



Human and AI Collaboration in Public Relations Practice Innovation in Indonesia: Between Efficiency, Creativity, and Ethics

Tri Kusumastuti^{1*}, Nur'annafi Farni Syam Maella², Didik Sugeng Widiarto³
Universitas Dr. Soetomo

Corresponding Author: Tri Kusumastuti nurannafi@unitomo.ac.id

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ABSTRACT

The development of artificial intelligence (AI) has transformed public relations practices from tactical functions to creative and analytical partners that accelerate work processes, without completely replacing the role of humans. Globally, AI is used for content production, message personalization, crisis simulation, sentiment analysis, and campaign optimization, while practitioners retain strategic and ethical control. In Indonesia, Telkom University's Bachelor of Digital Public Relations program is an example of AI adoption in the academic public relations ecosystem, encouraging lecturers and students to utilize AI for ethical and high-quality research and assignments. This study analyzes the role of AI as a creative collaborator in public relations practice innovation and educational institutions' strategies in building AI literacy and ethics. The findings show that human-AI collaboration governed by ethical principles and human supervision can improve efficiency, creativity, and work quality, but requires strengthening critical skills and professional responsibility among practitioners and academics

INTRODUCTION

The development of artificial intelligence (AI) technology in recent years has brought significant changes to public relations (PR) practices, both globally and nationally (Adi, 2023; McLaughlin, 2025) . AI enables the automation of routine tasks, large-scale data management, and rapid content creation, which has an impact on how PR professionals design communication strategies, build relationships, and manage reputation (SCore, 2025) . Industry reports show a continuous increase in the use of AI by PR practitioners, along with the development of easily accessible generative and analytical tools. The report "AI Activated – The Relevance Report 2025" notes that the majority of global PR practitioners view AI as critical to the future of the profession and have integrated it into their content production processes (McLaughlin, 2025) . AI not only helps automate routine tasks, but also acts as a creative partner that can generate ideas, compose message variations, and provide large amounts of data-driven insights in a short time (Koa et al., 2025; McLaughlin, 2025) . In a global context, practices such as hyper-personalized media pitches, predictive crisis simulation, real-time message adaptation, and visual storytelling variations have become part of the AI-based PR ecosystem (Group, 2025; McLaughlin, 2025) .

In Indonesia, the adoption of AI in the public relations ecosystem is beginning to be seen in various sectors, including higher education. The Telkom University Digital Public Relations undergraduate program is one example of an institution that explicitly encourages lecturers and students to maximize the use of AI for research and academic assignments (Nizar, 2024) . The Digital PR Study Program's visit to Google Indonesia was intended to deepen their insight into the use of AI, which is expected to support the quality of research and innovation, with an emphasis that AI must be used ethically and remain under human supervision (Nizar, 2024) . The Head of the Digital Public Relations Undergraduate Program, Dr. Tita Melia Milyane, S.Sos, M.M.Pd., emphasized the importance of maximizing the use of AI to support academic research and innovation, while the Program Manager reminded that AI is a tool that should not compromise the quality of work and must still go through a rigorous review process (Nizar, 2024) . This practice demonstrates that public relations innovation in Indonesia is not only occurring at the corporate or government agency level but also in the academic sphere as a training ground for future communication practitioners. On the other hand, literature on political communication and digital communication in Indonesia shows that technological changes always have implications for communication patterns, power relations, and identity representation in the online realm (Hasfi, 2019; Saputri, 2025) . Research on online political communication, identity and self-presentation, and the use of digital platforms for campaigns and digital literacy illustrates that new media changes the way social and political actors communicate with the public, while also raising issues of ethics, representation, and literacy (Fajri & Irwan Padli Nasution, 2023; Hasfi, 2019; Saputri, 2025) . This is relevant as AI begins to be integrated into public relations practices, because technology-mediated communication now not only utilizes platforms,

but also non-human intelligence as a "collaborator" in message production. Thus, the Indonesian context shows an important dynamic: on the one hand, there is a strong push to adopt AI for efficiency and creativity; on the other hand, there is a need to affirm the role of humans in maintaining values, ethics, and socio-cultural sensitivity in public relations practices.

