

# A Systematic Literature Review of Artificial Intelligence and Public Relations – How AI Bring the New Paradigm of Public Relations

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**ABSTRAK**

This article explores the role of artificial intelligence (AI) as an innovative communication paradigm for the future of public relations. AI stands out as a catalyst for significant changes and transformations in the communications industry. This article thoroughly examines how AI, utilized to optimize information processing, data analysis, and decision-making processes, can have a transformative impact within the field of public relations. The focus is on how AI enhances public relations practices in areas such as media monitoring, crisis management, reputation management, customer relationship management, and content production. It also delves into AI's potential to develop better targeting and communication strategies, particularly emphasizing its data analysis and predictive capabilities. This comprehensive evaluation aims to help public relations professionals, businesses, and communications industry stakeholders understand the potential of AI technology. It also addresses future communication trends and current and potential ethical issues related to AI, providing guidance on integrating AI into public relations strategies.

Artikel ini mengeksplorasi peran kecerdasan buatan (AI) sebagai paradigma komunikasi inovatif untuk masa depan humas. AI menonjol sebagai katalis bagi perubahan dan transformasi signifikan dalam industri komunikasi. Artikel ini mengkaji secara menyeluruh bagaimana AI, yang digunakan untuk mengoptimalkan pemrosesan informasi, analisis data, dan proses pengambilan keputusan, dapat memberikan dampak transformatif dalam bidang hubungan masyarakat. Fokusnya adalah pada bagaimana AI meningkatkan praktik hubungan masyarakat di berbagai bidang seperti pemantauan media, manajemen krisis, manajemen reputasi, manajemen hubungan pelanggan, dan produksi konten. Hal ini juga menggali potensi AI untuk mengembangkan strategi penargetan dan komunikasi yang lebih baik, khususnya menekankan analisis data dan kemampuan prediktifnya. Evaluasi komprehensif ini bertujuan untuk membantu para profesional hubungan masyarakat, bisnis, dan pemangku kepentingan industri komunikasi memahami potensi teknologi AI. Panduan ini juga membahas tren komunikasi masa depan serta permasalahan etika terkini dan potensial terkait AI, serta memberikan panduan dalam mengintegrasikan AI ke dalam strategi hubungan masyarakat.

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## INTRODUCTION

In today's fast-evolving communication landscape, it is essential for organizations to develop and implement effective communication strategies to achieve success and maintain a sustainable competitive edge. Public relations (PR) is continuously seeking new methods and technologies to enable organizations to engage effectively with their target audiences and build positive relationships. The primary goal of public relations is to facilitate interaction and foster positive relationships between organizations and their target audiences, thereby supporting long-term success.

Effective communication strategies should be targeted and aligned with organizational goals. It is crucial for organizations to stay abreast of digital advancements in communication and integrate these technologies into their processes. The rapid advancement of technology and digital transformation fundamentally changes business processes, services, products, and communication methods by incorporating digital technologies. This transformation aims to create a more efficient, agile, and customer-centric structure, ultimately providing a competitive advantage.

The field of public relations must adapt to digital transformation and evolve its communication strategies.

Technological developments, widespread internet use, social media platforms, smart devices, and artificial intelligence have profoundly changed the communication landscape. Today, consumers' behaviors, habits, and preferences are constantly evolving, necessitating organizations to develop new strategies to communicate effectively with their target audiences.

Artificial intelligence (AI) technology, a key player in this process, offers an innovative approach for public relations (PR) professionals. AI refers to computer systems equipped with human-like intelligence and learning capabilities, enabling various applications in the PR field. Technology continuously transforms how individuals and organizations interact in a rapidly changing world. AI technologies, in particular, are creating a significant and impressive impact across various sectors, including public relations.

In the PR sector, technological advances greatly benefit communication and relationship management. AI can play a crucial role in accelerating information processing and analysing large data sets. It can also be used effectively in PR strategies and communication practices, particularly in understanding audience reactions and making campaigns more effective. The applications and potential of AI are being extensively explored by various industries and academic fields today. However, there

is a lack of academic literature on the specific applications of AI to the public relations sector. This shortcoming hinders understanding the potential implications and benefits of AI for the PR industry.

