How the Introduction of AI (Media Monitoring) Tools Affects the Field of Public Relations

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A B S T R A C T

In the age of technological disruption, new technology has brought about many developments. The PR industry is affected by this disruption of old industries, markets, and processes. The rapid adoption of new PR technologies forces staff to be more adaptable. Artificial intelligence enters public relations. PR is fast shifting from traditional to digital PR with AI. AI and PR can collaborate on work. With the rise of AI in daily life, Indonesian public relations uses Media Monitoring. Public Relations professionals employ automated media monitoring to gain faster and more useful information. AI (Media Monitoring) techniques in PR are tested for user experience in Indonesian multinational private enterprises. Structured participant interviews are utilised for qualitative research. The results show that PR's transformation in Indonesia has changed PR practises; the use of AI technology in PR activities has had a positive impact; although AI technology is sophisticated and can transform various jobs, AI cannot replace the primary role of humans, especially in PR work; and the use of AI tools, such as media monitoring, has increased efficiency and effectiveness.

A B S T R A K

Di era disrupsi teknologi, teknologi baru telah membawa banyak perkembangan. Industri PR terpengaruh oleh gangguan terhadap industri, pasar, dan proses lama. Pesatnya adopsi teknologi PR baru memaksa staf untuk lebih mudah beradaptasi. Kecerdasan buatan memasuki hubungan masyarakat. PR dengan cepat beralih dari PR tradisional ke digital dengan AI. AI dan PR dapat berkolaborasi dalam pekerjaan. Dengan maraknya AI dalam kehidupan sehari-hari, humas Indonesia menggunakan Media Monitoring. Profesional Hubungan Masyarakat menggunakan pemantauan media otomatis untuk mendapatkan informasi yang lebih cepat dan berguna. Teknik AI (Media Monitoring) dalam PR diuji untuk pengalaman pengguna di perusahaan swasta multinasional di Indonesia. Wawancara peserta terstruktur digunakan untuk penelitian kualitatif. Hasilnya menunjukkan bahwa transformasi PR di Indonesia telah mengubah praktik PR; penggunaan teknologi AI dalam kegiatan PR memberikan dampak positif; meskipun teknologi AI sudah canggih dan dapat mentransformasi berbagai pekerjaan, namun AI tidak dapat menggantikan peran utama manusia, khususnya dalam pekerjaan PR; dan penggunaan alat AI, seperti pemantauan media, telah meningkatkan efisiensi dan efektivitas.

INTRODUCTION

Currently, the world is experiencing an era of technological disruption. Technology disruption refers to significant and radical changes caused by introducing new technologies or innovative business models that fundamentally change the way traditional industries, markets, or processes operate (Arief & Gustomo, 2020). This disruption can disrupt existing norms, practices, and systems, significantly shifting the status quo and challenging established players or industries. This technological disruption is the primary catalyst of digital transformation in organizations (Stonehouse & Konina, 2020).

Digital transformation is a change in how work is handled using information technology to

gain efficiency and effectiveness, according to (Barja-Martinez et al., 2021). Digital transformation in organizations can transform existing technologies and business models (Matt et al., 2015). The transformation itself is the key to developing sustainability in a business (Fitzgerald et al., 2014). Digital transformation, which is used as a knowledge and skill in the use of digital technology, will undoubtedly be able to increase productivity, profitability, and optimal performance.

Technology disruption also impacts the public relations industry or Public Relations (PR). PR is a strategic communication discipline that establishes and manages relationships between organizations or individuals and their target audiences (McKie & Sriramesh, 2017). PR involves developing and implementing communication strategies in shaping public perception, enhancing reputation, and fostering positive relationships with stakeholders, including customers, employees, investors, media, government entities, and the general public (Dhanesh & Duthler, 2019).

The primary purpose of PR is to build and maintain a favorable image and reputation for the organization or individual (McKie & Sriramesh, 2017). PR professionals use a variety of communication channels and tactics to deliver critical messages, encourage understanding, and influence opinions. They work to create mutually beneficial relationships that align the interests of organizations or individuals with the needs and expectations of their target audience. An essential part of building these relationships is through media relations, often considered The raison d'être from public relations (Dhanesh & Duthler, 2019).