Studies on AI in public relations globally have developed, for example, with a focus on the role of AI in data analytics, media monitoring, issue management, message personalization, and the transformation of PR practices in the digital era (Adi, 2023; Ahmed & Baaske, 2024; Koa et al., 2025; McLaughlin, 2025). Several studies highlight that AI can improve an organization's ability to identify public opinion trends, predict potential crises, and develop content that is more relevant to the target audience (Adi, 2023; Group, 2025; Koa et al., 2025). Furthermore, recent industry surveys show that the majority of PR professionals acknowledge that AI improves the efficiency and quality of work output, as well as encourages the emergence of internal policies and guidelines related to AI use (Group, 2025; SCORE, 2025). There are at least three gaps in this research. First, geographical and contextual focus: Much research focuses on the global or Western context, thus failing to describe specifically how AI is adopted and negotiated in the socio-cultural and institutional context of Indonesia (Adi, 2023; Ahmed & Baaske, 2024; Koa et al., 2025). Second, the theoretical dimension of communication science: Studies on AI in PR in Indonesia are still dominated by practical approaches (tips, industry trends) and have not sufficiently explored the theoretical dimensions of human-AI relationships within the framework of communication science, for example from the perspectives of technology-mediated communication, communication ethics, and the construction of meaning in human-machine interactions (Ahmed & Baaske, 2024; Riwanda & Yoetadi, 2025). Third, integration of education and industry: Research on AI in public relations in Indonesia tends to be separated between the realm of industrial practice and the realm of higher education, even though educational institutions are an important space for shaping the mindset and work ethic of future PR practitioners (Nizar, 2024; Riwanda & Yoetadi, 2025). Meanwhile, the literature on digital communication in Indonesia has contributed to the understanding of online political communication, identity, and digital literacy (FSM et al., 2020; Sasongko et al., 2025), but has not explicitly examined the role of AI as a non-human actor in communication practices. In other words, there is a gap between established new media and political communication studies and new developments related to AI as a co-producer of messages in public relations.

Recent studies describe AI as a key component in data collection and analysis, information visualization, media relations management, social listening, and public opinion trend prediction (Adi, 2023; Ahmed & Baaske, 2024). AI helps PR professionals create hyper-personalized pitches, crisis simulations, real-time message adaptation, and automated content production that is then curated by human practitioners (Group, 2025; McLaughlin, 2025). Ahmed and Baaske's (2025) study on AI in PR and strategic communication emphasizes that AI is changing the professional landscape by providing

predictive analytics and content automation capabilities, but also raises ethical concerns related to algorithmic bias, transparency, and accountability (Adi, 2023) . A quantitative study published in the journal *Prologia* (2025) shows a strong relationship between the use of AI and improved performance of PR practitioners, including in terms of efficiency, accuracy, and quality of work output (Riwanda & Yoetadi, 2025) . A Worldcom Group report (2025) predicts that AI will become increasingly integrated into PR workflows, with an emphasis on human oversight, ethical guidelines, and continuous learning as the keys to success (Group, 2025) . Meanwhile, SCORE India (2025) identifies that AI in PR in 2025 will be characterized by advanced personalization, predictive analytics for crisis management, and convergence between PR and SEO and content marketing (SCore, 2025) .

Communication literature positions technology as part of the communication ecology that influences interaction patterns, identity representation, and power distribution in the digital public sphere (Adi, 2023; Ahmed & Baaske, 2024) . Studies on online political communication, identity, and e-representation explain how digital platforms change the way political actors communicate and interpret their presence in the public sphere (Hasfi, 2019; Hidayati, 2021) . Research on the digital literacy of Indonesian youth emphasizes the importance of critical, ethical, and reflective skills in using digital technology (Fajri & Irwan Padli Nasution, 2023) . In the context of AI, discussions have developed around issues of trust, transparency, algorithmic bias, and how humans negotiate the authority of meaning with systems that automatically generate and recommend messages (Adi, 2023; Ahmed & Baaske, 2024) . The view that "humans with AI will replace humans without AI" emphasizes the shift in competencies required in the public relations profession (McLaughlin, 2025) . Practitioners who are able to utilize AI to accelerate research, idea exploration, and analytics will have an advantage over those who rely solely on traditional methods (Group, 2025; McLaughlin, 2025) .

