

Transformation the Role of Public Relations in 4.0 Era

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Abstract: Public Relations is a management function that connects internal and external parties within the company. In his work, a public relations officer is required to adapt according to his era, given the role of public relations as a bridge of communication with the public. Public Relations has undergone a transformation from the conventional to the digital era and openness, where certainly the way of life, work and relations of a Public Relations will change. The digital age means that the era of openness and the use of computers and even the internet is commonplace for Public Relations. This study aims to find out how the transformation of a public relations role to deal with era 4.0 in Indonesia. The results of this study mention that Transformation of the Role of Public Relations in era 4.0 experienced a shift in the way of working and Artificial Intelligence is considered to facilitate the work of a Public Relations. It's just that the role of Public Relations in this era of openness is irreplaceable. How to treat the public, speak, behave and the role of Public Relations as a good listener cannot be replaced by a robot.

1 INTRODUCTION

Public Relations is a profession that is a bridge between the organization and the public. Public Relations must be able to work swiftly and know the public. The task of a Public Relations in an organization or agency is the management function that creates a harmonious communication between the company and the public both internal and external public so that organizational goals can be realized. The functions and roles of Public Relations in an organization also vary. According to Webster's New World Dictionary, Public Relations is a relationship that is formed for society with organizations associated with the creation of public opinion or the formation of an organization's self-image. Being a Public Relations must have a good, agile listener soul and have a solution to every problem. Public Relations must conduct research and find a problem after that. Public relations must make plans taken to solve these problems. Furthermore, Public Relations coordinates and works with related parties. And the last thing that is usually done by a Public Relations is evaluating each solution and hoping that in the future the problems that occur can be solved easily.

The role of Public Relations is greatly felt by the organization. Public Relations must be able to answer and solve problems. In this digital era, the role of

Public Relations must be able to answer and solve problems. Digital comes from the word Digitus, in Greek means fingers. ... All computer systems use digital systems as their database. Can also be called the term Bit (Binary Digit). Advanced equipment, such as computers, on the processor has a complex set of binary calculations. In this digital era, the role of Public Relations is more to the use of electronic facilities, and everything must be completely internet. Just an example of using the Website. Public Relations is expected to be able to manage a public website for an organization. A website managed by a Public Relations must have a positive effect and a good communication relationship between the organization and the public.

Sophistication in the digital era does not seem to have an impact on the profession of Public relations. In the past, a Public Relations must deal with a problem related to the image of the organization by listening to the public, giving calm to the public to resolve all problems with the heart. This is different from now. The Public Relations profession has now begun to be replaced by internet sophistication. For example with Artificial Intelligence technology. In Andreas Kaplan's book defines Artificial Intelligence is artificial intelligence is intelligence that is added to a system that can be arranged in a scientific context or can be called artificial intelligence (English:

Artificial Intelligence) or simply abbreviated AI, defined as the intelligence of scientific entities. defines artificial intelligence as "the ability of the system to interpret external data correctly, to learn from that data, and to use that learning to achieve certain goals and tasks through flexible adaptation. In this case a Public Relations task in the digital era such as managing the content of the Website or Social Media is no longer hassle to create content or solve problems from the public. Coupled with the openness era 4.0 in Indonesia, which further reduced the space for the profession of Public Relations. But will the role and function of Public Relations really be replaced? What does Public Relations look like after artificial intelligence? Such questions intrigued me to take the title of the research theme "Transformation of Public Relations in the Era of the Era"

This study uses the post positivism paradigm with a qualitative descriptive research approach. The theoretical framework of this research is the first Public Relations.

2 LITERATURE REVIEW

The role of Public Relations in this study, researchers took the definition of Public Relations According to Dr. Rex Harlow in Ruslan (2010: 16) Public Relations (PR) is a typical management function and supports coaching, maintenance of shared paths between organizations and their public, concerning activities of communication, understanding, acceptance and cooperation; involving management in dealing with problems / problems, helping management to follow and utilize change effectively; acts as an early warning system in anticipating the tendency to use research and healthy and ethical communication techniques as the main means. While the concept of the Role of Public Relations, researchers take the concept definition of the Role of Public Relations Dozier & Broom in Ruslan (2006, 20-21), suggesting the role of Public Relations in an organization can be divided into four categories, namely:

1. Expert Advisor (Expert Prescriber)

A practitioner who is experienced and has high ability Public Relations experts can help find solutions in solving problems with public relations (public relationship). Relationship between Public Relations expert practitioners and organizational management such as the relationship between doctors and patients. That is, the management acts passively to accept or trust what has been suggested or the proposal from the expert Public Relations (expert prescriber) in solving and overcoming the problem of

public relations being faced by the organization concerned.

2. Communication Facilitator (Communication Facilitator)

In this case, Public Relations practitioners act as communicators or mediators to help management in terms of hearing what the public wants and wants. On the other hand, he is also required to be able to explain the wishes, policies and expectations of the organization to the public again. So that reciprocal communication can create mutual understanding, trust, respect, support and good tolerance from both parties.