Technological advancements urge the PR industry to adapt to the changing communication landscape, engage with modern audiences, leverage data-driven insights, expand reach, effectively manage crises, integrate multimedia elements, and improve efficiency and cost-effectiveness. A business that does not promote values in PR will result in the business itself, the company's equity will decrease in the market, and competitors will benefit (Pollák & Markovič, 2021). The role of traditional PR tools used today is no longer considered sufficient to provide the appropriate information at the right time to customers (Nuseir et al., 2022). In this era, society has a reasonably close relationship with digitalization because of the credibility possessed by digital technology in providing a reasonably high credibility guarantee. PR professionals are now shifting from traditional media channels such as newspapers, radio, and television to digital platforms (Zhou et al., 2017). Thus, technological advances that have occurred have played an essential role in changing the way PR campaigns are carried out, resulting in the emergence of digital PR (Abdullah, 2020).

Adopting digital technologies and strategies in this era allows PR professionals to increase their effectiveness, stay relevant, and succeed in a rapidly evolving digital world. Through this view, some organizations have adopted new technologies designed to achieve high performance and competitive advantage (Akhtar et al., 2019). Among these advances, Artificial Intelligence (AI) has a crucial position (Jarrahi, 2018) and attracts the attention of researchers and the industrial sector (Balog, 2020). AI refers to the ability of machines to learn from experience, adapt to new inputs, and carry out tasks similar to humans (Duan et al., 2019; Panda et al., 2019) in line with (Lichtenthaler, 2020). AI is a fundamental all-purpose technology concerning machine learning tools. According to (Susilawati et al., 2022), To maintain and develop their existence, PR needs to improve digital skills, utilize AI, and have the ability to generate, disseminate, and monitor the effectiveness of the synthesized information they produce in changing people's behavior.

AI-related research is always interesting for researchers to discuss (Zuiderwijk et al., 2021).

Research related to PR and AI has also been carried out, including outlining the main role of AI (Galloway & Swiatek, 2018; Panda et al., 2019) concepts, benefits, applications of AI and exploring PR readiness in facing the impact of big data and AI (Arief & Gustomo, 2020). The implementation of AI in public governance PR has been carried out by (Zuiderwijk et al., 2021). Although AI is not a new research discipline, AI research has received new attention in recent years due to its tremendous progress (Balog, 2020). According to (Panda et al., 2019), AI can automate and complete various tasks. This has led to many applications, platforms, and tools. New ones are available to support PR and communication work. These technologies can simplify, automate work, and analyze complex data, which may be a crisis management problem.

AI technology, in all its forms, has arrived at PR work. One of them is the emergence of AI tools, known by PR as Media Monitoring. Media Monitoring is used by PR to collect much information about what appears in the media. Various industries use media Monitoring, both government agencies and other organizations where the use is to monitor how to collect important issues, also identify potential crisis perceptions and see the effectiveness the success of the strategy created by PR (Von der Porten et al., 2018)

Therefore, this study aims to strengthen existing research on the benefits of AI implementation. This research will discuss the effectiveness of using AI (Media Monitoring) tools in the PR field regarding user experience in multinational private companies in Indonesia that have used AI tools in their PR practices.

RESEARCH METHODS

The study was conducted using the interview method. Interviews are qualitative research methods in which researchers collect data directly from participants. The interview method was chosen because it wanted to get depth-experience from PRs who use Tools AI to do their job. In addition, the interview method has the flexibility of the interview format, which allows the interviewer to adjust the order of questions asked, modify the preparation of questions as needed, ask follow-up questions to clarify responses from participants and use indirect questions. So that the interview method can reduce the bias of research results (Oron et al., 2002).