The initiative of Telkom University's Digital Public Relations undergraduate program to maximize the use of AI while emphasizing ethics and academic quality demonstrates a targeted integration of AI into the communication curriculum (Nizar, 2024) . This marks a shift from simply "using digital platforms" to "collaborating with AI" in the production and evaluation of public relations content. The Head of the Study Program emphasized the importance of lecturers and students not falling behind in utilizing AI to support research and innovation, while maintaining academic ethical standards (Nizar, 2024) . The Chair of the Study Program Management reminded that AI should be positioned as a tool that facilitates information search and processing, not as a shortcut that reduces the quality of work (Nizar, 2024) . This research is positioned at the intersection of these three clusters: connecting the global AI-PR discourse, communication theory about humans-technology, and public relations education practices in Indonesia, with a focus on human-AI collaboration and its ethical implications.

The novelty of this research can be summarized in several points. First, it emphasizes human-AI collaboration in the context of public communication in

Indonesia: Unlike other studies that only view AI as a tool, this study views AI as a "partner" in the creative and strategic process of public communication, and analyzes how human-AI relationships are formed within the socio-cultural framework in Indonesia. Second, the integration of global industry perspectives with local higher education practices: This study not only examines global trends and best practices in AI in public communication, but also links them to real-world applications in Telkom University's Bachelor of Digital Public Relations program, which serves as a social laboratory for future public communication professionals in Indonesia. Third, the development of new media studies and digital communication through the dimension of AI: By connecting existing new media studies traditions with the emerging phenomenon of AI as a co-producer in communication, this research explores new dimensions brought about by this technology.

This research is important in terms of theory, practice, and social and cultural aspects. In terms of theory, this research contributes to the development of communication studies by linking discussions about artificial intelligence to the framework of public communication, new media, and digital communication research. By adopting perspectives related to political communication in cyberspace and digital literacy skills, this research broadens our understanding of how technology (including artificial intelligence) reshapes power relations, identities, and the ways in which meaning is produced in the public sphere. This is important to encourage conceptual constructions that view artificial intelligence not merely as a tool, but as part of a network of actors that influence communication dynamics. For public relations professionals, this research offers insights into the opportunities and challenges in applying artificial intelligence, including how to maximize it to improve efficiency, creativity, and work quality, while maintaining ethical principles and social responsibility. For educational institutions related to communication, particularly public relations or digital PR study programs, this research emphasizes the importance of developing curricula and internal policies that clearly regulate aspects of artificial intelligence literacy, ethics in its use, and monitoring mechanisms so that artificial intelligence can truly function as a tool for academic empowerment. For policymakers and professional associations, the results of this study can serve as a reference in developing guidelines or codes of ethics related to the application of artificial intelligence in the field of public relations and public communication in Indonesia. Amidst the widespread use of generative artificial intelligence in the creation of messages, fake news, and visual manipulation, this research is important to affirm the role of public relations in maintaining the integrity of communication and public trust. In the Indonesian context, with varying levels of digital literacy, there is a need for a framework for the use of artificial intelligence that is sensitive to socio-cultural diversity and potential inequalities in literacy.

LITERATURE REVIEW

1. *Public Relations as a Communication Management Function*

Public relations is defined as a management function that builds and maintains mutually beneficial relationships between organizations and their publics through planned, strategic, and sustained communication (Grunig & Hunt, 1984; Larissa A et al., 2009) . In its development, PR is no longer seen as a purely technical function, but as an integral part of strategic management of organizations that contributes to reputation building, issue management, and crisis management (Grunig & Hunt, 1984; Heath, 2013) . The theory of excellence in public relations emphasizes the importance of symmetrical two-way communication, where organizations not only disseminate information but also listen and respond to public needs (Larissa A et al., 2009) . In the context of digital and AI, this principle remains relevant: technology should be used to strengthen dialogue, not merely to automate one-way message dissemination.

2. *Technology-Mediated Communication and Human-AI Relations*

The theory of computer-mediated communication explains how technology influences the encoding, transmission, and decoding of messages, as well as how media shapes perceptions and social interactions (Thurlow et al., 2005; WALTHER, 1996) . In the context of AI, a new dimension emerges: machines are not only channels, but also co-producers of messages that have their own algorithmic logic (Ahmed & Baaske, 2024) . Actor-Network Theory (ANT) views technology as a non-human actor that has agency in socio-technical networks. AI, in this perspective, is not merely a passive tool used by humans, but an entity that helps shape communication practices, work structures, and power distribution within organizations (Adi, 2023; Latour, 2005) . Human-AI collaboration, therefore, is a negotiation between human agency (creativity, empathy, ethical judgment) and machine agency (computation, data patterns, automatic generation) (Adi, 2023; McLaughlin, 2025) .

