**JIST**

# The Use of AI In Digital Transformation Ethics and Public Relations Strategies

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## ABSTRACT

**Keywords:** Artificial Intelligence; Communication; Ethics,Public Relations; Strategy

The use of artificial intelligence (AI) has become a significant trend in various sectors, including in public relations practice. This research aims to examine the ethics and strategies of using artificial intelligence in public relations practice. The research method used in this research is qualitative, which is based on literature review studies; data was collected from the Sinta Journal, Scopus, and Garuda Ristek Dikti databases. The scope and focus of the article search apply explicitly to the topic of ethics and Artificial Intelligence-based strategies using search queries based on the Google Scholar search engine. Supporting data comes from books and other relevant reference sources. The research results highlight the importance of maintaining balance and diversity of data and maintaining its confidentiality by applicable privacy regulations. Strategically, AI can help parse text to accurately identify public sentiment, improve interactions withchatbots and virtual assistants, and use recommendation systems based on browsing history or user interactions. The practical implications of this research emphasize the need for PR practitioners to develop transparent and responsible policies for managing data processed by AI, as well as ensuring its use is in line with organizational communication goals and to improve relations with the public. There are also opportunities for further research into the ethical and strategic implications of the use of AI in PR, as well as the development of more sophisticated methods for applying this technology in organizational communications contexts.

## Introduction

The presence and role of Artificial Intelligence (AI) has changed the business and communication landscape significantly. One of the areas that was greatly affected was Public Relations (PR). PR is a discipline responsible for building, maintaining, and strengthening relationships between organizations and various stakeholders, including the public, employees, investors, and the general public (Nurislamiah & Fauzi, 2023; Susilawati et al., 2022). The AI era has brought fundamental changes in how PR interacts with stakeholders, manages information, and measures the impact of communication campaigns (Fadhilah, 2024).

The development of AI technology in the current digital era is inevitable. The presence of AI will certainly facilitate human work, but it is also feared that it can eliminate various types of work, including homework. However, it does not mean that the role of humans in building PR will be lost entirely. On the contrary, PR is still needed, especially in qualitative and analytical roles. This will be a great opportunity behind the challenge (Mahmood, 2023) (Andita & Rafaela, 2023; Bahram, 2023).

One of the important roles of AI in PR is its ability to process and analyze massive data quickly and accurately. With intelligent algorithms, AI can identify trends, sentiments, and behavioral patterns in data, including social media, online surveys, and various other sources. This gives PR more profound insights into what their audience is thinking and expressing. In other words, PR can use AI to understand better how their stakeholders respond to specific news, campaigns, or products. With this deeper understanding, PR can design a more effective and relevant communication strategy. He explained that PR can utilize big data and AI technology to monitor media and obtain accurate and fast information. PR must also build a good relationship with the media and understand emerging media trends. PR must improve the quality of content presented to the media and optimize media profiling to strengthen relationships with the media and journalists (Mahmood, 2023) (Novrian et al., 2023; Putriana, 2023). AI also allows PRs to personalize their messages more effectively. Thanks to data analysis and artificial intelligence, PR can create messages that suit the preferences and needs of individuals or groups of audiences. This makes the message more engaging and increases the likelihood that the message will be received and responded to well by the target.

The Role of Public Relations amid the Development of Artificial Intelligence in scientific articles explains that Public Relations must strengthen data analysis and various skills to make the right decisions and solve communication crisis problems. Public Relations must also improve the quality of media relations to remain relevant and effective in the AI era. So, Public Relations must respond to communication crises quickly and effectively. Public Relations must utilize technology and data analysis tools to identify potential crises and make stand-by statements, press releases, or press conferences (Mahmood, 2023) (Abdullah, 2020; Hariawan & Adawiyah, 2024). When a crisis arises, AI also plays a role in helping PR respond quickly and effectively. With sentiment analysis, AI can detect changes in public view and identify potential reputational risks. This allows PR to respond proactively, take necessary steps, and reduce the negative impact on the company's image. AI can also assist PR in identifying fake news sources (hoaxes) and managing their spread. This is important in maintaining public trust in the organization in crisis situations.

