Quo vadis Indonesian public relations profession: dilemma on the rise of AI

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Abstract The debate over AI has focused on its contrast with human employment. Simple perspectives are inadequate in public communication fields like Public Relations (PR). The conversation must shift from discussing AI's impact on human jobs to how AI will shape public communication as AI becomes more important in PR. To examine AI's effects on Public Relations, this study uses a literature review focusing on authority and public voice. Due to the risks of AI misuse, data discrimination, and data poisoning, public relations must carefully consider the implications of AI integration. Artificial Intelligence (AI) in Public Relations is studied using a literature review as its main method. Experts are consulted to identify AI's most significant challenges and opportunities in public relations. Public relations (PR) are affected by Artificial Intelligence (AI), which presents both opportunities and challenges. AI can boost public communication, but it also risks data misuse and discrimination. Ethical issues arise when AI represents the public's voice. This study provides useful insights into how Indonesia's Public Relations profession should approach Artificial Intelligence. PR professionals can overcome technical and ethical challenges and revolutionise public communication with AI integration. Therefore, ethical PR practice and the use of AI are becoming increasingly important.

Keywords: AI; literature review studies; public relations professional

INTRODUCTION

Artificial intelligence (AI) has emerged as a revolutionary force, altering the landscape of human occupations across several industries (Amaliyah & Jatmika, 2023; Huynh-The et al., 2023; Jiang et al., 2022; Salvagno et al., 2023). As we progress through the 21st century, the emergence of AI into our professional life has become increasingly common, bringing in new opportunities, challenges, and transformations (Amaliyah & Jatmika, 2023). This study examines the multifaceted role of Artificial Intelligence (AI) in human jobs, exploring its effects on employment markets, productivity, skill demands, and the ethical considerations associated with this technological advancement. Artificial Intelligence (AI) significantly influences the job market, playing a crucial role in shaping human employment (Husain et al., 2023; Prasetyo et al., 2023). While some contend that AI will supplant certain occupations, it is crucial to remember that it also creates novel prospects and alters traditional positions. Automating repetitive and frequent procedures allows human resources to allocate their time and energy towards tasks that require creativity, critical thinking, and emotional intelligence (Arief & Gustomo, 2020; Susilo, 2022). The labour market is adapting to meet the changing needs of businesses, with a growing demand for individuals with competence in AI development, maintenance, and oversight (Korzynski et al., 2023; PEDRO, 2023; Prasetyo et al., 2023).

AI's integration into employment of humans has resulted in a considerable increase in productivity across a variety of industries (Amaliyah & Jatmika, 2023; Prasetyo et al., 2023). Machine learning algorithms are capable of assessing large volumes of data fast and correctly,

allowing companies to make improved choices. This improved effectiveness allows employees to focus on operations which require unique characteristics of humans, such as difficult problem solving and invention (Kanbach et al., 2023; Perifanis & Kitsios, 2023). As AI tackles basic tasks, human workers can devote their time and energy to areas where their cognitive and emotional skills excel, which leads to a more productive and dynamic environment (Kuziemski & Misuraca, 2020). The development of AI indicates a shift in the skills required by the workforce. As automation substitutes regular employment, there is a greater demand for abilities like data analysis, programming, and AI system monitoring (Pallathadka et al., 2023). The change in demand for skills emphasises the significance of ongoing learning and acquiring new skills. In response to this change, educational institutions and companies have implemented training programmes to equip individuals with the necessary skills to succeed in a workplace that is heavily influenced by artificial intelligence. Being able to adapt and learn alongside advancements in AI is highly advantageous in the current job market.

Contrary to common belief, AI has been the driving force behind creating jobs and entrepreneurship. AI businesses are flourishing and providing possibilities for employment in sectors that did not exist a decade ago (Pallathadka et al., 2023; Perifanis & Kitsios, 2023). Furthermore, when companies embrace AI solutions, they frequently require skilled employees to develop, maintain, and update these technologies. This has resulted in the emergence of new positions and alternatives for individuals with AI competence, contributing to diversifying and broadening the market for labour. As AI receives greater integration into human job opportunities, issues of ethics become critical. Job displacement, algorithmic prejudice, and the moral use of Artificial Intelligence in decision-making processes all demand careful study. Striking a balance between innovation in technology and ethical responsibility is an issue that lawmakers, corporations, and society must face. Establishing standards and regulations that guarantee justice, transparency, and accountability in AI applications is critical for reaping its benefits without compromising human values (Panda et al., 2019). Rather than viewing AI as a replacement for human workers, a more optimistic viewpoint demonstrates the prospects of collaboration. Collaboration between human beings and Artificial Intelligence can boost productivity and creativity by utilising their own strengths. AI can oversee data processing and analysis, however individuals provide emotional intelligence, intuition, as well as complex skills for problem-solving. This collaborative method promotes a reciprocal relationship in which individuals direct AI systems as AI augments human skills, which leads to greater creativity and productive results (van Esch et al., 2021).