The interview lasted for 20 minutes, and before the interview began, an explanation was made to the relevant participants about the purpose of the interview. The interview topic is divided into three question parts, namely (1) PR transformation; (2) implementation of AI in PR activities; and (3) the effectiveness of the AI tools used, with a total of 16 questions. Case studies were conducted in two large multinational companies in Indonesia whose PR activities have used AI tools, namely SINAR MAS and PT ASTRA. The participants involved were three people (Table 1) who were professional employees under the PR Department in these companies with the criteria of having work experience in the PR world for more than ten years. The interview was conducted directly using a recording device which will then be transcribed verbatim. In addition to primary data obtained from interviews, secondary data in this study were also obtained from books, scientific articles in scientific journal sources, web of Science, google scholar, and ScienceDirect.

Table 1. List of Participants

Name	Organization	Gender	PR Practitioner Experience

Mahesa Jenar	Sinar Mas President Office	Woman	Ten years
Cibu Ganges	Sinarmas Land	Man	12 years
Elmeirillia Lonna	Astra	Woman	Ten years

Of all PR activities carried out in the two companies, this study took Monitoring Media tools as the subject of AI tools. Media Monitoring is the ability of PR practitioners to analyze news carried out by mass media. This process evaluates relations with the media, where data is obtained from the results of mass media reports or responses received from mass media. Media monitoring is also valuable for decision-making. This activity is critical because the Media Monitoring results will be used for performance evaluation and the development of new, fresher strategies for the company or organization.

After interviews were conducted with the three participants who were PR, the results of the interviews with the participants were reviewed to understand how PR professionals understand and use Media Monitoring which is one of the AI technologies to help their work and juxtaposed with literature reviews that have been carried out to enrich the discussion

RESULTS AND DISCUSSION
A. PR Transformation

The transformation of PR in Indonesia has brought significant changes in the way PR practices are conducted. In the past, the main focus of PR was human relations and communication using traditional media. From the results of the interviews conducted, the participants agreed that with the emergence of the digital era like today, PR practitioners must be able to adapt to new communication platforms such as social media, blogs, and websites. This aligns with the research conducted (Komodromos & Nicoli, 2016). PR practitioners must be able to take full advantage of digital media; they need to be able to adapt to changes that occur quickly. (Amodu et al., 2019)said that a study discusses digital public relations, which involves improving online journalism networks supported by the issuance of online press releases for material to be provided to stakeholders so that it is more effective.

In PR activities, the main focus is more on the external environment, namely the external public environment outside the organization or company, which must be given information to strengthen good relations between the company and the public (Kurniawan et al., 2022) . PR professionals have realized this, so the need for data analysis to measure effectiveness and reach a more specific target audience is urgent. They continued that one of the main changes today is the speed of information dissemination. Information today can be spread to the public within seconds after an event or occurrence, in contrast to the past, which took days. This requires PR to be able to respond quickly and accurately to all events that occur.

From the interviews, PR practitioners face new challenges, including diversification of media channels and speed of news impressions. It is now more accessible for people to access information and respond to developing issues. PR must be more critical and creative in developing communication strategies, implementation, monitoring, and evaluation. Although the digital age allows PR to reach a more comprehensive and specific audience, it also carries risks.

The speed of information can cause rumors or fake news to spread quickly and damage a company's reputation. Therefore, PR must be ready and fast in handling situations like this. Proper

planning is essential in this PR transformation so that news is distinct and PR communication can run optimally. PR must also pay attention to the role of social media and changes in the media environment that can affect the company's reputation.

Changes in PR Work

Regarding the change from traditional PR to Digital PR

All informants in this study are employees who work in Public Relations. With a change along with the development of the Internet of Things certainly changes everything also with the work of Public Relations.

> (Informant 1) In the past, PR mainly focused on traditional media relations and human-to-people communication. PR work is often related to disseminating press releases, organizing press conferences, and maintaining good relations with journalists. However, PR has to deal with various online platforms in today's digital era. (Mahesa Jenar).

> (Informer 2) The speed of information dissemination distinguishes PR today from PR in the past. Currently, information can be distributed to the public within seconds after the occurrence of events/events; in the past, it was still a matter of days for the information to be disseminated (Ciba Gangga).

> (Informant 3) Diversification of media channels and speed of news impressions. Nowadays, it is easier for people to access information and provide responses related to developing issues (Elmeirillia Lonna).

