

Public relations' robot: utopia or reality?

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Abstract In 2023, AI has become an integral part of daily life, swiftly embraced in both developed and smaller countries. This research focuses on raises the question: is AI a utopia or an inevitability, given the disruptions it brings to the digital landscape? Using Roger Fidler's mediamorphosis analysis, this research suggests that AI leans more towards a utopian outlook, where its disruptive impact allows for critical evaluation. The study aims to understand AI's value and conceptualisation in society. By recognising AI's transformative influence, this research contributes to the discourse by highlighting its potential as a utopian force while acknowledging its inevitable role in shaping the future.

Keywords: artificial intelligence; disruption; mediamorphosis; public relations; technology

INTRODUCTION

Artificial Intelligence (AI) has profoundly impacted various industries and societies worldwide (Jiang et al., 2022; Phelan et al., 2010; Romero et al., 2011; Saraswat & Yun, 2009). It involves the development of computer systems capable of human-like tasks such as visual perception, speech recognition, decision-making, and problem-solving. AI's advancements have found applications in healthcare, finance, transportation, manufacturing, and entertainment. In healthcare, AI-powered systems analyse vast medical data to offer accurate diagnoses, leading to improved patient outcomes and personalised treatments. It also aids drug therapy development and streamlines administrative tasks, allowing healthcare professionals to focus on patient care.

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AI algorithms analyse market trends in finance, enabling informed investment decisions and high-frequency trading. AI-powered chatbots offer customer support and financial planning assistance. Ethical concerns have also emerged, such as algorithmic biases and systemic risks. In transportation, self-driving cars and AI-driven traffic optimisation promise safer and more efficient travel. AI is also utilised in delivery services to improve logistics.

AI-powered robots and automation systems have revolutionised production lines in manufacturing, boosting efficiency and productivity. Real-time monitoring and analysis prevent equipment failures and reduce maintenance costs. Collaborative robots enhance worker safety and productivity. The entertainment industry benefits from AI-driven recommendation systems, offering personalised content to users. AI is used in content creation, including music and artwork generation, and enhances human-computer interactions through virtual assistants like Siri and Alexa (Angelia & Susilo, 2023).

AI's widespread integration into society has undoubtedly brought about transformative benefits in various sectors, from healthcare to finance, transportation, manufacturing, and entertainment. However, these advancements have raised significant societal and ethical concerns. One of the primary concerns revolves around collecting and analysing vast amounts of personal data by AI systems, leading to privacy issues. Additionally, the automation of tasks previously performed by humans has raised worries about potential job displacement. Ethical considerations, such as algorithmic biases and the need for accountability and transparency, demand careful attention to ensure fair and responsible AI usage.

Recognising the immense potential of AI, governments and organisations worldwide are investing in research and development to further its capabilities. Policymakers are also working on formulating regulations to ensure the ethical deployment of AI technologies. To address these complex challenges, interdisciplinary collaboration between technologists, ethicists, policymakers, and the public is crucial. By joining forces, they can shape the future of AI and mitigate its societal impacts effectively.

The fields of artificial intelligence (AI) and new media are rapidly evolving and reshaping various aspects of our lives, including communication, work, and daily activities. AI involves the development of intelligent machines capable of performing tasks that typically require human intelligence. At the same time, new media utilises digital technologies to create, distribute, and interact with content innovatively (Joe Waheed Sayyed et al., 2021). The convergence of these two domains presents exciting opportunities and unique challenges as AI enriches new media capabilities, and new media provides novel applications for AI.

One remarkable impact of AI on new media is the creation of personalised experiences. Through AI algorithms, user data is analysed

to discern individual preferences and behaviours, enabling tailored content and recommendations for each user. This personalised approach can be observed in recommendation engines on social media platforms, online shopping sites, and streaming services, which suggest content based on past interactions.

