

Etika Kehumasan di Era Digital: Implikasi Etis Penggunaan AI dalam Menjaga Integritas dan Nilai Humanistik

PR Ethics in Digital Era: AI's Impact on Integrity and Humanistic Values

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ABSTRACT

This research discusses the ethical aspect of Artificial Intelligence (AI) technology in public relations practice especially in investigating how Public Relations (PR) practitioners maintaining the integrity of communication and the human touch when implemented AI in two different sectors; government and corporate. The method used is a qualitative approach with a case study design. The results of the study find how ethical values are maintained in the process of AI usage. Moreover, it show that the corporate sector have a higher frequency of AI usage than the government sector, although both emphasize the importance of communication ethics such as integrity and responsibility. The utilization of AI in PR practice is analyzed through a normative ethical framework, specifically integrating deontological and teleological perspective, reinforced by the theory of technological determinism. The conclusion of this study emphasizes the importance of collaboration between humans and technology in maintaining normative and humanistic values consideration in their performance and underlines some important ethical applications in the use of AI in PR practice.

Keywords: artificial intelligence, digitalization, public relations ethics

ABSTRAK

Penelitian ini mendiskusikan penggunaan teknologi Kecerdasan Artifisial dalam praktik kehumasan khususnya untuk mengetahui bagaimana praktisi PR pemerintah dan korporat dalam menjaga integritas komunikasi dan aspek humanis termasuk implikasi etis yang ditimbulkan ketika menggunakan teknologi AI. Metode yang digunakan adalah pendekatan kualitatif dengan desain studi kasus. Hasil penelitian menunjukkan bagaimana nilai-nilai etis telah diterapkan dalam penggunaan teknologi kecerdasan artifisial. Selain itu, ditemukan bahwa sektor korporasi memiliki frekuensi penggunaan AI yang lebih tinggi dibandingkan sektor lembaga pemerintahan. Penggunaan AI dalam praktik PR dianalisis melalui pendekatan deontologis dan teleologis yang diperkuat dengan teori determinisme teknologi. Kesimpulan penelitian ini menegaskan pentingnya kolaborasi antara manusia dan teknologi dalam menjaga nilai-nilai normatif dan pertimbangan humanis dalam praktik kehumasan, serta menyoroti penerapan etika yang krusial dalam penggunaan AI di bidang tersebut.

Kata Kunci: kecerdasan artifisial, digitalisasi, etika public relations

1. INTRODUCTION

The development of Artificial Intelligence (AI) technology has brought significant transformations across various sectors, including in public relations (PR) field. AI is no longer merely a technical tool; it has evolved into an influential force capable of shaping work processes, communication strategies, and decision-making within professional PR environments. According to Alawaad (2021), AI possesses the capacity to collect data, analyze feedback, and support communication effectiveness evaluations within organizations. This is reinforced by findings from the Chartered Institute of Public Relations (CIPR, 2020), which

reports that 38% of PR tasks are now assisted by AI, particularly in areas such as press release writing, brand strategy research, and social media copywriting (Duckett & Westrick, 2024).

However, these developments also bring ethical challenges that cannot be overlooked. Zararsiz (2024) highlight the benefits and risks of AI in PR practice, misinformation, AI's usage in propaganda, and privacy violations. Otherwise, Kerr et al. (2020) highlight a gap between public expectations of AI and its implementation in the complex social contexts. Moreover, Huang et al. (2023) emphasize the serious risks AI poses regarding algorithmic bias, information integrity, and its broader impact on environmental and sustainability concerns. Indonesian Ministry of Communication and Digital (2025) stated the rapid growth of AI isn't just a technical matter, it brings with it a complicated mix of challenges touching several sectors, such as ethics, laws, society, economy, and even the environment. In Indonesia. Based on that result, the government also prepares for digital transformation which highlighted the ethics in a top priority.

Various studies have also explored how PR practitioners observe and utilize AI. Mahmud et al. (2025) found that although more than half of PR practitioners in Bangladesh have adopted AI in their daily activities, their understanding and enthusiasm remain limited and not yet strategic. In contrast, Chusnir & Neagu (2024) reported that 92% of PR practitioners in Romania expressed satisfaction with AI due to its efficiency, while also voicing concerns about the diminishing human touch in PR interactions. Lane (2023) added an organizational perspective, underlining the importance of ethical governance and the protection of human rights in corporate AI applications.