Emerging Challenges

One of the tasks that are difficult for a PR is facing changes that occur in the digital era. Some challenges will arise and will affect PR activities.

> (Informant 1) In the digital era, challenges include the speed of information circulating. PR must be able to respond quickly and accurately. In addition, with social media, everyone can affect the company's reputation, so PR must be more proactive in monitoring and managing the company's image (Name).

> (Informer 2) Challenges that arise must exist; PR now, before providing information, must have the anticipation of answering public questions directly via social media or existing traditional media, primarily digital/electronic media (Ciba Gangga).

> (Informant 3) More critical and creative in developing communication strategies, implementation to monitoring, and evaluation (Elmeirillia Lonna).

Positive Impact

Changes that arise will negatively and positively impact various things in the current PR work.

(Informant 1) In the digital era, PR can more easily reach a broader and more specific target audience. Social media and other digital platforms allow PR to interact directly with consumers and get feedback in real-time (Mahesa Jenar).

(Informer 2) The public will know the information faster (Ciba Ganga).

(Informant 3) More and more communication channels (earned, shared, owned media) (Elmeirillia Lonna) can be utilized.

Negative Impact

(Informant 1) On the other hand, with the speed of information, rumors or fake news can spread quickly and damage the company's reputation. PR must be ready and fast in handling situations like this (Mahesa Jenar).

(Informer 2) On the one hand, the emergence of social media will be influenced a lot by the public response to corporate reputation; traditional media will gradually be left out in line with the new environment in media (Cibu Gangga).

(Informant 3) The news Must have proper planning to stay distinct because it will have a less-than-optimal impact on the news (Elmeirillia Lonna).

From the interview results, it was concluded that technology was able to change the way PR worked, which was initially traditional PR, into technology-based PR, called Digital Public Relations. The transformation of PR in Indonesia has changed how PR practices are carried out. This change requires PR to adapt to the speed of information, utilize various communication channels, and be more critical in developing communication strategies. This is supported by the existence of various technologies where PR must be able to use to develop a strategy. With technological advances and changes in consumer behavior, PR needs to continue to innovate and keep up with developments to remain effective in achieving corporate communication goals. Not only are technological changes a challenge for a PR in changing old habits into new digitalized habits but also the company's reputation is the responsibility of PR, so PR in the digital era is required to be more adaptive.

B. Implementation of AI in PR activities

From the interviews, the participants agreed that the implementation of AI in PR activities had a positive impact in several technical aspects. According to (Galloway & Swiatek, 2018), AI has the potential to play a role in helping PR practices become more efficient and affordable so as to increase profits for an organization. AI is a concept that refers to a system that combines and synthesizes various data sources at a scale that is not fully understood by humans and is beyond human control (Abdullah, 2020). From the results of the interview, the role of using Tools AI can reduce manual workload and increase the efficiency and productivity of PR work. Activities carried out with the help of Tools AI in these companies is helping in automating the process of making

news reports, creating early drafts of Press Release, content writing press release, data collection, and data analysis that supports PR strategies.

Several studies have highlighted the involvement of machines in areas ranging from consumer goods, health care to crisis management. Of course, there is also an exploration of the implications of PR on how technology develops its ability to make choices, navigate controversial matters, and how control to overcome them (Moore & Hübscher, 2021)(Moore & Hübscher, 2021). AI with Tools It is an emerging risk mitigation tool. Because of the presence of several tools, it becomes the primary weapon of PR to analyze risks for preventive efforts and even prepare mitigation. Because crises are unpredictable events that threaten the expectations designed by stakeholders (Brown-Devlin et al., 2022), PR becomes the main gate in dealing with this. Of course, with the help of AI technology to control and detect risks (Al Azis, 2021).