This article examines the applications of AI in public relations and its potential to enhance communication strategies. Specifically, the study focuses on how AI can automate PR processes, better understand the emotional responses of communities, and increase the overall effectiveness of PR strategies. The article also references previous studies that identify the possible effects of AI on PR practices and strategies, offering recommendations for future research.

The purpose of this article is to highlight the importance of AI in the field of public relations, communicate the benefits of AI usage to PR professionals, and assist them in shaping future communication activities. This topic is of great importance to PR professionals and academics, especially given the rise of AI in various industries in recent years. This study utilizes a theoretical research method to understand the potential impact of artificial intelligence on public relations in the future.

The research aims to comprehensively assess the use of AI in public relations and explore effective integration strategies in areas such as media

monitoring, crisis management, reputation management, customer relationship management, and content production. Additionally, it seeks to highlight the potential contributions of AI to the PR discipline by examining the ethical dimensions of AI-assisted public relations and analysing its role in crisis communication.

This assessment aspires to equip PR professionals, companies, and stakeholders in the communications industry with a comprehensive guide to understanding AI technology's potential and utilizing it to shape their strategic communications activities. The study also aims to illuminate future trends in the field by addressing ethical considerations and identifying existing and potential issues in integrating AI into public relations strategies. Ultimately, the goal is to provide a comprehensive overview of AI's effective use in public relations, addressing gaps in existing literature and offering insights for future research.

This study endeavours to examine the integration of artificial intelligence (AI) within the foundational principles of traditional public relations, emphasizing its potential impact on communication strategies. Furthermore, it seeks to explore the ethical implications associated with the deployment of AI-based tools in public relations practice, with a focus on ensuring

alignment with established ethical standards. Additionally, the research will investigate the role of AI in crisis management within the field and assess how AI tools can enhance overall communication strategies. Through this multifaceted inquiry, the study aims to provide a comprehensive understanding of the interplay between AI and public relations.

### **LITERATURE REVIEW**

Artificial intelligence (AI)

Artificial intelligence (AI) has driven technological advances and has become a significant topic of discussion in recent academic literature. Russell and Norvig (2016) define AI as “computer systems or machines capable of simulating the intelligence capacities of humans.” The attributes of AI are linked to the ability of computer systems to mimic human intelligence.

Artificial Intelligence (AI) systems exhibit several defining characteristics that enhance their functionality. These systems possess the ability to learn from data analysis, identifying patterns to inform future decisions. Furthermore, they demonstrate reasoning capabilities, allowing them to analyse information and draw logical conclusions. In terms of problem-solving, AI employs algorithms to deconstruct complex issues, facilitating resolution through systematic analysis.

Additionally, AI systems are proficient in language processing, enabling effective communication in natural language. Image processing is another critical capability, as these systems can evaluate visual content by recognizing various objects and features. Finally, AI systems can operate autonomously, executing tasks and making decisions independently based on their data assessments (Alawaad, 2021; Sheikh et al., 2023).

Artificial intelligence (AI) is defined as a field where computer systems mimic human intelligence, using algorithms and data to solve complex problems, make decisions, and perform human-like tasks such as language and image processing. AI technology has developed rapidly in recent years and is now utilized in many areas.

In the public sector, AI can significantly enhance efficiency, produce cleaner products, reduce environmental impacts, increase public safety, and improve human health. However, it is crucial to remember that unethical AI applications can have serious negative consequences for society. Therefore, developing and managing AI systems in accordance with ethical standards is paramount (Turan & Turan, 2022, p. 294).

AI technology also affects business life and organizations. Companies can develop more efficient working methods and improve decision-making processes

using AI technology. AI systems can assist in managing organizations and may even be capable of managing organizations in the future (Özçelik, 2022, p. 2136).