Other studies, such as those by Machmudah (2024) and Murphy et al. (2021), stress the importance of human involvement in verifying AI-generated content to ensure accuracy and uphold ethical communication values. Bankins and Formosa (2023) further assert that while AI can enhance work processes, it may also erode the meaningfulness of work if not applied ethically. Yue et al. (2024) highlight AI's transformative potential in PR, increasing efficiency, effectiveness, and innovation. Yet, they emphasize that PR professionals must continuously learn and experiment with AI tools while maintaining human connection and ethical judgment. Ethical awareness in AI based PR practices is also reinforced by Angin & Mukhlisiana (2024), who stress the necessity for PR practitioners to ensure that AI usage respects ethical principles, including maintaining information secrecy and ensuring adherence to applicable privacy regulations. Failure to address these issues may harm an organization's reputation and provoke negative public reactions. In practice, the use of AI in PR offers both convenience and benefit—but also poses threats that could backfire on organizational existence.

Previous research has mentioned that AI has profoundly affected the PR industry by enhancing the ability to predict and resolve complex issues, respond rapidly to emergencies, and improve safety and national defense (Adi, 2023a; Tambiama, 2023; Zhao, 2020, as cited in Bowen, 2024). In this context, PR professionals play a dual role: they are not only involved in designing and utilizing AI systems but also responsible for communicating their use, limitations, safety standards, and accountability measures to stakeholders and the public, including regulators who demand transparency and ethical compliance (Bowen, 2024).

From this context, it is evident that most previous studies have primarily focused on the technical benefits, user perceptions, and potential threats of AI in general PR practice. Unlike these earlier studies which mostly concentrate on opportunities, risks, and perceptions of AI implementation in PR, this study seeks to investigate how the integration of AI can influences public relations practice particularly in decision-making, planning, and the execution of communication program. Furthermore, it explores the normative values upheld by PR

practitioners and the ethical considerations that arise when using AI in communication practices, especially concerning integrity and the preservation of the human dimension in public relationships.

Ethics means adhering to the consensus on appropriate standards, which aligned and reflecting the core values held by society. This specifically involves the practitioner's commitment to personal standards like honesty and transparency which represents the identity of an organization or company. Maintaining the humanistic aspect in PR remains crucial. PR practice inlined with human interaction, because it is essential to build strong psychological connections between practitioners and their publics. Therefore, this study also aims to ensure that PR communication whether within government institutions or corporations remains authentic, transparent, humane, and capable of preserving professional integrity.

This study finds the critical research questions: How can ethical values in communication such as honesty, transparency, and originality are rigorously maintained within AI enhanced practices across both governmental and corporate environments? And what are the implications of AI implementation in the professional performance of PR in the digital age?

This research is providing a guideline for PR practitioners in performing their duties responsibly and ethically. It acknowledges the necessity of adapting to technological advancements without compromising fundamental ethical standards. Thus, this study aims not only to offer theoretical insight but also to provide practical solutions relevant to the ethical challenges of public relations in the digital era.

1.1. Public Relations Challenges and Opportunities in Post-Truth Era

A post-truth era has created a new challenge for PR. During this era, there has been an increasing volume of information that will be received by the public so that validation is needed in order to ensure the credibility of the information spread. Effectively, the public tends to prioritize emotions and opinions over objective facts in capturing the information spread. In this situation, a PR is required to be able to take a role in order to sort and convey factual, relevant, and reliable information to the public so that PR has a crucial role in fighting hoaxes and disinformation. According to Tandoc et al. (2024), PR must use proactive communication strategies, such as fact-checking and public education, to ensure that the information disseminated is accurate and reliable. PR practice in this case is measured by how effective they are in reducing the spread of hoaxes and improving media literacy.

Post-truth era also provides an opportunity for a PR to demonstrate its strategic skills. Social media is one of the main channels for disseminating information in the post-truth era, so PR must be able to utilize social media effectively to spread accurate messages and engage the public in interactive dialogue. Public relations performance in this case is measured by their ability to increase engagement and build a community that cares about facts (Kurniawan et al., 2024). However, the usage of AI can assist PR practitioners to increase their productivity like identifying trends, opinion monitoring, and developing perfect strategies to implementing. Nevertheless, it is important to pay attention of individual privacy in order to avoid potential violations that can reflect to the reputation of organization (Aan & Diah, 2024).

2. RESEARCH METHOD

This study uses a qualitative research approach utilizing a Multiple Case Study Design with an embedded unit of analysis that involves in depth study of a phenomenon in a real-life context (Yin in Priya, 2020). In this method, researchers focus on examining the phenomenon of using AI in public relations practice and its ethical implications. Every data used to support this

research were obtained through the observation process in Banyumas Regency public relations practice, and in-depth interviews with the selection of informants using purposive sampling technique. With this technique, researchers can sample data sources that are considered to have the most adequate knowledge or have a connection with the object to be studied (Narbuko and Achmadi, 2012; Sugiyono, 2016), making it easier for researchers to explore the object to be studied.