The emergence of Artificial Intelligence (AI) is set to transform the Public Relations (PR) field fundamentally. With the advancement of AI technologies, there is a growing potential to automate repetitive tasks, analyse large amounts of data for valuable information, and even create original content (Prasetyo et al., 2023). This has the ability to greatly improve the efficiency and effectiveness of PR strategies. Nevertheless, this transition is not devoid of its difficulties. The capacity of Artificial Intelligence to analyse and comprehend human emotions, intentions, and subtleties in communication is still developing (Pratama et al., 2023). Although AI can enhance the abilities of PR professionals, the human element, which is crucial for empathy, ethical considerations, and a thorough understanding of the context, is still essential and cannot be replaced (Amaliyah & Jatmika, 2023; Pallathadka et al., 2023; Prasetyo et al., 2023). The symbiotic relationship between AI and human practitioners is expected to influence the future of PR significantly. AI will primarily handle quantitative tasks, while humans will excel in qualitative aspects (Vita et al., 2023).

Furthermore, the incorporation of AI into public relations necessitates reassessing the abilities and positions within the profession (Vita et al., 2023). To remain competitive, future PR professionals may require a comprehensive grasp of AI tools and data analytics in addition to their traditional communication skills. This combination of skills has the potential to establish a new norm, erasing the distinctions between individuals with technical knowledge and those with strong communication abilities. AI's emergence has the potential to democratise PR practices, granting smaller organisations access to influential analytics and communication tools, thereby creating a more equitable competitive environment. Nevertheless, this technological progress also gives rise to ethical considerations, including concerns about data privacy and the possibility of spreading misinformation. The PR profession must actively address these issues. In the future, the connection between AI and PR will involve ongoing adjustment, acquiring

knowledge, and a strong dedication to ethical principles, guaranteeing that the fundamental principles of the field are maintained in the era of digital technology.

The role of AI in human employment is diverse and multidimensional with advantages and issues. While technological advances affect work markets, boost productivity, and offer up new opportunities, it requires an examination of skills, moral issues, and an initiative-taking approach to avoiding dangers. Striking a balance between embracing AI developments and upholding principles of ethics will be critical in developing a future in which humans and AI cooperate together to create a more efficient, innovative, and inclusive workspace. As we navigate a world in flux, the goal is to utilise AI's potential for strengthening human ability while decreasing the adverse effects through careful guidelines and ethical considerations.

The demand for qualified AI workers increases dramatically as companies grasp the opportunities of AI technology. The job market for machine learning engineers, data scientists, AI researchers, and ethicists has grown to accommodate the field's different sets of skills. Companies from many industries are investing significantly in AI to improve efficiency, rewrite processes, and gain an edge over others. Tech titans including Google, Facebook, and Amazon are not the only ones providing this demand (Verma & Singh, 2022). Traditional sectors like banking, healthcare, and manufacturing are progressively integrating AI technology into their operations. The increase in demand for artificial intelligence expertise has resulted in a skills gap, whereby the supply of competent people falls short of industry requirements. To satisfy rising demand, educational institutions and training programs are racing to meet the gap by offering specialised courses in AI and related participants.

While AI offers up new opportunities, it also transforms established employment duties. Automation, powered by AI technology, has the ability to simplify mundane processes and boost operational efficiency. However, worries regarding job relocation and their effect on certain industries remain. Routine and repetitive occupations are more susceptible to automation, resulting in an alteration in the nature of labour. Simultaneously, new professions emerge that require an equal amount of technical expertise, creativity, and adaptability. For example, AI is improving human capabilities in healthcare by aiding the diagnostics, drug research, and individualised therapies. In the financial industry, AI algorithms increase risk assessment and fraud detection. While specific careers might be harmed, the overall influence of AI on employment is convoluted, and many roles will necessitate human collaboration with AI systems, utilising both parties' abilities (Chang, 2022).