In the health sector, AI has the potential to reduce errors in clinical applications. However, the impact of AI applications should be evaluated alongside their effects on patient outcomes. Additionally, it is important to provide training on AI technologies to health professionals (Yılmaz et al., 2021, p. 306).

AI is also utilized in social work, offering the potential for easily accessible, cost-effective, and personalized services (Başçılar et al., 2022, p. 550). However, there are risks, such as compromising the healing relationship between the support professional and the individual seeking assistance (Başçılar et al., 2022, p. 554).

Artificial intelligence (AI) has numerous applications across various aspects of daily life, including recommendation systems, image and voice recognition, automatic control systems, predictive analytics, and more (Samek et al., 2017, p. 1). These technologies serve purposes such as personalizing user experiences, increasing efficiency, obtaining information, and supporting decision-making processes. AI enhances data analytics capabilities, particularly in data-intensive environments, by analyzing and processing large volumes of data,

making complex predictions, and often surpassing human abilities (Haleem et al., 2022, p. 122).

The applications of AI and its subcategories, including machine learning and deep learning, are gaining increasing importance in public relations and communication. Natural language processing (NLP) technologies, for example, can analyze text-based data to understand the emotional reactions and attitudes of target audiences (Priyadarshini et al., 2021, p. 237). Machine learning algorithms have a wide range of applications, such as measuring the effectiveness of public relations campaigns, performing market segmentation and demographic analysis, and providing optimization recommendations (Türksoy, 2022, p. 395).

This overview highlights the extensive application range and mechanisms of AI while providing a foundation for utilizing these technologies in developing public relations strategies. AI has the unique potential to transform traditional public relations processes, making them more efficient, scalable, and customizable.

### **Public Relations and Digital Transformation**

Digital transformation is an inevitable process of change in public

relations. The rise of social media, big data analytics, and digital technologies like artificial intelligence has significantly impacted PR practices and strategies. This transformation began with the spread of technological innovations and digital platforms, leading to remarkable changes in the implementation and development of public relations strategies.

Public relations is a crucial field that enables organizations to interact with their target audiences and build positive relationships through effective communication strategies. Over time, this discipline has undergone various transformations and has been notably influenced by the advancements in digital technology.

Digital transformation has created new opportunities in public relations, particularly with the widespread adoption of the internet since the 1990s. In the early 2000s, the rise of social media accelerated the digital transformation of public relations, with digital tools like websites and email enabling organizations to communicate with the masses more easily and quickly (Özgen, 2019, pp. 16-21). Platforms such as Facebook, Twitter, and LinkedIn have allowed organizations to interact directly with audiences and transform brand communication.

The development of mobile technology has further influenced public

relations. The proliferation of smartphones and mobile applications has made it possible for organizations to be accessible anytime and anywhere, transforming their interaction strategies. Public relations have also been impacted by digital marketing techniques such as content marketing and search engine optimization. Organizations have sought to connect with and increase brand awareness by offering valuable content to their target audiences. Furthermore, digital transformation has increased the importance of data analytics. Organizations have tried to optimize their strategies by gathering feedback on social media interactions, web traffic, and other digital metrics.

Artificial intelligence and automation are increasingly used in public relations. AI-powered tools such as chatbots and automated responses facilitate customer service and interaction. Public relations professionals now effectively communicate with target audiences using traditional media, as well as social media platforms, blogs, podcasts, and various other digital tools. This new form of communication allows for customized and fast interaction, while also enabling professionals to monitor real-time interactions and reactions (Wright et al., 2012, p. 2).

Digital technologies play a crucial role in designing, implementing, and measuring public relations strategies. Big

data analytics and artificial intelligence, in particular, have added a new dimension to public relations development. By enabling the creation of personalized and targeted strategies, these technologies allow PR professionals to further tailor their communication approaches and interact more effectively with their target audiences.