3. *Communication Ethics and Professional Responsibility*

Communication ethics in public relations include the principles of honesty, transparency, accountability, and respect for public rights (Parsons, 2016; PRSA, 2023) . In the context of AI, ethical issues that arise include:

1. Algorithmic bias: AI can reproduce or reinforce biases present in training data, potentially resulting in discriminatory messages (Adi, 2023; Ahmed & Baaske, 2024) .
2. Transparency: The public has the right to know whether the content they receive is produced by humans or AI (Adi, 2023; McLaughlin, 2025) .
3. Accountability: Who is responsible when AI generates incorrect or misleading information? (Adi, 2023; Ahmed & Baaske, 2024)
4. Privacy and data protection: The use of AI for public data analysis must consider individual privacy rights (Ahmed & Baaske, 2024; Parsons, 2016) .

Global PR professional codes of ethics, such as those published by PRSA and CIPR, emphasize that technology should be used to strengthen the integrity

of communication, not for manipulation or deception (McLaughlin, 2025; PRSA, 2023) .

4. Digital Literacy and AI Literacy

Digital literacy encompasses the ability to access, understand, evaluate, and use digital information critically and ethically (Buckingham, 2006) . In the age of AI, this concept has evolved into AI literacy, which includes:

1. Understanding how AI works (machine learning, algorithms, training data) (Long & Magerko, 2020)
2. Ability to critically evaluate AI output (Adi, 2023; McLaughlin, 2025)
3. Awareness of the limitations and biases of AI (Ahmed & Baaske, 2024)
4. Skills in using AI as a productive tool without losing autonomy and creativity (McLaughlin, 2025; Nizar, 2024)
5. Research on digital literacy in Indonesia shows that critical skills in using technology still need to be strengthened, especially among teenagers and university students (Fajri & Irwan Padli Nasution, 2023) .

This underscores the importance of formal education in building AI literacy among future public relations practitioners.

METHODOLOGY

This study uses a descriptive qualitative approach through two main strategies, namely literature review and document-based case studies, to understand the meaning, context, and process of human-AI collaboration in public relations practice, rather than testing the causal relationship between variables. Primary data included scientific articles and industry reports on AI in public relations for the period 2023–2026 (including PRSA articles on AI-based PR innovation, studies by Ahmed & Baaske, and Worldcom Group reports), as well as official Telkom University documents on the use of AI in the Digital PR Study Program. Secondary data consists of theoretical literature related to PR, technology-mediated communication, communication ethics, digital literacy, and industry reports on AI adoption in the PR profession. Data collection was conducted through systematic literature searches in academic databases and PR professional organization websites using relevant keywords, as well as document analysis to extract information about policies, practices, and narratives on the use of AI in public relations education. The data was then analyzed using thematic analysis, which included familiarization, initial coding, categorization (AI as a creative collaborator, AI-based public relations education, and ethical-professional implications), theme development, and interpretation of the theoretical framework and Indonesian context. Data validity was maintained through source triangulation, compilation of an audit trail of the analysis process, and peer debriefing with communication academics to obtain alternative perspectives and strengthen the validity of the interpretation.

RESEARCH RESULTS

Based on a thematic analysis of global literature on AI in public relations and institutional documents from the Telkom University Digital Public Relations undergraduate program, this study produced the following key findings:

1. AI Functions as a Creative Collaborator in Public Relations Content Production

The findings show that AI is not only used for technical task automation, but also acts as a creative partner in the ideation and content production process. AI is capable of quickly generating variations in messages, narrative perspectives, and cross-platform content formats. Common practices identified include hyper-personalized media pitches, cross-platform content adaptation, and AI-based visual storytelling. However, the final decision regarding relevance, context, and emotional nuance remains with human practitioners.

1. Publication patterns for crafting individually tailored pitches increase response rates by up to 40%.
2. Visual storytelling variations: Generative AI is used to generate dozens of narrative visual variations, which are then tested on different audience segments to identify the most effective ones.
3. Content adaptation across platforms: AI helps adapt one core message into various formats (short videos, infographics, blog articles) that suit the characteristics of different social media platforms.

These findings align with the concept of "augmented creativity," where AI expands the human creative palette by providing ideas and scenarios on a scale that is difficult to achieve manually. However, practitioners emphasize that final decisions, relevance assessments, and emotional touches remain the domain of humans.

