

AI and big data to simplify the PR activities. The tools available for automating different content and managing social media can be more optimally utilized. Besides this, the ethical, legal, professional, and personal aspects are the underlying philosophies that are important for the future of public relations. For this reason, integrity as a PR professional is the key to sustainable communications by maintaining and minimizing aspects of reputation risk caused by therapeutic activities, issues of copyright, and privacy.

In the future, with the presence of new tools, the new role of human beings in the world of public relations can make them prepare to rethink organizationally and make internal guidelines to understand what is happening now with the implications of big data and artificial intelligence. Besides, standard operating procedures regarding the person in charge of all the results that have been made by implementing a new PR tool should be decided.

All activities should be well documented and structured, and the digitalization processes must also be coordinated with cross-functional units in the company, both from information technology and other functions that deal with this. The application of this new PR also needs to be socialized more massively to all communications stakeholders. Material adjustments are required in teaching and must be adapted to the trends and also be relevant to the industry. This revolutionary change, of course, positively affects the development of the public relations theory and the new model of public relations, economic, social, and cultural characteristics. However, further discussions of the various groups involving academia, government, and practitioners to determine this finding is a must.

There are various polarized views about the future of PR and the importance of PR. What was discovered in the survey certainly cannot ultimately reveal the future of the PR profession is. Moreover, with the cultural, communication models, and values of Public Relations practitioner's activities in Indonesia, this gives hope and confidence that PR will never really die. The role of new PR that can survive is the one that can utilize and optimize technology with its personal touch, while at the same time demonstrate a strategic and creative role.

ACKNOWLEDGMENT

Research on the analysis of the impact of big data and AI technology is part of the research that has been described in detail in a presentation to Indonesian State-owned Enterprise Public Relations Congress by the author. This research does not receive funding from any party and has no conflict of interest. The researchers thank the Indonesian Public Relations Association FHBUMN and PERHUMAS for their ease and access when distributing surveys to and interviewing as well as for supporting the respondents to take part in this research.

REFERENCES

[1] Global Alliances (2018), Retrieved from <https://www.worldprforum.com/World Public Relations>.

[2] ANPOR, "Developments Of Media And Public Opinion In Asia" Politics, Big Data and Social Media," 2018. [Online]. Available: <https://www.anpor.net/2018-anpor-annual-conference/>.

[3] U. Sivarajah, M. M. Kamal, Z. Irani, and V. Weerakkody, "Critical analysis of Big Data challenges and analytical methods," *J. Bus. Res.*, 2016.

[4] Galloway, C, Swiatex, L "Public Relations and artificial intelligence:It's not (just) about robots", *Public Relations Review*, Volume 44, Issues 5. 2018.

[5] M. Hussain, "Artificial Intelligence For Big Data: Potential and Relevance" *Journal of Business Research*, vol. 70, Pages 263-286, Jan. 2017.

[6] Gourley, S. (2018). This is how AI can help you make sense of the world" Agenda. World Economic Forum. Retrieved from: <https://www.weforum.org/agenda/2018/06/this-is-how-ai-can-help-you-make-sense-of-the-world>.

[7] Global Alliance (for Public Relations and Communication Management (2018). A global capabilities framework for the public relations and communication management profession. Lugano, Switzerland Retrieved from <https://www.globalalliancepr.org/capabilitiesframeworks>.

[8] Grunig, L, Grunig, J., & Dozier, D. (2002). Excellent organizations and effective organizations: a study of communication management in three countries. Mahwah, NJ: Lawrence Erlbaum.

[9] CIPR (Chartered Institute of Public Relations) (2015). State of the profession 2015 Retrieved from <https://www.cipr.co.uk/content/policy-resource/research/our-research-and-reports/cipr-state-profession-2015>.

[10] A. Scott, "How Artificial Intelligence and Intergenerational Diversity Are Creating Anxiety in The Workplace _ Institute for Public Relations," Institut for Public Relations, 2018. [Online]. Available: <https://instituteforpr.org/how-artificial-intelligence-and-intergenerational-diversity-is-creating-anxiety-in-the-workplace/>.

[11] I. Ristic, "PR in 2018_ Dominated by technology, mired by inauthenticity _ PR Week," 2018. [Online]. Available: <https://www.prweek.com/article/1453426/pr-2018-dominated-technology-mired-inauthenticity>.

[12] J. Valin, "Humans still needed: An Analysis of skills and tools in Public Relations," Chartered Institute of Public Relations, 2018.

[13] L. Rouhinen, Artificial Intelligence, 101 things you must know today about our future, 14 November. USA: Amazon Books, 2018.

[14] Lynch, C. (2018). How PR pros should prepare for artificial intelligence. Ragan's PR daily. Retrieved from <https://www.prdaily.com/Main/Articles/482543a6-4e1f-4111-af8b-9e46019028cc.aspx>.

[15] R. A. Laoui Djafri, Djamel Ammar Bensabeur, "Big data analytics for prediction: parallel processing of the big learning base with the possibility of improving the final result of the prediction.," *Inf. Discov. Deliv.*, 2018.

[16] J. Macnamara and T. Sydney, "Competence, competencies or capabilities for public communication ? A public sector study," vol. 19, pp. 16-40, 2018.

[17] CIPR (Chartered Institute of Public Relations) (2017). Retrieved from https://www.cipr.co.uk/sites/default/files/10911_State of PR 2017_f1.pdf.

[18] H. D. Harlow and H. D. Harlow, "capital Developing a knowledge management strategy for data analytics and intellectual capital," 2018.

[19] Y. Ma, K. Ping, C. Wu, and L. Chen, "Artificial Intelligence-powered Internet of Things and smart public service," 2019.

[20] A.Laksono, "Workshop Big Data and Artificial Intelligence by Telkom Big Data Scientist," Semarang-East Java, Indonesia, 2018.

[21] N.N. Arief, PR in the era of Artificial Intelligence, Simbiosia Rekatama Media, Bandung, 2018.

[22] C. Hsiu-chin, C. Roger, and S, Veda, "Business Intelligence and Analytics: From Big Data to Big Impact" *MIS Quarterly*. vol. 36, pp. 1165-1188, 2012.

[23] R. Molla, "Linkedin_Chart_ How the definition of 'journalist' is changing - Vox." 2019.

[24] Adweek, (2018, 18 Juni). Unilever to Crack Down on Influencers Who Buy Fake Followers and Use Bots, retrieved from <https://www.adweek.com/brand-marketing/unilever-to-crack-down-on-influencers-who-buy-fake-followers-and-use-bots/>

[25] F. L. Freberg K, Graham K, McGaughey K, "Who are the social media influencers? A study of public perceptions," *Public Relat. Rev.*, vol. 37, no. 1, pp. 90-92, 2011