An example of message personalization implementation is in email marketing, where AI is used to design emails tailored to the recipient's preferences and behavior. PRs must ensure that their use of AI is ethical and compliant with applicable regulations (Putri & Qurniawati, 2024). This involves careful data management and compliance with their country's applicable privacy laws. In the increasingly advanced AI era, the role of PR has undergone significant changes. PRs can now rely on AI to understand and interact with

stakeholders, manage information more efficiently, and better measure the impact of communication campaigns. However, PR also has to face the ethical and privacy challenges that arise as this technology evolves. By leveraging AI wisely, PR can continue to play a critical role in building and maintaining strong relationships between organizations and their stakeholders in this digital age.

This research will make a significant contribution in understanding how the ethics and strategies of using AI in PR practices can be viewed from a more specific perspective, which can help PR maintain integrity, honesty, and public trust in the ever-evolving digital era (Abdad, 2022). This research has not precisely explored the same topic with identical approaches and focuses. Based on this, it shows that ethical issues and public relations strategies based on artificial intelligence are a fascinating objects of study to review. However, various issues from previous studies related to ethical issues and artificial intelligence-based public relations strategies need to be considered to know more deeply and comprehensively on the issue of ethical issues and artificial intelligence-based public relations strategies. Therefore, based on this, unlike previous research, this study focuses more on how to use AI in ethical transformation and public relations strategies.

This research aims to examine the ethical implications and strategic applications of AI in PR. Specifically, it explores how AI can be used responsibly to enhance organizational communication while addressing potential challenges. The research seeks to provide actionable insights for PR practitioners in developing ethical and strategic frameworks for AI implementation.

## Methods

This research was conducted using a qualitative approach with literature review studies in order to explore and understand the main symptoms related to the use of AI in public relations practice (Semiawan, 2010). The criteria for selecting literature in this literature review review include several aspects. First, the selected journal article must have a strong connection with the research topic, namely ethical issues and strategies in the use of artificial intelligence in public relations practice. Second, the literature used must be published in reputable journals and books, both at the national and international levels, to ensure good academic quality. Third, the selected article must have high content relevance and make a significant contribution to the understanding of the use of artificial intelligence in public relations practices. Fourth, the selected literature must be published within a time frame that is relevant to the latest developments in this field, thus ensuring the accuracy and relevance of the information presented. The article selection process is carefully carried out to ensure that the literature used meets the above criteria. This includes collecting data from the databases of the Sinta Journal, Scopus and Garuda Ristek Dikti. The scope and focus of article search especially applies to the topic of ethics and artificial intelligence-based strategies using Google Scholar search engine-based search queries. As well as supporting data from books and other relevant reference

sources. So that this method can contribute to future researchers who are interested in this topic (Dragoi, 2021).

The data collection technique in this study also uses the bibliometrix application. Bibliometric is an application of mathematical and statistical research to see the relationship between journal authors and other authors. Bibliometric analysis makes it possible to find out who cited the journal, what journals were cited, and the number of authors who cited the journal including the number of terms of one article or in one abstract in one title. Thus, this approach ensures that the literature selection process and data analysis process are carried out carefully and systematically, so as to increase confidence in the validity of this research.

## Results and Discussion

### Defining the problem

This study focuses on a literature search in the form of research results published by journals. The search process is done by entering keywords related to the research problem and the purpose of this research. Several international journals are used to obtain the results of research and conferences that have been published. The keyword in the literature search process is "The Utilization of AI in Digital Transformation, Ethics and Public Strategy Relations" (Wardaningsih, 2021).

**Table 1. Literature Search Results**

| Keywords | Number of Publications Reviews |
|---|---|
| Digital Transformation | 10 |
| PR Digital Transformation | 7 |
| Transformation of PR Ethics | 3 |
| Digital transformation of PR ethics | 5 |
| Digital transformation of PR strategy | 2 |
| The use of AI in ethical digital transformation PR | 5 |
| Utilization of AI in digital transformation strategy PR | 8 |
| Total number of publications reviewed | 40 |