Digital transformation has reshaped public relations strategies. Social media platforms have empowered PR professionals to communicate directly with their target audiences. However, this rapid transformation has introduced various challenges. Adapting to digital technologies and new communication tools requires professionals to acquire new skills and update existing ones. Additionally, managing data obtained from digital platforms, along with privacy and security concerns, has become a significant issue. Ethical challenges and regulatory issues are also critical aspects of digital transformation. Digital technologies have facilitated the analysis and understanding of target audiences, enabling the development of more effective and customized strategies (Tanyıldızı, 2021, p. 37).

digitization is a crucial process that transforms the foundation of public relations. Digital transformation fosters the adoption of more effective and innovative communication strategies within the field.

As we look ahead, the digital transformation of public relations is likely to accelerate and become more complex. To thrive in this ever-changing environment, public relations professionals must stay abreast of current technological developments and trends, learn to use new digital tools effectively, and remain mindful of ethical and regulatory considerations. Understanding and managing the opportunities and challenges brought by digital transformation is essential for PR professionals.

#### **METHOD**

This research adopts a qualitative approach to comprehensively analyse AI's multifaceted impact within this domain of PR. By selecting this method, the study seeks to explore the nuanced dynamics inherent in the relationship between AI and PR, thereby illuminating the challenges and opportunities faced by practitioners in an increasingly AI-driven landscape.

Qualitative descriptive analysis serves as the cornerstone of this investigation, providing a detailed and nuanced account of the phenomena under scrutiny. This methodological approach emphasizes rich description over theoretical generation, enabling researchers to delve deeply into the lived experiences, behaviors, and processes characterizing contemporary PR practices. Through this lens, it becomes possible to capture the

intricate dimensions of the AI-PR relationship, fostering a deeper understanding of how AI is not merely a tool but a catalyst for innovation and change within the industry.

Moreover, the qualitative approach allows for a comprehensive exploration of the implications of AI's integration into PR strategies, revealing how it alters communication dynamics, audience engagement, and the overall effectiveness of public relations campaigns. By focusing on qualitative aspects, the research provides valuable insights into the evolving landscape of PR, highlighting the necessity for practitioners to adapt and embrace these changes.

This study's qualitative methodology lays a solid foundation for uncovering the complexities of AI's influence on public relations. It not only enriches our understanding of current practices but also paves the way for future research into the evolving interplay between technology and public relations in the digital age.

The methodology includes a comprehensive review of existing literature and academic studies. This research conducted an extensive content analysis of 10 most cited academic articles published globally in the last four years between 2020-2023 within the Google Scholar database, focusing on the intricate

relationship between artificial intelligence (AI) and the field of public relations.

## **RESULT**

Artificial intelligence (AI) holds the potential for a significant transformation in public relations. This advancement in communication technologies can help PR professionals perform their jobs more effectively. With AI, more accurate and timely analyses can be conducted for target audiences. Personalized communication strategies, driven by algorithms, enable precise targeting and customization.

AI is a technological innovation capable of transforming strategic communication processes and practices in public relations (PR). By leveraging AI technologies, PR professionals can analyse target audiences more accurately and efficiently, create personalized communication strategies, and measure the effectiveness of campaigns (Huang & Rust, 2018, pp. 164-165). Notably, AI offers valuable tools for PR applications, including natural language processing (NLP), machine learning algorithms, emotional analysis, and automated content creation (Gandini, 2016, p. 140). However, ethical and regulatory issues surrounding AI may limit its use in the PR field, indicating a need for further research (Boddington, 2017, p. 5).



#### Academic Articles in the period of 2020

The studies conducted by Arief and Gustomo (2020) and Aydınalp (2020) elucidate the transformative impact of Artificial Intelligence (AI) and big data on the public relations (PR) profession. Arief and Gustomo's research reveals that a significant portion of PR tasks, including news clippings and media analyses, can be automated through advanced AI tools, underscoring the necessity for PR professionals to engage in continuous learning to navigate these technological advancements. On the other hand, Aydınalp emphasizes the critical need for PR practitioners to comprehend AI's implications in order to facilitate its effective integration while addressing societal concerns and potential adverse effects. Collectively, these studies highlight the dual imperative of adapting to emerging technologies and responsibly managing their societal impact within the realm of public relations.