The Unit of Case (the core phenomenon investigated) is defined as the ethical practice of Public Relations of using AI technology in their working process. The research focuses on two sectors; government and corporate. This purposeful selection allows for cross case synthesis regarding how different organizational cultures manage ethical things which used by AI technology. Furthermore, the Unit of Analysis will describe the perceptions, experiences, and ethical judgments of individual PR practitioners and the organizational policies, decisions, and standard operating procedures (SOPs) of AI utilization within each sector. This dual analysis ensures a comprehensive understanding of both individual adherence and institutional enforcement of ethical norms.

The source of this research is enlisted as PR staff of the Regional Secretary of the Banyumas Regency Government in the protocol and Chief of communication section and the Head of the Java Heritage Hotel Marketing Department. On the other hand, the secondary data is retrieved by using documentation techniques, by collecting documents regarding policies and regulations regarding PR activities in the digital world, theories in books relevant to PR concepts and activities, and related news. The data will later be processed and analyzed using the triangulation technique of Miles and Huberman which includes reduction, data presentation, and conclusion making.

The selection of Banyumas Regency and Java Heritage Hotel as the focal points of this study was based on several strategic considerations. Banyumas has emerged as one of the fastest-growing regions and a significant economic contributor in Central Java. According to data from the Central Statistics Agency (Badan Pusat Statistik, as cited in Pangestika, 2023), the Gross Regional Domestic Product (GRDP) of Banyumas showed continuous growth from 2018 to 2022, despite a contraction in 2020 due to the global economic crisis. The region's economy subsequently recovered, evidenced by rising GRDP figures, particularly following the COVID-19 pandemic. This economic resilience has been mirrored by the expansion of the tourism and hospitality industry in Purwokerto, the regency's capital. Other observations conducted via social media analysis indicated that Java Heritage Hotel Purwokerto is a four star hotel with the largest following on Instagram and TikTok among hotels in Banyumas. The hotel's success in digital engagement is underscored by its consistent social media strategy and the frequent virality of its content, which attracts significant positive feedback from audiences.

Interviews with key personnel revealed that Java Heritage Hotel is the only hotel in Banyumas with a dedicated Social Media and Publication Department. This department operates independently under the Marketing Division and employs three specialized staff members a substantially larger team than typically found in other local hotels, where such functions are generally merged with sales departments. Furthermore, the hotel actively integrates artificial intelligence (AI) technologies into its marketing practices. The Head of the Marketing Department encourages staff to leverage AI tools, which reflects a forward-thinking approach to digital communication.

For this study, data collection involved a series of in-depth interviews conducted over approximately one month. Interviews with Rosa Linda, Marketing Communication staff, were triangulated with her direct supervisor, Ichsan Yudha, to ensure the accuracy and consistency of

the information provided. This methodological triangulation strengthened the validity of the primary data collected.

3. RESULTS & DISCUSSIONS

The research source consisted of two informants from Banyumas Regency Government Public Relations staff, namely Bambang Agus Setiyawan, S.Sos as an Associate Expert Public Relations Officer / Subcoord of Chief Communication of the Regional Secretary of Banyumas Regency and Ni Pembayun Wulansari, S.I.Kom as a First Expert Public Relations Officer. In addition, there is also a person who acts as Head of the Marketing Department of Java Heritage Hotel, Ichsan Yudha Pratommy Putra.

Communication Ethics in Government Sector: Maintaining Clarity, Accuracy, and Compliance with Policies

In an interview with Bambang Agus Setiyawan, S.Sos who acts as Associate Expert Public Relations Officer / Subcoord of Chief Communication of the Regional Secretary of Banyumas Regency and Ni Pembayun Wulansari, S.I.Kom as a First Expert Public Relations Officer, both stated the significance of communication ethics in Government, specifically in delivering informations to public. Practice of government PR needs to be clear, accurate, and comply with the policies. Communication form which is given by government PR is not only to deliver the information to the public, yet it is expected to build the trust from the public regarding the policies. Hence, every message has to be clear, transparent, and accountable, aligned with respectable public communication principles.

One implementation of AI in government public relations revealed by informants was in drafting speeches or remarks by the chairman. AI is used as a tool in designing the structure of the script, composing sentences, and providing references related to the topic to be delivered. They emphasized, while AI can help speed up the drafting process, the final result still requires human editing and judgment to ensure it fits the policy context and the values that the chairman wants to convey. Furthermore, according to informants, the percentage of AI use in the preparation of chairman's scripts is in the range of 20-30%. This shows that although technology has a role in work efficiency, human dominance is still needed in ensuring the accuracy, feasibility, and suitability of the message with the character and identity of the chairman concerned.