Source: Compiled from the author's research process, (2024)
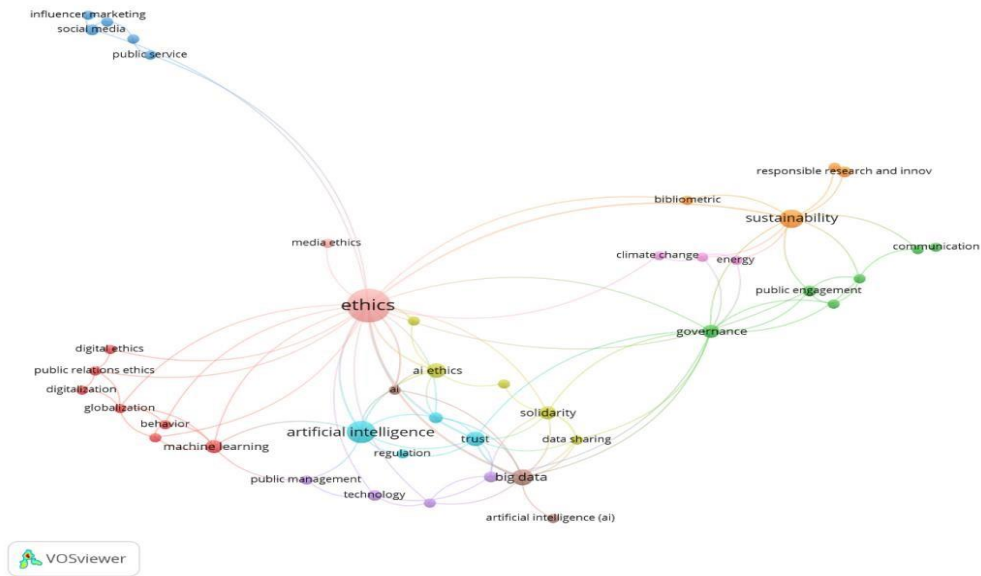
**Figure 1. Literature Visualization**

Source: Compiled from the author's research process, (2024)

This visualization provides a clear picture of how ethics is a central theme in various discussions, both in technology, sustainability, governance, and media. The close relationship between ethics and artificial intelligence, governance, and sustainability shows that these issues are particularly relevant in this modern era, where decisions made in one area have far-reaching implications in another. In addition, with the rise of digitalization and globalization, discussions about ethics are becoming increasingly important, both in terms of public policy and in responsible technological innovation. Based on this visualization, "ethics" or ethics appears to be the center of the keyword network. This shows that ethics is one of the main topics discussed in many literature related to other themes, such as artificial intelligence and sustainability. Ethics in this context can refer to norms, principles, or moral standards held in various fields, such as media, technology, and government. The red grouping of "ethics" indicates that it is closely related to many other keywords that appear in the literature. Artificial intelligence (AI) has emerged as one of the important keywords that are directly related to ethics. This can be seen from several terms such as "AI Ethics", "machine learning", and "big data" which are grouped in light blue and light green clusters. In today's era of digital technology, AI is often associated with ethical issues, especially when it comes to privacy, transparency, and fairness in automated decision-making. Issues about regulation and trust also often arise along with discussions about AI, given that this technology affects many aspects of human life. In addition, another cluster shows the relationship between ethics and digitalization and globalization. The term often appears together in the context of technological ethics, especially with the increasing digitalization in various sectors of life. For example, in the field of public service, ethics also plays an important role,

especially in the use of social media and influencer marketing. This blue cluster highlights the new challenges that arise from digitalization, including ethical issues in privacy, data security, and transparency. One interesting part of this visualization is the emergence of the themes of media ethics and public relations ethics, which show that the discussion of ethics is not only limited to technology and sustainability, but also includes ways of communicating and representing information (Fauziyyah, 2022; Pribadi & Nasution, 2021).

Artificial Intelligence (AI) is a branch of computer science about how to build or program computers to be able to do what the mind can do (Boden, 1996). Initially, AI was limited to rules created by humans, but now with the development of Machine Learning technology, AI can learn from data on its own and improve its performance over time. In general, Artificial Intelligence (AI) refers to the ability of machines or computer systems to mimic and perform tasks that previously could only be done by humans, such as decision-making, natural language processing, and pattern recognition.

In its development, AI uses various techniques such as machine learning, deep learning, neural networks, and others.