As AI technologies develop, ethical concerns surrounding AI employment are starting to be increasingly prevalent. Bias in algorithms, data privacy, and ethical AI use are becoming more important subjects of discourse. Ensuring fairness and transparency in AI systems is essential in building faith among users and stakeholders. Algorithmic bias, whereby AI systems unintentionally discriminate against particular groups of people, is a grave issue. This bias may be encoded in the data used to train algorithms for AI, which leads to biased results. Ethicists and AI developers have joined forces to tackle those challenges, with an emphasis on diverse and inclusive datasets and transparent algorithms. Furthermore, the ethical implications of job displacement brought about by automation and AI adoption must be carefully assessed. Authorities, businesses, and educational institutions must collaborate to develop policies that assist individuals transitioning to new positions while acquiring the skills required for an evolving labour market (Bessen, 2017).

The present scenario for AI employment reflects an evolving landscape with dynamic variations in demand, job types, and ethical concerns. As AI expands into many areas, the demand for qualified workers grows enormously. The merging of technology and ethics has shifted how we approach AI deployment, highlighting the value of ethical behaviours.

Navigating this shifting terrain requires an integrated strategy that involves continuous education and training, ethical AI development, and regulations that address the economic and social repercussions of AI adoption. By creating an environment for cooperation, we can take advantage of AI's potential to build a future in which humans and technology coexist quietly, opening previously untapped possibilities for innovation and growth.

This paper explores the complex relationship between the growing prevalence of Artificial Intelligence (AI) and the future of the Public Relations (PR) profession. It will focus on the preparedness of the industry and the educational sector, including PR educators and universities. As AI technologies progress, they offer the potential to completely transform PR

practices by automating tasks, analysing data, and implementing personalised communication strategies. However, they also present significant challenges that require a reassessment of skills and ethical considerations in the profession. This study aims to analyse how the public relations (PR) industry can effectively incorporate and progress alongside the integration of artificial intelligence (AI). The focus is on assessing the readiness of professionals to adopt new technological tools while upholding the fundamental principles of trust, transparency, and ethical communication. Also, this study will examine the industry's necessary adaptations to effectively utilise AI's full potential while maintaining the human-centred nature of PR. It will evaluate the current level of preparedness among professionals and identify the strategic changes required to succeed in a future where AI plays a significant role.

Moreover, the paper will emphasise the pivotal role of PR educators and universities in moulding the future cohort of PR professionals who possess the necessary skills to navigate the intricacies of an AI-driven environment. Given the growing integration of AI technology and PR practice, educational institutions must urgently revise their curricula to include AI literacy, ethical considerations in AI usage, and data management skills. This facet of preparedness encompasses technical skills and cultivating a flexible mindset among aspiring PR professionals, empowering them to utilise AI responsibly and innovatively. The paper aims to provide insights into how academia can prepare students for the challenges and opportunities related to AI in PR. This will be achieved by examining the current educational offerings and identifying any gaps in knowledge and skills. The ultimate goal is to ensure that the PR profession remains vibrant and relevant in the face of technological change.

METHODOLOGY

The methodology section of this research paper employs a thorough examination of existing literature, specifically concentrating on the dynamic convergence of Artificial Intelligence (AI) and the Public Relations (PR) field. Due to the innovative and constantly changing nature of AI technologies, conducting a literature-based analysis provides a strong framework for comprehending the present trends, difficulties, and future possibilities in the PR industry (Perifanis & Kitsios, 2023; Prasetyo et al., 2023). This approach entails a methodical assessment and integration of both scholarly and non-scholarly literature such as academic articles, books, industry reports, case studies, and expert commentaries that are relevant to the influence of AI on PR practices and employment (Paul & Barari, 2022; Psarommatis & May, 2023). The choice of sources is intended to encompass a wide range of viewpoints, ensuring a comprehensive understanding of the subject matter.

