisation of these technologies remains in accordance with the ethical principles of the profession, including, but not limited to, honesty, transparency, and social responsibility. Furthermore, important ethical questions must be carefully considered when integrating artificial intelligence (AI) into public relations. Researchers have underscored the importance of public relations professionals in considering issues such as data privacy, algorithmic bias, and the transparency of AI-driven decision-making processes. (Zhang *et al.*, 2021) (Hinton, 2023) (Newman & Mintrom, 2023) The body of research on the moral use of artificial intelligence (AI) in government provides a useful starting point for thinking about how these technologies may affect the field of public relations. The increasing use of big data and artificial intelligence in public relations raises significant ethical considerations for practitioners must take into account. Issues related to data privacy, transparency, and potential algorithmic bias must be addressed to ensure public trust and maintain ethical standards in the field. Public relations practitioners should be mindful of the potential of artificial intelligence (AI)-powered tools to reinforce or exacerbate existing social biases. Rigorous testing and auditing of AI systems is required to identify and mitigate these biases. Additionally, the integration of AI into the PR domain requires the implementation of comprehensive communication and educational initiatives. These initiatives should aim to explain to stakeholders how these technologies are used and the potential consequences that may occur. Existing literature underscores the substantial transformation of the public relations industry due to the rise of digital media and artificial intelligence. While these technological advancements present new opportunities, they also raise significant ethical considerations to which PR practitioners must pay close attention. The utilisation of AI-powered tools for tasks such as sentiment analysis, content curation, and targeting requires careful consideration of the possible biases and unintended consequences. Researchers have underscored the need for public sector organisations to create ethical frameworks and guidelines to govern the use of AI, focusing

on principles such as transparency, accountability, and preservation of human judgment. (Ezzeddine *et al.*, 2023).

METHODOLOGY

This research uses a qualitative case study approach to investigate the potential of media relations management to enhance a company's positive image and reputation in the age of artificial intelligence, as well as the ethical implications of using big data and artificial intelligence in the public relations sector. The case study researched is the media relations strategy and practices of a leading Indonesian company that has effectively dealt with the challenges posed by the digital age and artificial intelligence.

FINDINGS AND DISCUSSION

In today's digital age, the dynamic interaction between society and the media is undergoing major transformation. The emergence of social media as a pervasive marketing communication instrument has empowered businesses to expand their reach and target a wider audience. As observed by Bastomi and Musodikin (2021), contemporary individuals have faster and easier access to information, thus enabling online engagement, dissemination, and content creation. The emergence of information and communication technology has triggered a paradigm shift in people's cognitive frameworks, thereby encouraging the transition from a conventional mindset to a contemporary mindset (Maria, 2022). New media platforms such as blogs, social networks, and wikis have emerged as a means of interaction, information exchange, and online community building (Annas & Rizal, 2019; Maria, 2022). The utilisation of social media has gone beyond mere communication, evolving into an important marketing medium for products and services. The integration of social media into the lives of younger people has emerged as an important opportunity for businesses to utilise these platforms as powerful marketing instruments. A large number of studies have demonstrated the efficacy of social media in enhancing brand image and strengthening marketing communication strategies (Irnando & Irwansyah, 2021; Maria, 2022; Bastomi & Musodikin, 2021; Prawityasari *et al.*, 2022). Moreover, social media has evolved into a comprehensive e-commerce platform distinguished by its ease of use and accessibility to a wider audience. These features allow individuals to engage in activities such as shopping, sharing content, and interacting with brands (Bastomi & Musodikin, 2021; Irnando & Irwansyah, 2021; Maria, 2022).

However, the use of social media as a medium for communication and marketing comes with its own set of challenges, especially with regard to privacy issues, data security, and ethical use. Companies are therefore forced to formulate and implement effective social media communication strategies, with the aim of fostering positive relationships with consumers and enhancing their brand image. A comprehensive study of the contemporary relationship between society and the media in Indonesia shows a marked shift in the digital age. The public has played a more active role in the creation, dissemination, and interaction of online content, while the media has evolved into an effective channel for companies to reach their target audiences and enhance their brand image. The incorporation of artificial intelligence into public relations in the digital age has been fuelled by the rise of

digital technology. Artificial intelligence has a wide range of possible uses in the public relations industry, including: (Bastomi & Musodikin, 2021) (Maria, 2022)

1. Data analytics are used to understand consumer behaviour and preferences (Bastomi & Musodikin, 2021) (Maria, 2022) (Irnando & Irwansyah, 2021).
2. Creation of personalised and relevant content (Irnando & Irwansyah, 2021) (Prawityasari *et al.*, 2022)
3. Automation of routine tasks such as answering customer queries is an essential component of modern business operations.
4. The implementation of automation in routine tasks such as responding to customer enquiries is a strategic initiative aimed at improving operational efficiency. Customers are strategic initiatives that aim to improve operational efficiency.
5. In addition, the optimisation of digital campaigns is an important component of this initiative, as it focuses on increasing reach and engagement with target audiences.