The use of AI is increasingly widespread and developing in various fields. For example, in the field of data processing, AI can be used to conduct data analysis quickly and effectively, as well as identify patterns and trends that are difficult for humans to find. In manufacturing, AI can be used to improve production efficiency, improve product quality, and reduce production costs. In healthcare, AI can be used to help diagnose diseases, optimize treatment, and predict health risks. However, the use of AI also has some challenges and risks that need to be considered. For example, in some cases, the decisions made by AI can be influenced by biases or errors contained in the training data. In addition, the use of AI can also raise ethical and data privacy issues. In today's digital era, Digital Transformation is a very important thing for an organization to do. Digital transformation can help organizations to be more efficient and productive in running their businesses. One of the technologies that can be used in Digital Transformation is Artificial Intelligence (AI) (Firmansyah et al., 2022).

The use of Artificial Intelligence (AI) in Digital Transformation is very broad and can be applied to various business fields. Some examples of business areas that can leverage AI in Digital Transformation are as follows: (Atmaja, 2024)

1. Manufacturing: AI can help in automating production processes, improving product quality, and reducing production costs.
2. Finance: AI can help in analyzing risks, detecting fraud, as well as providing forecasts about financial markets.
3. Public services: AI can help in speeding up responses to customer concerns, such as chatbots, virtual assistants, and facial recognition.
4. Health: AI can help in disease diagnosis, personalized medicine, and epidemic prevention.

Overall, the use of AI in Digital Transformation can have a significant impact on an organization. However, organizations also need to consider several factors, such as

cost, expertise, and ethics, before adopting such AI technology (Erwin et al., 2023). The presence of Artificial Intelligence technology brings a number of challenges that need to be considered in the context of Public Relations (PR) Public Relations (PR) is an ever-evolving field that relies heavily on effective communication strategies to build and maintain relationships between organizations and their audiences. With the rapid advancement of technology, including the emergence of Artificial Intelligence or better known as artificial intelligence, the Public Relations (PR) landscape has undergone a significant transformation. The following is an overview of how Artificial Intelligence technology is used in the field of Public Relations (PR) and the challenges that can arise from the use of Artificial Intelligence (AI) in Public Relations (PR):

Benefits of Analytics and Data Insights: Analytics tools powered by Artificial Intelligence have revolutionized the way Public Relations professionals collect and analyze data. These tools can process vast amounts of information from a variety of sources, including social media, news articles, and online forums, to extract valuable insights into audience sentiment, trends, and influencers. By leveraging Artificial Intelligence for data analysis, Public Relations practitioners can make data-driven decisions, refine their messaging, and optimize their communication strategies for maximum impact. Media Monitoring and Coverage Tracking. Artificial Intelligence technology enables media monitoring and automatic coverage tracking, allowing Public Relations (PR) professionals to stay informed of relevant news and mentions in real-time. Media monitoring tools driven by Artificial Intelligence can scan thousands of online sources to identify mentions of a brand, product, or key topic, providing valuable feedback to Public Relations (PR) teams on the effectiveness of their campaigns and helping them identify issues or crises that arise before they become more severe.

Personalized Communication: Chatterbots and virtual assistants powered by Artificial Intelligence are increasingly being used in Public Relations (PR) to provide a personalized communication experience. Chatbots can interact with audiences in real-time, answer common questions, provide information, and guide users through various stages of the customer journey. By leveraging Artificial Intelligence chatbots , Public Relations ( PR) professionals can increase engagement, increase customer satisfaction, and free up time for more strategic tasks.

Content Creation and Curation: Artificial Intelligence technology is also used to assist in content creation and curation. Natural language processing (NLP) can generate written content, such as press releases, blog posts, and social media updates, based on predefined templates and input data. Additionally, AI-powered content curation tools can sift through vast amounts of online content to identify relevant articles, images, and videos that can be shared with the target audience, saving time and resources for Public Relations (PR) teams.

Crisis Management and Reputation Monitoring: Artificial Intelligence technology plays a crucial role in crisis management and monitoring of an organization's reputation (Rahmawati et al., 2023). Artificial Intelligence-based sentiment analysis tools can monitor social media conversations and news coverage to detect potential crises or

negative sentiment around a brand or issue. By identifying potential risks early, Public Relations (PR) professionals can take proactive actions to mitigate damage to an organization's reputation and develop an effective crisis communication strategy.