The data collection process for this study is carefully organised to ensure thoroughness and relevance. The search strategy incorporates targeted keywords and phrases pertaining to AI and PR, such as "AI in Public Relations," "future of PR profession," "AI impact on PR jobs," and "PR education for AI readiness," among other relevant terms. Relevant literature is extracted from databases and digital libraries such as Google Scholar, JSTOR, and industry reports from PR and technology think tanks. The literature is selected based on two inclusion criteria: the recent publication date to ensure the information is current, and the credibility of the sources to ensure accuracy and reliability. This process aims to comprehensively analyse the dynamic AI landscape in the field of Public Relations and pinpoint any deficiencies in the existing knowledge base.

The collected data is analysed using a thematic approach, which involves categorising the literature according to recurring themes and patterns that are relevant to the implications of AI for the PR profession. The themes encompassed in this discussion are not restricted to but include the impact of Artificial Intelligence on Public Relations practices, the necessary skills and competencies for future Public Relations professionals, the ethical considerations surrounding the use of AI in public relations, and the role of education in preparing the upcoming generation of Public Relations practitioners. The study seeks to comprehensively understand how AI is transforming the PR field by combining information from multiple sources. It will emphasise both the potential advantages and difficulties associated with this transformation.

To improve the accuracy and dependability of the results, this study employs triangulation by comparing and contrasting findings from various sources, such as scholarly research, industry reports, and expert viewpoints. This methodological triangulation guarantees that conclusions are not solely reliant on a single source but are substantiated by a convergence of evidence from various viewpoints. This approach enhances the study's contributions to comprehending AI's

influence on the PR profession by offering a comprehensive analysis that can guide future research, practice, and education in the field (Snyder, 2019).

Literature study provides foundations for evidence-based policymaking and regulatory structures. By integrating current evidence on AI-based jobs, policymakers could create informed rules that incorporate the need for innovation with job security, ethical employment practices, and the equal distribution of opportunities in the AI-powered economy. The insights generated from literature research methodologies are critical when developing classes connected to artificial intelligence. Understanding the changing skill sets required by AI-based professions enables educational institutions to customise their curricula to industry demands, resulting in a workforce able to navigate the maze of the AI landscape.

For corporations and sectors employing AI technology, literature study methodologies offer a roadmap for understanding workforce dynamics. Businesses could foresee skill gaps, implement upskilling or reskilling initiatives for employees, and create a more adaptable and resilient workforce capable of realising the full potential of AI technology by reviewing current literature. Literature research methodologies contribute to the academic discussion of AI-based occupations by allowing scholars to expand on current knowledge and discover gaps in understanding. This iterative approach helps to generate more nuanced theories, frameworks, and techniques for investigating the user experience of AI and employment, resulting in a deeper and more comprehensive understanding of this constantly evolving topic (Xiao & Watson, 2019).

In the dynamic landscape of AI-based jobs, literature research methods serve as indispensable tools for unravelling the complexities and implications of this transformative phenomenon. By systematically examining existing knowledge, researchers, policymakers, educators, and industry stakeholders can gain valuable insights that inform decision-making, guide strategic initiatives, and contribute to the ongoing discourse surrounding the impact of AI on employment. As AI continues to shape the future of work, literature research methods remain essential in fostering a holistic understanding of the challenges and opportunities that lie ahead.

RESULTS AND DISCUSSION
PR Activities Replaced by AI
Automated Media Monitoring and Analysis
AI algorithms can analyse enormous amounts of data from the internet and traditional media sources, providing real-time insights on public mood and brand mentions. This automatic media monitoring enables Public Relations professionals to remain ahead of the latest trends, identify potential issues, and accurately evaluate public perceptions. Insight Stream Analytics specialises in providing innovative solutions for automated media monitoring and analysis, assisting businesses in keeping up with the fast-paced world of digital media. Their main product, MediaInsightAI, employs powerful artificial intelligence and machine learning algorithms to monitor and analyse a wide variety of media sources in real-time.

AI-driven sentiment analysis technologies can assist companies in managing crises by spotting changes in public sentiment. AI can identify developing concerns by investigating social media chats, articles, and online forums, allowing public relations teams to respond rapidly and proactively to avoid brand adverse effects. SecureTech Solutions, an established cybersecurity company incorporates sentiment study into their initiative-taking crisis management strategy. In the event of a data breach, the company instantly deploys sentiment analysis tools to evaluate public opinion, sentiment, and worries about the occurrence. For instance, visualize SecureTech Solutions observes odd activity on its network, which may signal a security breach. The company's crisis management team promptly conducts a sentiment research campaign on social media platforms, forums, and news websites (Bourne, 2019).