2. AI Strengthens Analytical and Issue Management Capabilities

AI is widely used in social listening, sentiment analysis, and crisis prediction. Organizations that integrate AI into their PR workflow show an increase in the speed of response to issues and the ability to map public opinion in real-time. These findings confirm that AI serves as an augmentative tool that expands the cognitive capacity of practitioners, especially in large-scale data processing.

A study by Ahmed and Baaske (2025) shows that AI provides predictive analytics capabilities that transform the way public relations manages issues and crises. The main capabilities of AI in this domain include:

1. Social listening and sentiment analysis: AI processes millions of social media conversations in real time to identify trends, sentiments, and potential crisis indicators.
2. Predictive crisis simulation: AI simulates various crisis scenarios based on historical data and current patterns, helping organizations prepare faster and more effective responses.

3. Real-time message optimization: During events or campaigns, AI analyzes audience responses and recommends message adjustments to maximize engagement.

A Worldcom Group report (2025) notes that organizations that integrate AI into issue management experience a 60% reduction in crisis response time compared to traditional methods. However, the same report also warns that over-reliance on AI can reduce the nuances and cultural context that are important in crisis communication.

3. A Transformation in Public Relations Professional Competencies

The majority of global public relations practitioners view AI as an essential skill for the future of the profession. The competencies required are not only technical, but also include critical evaluation, data interpretation, and ethical judgment skills. In other words, there is a shift from "technical communication workers" to "data and technology-based strategic communicators."

4. Higher Education in Public Relations in Indonesia Begins to Integrate AI Literacy

The case of Telkom University's Digital Public Relations undergraduate program shows a systematic effort to improve AI literacy through industry visits, academic discourse, and encouragement of AI utilization in research.

Program leaders emphasize two main principles:

1. AI must be maximized as a productivity tool, and
2. the use of AI must be under human supervision and adhere to academic ethical standards.

5. Consistent Ethical Concerns Emerge

Both in global literature and in the local context, the most frequently raised ethical issues include algorithmic bias, transparency in AI use, accountability for content errors, and the risk of declining academic integrity.

DISCUSSION

1. Workflow Transformation and Professional Competencies

The view that "humans with AI will replace humans without AI" reflects a shift in the competencies required in the public relations profession. In various countries, PR practitioners see AI as an important tool that increases efficiency, but not as a complete replacement for humans.

1. In Indonesia, 85% of practitioners agree that big data and AI can automate PR work, and 98% say that both simplify tasks, but 96% believe that the human aspect will still be needed in PR for the next 5-10 years (Arief & Gustomo, 2020).
2. Romanian PR practitioners show high adoption of generative AI (73.5%, mostly ChatGPT) and a 92% satisfaction rate, but 68.1% do not think that AI produces better results than humans and see it as a complement (Cusnir & Nicola, 2024).

3. Studies in Saudi Arabia and Bangladesh found that AI is primarily used for content and data tasks, with practitioners wanting integration and training but calling for caution and careful use (Alkahtani, 2025; Mahmud et al., 2025) .

These findings highlight practitioners' ambivalence: on one hand, acknowledging AI's benefits; on the other, recognizing the risks and ethical challenges it entails. The PRSA article emphasizes that the success of PR in the AI era lies in practitioners' willingness to "collaborate with machines, not compete with them." AI is seen as a "creative partner" that performs heavy computational tasks, while humans filter, contextualize, and provide emotional and ethical touches.

2. The Practice of Utilizing AI in Public Relations Education in Indonesia: The Case of Telkom University's Digital PR Undergraduate Program

An analysis of Telkom University documents provides a concrete picture of how public relations education institutions in Indonesia are responding to the development of AI.

3. Initiating AI Literacy Through Industry Visits

The visit by Telkom University's Digital Public Relations undergraduate program to Google Indonesia in 2024 was designed as a systematic effort to improve AI literacy among lecturers and students (Nizar, 2024) . The objectives of the visit included:

1. Understanding the latest developments in AI technology and its applications in digital communication and PR
2. Learning best practices in AI usage from leading technology companies
3. Building awareness of the opportunities and challenges of AI in professional PR practice
4. Inspiring innovation in curriculum and learning methods

This initiative reflects the institutional awareness that public relations education can no longer ignore the development of AI, and that AI literacy must be built in a structured manner, not simply left to individual student exploration.