Moreover, AI is revolutionising new media by generating new forms of content. AI algorithms can produce text, images, music, and videos, paving the way for novel media forms. Virtual influencers, computer-generated personalities with their followings, are one such example. Additionally, AI facilitates immersive virtual reality experiences, allowing users to interact with computer-generated environments and characters in unprecedented ways.

Furthermore, AI enhances existing new media technologies. It improves speech recognition and natural language processing accuracy and speed, leading to more sophisticated chatbots and virtual assistants. Companies can gain valuable insights into consumer sentiment and trends by analysing vast datasets of user-generated content.

However, the intersection of AI and new media also presents challenges, particularly concerning bias and misinformation. AI algorithms heavily rely on the data they are trained on, and if that data is biased or incomplete, AI will perpetuate those biases. This can lead to discriminatory or inaccurate recommendations and contribute to the spread of misinformation. For instance, social media algorithms prioritising engagement over accuracy can inadvertently propagate false information and conspiracy theories.

Integrating Artificial Intelligence (AI) into public relations has revolutionised the field, offering new ways for organisations to communicate and engage with their audiences. By analysing large amounts of data, AI empowers PR professionals with valuable insights and predictive capabilities, facilitating informed decision-making and effective communication strategies (Pedro, 2023).

AI-powered tools enable real-time monitoring of social media platforms, news outlets, and online forums, providing PR teams with a comprehensive view of public sentiment and emerging trends. This allows organisations to proactively manage their brand's reputation and stay ahead of potential issues.

Additionally, AI enhances the efficiency and personalisation of PR campaigns (Korzynski et al., 2023). Through natural language processing and machine learning algorithms, AI can analyse audience behaviour, preferences, and demographics, tailoring messages and content to specific target audiences. This level of personalisation fosters stronger connections with stakeholders and ensures messages resonate on an individual level.

AI's automation capabilities also streamline routine tasks, such as media monitoring, content creation, and data analysis, freeing PR

professionals to focus on higher-level strategic initiatives and fostering creativity in campaign development.

AI's integration in public relations marks a new era of data-driven decision-making, improved communication strategies, and optimised processes. As technology advances, PR professionals will increasingly rely on AI for actionable insights, enhanced engagement, and meaningful relationship-building with their audiences. This synergy between AI and public relations holds great potential in shaping the future of communications, enabling organisations to navigate the complexities of the digital landscape and effectively share their narratives with the world.

METHODOLOGY

Roger Fidler's Mediamorphosis analysis method is a valuable framework for comprehending the profound influence of AI on media, including art and PR. Mediamorphosis refers to the evolutionary process by which various forms of media adapt and change due to technological advancements (Fidler, 2012). This analysis method involves several key steps: 1) Identifying the media system transforming: Begin by pinpointing the existing media platform experiencing changes, whether it be print media, television, radio, or any other form of media. 2) Analysing emerging technology: Investigate the disruptive technology influencing the media system. This could include the internet, digital devices, social media, and other technological innovations shaping the media landscape. 3) Understanding the transformation process: Examine how emerging technology fundamentally alters the media system's characteristics. Identify changes in content distribution, consumption patterns, audience engagement, business models, and societal impact. 4) Evaluating the impact on stakeholders: Assess the consequences of mediamorphosis on various stakeholders, including media organisations, content creators, advertisers, audiences, and society. Consider both the positive and negative outcomes of the transformation. 5) Identifying challenges and opportunities: Recognise the challenges and opportunities arising from mediamorphosis. Analyse how the transformation affects revenue models, journalistic practices, content creation, audience behaviour, and the media ecosystem. 6) Anticipating future developments: Based on the analysis, make predictions trajectory of the media system. Consider how ongoing technological advancements and societal changes will continue to shape the media landscape (Achmad, 2020). 7) Developing strategies for adaptation: Finally, devise strategies for media organisations, professionals, and other stakeholders to adapt to the changing media environment. This may involve adopting modern technologies, rethinking business models, enhancing digital literacy, and embracing innovative content creation and distribution approaches.