Implementing AI-powered chatbots on websites and social media platforms facilitates immediate engagement with the audience. These chatbots may answer frequently asked questions, provide product information, and provide tailored aid, providing an easy and prompt response to customer inquiries. Swiftbot Creates a Swift-based chatbot for immediate response which involves integrating with a messaging platform, handling user input, and providing appropriate responses. Figure 1 is a simple example using Swift with the Vapor framework and the Telegram Bot API. This example assumes you have basic knowledge of Vapor and Telegram Bot API (Alawaad, 2021).

```bash
bash                                                    Copy code

vapor new Swiftbot
cd Swiftbot
```

```swift
swift                                                   Copy code

// swift-tools-version:5.5
// ...

dependencies: [
    .package(url: "https://github.com/vapor/vapor.git", from: "4.0.0"),
    .package(url: "https://github.com/zmeyc/TelegramBotAPI.git", from: "0.5.0"),
],
targets: [
    .target(name: "App", dependencies: [
        .product(name: "Vapor", package: "vapor"),
        .product(name: "TelegramBotAPI", package: "TelegramBotAPI"),
    ]),
    // ...
]
```

Figure 1. API and BOT as PR Tools
Source: Author Documentation (2023)

Personalised Content Generation
AI algorithms can create personalised content according to consumer preferences and behaviour, targeting specific demographics. This degree of customisation improves engagement and creates deeper connections between businesses and their target audiences, eventually boosting the whole publicity strategy (Moore & Hübscher, 2021). ContentCrafters concentrates on developing customised content that assists businesses in improving their marketing strategy.

By harnessing the power of predictive analytics, PR professionals can anticipate trends, foresee potential issues, and plan campaigns more strategically. AI algorithms analyse historical data and market trends to provide valuable insights, enabling organisations to make informed decisions and stay ahead of the competition. FutureInsight Solutions, a leading analytics-driven consultancy, specialises in predictive analytics for strategic planning, enabling companies to make data-based decisions. Consider the scenario in which FutureInsight Solutions cooperates with a retail chain, "TechTrend Electronics," to strengthen its strategic planning using predictive analytics (Abdelrahman Alawaad, 2021).

Machine learning algorithms may find and evaluate influencers based on audience population, engagement rates, and brand relevance in order to maximise influencer marketing initiatives. This optimisation assures that PR efforts concentrate on influencers who reflect the brand's values and have an authentic effect on the target audience. TrendSet Connect is a leading influencer marketing optimisation platform that concentrates on expanding the positive impact of collaborations with influencers for customers. Consider an improbable scenario in which a beauty products firm called "Glam Essence" utilises TrendSet Connect to enhance its influencer marketing approach (Arief & Gustomo, 2020).

AI-powered social media management tools could assist scheduled posts, evaluate engagement analysis, and improve content according to audience behaviour. These tools help

public relations teams to maintain an active online presence, thereby encouraging involvement in the community and brand loyalty. SocialPulse Dynamics is a cutting-edge social media management firm that uses a dynamic approach that helps its clients boost their online visibility and engagement. SocialPulse Dynamics keeps your brand at the forefront of the constantly evolving social media the environment by employing new methods and real-time flexibility (Kuziemski & Misuraca, 2020).

Speech and Text Analysis for Message Refinement
AI-driven analysis of speeches, press releases, and other textual content can help PR professionals optimise their messaging for greater impact. By recognizing essential attitudes and languages patterns, AI guarantees that communication adheres with the intended brand image and effectively reaches the target audience. ClearComm Insight is a premier communication optimisation business, specialises in adjusting communications in order to boost their impact on target audiences. ClearComm Insights' advanced speech and text analysis uses innovative technologies to deconstruct spoken and written information, delivering essential conclusions for message refinement (Panda et al., 2019).

AI technology allows global virtual events and experiences. Organizations may engage consumers in immersive brand experiences using virtual reality (VR) or augmented reality (AR), thereby broadening the reach and impact that their public relations initiatives. On the other hand, VirtualVibe Events is an innovative company that focuses on providing immersive virtual experiences. One of their trademark events is the VirtualVibe Music Festival, a ground-breaking virtual music festival that brings together artists, fans, and sponsors in an online environment. Attendees can develop personalized avatars, explore virtual stages, and witness live performances by top musicians from the comfort of their own homes. The event also includes interactive elements including virtual meet-and-greets, unique backstage access, and digital-goods stalls. VirtualVibe Events uses modern technology to provide a unique and engaging experience, remaking how people connect and enjoy events in the digital age (Rizqiyah et al., 2021).