However, interestingly, the participants also argued that AI is not the primary determinant in PR work. Results from Tools The AI still requires human review and editing to ensure its quality and relevance. They also added that AI cannot replace the role of a PR person in carrying out functions. Personal and interpersonal relations, as well as human relationships with many stakeholders. These functions require Human Touch, like sense/empathy and human creativity, which AI cannot provide. Therefore, the role of PR in presenting these aspects in relation to society and stakeholders is vital. After all, AI is just Tools that support doing PR work and cannot be a substitute for PR's role as a human being. This is in line with research (Guszcza et al., 2017), which shows that although AI systems help in supporting the decision-making approach analytically, AI is less able to understand "common-sense situations." Other studies have also found that AI is less reliable in uncertain or unpredictable environments, especially outside predefined domains of knowledge (Jarrahi, 2018). This is because in AI, these operations cannot (and should not) be in-Outsourcing to algorithms is reasoning about justice, societal acceptance, and morality (Guszcza et al., 2017).

AI's Share in Public Relations Work

The development of work is increasingly dynamic, requiring Public Relations to be more adaptive to change, especially with the presence of AI in the world of work. AI is an artificial intelligence that can help PR to facilitate its work. All informants know the changes that occur after AI in PR work.

> (Informant 1) AI, or artificial intelligence, is not the primary determinant in PR work, but it helps in certain technical aspects. For example, AI can be used to automate the process of creating news reports and writing press release content. However, the results still require human review and editing to ensure their quality and relevance (Mahesa Jenar).

> (Informant 2) AI will increasingly help our work as a publicist, but more is needed to replace the role of a public relations person who must carry out personal and interpersonal relations functions as well as human relations with many stakeholders. AI will not be able to perform this function (Cibu Ganga).

(Informant 3) Of course, AI can quickly change the landscape of public relations (PR). On the other hand, AI can also help PR professionals with various tasks, including content creation or media monitoring, for the company's benefit (Elmeirillia Lonna).

What things have AI done to support PR work

(Informant 1) AI has facilitated several technical aspects of PR work. For example, AI can help create news reports and early press release drafts. AI can also help in collecting and analyzing data that can be used for PR strategies (Mahesa Jenar).

(Informant 2) AI is used in our work at all times, such as searching for news, monitoring the tone of news, and searching for old news in seconds. AI also helps us analyze, create content, see problems in the form of mapping, and finally, provide general recommendations about an issue. (Cibu Ganga).

(Informant 3) The use of press releases and the idea of making releases can be done on AI. This makes it easier for PR practitioners to pitch to the media so that our news becomes media attention. AI is still in the early stages of development, but it can potentially revolutionize the PR industry. AI can help PR professionals become more efficient, effective, and creative by automating tasks, providing insights, and generating ideas. (Elmeirillia Lonna).

How important AI is for PR work life

(Informant 1) Artificial intelligence plays an essential role in improving the efficiency and productivity of PR work. Although AI cannot replace human sense and creativity, AI-based tools can reduce manual workload and help PR make data-driven decisions (Mahesa Jenar).

(Informer 2) AI is critical to our work today. Because it can increase efficiency because AI can automate much work that we previously did manually, so PR can create a more creative job. In addition, the analysis of extraordinary amounts of data can be processed faster, and the results are undoubtedly accurate when compared to what we do without technology. (Cibu Ganga).

(Informer 3) AI-personalized outreach can personalize outreach to journalists and other influencers. This can help me build relationships and cover their stories. This can be cost-efficient. This can free up the budget for other initiatives, such as content creation and influencer marketing (Elmeirillia Lonna).

AI and PR job change

(Informant 1) AI can perform a number of jobs more quickly and efficiently than manual methods. For example, generating news reports and draft press releases can be done automatically with AI, thus speeding up the work process. However, the work still requires

human review and editing to ensure its quality and relevance. Thus, AI serves more as a support tool in PR work, not a substitute for the role of humans (Mahesa Jenar).

(Informant 2) Empathy and human touch are certainly not possessed by AI. This is one of the strengths for us to continue to collaborate, not afraid of the challenges of AI advancement, instead making it an opportunity to help our work to be faster and scalable (Cibu Gangga).

(Informant 3) Many changes are due to AI technology, although it needs to be clarified that the changes in the office I work in need to be clarified. But the human touch distinguishes AI from without AI (Elmeirillia Lonna).