By following Fidler's Mediamorphosis analysis method, stakeholders can gain a structured and comprehensive understanding of the intricate interactions between technology, content, and audiences. This approach equips them to navigate the dynamic media industry, including the impact of AI on art and PR, and seize opportunities for growth and success in the evolving media landscape (Revolusi, 2022).

RESULTS AND DISCUSSION

History of AI

The history of artificial intelligence (AI) spans several decades and has witnessed significant advancements that have transformed various fields and profoundly impacted society. The concept of AI emerged in the 1950s with the work of pioneers like Alan Turing, who proposed machine intelligence and the famous Turing test. The field gained momentum with the Dartmouth Conference in 1956, marking AI's birth as an academic discipline and attracting researchers eager to explore the possibilities of creating intelligent machines (Toosi et al., 2021).

During the 1950s and 1960s, AI research primarily focused on symbolic or rule-based AI. Scientists aimed to develop computer programs that could replicate human reasoning using logic and symbols. Early efforts included the General Problem Solver and the Logic Theorist, laying the groundwork for AI developments (Russell, 2021). However, the late 1960s and 1970s witnessed a period of reduced optimism known as the "AI winter," characterised by a decline in funding and interest in the field. Nevertheless, breakthroughs in machine learning and expert systems rejuvenated AI research and sparked renewed enthusiasm.

Machine learning, a subfield of AI focusing on algorithms that enable computers to learn from data, gained prominence in the 1980s and 1990s. Researchers developed techniques like neural networks inspired by the human brain's structure and genetic algorithms based on evolutionary biology (Grigenti, 2022). These advancements enabled computers to learn and improve automatically, leading to significant progress in pattern recognition and data analysis. Another crucial development during this period was the rise of expert systems, which aimed to capture and replicate human experts' knowledge in specific domains. Expert systems utilise rule-based approaches and knowledge bases to provide intelligent advice and make informed decisions, with applications ranging from medical diagnosis to financial analysis and industrial process control.

In the late 1990s and early 2000s, AI research experienced a surge of interest in intelligent agents and multi-agent systems. These systems aimed to create autonomous entities capable of perceiving their environment, reasoning, and interacting with other agents or humans. Simultaneously, practical applications like speech recognition, natural language processing, and computer vision gained prominence, making AI technologies more accessible to the general public.

The 21st century marked a period of exponential growth in AI, driven by several key factors (Fanti et al., 2022). The increasing availability of large datasets, advances in computing power, and the development of deep learning significantly impacted the field. Deep learning, a subset of machine learning based on artificial neural networks with multiple layers, brought about groundbreaking advancements in image and speech recognition, natural language understanding, and autonomous driving, among other areas. These breakthroughs propelled AI to new heights and have shaped its widespread adoption and integration into various industries and everyday life. As AI continues to evolve, it promises to transform our world further and unlock previously unimaginable possibilities.

The Future of AI

The future of artificial intelligence (AI) is filled with promise and potential, yet it also raises a myriad of considerations across different sectors of society. As technological advancements accelerate, AI is set to fundamentally reshape our daily lives, work environments, and interactions. With its capacity to process vast amounts of data, recognise patterns, and make autonomous decisions, AI is poised to revolutionise numerous industries and transform various aspects of our society.

Healthcare stands to benefit significantly from AI advancements. AI algorithms can analyse medical data to diagnose diseases, suggest treatment options, and predict patient outcomes. Additionally, AI-powered robots may perform complex surgeries with higher precision, leading to better patient outcomes and shorter recovery times. Furthermore, AI can expedite drug discovery, accelerating the development of new medications and treatments.

In the transportation sector, self-driving cars powered by AI algorithms have the potential to enhance road safety, reduce accidents, and improve overall transportation efficiency. AI-driven vehicle communication can optimise traffic flow, reducing congestion and travel times. Moreover, the logistics industry can utilise AI for route planning, inventory management, and delivery operations, leading to more streamlined and cost-effective supply chains.