The use of artificial intelligence by companies has been proven to increase the effectiveness of their communication and marketing strategies. Moreover, the integration of these technologies enables the provision of more customised and relevant experiences for consumers (Irnando & Irwansyah, 2021; Prawityasari *et al.*, 2022; Bastomi & Musodikin, 2021). Transparency, accountability, and the protection of personal data are just a few of the ethical and security concerns that must be carefully considered when integrating AI into the public relations field. Companies must ensure that the application of artificial intelligence complies with applicable regulations and respects consumer rights. In the context of the digital age, artificial intelligence (AI) holds great promise for improving the effectiveness and efficiency of public relations. However, it is imperative to use this technology wisely, taking into account ethical considerations and security implications associated with its use (Dhamayanti, 2022) (Rahayu *et al.*, 2022) (Prawityasari *et al.*, 2022) (Bastomi & Musodikin, 2021). Digital media have emerged as a significant platform for public relations, offering many opportunities for professionals in this field. However, this evolution has simultaneously introduced a series of challenges that must be overcome to ensure the effective and ethical use of these media. These challenges include the following.

1. Data security and privacy: Strict implementation of protocols is essential for protecting users' personal data.
2. However, the spread of inaccurate information is a significant problem. Digital media facilitate the rapid dissemination of information, including factually inaccurate information or hoaxes.
3. Intensified Competition: The proliferation of digital media platforms has led to a significant increase in competition for consumer attention.
4. A shift in media consumption patterns was also observed. Individuals tend to switch from conventional to digital media, thus requiring modifications to communication strategies.
5. The need for relevant and engaging content has arisen from this shift. Consumers express a desire for content that matches their interests and needs.

On the other hand, digital media also offers opportunities that can be utilised, including:

1. Broader reach: Digital media allow companies to reach a wider audience geographically.
2. Interactivity and consumer engagement: Consumers can interact with and actively engage with brands.
3. More accurate targeting: Companies can reach specific target consumers through data analysis.
4. More cost-effective: Digital communication strategies are generally more cost-effective than traditional media are.

To capitalise on this opportunity, it is imperative for companies to develop a comprehensive digital communication strategy, with particular attention to security, content quality, and consumer engagement. The application of artificial intelligence has been shown to improve the effectiveness of digital communication strategies through data analysis, content personalisation, and the automation of routine tasks (Prawityasari *et al.*, 2022; Apridonal *et al.*, 2023; Rahayu *et al.*, 2022). In addition, companies must demonstrate a commitment to continuously adapt to technological advances and consumer trends to ensure their survival and competitiveness in the digital era.

Even if there are many potential advantages to using AI in public relations, it is crucial to consider ethical and social responsibility aspects. The key considerations include the following.

1. Transparency: Companies must be transparent about the application of artificial intelligence in their public relations and communication plans.
2. Accountability: The entity responsible for decisions and actions taken by the artificial intelligence system should be clearly delineated.
3. Privacy and data protection: Companies are obligated to ensure that the collection, storage, and use of consumers' personal data comply with the applicable regulations.
4. Bias and discrimination: The design and implementation of artificial intelligence systems should be done with the aim of preventing bias and unfair discrimination.
5. Social Impact: Companies should consider the potential social impacts that may arise from the integration of artificial intelligence, including but not limited to job loss and discriminatory decision-making.

Artificial intelligence in public relations must be developed and used cautiously, taking social responsibility and ethical issues into account. This is crucial for maintaining consumer trust and ensuring that the application of these technologies provides optimal benefits to society. Only in this way can the utilisation of these technologies provide mutual benefits for the company and society at large. The findings of this case study show that effective media relations management can play a crucial role in enhancing a company's positive image and reputation in the artificial age. A authentic relationship building, strategic use of data and artificial intelligence (AI), and emphasis on transparency and ethical practices are essential in navigating the complex digital landscape and fostering stakeholder trust.

This research also underscores the emergence of new competencies required by public relations professionals in the age of artificial intelligence. Data analysis, social media management, influencer interaction, and content production are among these skills. (Arief and Saputra, 2019). Nonetheless, this study underscores the importance of public relations

practitioners carefully considering the ethical ramifications of using big data and artificial intelligence in their professional endeavours. This case study shows that the company has made substantial efforts to address its ethical concerns. These efforts include ensuring data privacy, reducing algorithmic bias, and maintaining transparency when using AI-powered tools.