Informants concluded that AI is very helpful in the drafting process and communication with the public. Yet, the use of AI cannot fully replace the personal touch and ethical considerations in government communication. This is because the script is not just text, but also reflects the identity, values, and dignity of the chairman.

"We cannot simply copy the results from AI, I need to comply with the chairman's style, adjust the tone, because every chairman here has a different characteristic. That's why it is important to understand each chairman's style to make sure their character is represented." (Interview with Bambang, 3 February 2025)

In the meantime, Ni Pembayun Wulansari as the second informant also stated that in the practice of preparing press releases carried out for the publication of agency activities, the percentage of AI use is not too high. Usually, she will produce a press release based on what has been conveyed by the chairman in his speech activities. Then, forms of publication carried out

to the public such as Instagram captions or designs also do not use AI technology too often. The nature of using AI for press releases is only as a trigger for writing ideas in developing paragraphs, so it is rare to use AI-generated writing purely for publication. There will always be a human touch in every process carried out.

“Yes, sometimes we use AI for our needs even just for once or twice, mainly to help create the main idea, but most of the speeches are fully written by staffs. AI is just a tool for brainstorming, not to create the whole speech.” (Interview with Ni Pembayun, 10 February 2025)

Communication Style in Corporate Sector: More Frequent Quantity With a Variety Of Software Used

In an attempt to explore the implementation of AI in public relations practices and its ethical implications, interviews were conducted with Ichsan Yudha, the Department Head of Marketing and Rosa Linda Budiman, as a Marketing Communication staff who performs public relations functions at Java Heritage Hotel, a corporation in the hospitality sector that has adopted AI in its various communication activities. The interview results show a significant trend of AI usage in the corporate sector. According to the interview participants, the use of AI in the Java Heritage Hotel department is used as an auxiliary tool in various public relations tasks, especially in the creation of social media content. The Java Heritage Hotel Marketing team has made use of various technology sites such as ChatGPT, Meta AI, and Gemini which are implemented to help compile outputs such as social media captions, preparation of press releases, and provision of interior design and product design reference suggestions. Informants, however, emphasized that AI in this hotel only serves as an auxiliary tool and not as the main solution in problem solving. This indicates that the role of humans remains dominant in determining quality standards and ensuring that the content produced remains in accordance with company policies.



Picture 1. Screenshot interview with informant

"Basically, AI is just a secondary tool, not the problem solver. Let's say I want to create a food promo. First, I need to take a photo with my phone to match the

reference. The final result will be taken & modified by myself. I've to make sure that the result match with my expectation. So, If AI can solve all the problems, perhaps I don't need Rosa onboard to assist me. I can do all the work alone with AI." (Interview with Ichsan Yudha, 21 February 2025)

"I usually use ChatGPT. Even though I no longer depend on Google as the main source of information, I still use it to verify my result in GPT as it is never 100% accurate. ChatGPT is meant to improve my work, not to create the idea from scratch." (Interview with Rosa Linda, 2 March 2024)

In addition to making digital content, AI is also used as a solution in data management. AI enables efficiency in finding information and processing missing data, thus speeding up task completion. However, informants emphasized that the creative and humanistic aspects of design and visual communication are not entirely left to AI. For example, in the creation of promotional materials, AI is only used to obtain initial references, while the final execution is still done manually to match the company's quality standards. From an ethical and integrity perspective, the informants stated that the main goal in using AI should always consider the intended audience. In terms of visual design and public relations communication, the satisfaction of the target public takes precedence over meeting the subjective standards of design professionals. This reflects a pragmatic principle in the use of AI, where message effectiveness and public acceptance are the top priorities.

Furthermore, this discussion also highlights the changing media landscape that has become more inclusive due to the development of digital technology. Traditionally, this kind of media (newspapers, radio, and television) restricted the public access, but social media empowers individuals and organizations by opening up extensive chance to construct their public image and directly manage communication. Informants predict that the use of AI in the public relations industry will become an increasingly inevitable trend along with technological developments and increasingly dynamic communication needs.

From this interview, it can be concluded that the use of AI in public relations practices at Java Heritage Hotel has a more frequent quantity with a variety of software used. Furthermore, the use of AI in the corporate sector is also intended to provide new references in creating a product. Nonetheless, informants argued that they still maintain the human aspect by making AI a tool, not a substitute for human roles. Even though AI can increase efficiency and speed up the work process, the final decision in the production of the main output for the company remains in the hands of humans so that the message conveyed remains relevant, ethical, and in accordance with organizational values and the wishes of the chairman.