The field of education can benefit from personalised learning platforms driven by AI, tailoring content and support to individual student needs, thereby fostering better learning outcomes. Intelligent tutoring systems can provide immediate feedback and guidance, enhancing the learning experience. Additionally, AI-powered virtual and augmented reality applications can create immersive educational experiences, making complex concepts more engaging and interactive for students.

In entertainment, AI is poised to transform content creation and consumption. AI algorithms can generate music, art, and literature, unlocking new avenues for creative expression. AI-enhanced virtual

reality experiences can transport users to entirely new worlds, blurring the boundaries between reality and fiction. Furthermore, AI-powered recommendation systems can offer personalised content to users, leading to more satisfying entertainment experiences.

However, along with these exciting prospects, the future of AI also raises ethical considerations. As AI systems become more autonomous and intelligent, questions regarding responsibility, accountability, and decision-making authority arise. Ensuring transparency and fairness in AI algorithms is crucial to prevent biases and discriminatory practices. Striking the right balance between AI augmentation and human control is a key challenge that requires careful attention.

Additionally, the impact of AI on the job market is a topic of concern. While specific tasks may be automated, history has shown that new opportunities and job roles tend to emerge with technological advancements. The future job market may see a shift towards positions requiring human creativity, critical thinking, and emotional intelligence, where humans excel over AI systems.

The ethical use of AI in warfare and national security is another critical area that demands careful consideration. Autonomous weapon systems powered by AI raise concerns about potential misuse and the lack of human control. International guidelines and regulations are vital to ensure AI technologies' responsible and ethical deployment in defence and security contexts.

The future of AI holds immense promise and potential. AI can revolutionise various industries and transform our lives, from healthcare and transportation to education and entertainment. However, addressing ethical concerns, ensuring transparency, and upholding human values are essential to harness AI's potential while minimising potential risks. With thoughtful development and responsible implementation, AI can become a powerful tool to augment human capabilities and drive progress in the years to come (See Figure 1).



Figure 1. Future AI Implemented on Public Relations Activities
Source: Author (2023)

Identifying Media System

AI has significantly advanced in various creative fields, revolutionising how art is generated, composed, and presented. In the visual arts, AI's generative capabilities through GANs have allowed artists to explore

new realms of creativity by generating unique paintings, photographs, and sculptures. AI models have created original melodies, harmonies, and even complete orchestral arrangements in music composition, expanding the possibilities for music production and composition.

AI has enabled filmmakers to recreate scenes with deep fake technology and automate video editing tasks in film and video, making video production more efficient and dynamic. Language models like GPT-3 have been utilised in writing and literature for automated content creation, chatbots, and even ghostwriting, changing how written content is generated and disseminated. The influence of AI extends to design and fashion, where it aids in generating innovative designs, fabric patterns, and styles based on trends and historical data. Virtual try-on applications using AI have also improved the online shopping experience for customers. In game development, AI has enabled the creation of intelligent non-player characters and dynamic game narratives, enhancing gameplay experiences.

Even in the culinary arts, AI has found a place by developing new recipes and suggesting ingredient combinations, bringing unique flavours and combinations to the table. Throughout all these creative disciplines, AI serves as a tool to augment human creativity and provides new avenues for artistic exploration and expression.

It is important to emphasise that while AI can be a powerful creative tool, the human element remains essential. AI serves to complement and inspire human creativity rather than replace it entirely. The collaboration between AI and human creativity has led to the evolution of AI from being primarily a technical tool to a creative tool, unlocking new possibilities and pushing the boundaries of what art and creativity can achieve (Chakrabarti, 2019). As AI advances, it will undoubtedly further enrich and shape the creative landscape, fostering a symbiotic relationship between technology and human ingenuity in the creative process.

