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ALGORITHMIC PERSUASION: RECONSTRUCTING PUBLIC RELATIONS PRESENTATION TECHNIQUES IN THE AGE OF ARTIFICIAL INTELLIGENCE

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Abstrak: *This conceptual article explores the transformative shift in Public Relations (PR) presentation techniques, tracing their evolution from traditional one-way propaganda to the contemporary era of Artificial Intelligence (AI). The study identifies a burgeoning paradigm termed "Algorithmic Persuasion," where classical rhetorical principles are integrated with predictive analytics and generative AI to construct highly personalized, adaptive narratives. By utilizing a qualitative descriptive method, the research analyzes how AI-augmented presentation cycles—encompassing automated audience profiling, real-time interactive dashboards, and personalized post-presentation feedback—reconstruct organizational authority in a fragmented digital landscape. Case analysis within the Indonesian technology sector suggests that while AI enhances technical efficiency and visual data integrity, it also triggers an "authenticity paradox" that necessitates a "human-in-the-loop" model to preserve corporate soul and emotional resonance. The findings emphasize that modern PR practitioners must transition from content producers to ethical curators who manage the synergy between machine processing speed and human intuition. Ultimately, this research provides a strategic framework for adopting AI ethically, asserting that algorithmic accountability and transparency disclosure are fundamental to maintaining public trust. This study contributes to the literature by bridging the gap between Excellence Theory and the reality of automated strategic communication.*

Keyword: *Algorithmic Persuasion, Artificial Intelligence, Public Relations, Strategic Communication, Data-Driven Storytelling, Digital Transparency.*

INTRODUCTION

A fundamental transformation in contemporary Public Relations (PR) practices is currently being witnessed through a paradigm shift from conventional-static presentation techniques toward digital narratives intensively mediated by algorithms. Traditional communication styles, which generally rely on one-way narratives and retrospective data, are increasingly being abandoned, while the integration of Artificial Intelligence (AI) in structuring messages and dynamic data visualization is being accelerated by global organizations (Lattimore et al., 2021). This phenomenon is validated by strategic steps taken by corporations in Indonesia, such as Telkomsel, where comprehensive digital data organization is integrated as the primary foundation for AI utilization in public relations activities to enhance communication efficiency and targeting accuracy (Humas Indonesia, 2025). Through the utilization of such algorithms, audiences are no longer positioned as a homogeneous mass but are mapped granularly, allowing every presentation element to be

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automatically personalized according to the target's psychographic profile.

In a broader context, the information complexity faced by communication practitioners demands a reconstruction of message delivery methods to remain relevant amidst digital information saturation. Adaptive presentation techniques based on real-time data are now established as the new standard in efforts to strengthen corporate credibility in the public eye (Zerfass et al., 2020). Based on current communication trend reports, the effectiveness of the PR function is no longer measured solely by the physical rhetorical fluency of the speaker; rather, it is determined by technological proficiency in predicting audience responses and optimizing crisis narratives instantaneously (Partners PR, 2025). Consequently, reliance on conventional presentation tools is gradually being replaced by an intelligent communication ecosystem that enables the creation of asymmetrical yet highly persuasive dialogues between companies and their stakeholders.

Conceptual tension in contemporary communication practice is found in the widening gap between the efficiency of data processing by AI and the fundamental human need for narrative authenticity. Although the speed of information transmission can be significantly increased through algorithms, a risk of degrading public trust emerges if the delivered messages are perceived as too mechanistic and lacking a human dimension (Gregory & Halff, 2020). The urgency of this issue is further reinforced by findings that modern audiences tend to develop skepticism toward corporate presentations that are fully optimized by machines without adequate ethical transparency (Wirtz & Müller, 2019). Amidst massive technological penetration, the challenge for PR practitioners lies in maintaining the synchronization between the logical accuracy of algorithms and human emotional warmth to preserve organizational reputation integrity.

On a practical scale, the imbalance between technical sophistication and moral validation is often identified as a trigger for perception crises that are difficult to mitigate. This is reflected in the concerns articulated by practitioners at the 2025 Public Relations Indonesia Awards (PRIA) forum, where it was emphasized that the use of AI must remain controlled by professional ethics and conscience to avoid information fabrication or manipulative narratives (Humas Indonesia, 2025). The need for trust is positioned as a non-negotiable variable, even when high-level operational efficiency has been achieved through automation. Therefore, exploring PR presentation techniques in the digital era is considered crucial for formulating mitigation strategies against the risk of losing human identity behind the dominance of data efficiency (Partners PR, 2025).