Media Literacy Ability

Artificial Intelligence ethics guidelines are essential in supporting more effectiveness to technology implementation activities. This research uses a guideline derived from Indonesian Ministry of Communication and Information (has changed to Indonesian Ministry of Communication and Digital) Official Letter No. 9 of 2023 regarding Ethics of Artificial Intelligence. This Ministerial Letter is to provide a reference for ethical values and principles for business actors, public and private electronic system organizers who have activity usage on artificial intelligence programme which apply ethical aspects. The research results that have been found will be analyzed with the points of AI ethical values that have been determined based on the Ministry's official letter including:

1. Inklusivities
Core value of equality, justice, and peace in generating informations and innovations is essentially required in implementing Artificial Intelligence.
2. Humanity
It is important to maintain the value of human rights, social relations, beliefs, and opinions of each individual.
3. Security
Implementing Artificial Intelligence means providing a security system in order to keep the user's privacy, personal data, and their rights as an Electronic System user.
4. Accessibilities
Artificial Intelligence is expected to be inclusive and not to discriminate against others. Every user has equal rights through all the access of AI while keeping principals.
5. Transparency
Implementing Artificial Intelligence needs to apply transparency of the data used to avoid misinformation of data when developing technological innovations. Business owners and PSEs can provide access just for users who have authorization to know the organization's data.
6. Credibilities and Accountabilities
Artificial Intelligence implementation needs to prioritize the ability to make decisions from the information or innovations produced. Information generated through Artificial Intelligence must be reliable and accountable when disseminated to the public.
7. Personal Data Security
Implementation of Artificial Intelligence needs to ensure the protection of personal data in accordance with the provisions of laws and regulations.
8. Development and Sustainable Environment
The implementation of Artificial Intelligence carefully considers the impact on humans, the environment, and other living things, in order to achieve sustainability and social welfare.
9. Intellectual Property
Implementing Artificial Intelligence means to follow the principle of protection of Intellectual Property Rights in accordance with the provisions of laws and regulations.

The following table provides a summary of the analysis results regarding the AI ethical values established by the Indonesian Ministry of Communication and Information Technology (has changed to Indonesian Ministry of Communication and Digital) Official Letter No. 9 of 2023. These values have been applied across both the corporate and government sectors, offering a comparative perspective on how ethical principles are integrated into AI utilization within diverse institutional settings.

| AI Ethics Points | Government PR | Corporate PR |
|---|---------------|--------------|
| Inclusivities | ✓ | ✓ |
| Humanity | ✓ | ✓ |
| Security | | ✓ |
| Accessibilities | | |
| Transparency | | ✓ |
| Credibilities and Accountabilities | ✓ | ✓ |
| Personal Data Security | | |
| Development and Sustainable Environment | | |
| Intellectual Property | | |

Figure 1. Summary Of The Analysis Results Regarding The AI Ethical Values

The study results indicate that government PR officers have implemented 3 points out of 9 points listed including inclusiveness, humanity, credibility and accountability points. Inclusivity is reflected in the production of an output in the form of a regent's oration script product that will be read on occasional moments according to internal interests. Furthermore, the humanity point is reflected in the activity of using AI technology in the process of producing chairmans scripts and producing activity news releases that still pay attention to human values and the opinions and thoughts of each staff member who complies. Meanwhile, Credibility and Accountability point, the information produced has been ensured to be trusted and accounted for when disseminated to the public in order to maintain the dignity of the Chief of organization and the credibility of the institution.

In other hand, the public relations staff of Java Heritage Hotel has implemented 5 points out of 9 points listed which are: inclusiveness, humanity, security, transparency, credibility and accountability. First, the inclusivity point is reflected in the production of an output in the form of caption products, releases, graphic and interior design references, and mapping of the required publication media. Secondly, the humanity point is reflected in the activity of using AI technology that does not ignore the human element by continuing to interact with checking and supervising the final result. In addition, decisions in making designs or delivering messages are still oriented to the needs of the audience. Third, the security point is reflected in the preservation of privacy and personal data of the company. The use of AI is done by depositing files that are accessible to the public as facilities footage. Fourth, transparency points are reflected in the transparency of data with the willingness to upload photos of facilities owned, hence Java Heritage has given authority to AI technology to process these photos. Fifth, at the Credibilities and Accountabilities point, the information produced has been ensured to be trusted and accounted for when disseminated to the public in order to maintain the reputation and image of the institution. The information conveyed is still filtered and adjusted to company policy. This shows an effort to maintain the accuracy and truthfulness of information, which is one of the main pillars in communication ethics.