Tesla Optimus AI PR in Conceptualisation

The conceptualisation of Tesla Optimus AI marks a groundbreaking advancement in artificial intelligence and autonomous driving. Built upon Tesla's existing Autopilot technology, Optimus AI seeks to revolutionise transportation by achieving full self-driving capability, freeing vehicles from human control. This paradigm shift in automotive design is fueled by a sophisticated system integrating innovative hardware, software, and machine learning algorithms.

The process of conceptualising Tesla Optimus AI begins with an exhaustive analysis of real-world driving scenarios. Tesla gathers vast amounts of data from its vehicle fleet, capturing information on road conditions, traffic patterns, and driver behaviour. This data forms the foundation for training deep neural networks, empowering the AI system to comprehend the intricate dynamics of the road. A key feature of Optimus AI is its end-to-end learning approach, where the

system learns directly from raw sensor data, allowing it to adapt and improve based on real-world experiences.

To realise its ambitious objectives, Tesla Optimus AI incorporates a potent onboard computer, the Full Self-Driving (FSD) Computer, specially designed for AI processing. This advanced hardware handles the immense computational demands of running complex neural networks in real time. Complemented by a suite of sensors, including cameras, radars, and ultrasonic sensors, the AI perceives its surroundings with exceptional precision. Additionally, the system benefits from comprehensive mapping and localisation, enabling it to navigate and predict obstacles precisely.

Safety is paramount, but Optimus AI also focuses on efficiency and convenience. Advanced AI algorithms optimise driving behaviours to reduce energy consumption and minimise travel times, enhancing the driving experience for Tesla owners. Moreover, Tesla Optimus AI fosters communication and interaction between vehicles and infrastructure through V2V and V2I communication protocols. This connectivity promotes safety and streamlines traffic flow.

The conceptualisation of Tesla Optimus AI envisions a transformative future for transportation, with a solid commitment to reducing accidents caused by human error, minimising congestion, and delivering safer and more enjoyable travel experiences. While facing technical and regulatory challenges, the continuous development of Tesla Optimus AI takes us closer to a world of truly autonomous driving.

Is AI Utopia or Inevitability?

The debate surrounding AI as a utopia or an inevitability reflects artificial intelligence's complexity and potential impact on society. Advocates of the AI utopia envision a future where AI brings about substantial benefits, solving intricate problems, automating tasks, and enhancing various aspects of human life. Improved healthcare, increased industry efficiency, and personalised education are among the potential advantages, creating a utopian society where humans can focus on creativity and meaningful endeavours while AI handles mundane tasks. According to this perspective, responsibly developed and utilised AI can pave the way for a brighter future (Santow, 2020; Vaid, 2021).

On the other hand, the AI inevitability viewpoint argues that AI's continuous development and integration into society are inevitable due to its rapid advancements and expanding applications in various sectors. AI's potential to enhance productivity, automation, and problem-solving makes its integration a natural progression in our technological journey (Yigitcanlar et al., 2020). However, this perspective acknowledges that AI may not necessarily lead to a utopia but is an undeniable aspect of our technological evolution.

While both perspectives present potential benefits, legitimate concerns and risks are associated with AI's widespread adoption. Job displacement, ethical considerations, biases, privacy concerns, and concentration of power are among the issues that need careful attention (Niedermaier, 2021). Managing these challenges and addressing potential risks is essential to ensure that AI development aligns with societal values and objectives.

Within the domain of Public Relations, the utilisation of Artificial Intelligence (AI) and robotic technologies has brought about a significant transformation in the manner in which organisations interact with their target audiences and oversee their public image. One conceivable public relations (PR) endeavour facilitated by artificial intelligence (AI) and robots is referred to as "Automated Social Media Management." AI-driven social media management solutions have the capability to effectively monitor emerging patterns, analyse the sentiments of the audience, and plan messages that are optimised for maximum impact on many platforms. Furthermore, these AI-powered systems possess the capability to actively interact with followers, promptly answer enquiries, and effectively handle consumer complaints in real time. This ensures the establishment of a proactive and consistent brand image on social media platforms (See Figure 2).