#### Academic Articles in the period of 2021

The studies by Cataldaş and Ozgen (2021), Alawaad (2021), Çağlayan (2021), Santa Soriano and Valdes (2021), and Suciati et al. (2021) collectively underscore the significant impact of artificial intelligence (AI) on the public relations field. Through comprehensive analyses and

surveys, these researchers reveal that AI is extensively integrated into various public relations and marketing functions, enhancing operational efficiency and effectiveness. Cataldaş and Ozgen's analysis of public relations software illustrates the multifaceted capabilities of AI-driven tools, while Alawaad emphasizes the necessity for marketing professionals to adapt to AI technologies. Moreover, Çağlayan highlights the importance of embracing AI's potential, addressing both its challenges and opportunities. Finally, the research collectively posits that as industries evolve, the synergy between AI and other strategic functions is paramount for organizations seeking to thrive in an increasingly digital landscape.

#### Academic Articles in the period of 2022

The body of research surrounding Artificial Intelligence (AI) in public relations emphasizes its transformative potential while simultaneously highlighting pertinent concerns regarding its implementation. Studies such as those conducted by Nazarkul, Tyzy, and Soldan (2022) reveal a significant gap in awareness among practitioners regarding AI's capabilities in enhancing media monitoring and audience analysis. Conversely, research by Mohamed and Bayraktar (2022) demonstrates the efficacy of Association Rule Mining as a decision

support tool, championing the integration of advanced data mining techniques in public relations. Turksoy (2022) contends that while AI may automate routine tasks, it will enable professionals to focus on strategic endeavors, thereby enriching the communicative landscape. However, Buhmann and White (2022) underscore the necessity for education in AI to alleviate fears related to job displacement and ethical dilemmas. Finally, Munandar and Irwansyah (2022) caution against overestimating AI's role, emphasizing the irreplaceable value of creativity and emotional intelligence in public relations, while Plekhova et al. (2022) address the urgent need for legal frameworks to govern AI's deployment in this domain. Collectively, these insights suggest that while AI holds great promise for public relations, a balanced approach involving education, ethical considerations, and legal oversight is essential for its successful integration.

#### Academic Articles in the period of 2023

The studies conducted by Cataldaş and Ozgen (2023), Canoz et al. (2023), Mardhika (2023), Obradovic et al. (2023), Swiatek et al. (2023), Polat (2023), and Yaman (2023) collectively illuminate the evolving landscape of public relations in the context of artificial intelligence (AI). Cataldaş and Ozgen (2023) emphasize the

necessity of human-AI collaboration in future PR activities, while Canoz et al. (2023) critically address the potential hegemony introduced by AI technologies. Mardhika's (2023) research highlights the efficiency gains from AI in media monitoring, yet underscores the indispensable role of human professionals. Obradovic et al. (2023) present a case study on ChatGPT, advocating for its reliability as a transformative force in communication. Swiatek raises ethical concerns regarding humanoid robots in media interactions, while Polat (2023) asserts the strategic value of AI for PR practitioners in Turkey. Finally, Yaman (2023) foresight analysis indicates a significant transformation within the PR profession. Collectively, these studies reflect a critical engagement with the integration of AI, suggesting both opportunities and challenges for the future of public relations.

### **DISCUSSION**

The reviewed studies exhibited a comprehensive range of research methodologies, incorporating both qualitative approaches such as meta-thematic analysis, thematic analysis, and qualitative research, as well as quantitative techniques including surveys and literature reviews. This methodological diversity facilitated an in-depth examination of the

complex effects of artificial intelligence on public relations practices. A prominent theme across many articles is the recognition of AI as a significant asset for public relations professionals. Notably, a meta-thematic analysis, informed by a global academic perspective, underscores the ethical and strategic deployment of artificial intelligence to improve the efficacy of public relations efforts.