Deontological and Teleological Perspective

This study analyzes normative ethics in PR practices that optimize AI technology. Normative ethics establishes the ideal attitudes and behaviors that humans should have or what humans should do and what actions are valuable in life. It refers to moral principles and standards of behavior that should guide the decision-making and actions of a PR practitioner. The implementation of normative ethics in PR helps maintain integrity, transparency, and professional responsibility in communicating with various stakeholders. The perspective of Teleological and Deontological will strengthen the analysis of this research. The teleological perspective assesses the morality by the right or wrong value from the results and consequences. This approach emphasizes the importance of considering the impact of every communication action on all stakeholders. On the other hand, deontological perspective argues that morality is found in the action itself, rooted in inherent moral obligations and principles, irrespective of the final outcome. Within the PR practice, this approach encourages professionalism based on established rules and ethical standards.

Deontological perspective, which proposed by philosopher Immanuel Kant, highlighted that ethics based on moral obligations and rules that must be followed. Deontological perspective comes from the word “deontos” which means “obligation” tha claiming right or wrong, good or bad action regarding the consequences. From this perspective, rights, laws, duties, and rules are sacred and unbreakable. According to that, unethical activity never be justified by a good end (Koh &Reamer, 2021). In other words, deontological theory emphasizes the human obligation to act well. According to this perspective, good actions are done without taking into account the results or consequences of these actions, but actions can be judged as good based on what is inherent in the essence of the behavior itself (Zuhri, 2007). In a government public relations sector, deontology focuses on performance behaviors that reflect integrity, truthfulness, and the obligation to convey information in an ethical manner.

According to interviews with Bambang Agus Setiyawan and Ni Pembayun Wulansari, both highlighted that delivering information to the public must be clear, accurate, and in line with government policies. In this case, the deontological principle demands that the delivery of messages must always consider moral obligations in order to convey correct information. This implies that the use of AI in drafting scripts for the regent, although practical, it has to take into account communication ethics, no falsification of information or manipulation of messages for specific purposes. These values are in line with the ones applied at Java Heritage Hotel Purwokerto. The informant, Ichsan Yudha, emphasized to maintain integrity by not swallowing all the outputs produced by AI technology. Besides, it is also necessary to be open with the chairman to inform about the outcomes obtained and not to make personal claims on what technology produces.

This commitment aligns strongly with the Deontological perspective, which emphasizes the normative value of the rightness or wrongness of a human action, regardless of the output. The PR action of restricting AI to a primary working tools, preserving the essential human functions and morally right course of action. This perspective mandates that PR practitioners strictly adhere to moral duties within the context of communication ethics, including guaranteeing data authenticity, ensuring transparency in AI use, and mandatory verification to prevent falsification or misinformation, all of which must be fulfilled irrespective of how efficient or positive the AI produced the output result.

In Teleological perspective which assume that action's rightness is judged by its final outcomes. Pure teleologists consider it naive to make ethical decisions and choices without considering the consequences (Koh &Reamer, 2021). Within this perspective, what matters is

the outcome of the action, not merely the means or rules followed. Teleological explains that the rightness of the action depends precisely on the goal to be achieved, or based on the consequences caused by the action. An action is considered good if it results in or aims to achieve something good as well (Zuhri, 2007). In this analysis, AI use is not considered wrong if its purpose is to effectively support human work, but it would be ethically questionable if it lead to replacement of PR practitioners, and compromising the quality of the long term relational goals.

Can be concluded, the analysis of the ethical implications, utilizing both Deontological and Teleological perspectives lead to a conclusion that PR practitioners in both sectors fundamentally regard AI as a secondary working instrument rather than a primary tool to replace human effort. This activity is a key to maintain integrity because the use of AI must be based on the obligation to maintain the values of honesty, transparency, and accuracy in every public communication process, without neglecting moral values for the sake of efficiency or convenience. This is in line with several points that have been raised by the Kominfo Official Letter. In contrast, a teleological perspective which consider actions to be right or wrong based on the purpose or end result they achieve or determined by its consequences. PR practitioners in both sectors always recheck the AI-generated outputs by verification and ensure final execution as the essential standard operating procedure to make sure the content integrity (accuracy and authenticity) and professional integrity (avoiding the misrepresentation of AI output as entirely human work). Moreover, the core creative and humanistic aspects of public relations are intentionally retained, with final communication decisions must be oriented towards public needs and satisfaction. This practice serves as a direct manifestation of humanistic values, as PR professionals which prioritize organized messages that are relevant, ethical, and relational rather than technical efficiency.