**Ethics Of Public Relations In Utilizing Artificial Intelligence**

Public Relations ethics in the context of using AI covers a number of important issues, including privacy, transparency, justice, and social impact. It is important for public relations practitioners to understand the ethical implications of using AI in order to ensure that this technology is used responsibly and in accordance with strong ethical principles. Ethics in public relations refers to a set of principles and values that govern the behavior of public relations practitioners in carrying out their duties and responsibilities towards clients, the public, the media, and society in general. This includes honesty, integrity, transparency, and social responsibility.

In the context of public relations, ethics plays an important role in ensuring that communications conveyed to the public are accurate, relevant, and not misleading, and that the practice of public relations does not harm the interests of the public or society at large. Ethical public relations practitioners understand the importance of adhering to the code of ethics and professional standards in carrying out their duties with integrity and a sense of responsibility (Wilcox et al., 2019). In addition, in the context of public relations, ethics also includes the protection of individual privacy and the security of information provided to PR practitioners. This means that public relations practitioners must ensure that the data collected and used in the communication process does not violate the privacy of individuals or threaten the security of personal information. This protection of privacy has become increasingly important with the increasing use of technology in public relations, such as the use of data analytics and artificial intelligence, where public relations practitioners must ensure that consumer data is obtained and used ethically and in accordance with applicable laws and regulations.

By considering this aspect of ethics, public relations practitioners can build strong and sustainable relationships with the public, which underlie trust and integrity in every communication interaction (L'Etang & Pieczka, 2006). Furthermore, in facing the ethical challenges associated with the use of AI in public relations, public relations practitioners must ensure that these technologies are used with due regard to the ethical principles underlying their profession. This includes the imperative to ensure that the use of AI not only optimizes communication efficiency, but also pays attention to the relevant moral and social aspects. This involves critical thinking about the long-term impact of using AI technology in creating messages and designing communication strategies. Public relations practitioners must be responsible for ensuring that the use of AI in public relations does not ignore ethical values such as honesty, integrity, and justice, and does not harm the interests of the public or society at large. Thus, while AI can be a powerful tool in strengthening public relations practices, it is important for practitioners to continue to consider ethical aspects in each stage of its use (Adi, 2021).

Deep context development intelligence artificial (Artificial Intelligence/AI), ethical debates are influenced by various perspectives, methodologies, priorities, and emphasis. There are a variety of ethical proposals from a wide range of actors, from countries and international organizations to companies, academics, individuals, and civil society. While there are some common ethical principles, there are also differences in conceptions and ethical principles that depend on traditions, cultures, ideologies, systems, and countries. The legal approach is also important in harmonizing and balancing various ethical conceptions. While there are similarities between ethical principles and legal principles, it is important not to confuse an ethical approach to AI with a legal approach. Therefore, there is a need for cooperation between various countries and stakeholders in developing an ethical framework that encourages trustworthy, ethical, and resilient AI (Robles Carrillo, 2020) (Putri & Qurniawati, 2024).

As in previous research conducted by Hagelstein et al. (2021) which stated that, in public relations, ethics is defined as a collection of values such as honesty, openness, loyalty, justice, respect, integrity, and honest communication. This ethics is a companion to legal regulation, because it focuses more on the question of what should be done, not just about what should be done legally. Morals, on the other hand, are principles related to human actions and behavior, while ethics consists of descriptive or prescriptive reflections on morality, such as in scientific publications or professional codes of ethics. Communication professionals are often faced with moral challenges in their day-to-day work and they solve them by referring to ethical guidelines.

These challenges arise when public relations practitioners find it difficult to meet the values mentioned above. Organizations in their communication practices seek to influence the knowledge, attitudes, and/or behaviors of their stakeholders, also known as stakeholders. However, moral challenges arise when the interests of stakeholders conflict with the organizations represented by public relations practitioners. A massive ECM survey among communication professionals in Europe shows that many of them face moral challenges, with most agreeing that social media communication brings new moral challenges. In the rapidly changing digital communication environment, the importance of ethics for accuracy, honesty, and full disclosure is increasing (Hagelstein et al., 2021). Furthermore, in previous research conducted by (Barocas, 2016) where fairness is an important aspect in ensuring PR ethics in the use of AI. AI algorithms tend to reflect biases from the training data used. Therefore, public relations practitioners need to ensure that the data used is balanced and reflects the diversity of society in order to avoid unintentional discrimination or inequality. This can be done by critically examining and evaluating data sources and using appropriate techniques to reduce bias in AI analysis (Barocas, 2016). This can provide valuable insights for public relations practitioners in understanding and addressing the ethical risks associated with using AI technology in their practice. By considering these ethical implications, public relations practitioners can ensure that the use of AI is carried out with due regard to justice and social responsibility, thereby supporting positive relationships with the public and society. In addition, as stated

by (Hanna Buss, 2010), the issue of privacy is the main focus of the use of AI in public relations.