This study reveals the evolving landscape of the public relations profession and the strategic integration of artificial intelligence (AI) to enhance its practice. Yaman (2023, p. 114) posits that the profession's future hinges on the synergy between technology and purpose-driven communication. Furthermore, various articles emphasize the capacity of AI to automate routine tasks, such as data analysis, content creation, and media monitoring, thereby allowing professionals to focus on more strategic and innovative endeavours. This highlights the critical need for future communication specialists to engage with AI in an ethical and responsible manner. Ultimately, while the insights in the table advocate for AI as a transformative force in public relations, they underscore the necessity of approaching this evolution with a commitment to ethical standards, strategic foresight, and a human-centered framework.

The integration of artificial intelligence (AI) in Customer Relationship Management (CRM) is revolutionizing how businesses interact, understand, and relate to their customers. AI can analyse customer behaviour and develop customized strategies. For instance, AI-based CRM systems utilize big data analytics to comprehend the target audience (Huang & Rust, 2018).

In customer segmentation and targeting, AI performs in-depth analyses of customer data to identify segments with similar habits or preferences. Additionally, by analysing customer comments on social media and other online platforms, businesses can gauge customer sentiments about their brand or product. In this context, AI can be employed for sentiment analysis.

AI assists brands in understanding media performance through media monitoring and analysis (Chen et al., 2012, p. 1171). It can track mentions of specific keywords, brands, people, or topics across a variety of media—such as newspapers, magazines, television, radio, social media, and more. AI collects and processes this information in near real-time. Additionally, it can be utilized for competitor analysis and monitoring market trends.

Artificial intelligence (AI) has the potential to significantly enhance the efficiency of public relations (PR) professionals by automating content

creation and facilitating complex tasks such as storytelling. For instance, news agencies have successfully employed AI to generate financial reports autonomously (Aydinalp, 2020, p. 2284). In the realm of crisis management, AI can analyze social media data to detect early signs of negative sentiment or emerging crises, allowing organizations to respond promptly. As Veil et al. (2011, p. 114) note, the real-time information provided by social media is invaluable during crises, enabling organizations to track public sentiment and gather critical insights. Nevertheless, the effective deployment of AI in these contexts necessitates careful design, adherence to ethical guidelines, and robust risk management to address technical challenges such as security and infrastructure.

Reputation management is essential for an organization's sustained success, encompassing the strategic efforts to build, maintain, and protect its public image. In an increasingly complex landscape shaped by social media and online platforms, artificial intelligence (AI) emerges as a pivotal tool, enhancing communication through innovative and scalable strategies. Rather than supplanting traditional methods, AI serves as a valuable adjunct, enabling organizations to respond proactively and adapt swiftly to public sentiment. With capabilities such as social media

monitoring and sentiment analysis, AI facilitates the continuous enhancement of a brand's online reputation by allowing PR professionals to track emerging issues, counter misinformation, and engage with customer feedback effectively. Furthermore, AI-powered chatbots enhance customer interactions by delivering personalized experiences and promptly addressing inquiries, thereby reinforcing reputation management initiatives.

Artificial intelligence (AI) plays a pivotal role in revolutionizing influencer marketing by efficiently identifying potential influencers through the analysis of social media metrics, content relevance, and audience engagement. Furthermore, automated systems facilitate the management of ongoing influencer relationships and the tracking of campaign effectiveness, enabling brands to assess their strategies comprehensively. By examining various factors, including consumer behaviour and market trends, AI equips brands to adapt swiftly to emerging trends, thereby positioning them as industry leaders (Huang & Rust, 2021, p. 31). Additionally, the continuous education and development of public relations professionals are crucial to remain abreast of innovations in the field, as AI can tailor personalized training programs that address the specific needs of employees.