Technology Determination Theory Perspective Analysis

Technological determinism is a theory of communication that believes that technology has the significant role to transform the process of people's lives (Hauer, 2017). Technology can structure information in unique ways. Social structures are organized differently according to how the media is packaged. Technology can affect the psyche of its users and even cause social change. The public is influenced and shaped by the development of technology. This situation causes people to adjust and adapt to new technologies and innovations. Rapid technological development has negative consequences, not from the media, but from the users who utilize the technology.

Bimber (1995) described that technological determinism has three descriptions, including normative, unintended consequences and nomological. The normative point believes that technology has an essential role in society because it is the intellectual product of society. They also believe that technology has political and cultural significance. A second perspective on unintended consequences argues that technology is autonomous or partially predictable. Lastly, the nomological view is that technological progress determines the future.

From this theory, the public has to adapt with many rapidly developing technologies, and have negative consequences, not from the medium, but from the users who harness the technology. The study shows that while AI facilitates and accelerates processes, the adoption of these technologies has the potential to change the way of working and relationships within government organizations, especially in the aspects of information management and public messaging. Staff should be adaptive to various technological developments that can be implemented into their performance. Respected informants also revealed that there will always

be a possibility for technology to be utilized by humans in any practice, but it cannot replace humans entirely. Humans may learn technology to assist performance, not to replace work.

In the context of the Technological Determinism Theory, this research show that technological progress, such as the born of AI, produce inevitable internal logic in the society and more professions to adapt. Technology is not merely a tool but a force capable of fundamentally altering thought processes and social structures. While the integration of AI is unavoidable in the modern era, the findings reveal that ethical PR practice is a necessary counterbalance to technological determinism. By consciously adhering to established deontological norms and perpetually considering humanistic aspects, practitioners ensure that the technological imperative does not supersede the normative ethical framework, proving that while AI determines how work changes, human judgment determines if that change is morally right.

Regarding the interview results, there is a balance between moral obligation (deontology), the goal of efficient and effective communication outcomes (teleology), and the influence of technology in modifying public relations practices (technological determination). Although AI serves as a tool in its work activities, the role of humans remains essential in ensuring that the messages conveyed are not only accurate but also ethical and reflect the original goals of the institution.

Practical Implications

This result suggest practical contributions to the development of public relations (PR) practices in the digital era. The findings demonstrate that AI is used in a limited yet strategic manner by government PR practitioners, while its application is more intensive and varied within the corporate sector. This indicates a differing pattern of technological adoption shaped by the specific needs and values of each organization. AI have contributed improve efficiency, particularly in content production and data processing. On the other hand, human involvement in the stages of content curation and editing remains an irreplaceable element. The findings of this study contribute to the existing literature by offering insights into the ethical implementation of AI utilization among Public Relations (PR) practitioners in both the private and public sectors. The study reveals a notable disparity in the extent of AI usage between the two sectors, underscoring the importance of applying ethical principles thoughtfully and consistently. These insights may serve to remind readers of the critical need for responsible and judicious integration of AI technologies in professional PR practices.

In this context, ethical AI usage must be embedded within institutional policies to ensure that core values such as integrity, originality, and honesty are not compromised. PR practitioners are therefore expected not only to possess technical proficiency in utilizing AI tools but also to demonstrate sensitivity toward the humanistic and relational dimensions of communication. Accordingly, digital literacy training and intensive ethical awareness programs related to AI use should be considered as part of institutional efforts to build communication and PR capacity across both public and private sectors. Therefore, it is recommended that the Indonesian Ministry of Communication and Digital Affairs develop a standardized training module for practitioners across both private and public sectors. This module should serve as a guideline for digital ethics, aligned with the principles endorsed by the central government. The implementation of such a framework would promote consistency and encourage the responsible use of digital media, fostering a unified approach to digital engagement nationwide.

Theoretical Implications

Theoretically, this study enriches the discourse on strategic communication and PR ethics by integrating three conceptual frameworks: Technological Determinism, Normative Ethics (including both deontological and teleological approaches), and the principles of AI ethics outlined in national regulatory guidelines.

The findings of this case study offer significant theoretical implications among Deontological, Teleological, and Technology Determinism perspectives in contemporary PR practice. The analysis confirms that the operational of PR practitioners in both sectors is fundamentally rooted in Deontological principles. Practitioners regard AI as an primary tool, not be a human replacement, and prioritize human oversight and manual final execution. This restriction on AI use is a conscious commitment to the duty of maintaining Integrity by make sure the accuracy of content, ensuring authenticity, and ethical transparency even when AI can provide more efficiency. The act of agreeing verification and the rejection of claiming AI output as output by human work are primary mechanisms for fulfilling the moral obligation to act rightly, regardless of the technological incentive.