From the results of interviews related to this sub-topic, it can be concluded that participants understand the benefits of AI, which directly has a positive impact in facilitating PR work, able to do work faster because of an optimization in information processing and public sentiment analysis which in this case will increase the effectiveness of PR work results but also at the same time realize that AI is only an artificial technology that also has shortcomings. AI cannot replace aspects of humanity, empathy, and critical thinking, so collaboration between humans and AI is needed to provide the desired results.

C. The effectiveness of AI tools used (Media Monitoring tools)

Brand or brand is an integral part of the company because the brand will give an image to the company. With the rapid development of the internet and the amount of data spread, PR today must have a strategy to control widespread news. In Indonesia, this activity is often referred to as media monitoring activities. Media monitoring is a method used by PR which is considered a stage of evaluating the spread of a media and observing the dynamics of news dissemination in the external environment both through the media online and offline and, of course, also includes social media (Nuraniwati, 2020).

Media monitoring is also known as a stage of evaluating the relationship between PR and media, which focuses on the output produced by mass media (feedback) (Sukmayani & Jamroji, 2021). Analyzing the external situation that arises, or trend analysis in Media Monitoring, will help the company make decisions. Media Monitoring Tools are the right technology for PR that can immediately help companies mitigate bad possibilities that occur in the company.

Frousingrviews, the participants agreed that using media monitoring tools with the support of Arease is efficient and effective in terms of information collection and analysis. With AI, the monitor obtains information faster, so that information can be obtained more efficiently. Media monitoring tools are used to monitor news related to issues related to the company and its business units, suppliers /supplier partners, and news related to competitors. This tool can help measure public sentiment and classify news sentiment (positive, neutral, or negative) accurately so that PR can easily understand public perception and sentiment, provide early warnings of current and future issues or events, and identify potential conflicts and issues. In addition, AI can help compile and adjust the right keywords so that monitoring results become more relevant and focused.

According to the participants, this media monitoring activity is carried out every day, weekly, monthly, quarterly, and annually to see news trends and sentiments and improve the process in the future. Despite using AI technology in monitoring media, print media skimming is still carried out for exclusive and in-depth information. The effectiveness of AI tools can be seen from the speed in identifying and collecting information and the ease of analyzing trends and public sentiment. This tool also helps PR in anticipating news that has the potential to become a crisis.

Use of Media Monitoring Tools

(Informant 1) We use media monitoring tools to monitor news related to the pulp and paper industry and related issues, such as forestry, environment, social, economic/busd others. We also monitor news relating to Mas and its business units, suppliers/supplier partners, and competitors (Mahesa Jenar).

(Informant 2) Media monitoring helps us identify trends in clients, including brands. Of course, media monitoring helps us here to better understand what clients want and how the public perceives. Also here, monitoring media can be used to measure the effectiveness of a PR campaign. Because with the help of tracking the amount and type of media coverage of the campaign results, PR can quickly assess the share of campaign results in the eyes of the client (Cibu Gangga).

(Informant 3) Media monitoring can help to identify potential issues. By tracking negative or critical media coverage, this work can spot potential problems early and take steps to address them. Media monitoring also helps PR professionals build relationships with journalists. By tracking the work of journalists covering their clients or brands, PR professionals can identify journalists who are interested in their clients or brands and contact them to develop relationships (Elmeirillia Lonna).

News is monitored using Media Monitoring.

(Informant 1) We monitor various aspects of news, including the tonality of the news (positive, neutral, or negative), to gauge public sentiment and provide early warning of current and future issues or events (Mahesa Jenar).

(Informant 2) Monitor the number of media exposures at an event, as well as monitor competitors. (Cibu Ganga).

(Informant 3) Company News, subsidiaries, competitors, and current issues (Elmeirillia Lonna).

Frequency of Use of Monitoring Media

(Informant 1) We use monitoring media daily to monitor daily news; weekly to see news trends and sentiments for the week; and monthly, quarterly, and annually to monitor news

trends and sentiment macro. This evaluation helps in the process of future improvement (Mahesa Jenar).

(Informant 2) At all times. The use of media monitoring on Smartfren is carried out regularly, especially monitoring news and looking for total media exposure so that the PR Value of news (Cibu Gangga) can be calculated.

(Informant 3) Every day to help get the job done (Elmeirillia Lonna).