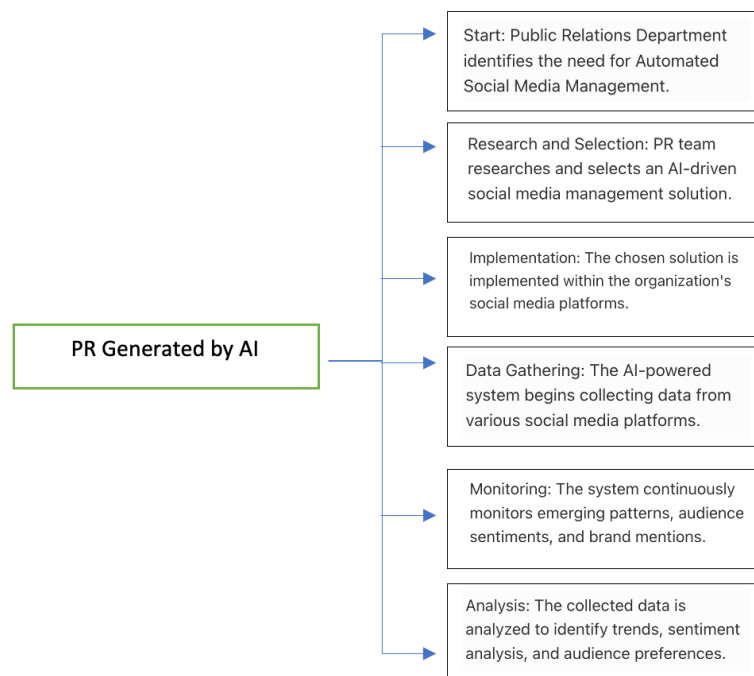


Figure 2. Utilisation Model of Robot Public Relations
Source: Author (2023)

An alternative option that can be considered is "AI-Powered Media Monitoring and Analysis." Artificial intelligence (AI) possesses the capability to efficiently and precisely analyse a substantial volume of data created on a daily basis, including media mentions, publications,

and online discussions pertaining to a firm or its respective industry. This skill allows public relations practitioners to acquire vital insights into public perceptions, recognise potential concerns, and adapt their strategy accordingly. The integration of artificial intelligence (AI) within media monitoring systems facilitates enhanced crisis management capabilities by effectively detecting and pinpointing emergent concerns that necessitate prompt intervention.

In addition, artificial intelligence (AI) and robotics have the potential to assume a crucial function in the realm of "Personalised Content Creation." Through the examination of user behaviour, preferences, and patterns of engagement, artificial intelligence (AI) has the capability to provide customised content that caters to certain target audiences. This method guarantees that public relations campaigns are more successful in connecting with individuals, resulting in a higher level of brand loyalty and engagement. Robotic systems can also be utilised for the purpose of generating visually captivating content, including movies and infographics, by leveraging data-derived insights. This application serves to augment the effectiveness of public relations endeavours.

The implementation of AI-powered "Sentiment Analysis and Reputation Management" emerges as a vital public relations endeavour. Artificial intelligence algorithms have the capability to evaluate the prevailing attitudes of the general public towards a certain brand or organisation through the analysis of many sources such as social media posts, reviews, and news articles. The utilisation of real-time analysis enables public relations specialists to swiftly address unfavourable feelings, efficiently respond to crises, and proactively implement actions to safeguard the company's reputation. In addition, sentiment analysis enabled by artificial intelligence offers important insights into the efficacy of public relations campaigns, informing future plans and augmenting overall communication endeavours.

The incorporation of artificial intelligence (AI) and robotics into the realm of Public Relations (PR) presents a multitude of opportunities for enhanced efficacy, data-centric approaches, and tailored communication strategies with intended recipients. The utilisation of automated social media management, personalised content production, and reputation management technologies enables public relations professionals to enhance their strategic approach and effectiveness in controlling their brand's image and cultivating significant relationships with stakeholders.