Furthermore, research highlights a strong Teleological orientation driven by the commitment to Humanistic Values. Practitioners retain core creative and relational tasks, ensuring final communication decisions prioritize public needs, satisfaction, and the development of long term relationships. In this perspective, the use of AI is ethically acceptable only as long as it contributes positively to the desired outcome such as reputation and trust. The Teleological perspective judges the use of AI as appropriate because it supports human goals, rather than replacing the human element that is crucial for building ethical outcomes.

Most critically, the study introduces a practical theoretical to Technological Determinism. while the inevitability of AI integration is acknowledged by both sectors, practitioners actively resist the notion that technology should solely dictate practice. By consciously enforcing Deontological duties and prioritizing Humanistic Values, human judgment acts as the ultimate ethical implication. This ensures that the technological imperative for efficiency does not supersede the normative ethical framework of the profession. The moral legitimacy of technological change is not determined by its efficiency, but by the extent to which human agency is preserved to uphold professional integrity.

This study contributes to the formulation of a new framework for AI ethical communication, offering relevant insights for both academic inquiry and practical implementation in public and corporate communication sectors. The limitations of this study include the restricted sample, as respondents were limited to a single type of subject within each sector. Furthermore, the study did not produce measurable (quantitative) results regarding the effectiveness of AI utilization in each sector. Future research is recommended to expand the sample size across a broader range of subjects and sectors, and to incorporate quantitative methods to assess the impact and effectiveness of AI usage. Such studies would provide a more comprehensive understanding of ethical AI implementation in both public and private sector PR practices

4. CONCLUSION

This study produced the ethical dynamics of Human AI collaboration in public relations practitioners across government and corporate sectors by confirming the critical role of human judgment in the digital era. The findings demonstrate that PR practitioners universally adopt AI as a secondary aid, using human oversight and final execution to rigorously preserve Integrity

(in content and professional conduct) and Humanistic Values (in relational and creative aspects).

The research contributes to the body of knowledge by synthesizing ethical theories with technological adoption. It concludes that ethical practice in the AI era is defined by the dynamic equilibrium between the push for efficiency (Technological Determinism/Teleology) and the adherence to moral obligations (Deontology). Ultimately, the study underscores that the ethical legitimacy of PR activities remains rooted in deontological principles, wherein the practitioner's moral duty to ensure the rightness of the action by refusing to fully automate human connection and verification is the ultimate safeguard against ethical failure. This emphasizes that human agency is the irreplaceable core required to bridge technology with normative societal values.

The research findings also indicate that the use of AI in government and corporate public relations (PR) sectors exhibits distinct styles and varying levels of utilization. In the government sector, PR practices prioritize the originality of human-generated outputs, with AI usage limited to a maximum of 30%. By contrast, corporate PR employs AI more frequently and utilizes a wider range of software tools. Nevertheless, corporate practitioners maintain human oversight to review and ensure that AI-generated outputs align with corporate values and leadership expectations. Despite the differences in the frequency and variety of AI tools used across the two sectors, both demonstrate a shared commitment to retaining human input in producing outputs consistent with their respective organizational values.

Looking ahead, as technological advancements continue to accelerate, it is anticipated that a formal code of conduct and ethical guidelines for AI use will be established. It is hoped that the Public Relations Association of Indonesia (PERHUMAS) will issue such guidelines, providing a standardized reference for organizations employing public relations officer. Besides that, the Indonesian Ministry of Digital & Communication also produced the guide comprehensive mapping of Artificial Intelligence usage across Indonesia. This effort should build upon the foundational data and framework established in the previously published “Buku Putih Peta Jalan Kecerdasan Artifisial”. A well articulated and up to date policy framework is crucial for guiding increasingly judicious AI deployment, effectively mitigating potential ethical implications, and ensuring that technological advancement is consistently aligned with established normative and humanistic values.

This would help ensure that AI usage remains consistent with mutually agreed ethical principles and officially recognized by the relevant sectors. To advance research in this area, the following future directions are proposed:

1. Conduct comparative studies on AI adoption among PR practitioners across different sectors, with the aim of identifying communication patterns, policy differences, and implementation strategies.
2. Develop an ethical assessment model or evaluation framework that organizations can use to measure AI compliance in public communication especially for government sector as outlined in the National Artificial Intelligence White Paper.
3. Investigate the lived experiences of PR practitioners, particularly the challenges and ethical dilemmas they encounter in their AI-assisted professional activities.

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