AI-powered analytics offer fragmented metrics to evaluate the efficacy of communications business operations. From the reach and engagement of social media announcements to the sentiment analysis of press coverage, these indicators promote data-driven decision-making and continual refinement of PR campaigns. At InnovateTech Solutions, they believe that they can build a culture of continuous advance and excellence. Our performance review technique is cantered on data-driven determines that are consistent with our corporate goals and individual responsibilities. They acknowledge that successful performance evaluation is essential to employee development, team success, and overall company growth (Galloway & Swiatek, 2018).

The integration of AI into public relations initiatives represents a shift in paradigms in the way the company operates. Organisations may improve their approach to communication, boost their brand reputation, and establish lasting relationships with their target audience by employing advanced algorithms and automation. As the PR market evolves, using AI technology becomes not only a possibility, but an essential in remaining competitive while effectively navigating the complicated workings of the present media ecosystem. The future of Public Relations is the seamless combination of human creativity with AI-driven efficiency, culminating in an enormous constructive collaboration that drives businesses to unrivalled success.

The Answer of AI Profession Relevancy
The gathered materials above show that AI professions are still relevant to humans. Some potential risks could happen, and only good to be kept by humans. Algorithms are the cornerstone of each artificial intelligence system. However, these algorithms are vulnerable to errors and imperfections. Subtle faults or oversights in coding could result in unexpected repercussions, allowing malevolent actors to exploit these flaws for various objectives. For example, a glitch in an image recognition algorithm might cause it to misclassify objects, thus compromising security in surveillance systems or autonomous vehicles. Adversarial assaults are a weakness in AI security in which attackers adapt input data to trick the AI system. Adversaries can drive the AI model to produce inaccurate predictions or classifications by introducing minor modifications that the human eye could have overlooked. This offers substantial risks in

structures such as face recognition, where an attacker may modify pictures to obtain unauthorised access or evade detection. An AI-powered voice-controlled virtual assistant meant to understand and execute user purchases is suffering a glitch in which it constantly misinterprets specific terms. The investigation demonstrated that the AI model was developed on a broad dataset, but the training data did not account for differences in how individuals communicate time-related requests. The model lacks contextual awareness of several phrases and struggles to distinguish between AM and PM in specific settings (DeFalco, 2022).

Bug dangers in AI systems go beyond technical vulnerabilities to encompass ethical considerations like prejudice and discrimination. Biases in training data or the algorithmic design process can lead to biased outputs, exacerbating and maintaining existing social and economic disparities. Bug-ridden AI systems may inadvertently bias against specific demographic groups, resulting in disproportionate results in sectors that include hiring, criminal justice, and financial services. Picture a facial recognition technology used by law enforcement to identify potential culprits. If the training data is mainly made up of photographs of people from a particular demographic, such as men and light-skinned people, the AI model might find it difficult to identify faces from underrepresented groups, such as females or people with darker skin tones. This prejudice could result in unintended repercussions since individuals from specific populations are more likely to be mistaken or falsely accused. Such biases can have significant effects, particularly when these algorithms are used in vital situations such as law enforcement or hiring managers techniques (Akdag Salah, 2021).

AI systems rely significantly on training data to learn and predict. However, flaws can be incorporated into the system if the training data gets compromised, whether purposefully or accidentally. Data poisoning includes modifying training data to create erroneous patterns, causing the AI model to make inaccurate conclusions. This bug risks potentially serious ramifications in applications such as healthcare diagnosis, where wrong predictions could hurt individuals (Widder et al., 2022). AI data poisoning is the manipulation of training data used to train machine learning models to negatively impact the model's performance or behaviour. Here is a fictional case that shows AI data poisoning. Suppose an e-commerce business uses a machine learning model to suggest items to consumers based on their browsing and purchasing history. The model is trained to utilise a dataset including information about users, preferences, and prior purchases (Bajaj & Samal, 2023).