The use of AI in data analysis can involve the collection and processing of an individual's personal information. Therefore, public relations practitioners need to ensure that the data used in AI is kept confidential and processed in compliance with applicable privacy regulations. This includes obtaining the necessary permissions from the affected individuals and ensuring adequate data security to prevent misuse or invasion of privacy (Hanna buss, 2010). From this, it indirectly states that privacy is not only a legal issue but also an important moral and ethical aspect in the relationship between organizations and the public. By understanding these views, public relations practitioners can design privacy policies that align with strong ethical principles, ensuring that the use of AI technology in communication practices does not violate the privacy of individuals. In addition to privacy issues, a public relations person must also consider the social impact of using AI. As discussed (Floridi & Cowls, 2022), it is stated that while AI can improve the efficiency and effectiveness of communication, its unwise or irresponsible use can hurt society at large.

The social implications of AI strategies in public relations can include increased inequality of access to information, reduced human employment, and potential public alienation from communication processes perceived as inauthentic. Therefore, public relations practitioners need to carefully consider these social implications in designing and implementing communication strategies that involve AI and strive to minimize their negative impact while increasing their positive benefits to society. From this, public relations practitioners can integrate ethical principles and broad social considerations in the use of AI, thereby ensuring that the technology is used to support the well-being of society as a whole and strengthen positive relationships between organizations and the public. Based on what has been described, the main way a public relations person addresses the dilemma of using AI in public relations practice is to consider the ethical aspects of data collection, processing, and use.

Public relations practitioners must ensure that the use of AI does not violate the privacy or confidentiality of individual data. This can be achieved by adhering to applicable privacy standards and implementing appropriate security measures. In addition, public relations practitioners must also consider the ethical implications of using AI in decision-making, especially in the context of fairness and accountability. In this case, ensuring that the algorithms used do not introduce discrimination or unintentional bias is important.

**Public Relations Strategy In Utilizing Artificial Intelligence**

Strategy in public relations refers to an organized plan designed to achieve specific communication objectives in support of the interests of the client or organization. A public relations strategy includes the selection and use of various communication channels, messages conveyed to the target audience, as well as concrete steps taken to build a positive image, increase brand awareness, or manage relevant issues. This strategy

is designed by considering the characteristics of the target audience, communication goals, and the external and internal environment that affect public relations practices (Sriramesh & Vercic, 2019). In addition, strategies in public relations also include identifying risks and opportunities that are relevant in the context of communication. It involves a thorough analysis of the internal and external environment of a company or organization, as well as a deep understanding of industry trends, market dynamics, and public responses to specific initiatives or policies. By considering these factors, public relations strategies can be designed to anticipate and respond to rapid changes in the ever-changing business and social environment (Gregory, 2015). Furthermore, strategy in Public Relations also involves the use of metrics and measurements to evaluate the success of a campaign or communication program.

By utilizing data and analysis, public relations practitioners can assess the extent to which communication goals are being achieved, identify areas that need improvement, and adapt their strategies as needed. The use of metrics such as the amount of media coverage, the level of engagement on social media, or consumer satisfaction surveys helps public relations practitioners to measure the impact and effectiveness of their communication efforts (Zahrah & Dwiputra, 2023). In the context of using artificial intelligence (AI) in Public Relations (PR), the strategy involves integrating AI technology into the communication process and data analysis. An effective public relations strategy in using AI involves identifying opportunities to optimize efficiency and accuracy through automating routine tasks, deeper data analysis, and personalizing messages to audiences. Public relations practitioners need to design strategies that leverage the power of AI to strengthen their communication efforts, while considering ethical and data privacy aspects in the use of these technologies. Public relations strategy plays an important role in strengthening organizational communication, increasing interaction with the public, and optimizing efficiency in achieving public relations goals.