Whether AI leads to a utopia or becomes, an inevitability depends on various factors. It hinges on the responsible development and implementation of AI technologies, the choices made by society, and our ability to navigate the challenges and risks accompanying AI advancements. Striking a balance between harnessing AI's potential for the greater good while mitigating its potential drawbacks is a

crucial consideration as we continue to shape the future of artificial intelligence.

The impact of artificial intelligence (AI) and robotics on several sectors, such as Public Relations (PR), has been substantial. However, the prospect of completely substituting human PR professionals with robots is a multifaceted and contentious subject. Although artificial intelligence (AI) has the capability to automate and optimise certain operations, the role of a public relations (PR) practitioner encompasses a diverse set of talents and attributes that have not yet been fully replicated by machines.

The significance of interpersonal communication and emotional intelligence is of paramount importance in the field of public relations. The establishment and sustenance of connections with consumers, stakeholders, and the media necessitate the possession of skills such as empathy, understanding, and adaptability. These attributes are inherently human and cannot be replicated by robots. Public relations professionals possess a high level of proficiency in comprehending subtle human emotions, cultural distinctions, and the skill of compelling storytelling. These abilities contribute to the establishment of trust and credibility, qualities that machines find challenging to genuinely emulate.

Crisis management in the field of public relations frequently entails the necessity to make prompt and intricate decisions while operating under stressful circumstances. Although AI has the ability to aid in data analysis and offer valuable insights, it is deficient in terms of intuition and real-time decision-making capacities, which are inherent in human PR practitioners. The handling of delicate matters, the maintenance of one's public image, and the development of suitable reactions necessitate human discernment and ethical deliberation, qualities that are presently beyond the capabilities of robots. The field of public relations encompasses qualities like as creativity, invention, and adaptation, which have historically been associated with human beings. The ability to generate persuasive PR campaigns, generate novel concepts, and develop methods that effectively connect with varied audiences necessitates a level of creative thinking and emotional intelligence that surpasses the capabilities of robots.

Public relations include more than just the dissemination of information and crisis management; it also involves the establishment of trust and credibility via genuine human interactions. Personalised attention and a true sense of connection are highly valued by clients and stakeholders, as these can only be cultivated through interpersonal connections. Although artificial intelligence (AI) has the potential to assist in the automation of specific jobs, the fundamental nature of public relations (PR) is rooted in the human capacity for empathy, establishing rapport, and cultivating significant relationships. Although it is undeniable that AI and robotics have significantly improved the efficiency and effectiveness of some public relations (PR)

tasks, the complete substitution of human PR professionals with machines is improbable. The public relations (PR) industry heavily depends on human attributes such as emotional intelligence, creativity, adaptability, and the ability to establish personal connections, which are still not entirely replicated by robots. Rather than a complete substitution, a conceivable future scenario entails a collaborative alliance in which artificial intelligence (AI) aids and enhances public relations (PR) professionals, empowering them to utilise data-driven insights and automation to implement more impactful and customised communication tactics.

CONCLUSION

The research concludes that AI robots are both an inevitability and a utopia in their impact on daily life. AI's integration is seen as disruptive but also serves as a manifestation of a utopian vision as it gradually improves. This continuous improvement allows for criticism and refinement, fostering a more balanced integration of AI into society. The author suggests further research to explore how AI is perceived as a social construct beyond its mechanical functions, emphasising the need to understand its impact on societal norms and perceptions. In summary, AI robots represent both inevitability and utopia, shaping our daily lives and offering the potential for further societal transformation. This paper also has a limitation on the preliminary discussion on the urge and rising of AI adoption on Public Relations activities, the extended further research can be more explored on the adoption of AI and Press release writing and managing the crisis and issues through AI automation.

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