Reasons for Using Media Monitoring

(Informant 1) Media monitoring helps us identify potential conflicts and issues that may arise, understand public perceptions and sentiments, and know trends and hot topics (Mahesa Jenar).

(Informant 2) To help the daily practice of monitoring media quickly, aka real-time, because so much mass media this time make it difficult for us to search manually. The issues monitored vary; we need a lot of time if it is still done manually; for that, we use media monitoring to speed up work and get an idea or map of what kind of agenda or media framing of news (Cibu Gangga).

(Informant 3) In order to be able to get information comprehensively, and has been automated (Elmeirillia Lonna).

Use of Old Methods

(Informant 1) Although PR uses media monitoring technology, here, PR is still skimming print media because of exclusive and in-depth information that is often only available in national mainstream print media. Media monitoring technology makes this skimming process easier and faster (Mahesa Jenar).

(Informer 2) To this day, we have yet to use the old method. But sometimes we still do manual skimming because some issues or mainstream news still need old media treatment. Technology does make it easier for us practitioners to monitor, but the old way still cannot be left alone (Cibu Gangga).

(Informant 3) I have yet to use the old method (Elmeirillia Lonna).

Problems in the Use of Media Monitoring

(Informant 1) Of course, some things become difficult for PR, namely, ensuring the validity and accuracy of the information obtained and adjusting the right keywords to get relevant monitoring results (Mahesa Jenar).

(Informer 2) If there is a small media that is difficult to access, the data is easier for us to obtain. Sometimes an unstable network can affect the results of Media Monitoring. It is undeniable that when using Media Monitoring, there must be a lot of preparedness, starting from the internet, to what we write must also be specific. If we say it wrong, what we are looking for can be biased (Cibu Ganga).

(Informant 3) Sometimes, I have experienced that news is missed because the keywords I write are not specific (Elmeirillia Lonna).

Convenience that Arises in the Use of Monitoring Media
(Informant 1) Media monitoring helps speed up the process of discovery and information gathering (Mahesa Jenar).

(Informer 2) Media Monitoring gives us convenience because everything can be automated; of course, it can save time. (Cibu Ganga).

(Informant 3) It is very effective because it facilitates my analysis when accessing news from search engine results (monitoring) and related news. (Elmeirillia Lonna).

From the interviews, it can be concluded that participants realize the importance of combining media monitoring technology and collaboration with humans. With the help of these tools, PR can more effectively identify issues that arise, anticipate potential conflicts, and take appropriate actions to maintain the company's reputation. The convenience provided by Media Monitoring will increase the ability to capture several essential topics more quickly and efficiently. In addition, the existence of PR monitoring media can mitigate things that have the potential to cause a company crisis. However, there is a description that explains that there are still areas for improvement in this Media Monitoring, which is related to the validity of the data.

CONCLUSION
Technological developments have brought significant disruption in various fields, including the PR industry. The results of interviews with PR professionals show that the transformation of PR in Indonesia has brought significant changes in the way PR practices are carried out. The widespread, diverse, and fast technology requires PR to always be adaptive and change the way traditional PR works into digital PR. The emergence of a new technology known as Artificial Intelligence in the PR environment increasingly provides many opportunities for ease of PR development. The implementation of AI technology in PR activities has brought a positive impact. However, the existence of AI technology cannot replace the main role of PR (humans). One form of Tools AI, Media Monitoring, is often an interesting discussion. Media Monitoring is a form of Tool PR uses to facilitate its work by automating information and analyzing news sentiment. The use of Tools AI in the case of this study, namely media monitoring, has increased efficiency and effectiveness in collecting and analyzing information. With media monitoring, PR can dissect

various things in an effort to mitigate risks that may arise in the company. But work by utilizing AI technology certainly will only be able to get maximum results with good collaboration with humans. This research proves the positive impact of AI implementation and one of the Tools he uses in PR activities to fprocuringlysis in several companies. However, procuring technology requires a lot of investment, both investment in technology and human resources. For further research, a deeper analysis can be carried out related to how much impact is produced by using Tools AI by PR for enterprises

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