By utilizing AI, public relations practitioners can process data more efficiently, better understand audience behavior and preferences, and design more targeted communication campaigns. The application of artificial intelligence (AI) in data analysis and processing by public relations practitioners has a significant impact on understanding relevant audiences and trends (Adi, 2021). One of the main contributions of AI technology in this regard is its ability to process large amounts of data quickly and efficiently, which is impossible for humans to do manually. As in previous research conducted by (Tinati et al., 2014), where the use of AI technology in data analysis also allows public relations practitioners to identify public sentiment more accurately.

By leveraging improved algorithms, AI can parse text from various sources to identify the emotions, attitudes, and opinions contained in those messages. This allows public relations practitioners to understand how audiences respond to a particular brand or topic, thus allowing them to tailor their messages and communication strategies more effectively. By leveraging the data analysis capabilities enhanced by AI technology, PR practitioners can develop communication strategies that are more targeted, responsive to market trends, and based on a deep understanding of their audience. This can result in

more relevant messages, more engaging content, and more effective communication campaigns overall, which contribute to better achieving the organization's goals. The next strategy is to utilize chatbots and virtual assistants, which like previous research conducted by (Perdana & Irwansyah, 2019) states that utilizing chatbots and virtual assistants in AI can increase interaction with the public.

Chatbots are AI applications that can respond to questions and requests from users automatically, allowing organizations to provide fast and efficient customer service, as well as answer common questions from the public (Simon, 2019). So that this can indirectly increase responsiveness and public involvement, and be able to provide more personalized services through digital communication platforms. In addition, previous research conducted by (Zhou & Liao, 2020), where strategies that can be carried out in utilizing AI are to improve the user experience through content personalization and interaction. This is by utilizing AI technology, so that managers can present content tailored to the individual preferences and behaviors of their audience. This strategy can be carried out through the use of an AI recommendation system that suggests content based on search history or previous interactions, or through personalization of content based on user profiles. By providing users with a more relevant and valuable experience, public relations practitioners can increase public engagement and loyalty to their brand or organization.

By considering all of these aspects, public relations practitioners can design more effective and responsive communication strategies by utilizing artificial intelligence. The integration of AI in public relations strategies can help strengthen relationships with the public, improve understanding of the audience, and improve the overall performance of communication campaigns. Based on various strategies used in the application of AI, it can help public relations in playing a significant role, so that it can improve the effectiveness of organizational communication and achieve public relations goals more efficiently.

By considering the various aspects discussed, public relations practitioners can optimize the use of AI technology to strengthen relationships with the public, generate more relevant information, and improve the overall performance of communication campaigns. Furthermore, the main way a public relations person overcomes the dilemma in the context of using AI in public relations practice, especially in implementing the strategy of using AI in public relations practice, of course, can vary depending on the purpose and context (Nasution et al., 2022). One commonly used strategy is to use AI to analyze data and identify trends or patterns that are relevant to the organization. For example, AI can be used to analyze public sentiment towards a particular brand or product, so PR practitioners can design communication strategies accordingly. In addition, the use of chatbots and virtual assistants is an increasingly popular strategy in increasing interaction with the public. By utilizing chatbots, organizations can provide more responsive and efficient services to customers or stakeholders.

## Conclusion

Based on the analysis of the results of the discussion in previous research on ethics and public relations strategies in utilizing Artificial Intelligence, it can be concluded that ethics and public relations strategies based on Artificial Intelligence are first, based on ethical aspects, in utilizing AI, public relations must ensure that the data used is balanced and reflects the diversity of society to avoid unintentional discrimination or inequality. In addition, in the use of AI in data analysis, public relations ensures that the data used in the use of AI is kept confidential and processed in compliance with applicable privacy regulations. In addition, a public relations person must also consider the social impact of the use of AI. And the second is based on the aspect of strategy, namely, by utilizing improved algorithms, AI can parse text from various sources to identify the emotions, attitudes, and opinions contained in these messages, so that public relations can more easily identify public sentiment more accurately. The next strategy is to leverage chatbots and virtual assistants, which can increase interaction with the public. And then the strategy that can be done by public relations is through the use of an AI recommendation system that suggests content based on search history or previous interactions, or through personalization of content based on user profiles.

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