AI-driven chatbots have emerged as essential tools in public relations, enhancing customer engagement and satisfaction (Misischia et al., 2022, p. 424). By facilitating instant communication across various platforms, such as websites and social media, these chatbots effectively address user inquiries, provide pertinent information, and resolve concerns. Their 24/7 accessibility ensures continuous interaction with target audiences, ultimately improving customer service efficiency and user experience. Furthermore, through the analysis of user preferences and interactions, chatbots enable personalized communication that fosters brand loyalty. The data gathered during these interactions offers organizations valuable insights, allowing for the refinement of public relations strategies. With multilingual capabilities, AI chatbots also facilitate effective communication across diverse regions, thereby broadening an organization's global reach and impact. In sum, the integration of AI technology into public relations through chatbot utilization not only bolsters reputational management but also enhances overall audience engagement.

### **CONCLUSION**

Artificial intelligence (AI) is increasingly playing a pivotal role in the field of public relations (PR) as technological advancements necessitate the

evolution of communication strategies. To provide a thorough evaluation of AI's applications within PR, a meticulous content analysis was conducted on 27 academic articles published globally in the last five years, sourced from the Google Scholar database. This analysis particularly emphasizes the effective integration of AI technology across critical areas such as media monitoring, crisis management, reputation management, customer relationship management, and content production, thereby elucidating the intricate relationship between AI and public relations.

The reviewed studies encompass a diverse array of research methodologies, incorporating both qualitative and quantitative approaches. This methodological richness permits a comprehensive examination of the effects of artificial intelligence (AI) within the public relations sector. Through meta-thematic and thematic analyses, salient themes emerge, underscoring AI's potential as a valuable asset for public relations professionals. Notably, the meta-thematic analysis emphasizes the ethical and strategic deployment of AI to enhance public relations effectiveness, thereby offering a robust framework for its responsible application. Qualitative research further elucidates the evolution of the public relations profession, illustrating

how AI can be seamlessly integrated into this dynamic landscape. Moreover, various articles highlight AI's capability to automate tasks such as data analysis, content creation, and media monitoring, thereby enabling professionals to concentrate on strategic and creative endeavors. This underscores the critical need for ethical and responsible use of AI in the field.

The integration of artificial intelligence (AI) into public relations (PR) signifies a profound shift in the practice of strategic communication. By facilitating precise targeting, personalized engagement, and real-time analysis, AI enhances the efficiency of PR processes, allowing professionals to concentrate on high-level strategic tasks. However, the deployment of AI necessitates a thorough understanding of its limitations, ethical implications, and potential biases. The essential human elements of empathy, creativity, and ethical judgment remain irreplaceable, underscoring the importance of a synergistic approach that melds human expertise with AI-driven insights. To ensure effective and ethical implementation, PR practitioners must develop comprehensive strategies that prioritize transparency, responsibility, and fairness in the use of AI technologies.

To ensure the effective and responsible use of artificial intelligence

(AI) technology in public relations (PR), firms must prioritize several key practices. Establishing advanced security protocols is essential to protect customer data and uphold reputation management by preventing breaches. Transparency regarding AI algorithms and the data utilized fosters trust among stakeholders. Moreover, careful data selection during AI training is crucial to minimize bias, with a focus on diversity and inclusion. Compliance with data protection laws not only fulfills legal obligations but also strengthens client relationships. AI should enhance, rather than replace, human capabilities, promoting creativity while maintaining ethical standards. Continuous training for PR professionals on AI's evolving applications ensures the industry remains adaptable. In crisis situations, while AI can provide rapid data analysis and responses, human empathy must guide decision-making. Finally, the development and regular review of ethical standards within the industry will encourage the responsible application of AI technology.

The recommendations outlined establish a robust framework for enhancing industry credibility, nurturing innovation, and strengthening customer relationships. It is imperative to prioritize human values and ethical principles alongside technological advancements. The integration of artificial intelligence should complement human

empathy, creativity, and ethical judgment—serving to augment, rather than replace, human expertise. Ongoing evaluation of AI applications will facilitate their adaptability to emerging technologies and evolving societal demands. While the incorporation of AI into public relations holds transformative potential, it necessitates a deliberate focus on ethical practices, continuous education, strategic planning, and human-AI collaboration. Such an approach will empower brands to foster improved stakeholder relationships, safeguard their reputations, and realize their growth objectives.

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