The ability to adapt AI systems to unanticipated conditions is critical to their safety. Bugs that decrease the resilience of AI models might cause unanticipated failures, especially in vital fields like autonomous cars and medical diagnostics. For instance, an error in a self-driving car's decision-making algorithm might cause it to fail to respond successfully to unexpected environmental changes, leading to an accident (Nagwani & Suri, 2023). AI models are frequently built with explicit boundaries to restrict their behaviour and prevent abuse. Bugs that allow models to cross these set bounds can have severe security repercussions. For instance, an error in a language generation model might create dangerous or improper text, causing risks in applications such as chatbots and content management systems. Consider a scenario in which an AI system is trained to recognise photos of common items before being deployed for security purposes to detect threats. If the model's boundaries are not well-defined or it lacks resilience, attackers can generate pictures intentionally tailored to deceive the AI. These altered visuals, known as adversarial examples, may look innocuous to humans, but the AI may misidentify them as threats (Fadhil et al., 2020).

Based on these lists, they validate human involvement more than enough. Important tasks require trust between humans. With the AI risks and interconnected data, the high trust towards AI cannot provide enough security besides quantification work-based. Thus, the PR profession is still relevant for that and done by humans instead of AI. The prediction of deleted jobs needs to be studied further by doing a more in-depth environmental analysis. Humans can keep secrets through their emotional intelligence performance, while AI is vulnerable to bug risks, especially if the company does not have a high budget to build its own AI (Schneider et al., 2023).

What do the Industry and University do?
Both universities and the industry need to actively implement measures to deal with the effects of artificial intelligence (AI) on the field of public relations (PR). Universities should update the

curriculum for Public Relations (PR) students to incorporate a practical comprehension and application of artificial intelligence (AI) technologies and tools (Pallathadka et al., 2023). This should extend beyond mere technical skills, such as data analysis, digital communication strategies, and content creation using AI, to also prioritise the cultivation of critical thinking skills pertaining to the ethical utilisation of AI. In addition, embracing an interdisciplinary methodology that encourages cooperation with diverse disciplines such as computer science, data science, and the humanities can enable students to acquire various skills and viewpoints.

From an industry perspective, it is important to recognise how implementing AI technologies changes the necessary skills for PR professionals. To assist employees in adapting to these changes, it is crucial to offer continuous education and professional development opportunities (Prasetyo et al., 2023). Companies can partner with universities to provide internships, workshops, and practical experiences that connect academic knowledge with real-world application. These collaborations can help develop a comprehensive understanding of efficiently employing AI technologies in practical PR situations.

Furthermore, both universities and the industry must establish continuous research initiatives and platforms for dialogue regarding the influence of artificial intelligence on the public relations profession. This programme would assist present and future PR professionals in comprehending technological advancements and formulating efficient communication strategies by ethically and responsibly utilising AI technology. Collaborative research projects and conferences can greatly facilitate the sharing of knowledge and collaboration, thereby making a substantial contribution to shaping the future of the PR profession.

We can see a lot of professions in PR-related fields are performed by AI; the jobs are mostly in the publicity field from content making, marketing work, or generating social media engagement. This makes AI seem like a tool for dystopia and challenging authority that wants to control the data. Rather than the harm over jobs, AI is more like a harm in the form of future dystopia (Leslie, 2019). Increased automation and AI-powered technology could result in widespread unemployment among specific industries, causing economic imbalances and a societal breakdown. The extensive use of AI for surveillance, such as facial recognition and predictive policing, could harm personal privacy and civil freedom (Potter, 2023). The government and other groups may abuse AI to monitor and control populations. Advanced AI algorithms could be used to manipulate public opinion and disseminate disinformation on an unprecedented scale, influencing elections, social movements, and popular state of mind. The use of artificial intelligence in military applications, such as autonomous weapons, can destabilise global security. The absence of control by humans may raise the likelihood of unforeseen disagreements and escalation (Sparkes, 2021).

CONCLUSION

Integrating Artificial Intelligence into the Public Relations industry requires a cooperative endeavour between academia and the industry to ensure that the upcoming professionals possess the technical and ethical skills needed in the AI-driven environment. As we progress, future research should prioritise examining the lasting effects of AI on PR practices. This includes investigating how communication strategies are transformed, the changing role of PR professionals in utilising AI for ethical storytelling, and the influence of AI on public trust and engagement. This research would not only offer profound insights into the efficient and ethical utilisation of AI in public relations but also direct the creation of educational programmes and industry practices that align with the expected future challenges and opportunities.

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