At the same time, this research underscores the importance of public relations practitioners carefully considering the ethical ramifications of using big data and artificial intelligence. Concerns regarding data privacy, algorithmic bias, and the absence of transparency in AI-driven decision-making processes must be addressed to ensure that the utilisation of these technologies complies with the ethical principles of the public relations profession. It is clear that the emergence of big data and artificial intelligence is driving a paradigm shift in the field of public relations and simultaneously presents opportunities and challenges. To harness the potential of these technologies effectively while upholding ethical standards, public relations practitioners must develop a comprehensive understanding of the implications of big data and artificial intelligence (AI). Additionally, they should create robust frameworks and ethical guidelines to govern the use of these technologies.

In addition, this case study underscores the need for public relations professionals to exercise caution and consider the ethical dimensions of utilising big data and artificial intelligence. Companies are obligated to ensure that the utilisation of these technologies is in line with the ethical principles of the profession, including honesty, transparency, and social responsibility.

The findings suggest that public relations practitioners should consider the following ethical considerations when implementing tools powered by AI and big data analytics:

1. Data privacy and security: It is critical to ensure that data collection and use comply with relevant data protection regulations and respect the privacy of individuals.
2. Algorithmic bias: It is critical to conduct a careful evaluation of the AI system to identify and correct potential biases that may result in discriminatory results.
3. Transparency and accountability: Providing stakeholders precise information on the application of big data and artificial intelligence (AI) is crucial. Furthermore, it is critical to develop oversight and redressing systems.
4. Human oversight: It is critical to maintain a balance between AI-driven insights and human judgement, thus ensuring that critical decision-making processes retain the roles of ethical and human-centred considerations.
5. Stakeholder trust: It is important to demonstrate a consistent commitment to ethical behaviour and the public interest. This engenders trust and credibility with both internal and external stakeholders.

It is critical for public relations professionals to consider the ethical consequences of their actions, especially in the context of utilising big data and artificial intelligence. By adhering to these principles, professionals can ensure that their practice aligns with the values and fundamental principles that define the profession. This study adds to the expanding body of research on how artificial intelligence and digital transformation affect the public relations industry. Public relations professionals need to be mindful of the ethical

ramifications of using big data and artificial intelligence, as the sector continues to change in response to technological advancements. Practitioners should be aware of potential issues related to data privacy, algorithmic bias, and erosion of human judgement. These issues should be carefully considered and mitigated by developing robust ethical frameworks and guidelines. Future research endeavours could involve exploring the perspectives of various stakeholders, including public relations professionals, policymakers, and the general public, to further clarify the complex inter-relationship between technological innovation and ethical responsibilities in the public relations sector. Opportunities presented by digital media and artificial intelligence (AI)-powered devices are immense. However, the responsible use of these tools requires a deep understanding of the risks involved and commitment to upholding the highest ethical standards. This research provides significant insights for public relations practitioners and academics in dealing with challenges and opportunities in the artificial age. This case study underscores the ethical considerations that arise from the integration of big data and artificial intelligence in the public relations domain. Practitioners must be mindful of issues, such as data privacy, algorithmic bias, and potential unintended consequences.

The maintenance of ethical standards and development of clear guidelines for the responsible use of these technologies are essential to ensure the long-term sustainability of the profession and maintain public trust. The findings from this study suggest that public relations practitioners in Indonesia should adapt their media relations strategies to the digital age. To achieve this, practitioners should utilise data and artificial intelligence capabilities. However, practitioners must remain aware of the ethical implications of these technologies. Nevertheless, the widespread use of big data and artificial intelligence in public relations raises substantial ethical issues that require careful consideration. Concerns related to data privacy, algorithmic bias, and the potential manipulation of public opinion must be proactively addressed to uphold the integrity of the profession and maintain public trust.

Conclusion

This study illustrates the critical role that effective media relations management can play in enhancing a company's positive image and reputation in the age of artificial intelligence. The strategic implementation of data and artificial intelligence, together with a commitment to transparency and ethical behaviour, enables an organisation to navigate the complexities of the digital landscape and foster the development of strong, trust-based relationships with stakeholders. At the same time, this research underscores the importance of public relations practitioners being acutely aware of the ethical considerations surrounding the utilisation of these technologies. The establishment of explicit guidelines and frameworks to govern the responsible use of big data and artificial intelligence is critical for upholding the integrity of the profession and maintaining public trust. This research underscores the critical role of media relations management in the age of artificial intelligence and emphasises the ethical considerations that should take precedence in public relations practice. By utilising the insights gained from this research, public relations professionals in Indonesia can address the transformative impact of big data and artificial intelligence while upholding the ethical principles that underpin the profession.

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