4. Leader's Narrative: Between Driving Innovation and Maintaining Ethics

The Head of the Study Program expressed his hope that lecturers and students can maximize the use of AI to support academic research and innovation. This statement reflects the positioning of AI as an enabler that must be utilized optimally so that institutions and individuals do not fall behind in the global competition (Nizar, 2024) .

However, the Program Director emphasized the importance of ethical and quality dimensions:

"AI is a tool that greatly facilitates our search for and processing of information for research purposes. However, it is important to remember that AI should not be used as a shortcut that compromises the quality of work. All results must still undergo a rigorous review and quality assessment process."

This narrative highlights two main principles in the institution's AI usage policy:

1. Maximizing utilization: AI must be used optimally to improve research productivity and quality.
2. Human oversight and responsibility: AI is a companion, not a substitute for critical judgment and human academic integrity.

5. Implications for Curriculum and Pedagogy

Although the document does not specify how AI will be integrated into the curriculum, the visit initiative and statements from program leaders indicate several directions for development:

1. Strengthening AI literacy: Students need to understand how AI works, its potential applications in research, and its limitations (Long & Magerko, 2020).
2. Ethics of AI use: The curriculum needs to integrate discussions on academic and professional ethics in its use. Ethical concerns (bias, transparency, privacy, regulatory gaps) are prominent in the UAE, Romania, Indonesia, and in global or theoretical works (Cusnir & Nicola, 2024; Joudi Ahmad Yasser Beni, 2025; Yassen, 2025).
3. Critical competencies: Students must be trained to evaluate and verify AI output, not simply accept it. Required competencies: data analysis, content strategy, social media management, influencer management, and ethical assessment, in addition to classic relationship-building and crisis management skills (Arief & Gustomo, 2020; Jeong & Park, 2023).
4. Industry collaboration: Partnerships with technology companies (such as Google) can enrich learning with practical perspectives and access to the latest tools.

The practices of Telkom University's Digital PR undergraduate program can be seen as an initial model for AI integration in public relations education in Indonesia, with an emphasis on a balanced approach between technological innovation and the preservation of academic values.

Ethical, Academic, and Professional Implications of Human-AI Collaboration in Indonesian Public Relations

1. Ethical Dimensions: Transparency, Bias, and Accountability

Both global literature and practices at Telkom University place ethics as a key element in human-AI collaboration. The main ethical issues identified include:

2. Transparency in Communication

The PRSA article emphasizes the importance of transparency in the use of AI for public communication. The public has the right to know whether the content they receive is produced by humans or AI, especially in the context of political campaigns, health communication, and other sensitive issues. This principle is in line with the PRSA code of ethics, which emphasizes honesty and openness as the foundation of public trust.

3. Algorithmic Bias and Representation

AI can reproduce or even reinforce biases that exist in training data, such as gender, racial, or social class biases. In the context of Indonesia, which is highly diverse in terms of ethnicity, religion, and socio-economics, this risk needs to be taken seriously. A study by Ahmed and Baaske (2025) recommends periodic audits of AI output to identify and mitigate biases.

4. Accountability and Responsibility

When AI generates incorrect, misleading, or harmful information, who is responsible? This question becomes increasingly important as the use of generative AI in PR content production increases. The consensus in the literature is that ultimate responsibility remains with the humans who use and approve AI output. This underscores the importance of "human oversight" at every stage of AI-based workflows.

5. Academic Dimension: Integrity and Quality of Work

In the context of higher education, the use of AI raises sensitive issues of academic integrity. The main concern is that students may use AI to complete assignments without actually learning or developing the necessary competencies.

The statement by the Head of the Telkom University Digital PR Undergraduate Program regarding the importance of a "rigorous review and quality assessment process" reflects institutional efforts to prevent AI misuse. Several principles that can be adopted include:

1. Transparency of use: Students must report which parts of the assignment used AI assistance and how the AI was used.
2. Verification and citation: AI output must be verified for accuracy and cited as other sources of information.
3. Emphasis on process: Assessment should focus not only on the final product but also on the students' thinking process, analysis, and critical reflection.
4. Development of rubrics: Assessment criteria need to be adjusted to accommodate the reality of AI use while still measuring students' authentic understanding and competence.