3. Facilitator Problem-Solving Process (Problem Solving Process Facilitator)

The role of Public Relations practitioners in the process of solving Public Relations issues is part of the management team. This is intended to help the leaders of the organization both as advisers to take action (decisions) in dealing with problems or crises being faced rationally and professionally.

4. Communication Technician (Communication Technician)

The role of communication technician makes Public Relations practitioners as journalists in residents who only provide technical communication services or known as the method of communication in organizations.

Furthermore, the researcher also discussed the concept definition of Artificial Intelligence. Catherine Arrow explained, in addition to technology, words are a powerful part of AI development in the world of Public Relations. There are 3 special skills that will continue to be needed so that the management wheel of Public Relations runs in the current development of AI, namely characteristic; we are required to be able to identify and manage the character and values of the company, then listen; listening culture must continue to be nurtured and the last is a sense of responsibility; professionally responsible for the function function as homework.

This study uses in-depth interviews by all the speakers.

3 CONCLUSION

After conducting various studies, there are several roles performed by Public Relations in the era of Artificial Intelligence. That is:

1. The Role of Public Relations as a communication facilitator

As a communication facilitator, a Public Relations must be able to convey good communication from the organization to the public. In this Artificial Intelligence era, public relations convey all company policies or any information from the company must be clear and reliable. For example, in the use of the Website, Public Relations must continue to monitor content that is not in line with company branding. Problem-solving must also be thought of with a cold head and discussed first with management. The role of Public Relations as a facilitator of communication in the digital era is more to the role of Public Relations on social media platforms. Public Relations must be ready 24 hours to reply to comments and questions from the public. However, if you already use Artificial Intelligence, it does not mean that the task of a Public Relations is reduced. Instead Public Relations must re-control every word or sentence posted by AI (Artificial Intelligence). As a communicator that is successfully proven by the ability of a Public Relations to persuade public and think positively about the organization where Public Relations works.

2. The Role of Public Relations as an Expert Advisor

As an expert advisor, all Public Relations must be able to provide advice and criticism to management. Public Relations must be able to provide solutions that must be taken by the company. This is because Public Relations is the front guard in a company. Public Relations certainly knows what problems occur in the organization. In this digital era, Public Relations must advise organizations to use digital. For example, for the effectiveness of meetings that no longer need to come to the location but with the sophistication of Video Call.

3. Facilitator for Problem Solving

As a problem solver agent, a Public Relations must be able to do and find solutions to solve these problems. Solving problems in an organization is not easy. But this must be done by Public Relations. Starting from finding out the problem. In the current digital era, it is easier to research targets; one of them is by using Google Form. The Google Application Form will facilitate Public Relations work to do a research. Furthermore, public relations must do planning. In the planning stage, a Public Relations must know the plan of what must be done, what the impact is and how to carry out the plan. Planning is done if Public Relations already knows the steps that he must take through the research that has been done. The next step is to know where Public Relations must be able to coordinate with other parties. This stage involves a lot of public relations from parties ranging

from the leadership, related divisions and stakeholders in the company. And finally, Public Relations evaluates. Evaluation is important to find out whether the strategy undertaken by Public Relations is correct. This strategy in the future is possible to be used again in overcoming an organizational problem.

4. Role of Public Relations as a Communication Technician

As a communication technician, a Public Relations must be able to do various jobs outside the public relations profession. For example, as a journalist or in the digital era today, a Public Relations is required to be able to understand technology. Not surprisingly, a Public Relations is also capable of editing interesting images and writings. This is what public relations must have in this Artificial Intelligence era.

Furthermore, in this study, researchers dissected the transformation of the role of Public Relations in era 4.0

There are several things that must be owned by Public Relations in era 4.0, namely:

1. Characteristics

As a Public Relations is expected to be able to manage the character of the organization where the public relations work. A public relations person must know the corporate culture in which he works. Matters that may be allowed must not be done. It is this corporate culture that will become a distinctive or distinguishing feature from other organizations. For example uniforms. Many companies apply the obligation to use uniforms on certain days. The thing that is done by public relations is persuading employees to want and love the company using uniforms. Another thing for example what is applied by public relations is an invitation to have loyalty to the company. This is what cannot be done by machines (AI). Persuasion, lobbying and negotiation techniques must be based on human touch. And to persuade someone, Public Relations must have a specific strategy in approaching.

2. Listen

Another ability that a Public Relations must have is the ability to listen. By listening to us become aware of what problems are being faced and what is actually desired by the public. By listening we are trained to empathize with others. And this is what can not be replaced by any machine

3. Responsibility

Culture of responsibility must be owned by a Public Relations. Public Relations must be able to provide true information and be responsible for information that has been revealed to the public.

Responsibility can only be done by humans and Professional Public Relations.

From the explanation above, it is clear that the profession of a Public Relations is very much helped by technological progress. Artificial Intelligence cannot replace the role of Public Relations as a whole.

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