6. Professional Dimensions: New Competencies and Continuous Learning

Human-AI collaboration demands the development of new competencies in the public relations profession. These competencies include:

Table. 1 New competencies required of public relations practitioners in the AI era

Competencies	Description
AI literacy	Understanding how AI works, the types of AI, and its applications in PR
Data interpretation	The ability to analyze and interpret data generated by AI for strategic decision-making
Critical evaluation	The ability to critically evaluate the quality, accuracy, and bias of AI output
Ethical judgment	The ability to make ethical decisions in the use of AI, including considering social and cultural impacts
Human-centered design	The ability to design communication that utilizes AI while still prioritizing human needs and values
Continuous learning	Willingness to continuously learn and adapt to the rapid development of AI technology

The Worldcom Group (2025) report emphasizes that organizations that successfully integrate AI are those that invest in continuous training and build a culture of experimentation and learning. In the Indonesian context, this means that PR professional associations (such as PERHUMAS) and higher education institutions need to collaborate in designing AI competency development programs for practitioners and prospective practitioners.

7. Indonesian Cultural Context: Challenges and Opportunities

Indonesia's socio-cultural context presents specific challenges and opportunities in the adoption of AI for public relations:

Challenges:

1. Digital literacy gap: Varied levels of digital literacy across regions and socio-economic groups can widen the gap between practitioners who are able to utilize AI and those who are not.
2. Cultural sensitivity: AI trained with English-language data or Western contexts may not be sensitive to Indonesian cultural nuances, language, and local values.
3. Infrastructure limitations: Access to premium AI tools and high-speed internet is still limited in some regions.
4. Unclear regulations: There is no clear regulatory framework for the use of AI in public communications in Indonesia.

Opportunities:

1. Technological leapfrogging: Indonesia can directly adopt AI best practices without having to go through the stages that developed countries have gone through.
2. Local innovation: The development of AI trained with Indonesian data and context can produce more relevant and effective solutions.
3. Cross-sector collaboration: Partnerships between universities, the technology industry, and professional organizations can accelerate the adoption of responsible AI.
4. Demographic advantage: Indonesia's tech-savvy young population can become early adopters and innovators in the use of AI for public relations.

8. Synthesis: A Responsible Human-AI Collaboration Model in Indonesian Public Relations

Based on the findings and discussion above, this study proposes a model for responsible human-AI collaboration in public relations practices in Indonesia, which is based on three pillars:

Pillar 1: Competence and Literacy

1. Strengthening AI literacy through formal education and professional training (PIA WULANDARI et al., 2025)
2. Developing critical skills in evaluating AI output (Jeong & Park, 2023)
3. Development of ethical competence and cultural sensitivity (Arief & Gustomo, 2020)

Pillar 2: Ethical Framework and Policy

1. Formulation of contextual ethical guidelines for AI use in public relations in Indonesia (Angin & Mukhlisiana, 2024)
2. Establishing transparency and accountability mechanisms (Bowen, 2024)
3. Development of a periodic audit and evaluation system (Silviani, 2024)

Pillar 3: Human Oversight and Responsibility

1. Affirmation of the "human-in-the-loop" principle in every strategic communication decision (Rulandari & Silalahi, 2025)
2. Strengthening the role of humans in assessing context, empathy, and cultural dimensions of communication (Mardhika, 2023)
3. Building an organizational culture that views AI as a collaborator, not a replacement for humans (Pribadi & Nasution, 2021)

This model aligns with findings that "humans with AI" will outperform "humans without AI," but with the important caveat that such collaboration must be guided by strong ethical values, critical competencies, and professional responsibility.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that AI acts as a creative collaborator in global public relations practices by increasing efficiency, creativity, and work quality through predictive analytics, content generation, and message personalization, but its function is augmentative, expanding the capacity of practitioners rather than replacing them. In the Indonesian context, the practices of Telkom University's Digital Public Relations undergraduate program show that higher education is beginning to proactively integrate AI literacy into public relations learning by emphasizing a balance between technological innovation, ethics, and academic quality. This human-AI collaboration raises complex ethical and professional implications related to transparency, bias, accountability, and academic integrity, thus requiring the strengthening of critical competencies, a clear ethical framework, and the affirmation of human responsibility in every strategic communication decision. At the same time, the adoption of AI in Indonesian public relations faces gaps in digital literacy, cultural sensitivity, and infrastructure limitations, but it also opens up opportunities for significant leaps in progress, local innovation, and cross-sector collaboration.

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