A literature gap is identified in the tendency of previous studies to predominantly position AI as a mere technical instrument for visual design and content automation. There

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remains a scarcity of in-depth investigation regarding the role of AI as a "strategic rhetoric" tool capable of reconstructing the logic of persuasion in PR practices (Bourne, 2019). Although technological integration is recognized for accelerating the production of communication materials, the mechanism of how algorithms construct credible arguments and systematically influence public opinion has not been widely explored in the academic landscape (Panda et al., 2022). In the current Indonesian context, this phenomenon is underscored by the urgent need for ethical standardization, as experts emphasized in 2026 that AI adoption often stops at the tool-usage level without a philosophical understanding of the resulting narrative (Humas Indonesia, 2026). Furthermore, maintaining professional integrity through data-based strategic narratives is essential to anticipate the risks of machine-produced disinformation (Tempo, 2025). Accordingly, this study aims to fill this void by analyzing how AI can be positioned as a pillar of strategic rhetoric that strengthens the communicator's authority in public presentations.

THEORETICAL STUDY AND HYPOTHESIS DEVELOPMENT

A. Evolution of PR Presentation Techniques: From Press Agentry to Two-Way Symmetrical Communication

The evolution of presentation techniques in Public Relations (PR) is understood as a transformative journey that originated from the Press Agentry or one-way propaganda model. In this initial phase, presentation techniques focused exclusively on creating mass publicity without considering information accuracy or audience feedback. Information was presented theatrically and manipulatively to capture media attention, positioning the audience as passive objects of hyperbolic corporate narratives (Lattimore et al., 2021). These asymmetrical communication patterns often ignored ethical dimensions, as the success of a presentation was measured solely by the extent of media coverage achieved in the public sphere. As digital complexity increased, PR presentation techniques shifted toward a public information model that emphasized the dissemination of facts. In this stage, presentations aimed to provide accurate information to stakeholders, though control over the narrative remained entirely with the organization, and dialogic interaction remained limited (Theaker, 2020).

A fundamental paradigm shift occurred when the principle of Two-Way Symmetrical Communication was adopted as the new standard in professional PR rhetoric. In this model, presentation techniques are no longer treated as instruments of one-way persuasion but are reconstructed as media to facilitate dialogue and mutual understanding. Organizational credibility is built through transparent presentation techniques where audience input is

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integrated into corporate decision-making processes (Zerfass et al., 2020). In the 2025–2026 communication landscape, this evolution has been massively accelerated by digital technologies that enable real-time symmetrical communication. Current PR presentation patterns in Indonesia are now required to abandon authoritarian approaches in favor of collaborative narratives supported by absolute data transparency (Humas Indonesia, 2025). This active audience engagement is a strategic response to rising public skepticism toward corporate authority (Partners PR, 2025).

B. AI in Strategic Communication: An Overview of Generative AI and Predictive Analytics in Reputation Management

The integration of Artificial Intelligence (AI) in strategic communication represents a shift from reactive reputation management to a data-driven proactive model. The use of Generative AI (Gen-AI) has revolutionized corporate narrative construction, allowing crisis communication drafts, news releases, and presentation materials to be produced with unprecedented efficiency. Through deep learning algorithms, organizational communication patterns can be automatically adjusted to meet diverse audience expectations, maintaining message consistency across various platforms (Bourne, 2019). However, the effectiveness of modern reputation management also relies heavily on the implementation of Predictive Analytics to map communication risks before a crisis escalates. By analyzing millions of data units from social media and news channels in real-time, organizations can detect sentiment anomalies and predict stakeholder behavior with high accuracy, allowing strategic decisions regarding public presentations to be based on empirical evidence rather than intuition (Zerfass et al., 2020).

In the Indonesian corporate context, AI utilization has begun to influence crucial aspects of public relations decision-making. National telecommunications and technology firms, such as Telkomsel, have adopted AI tools for crisis management based on structured digital data predictions (Humas Indonesia, 2025). Mastering this technology is now a mandatory step for practitioners to navigate the flood of machine-produced information in cyberspace, positioning AI as a core component of an organization’s reputation defense system (Tempo, 2025). Theoretically, this reliance triggers debates regarding authenticity in public relations. The credibility of an organization is at stake when public presentation techniques feel too mechanistic due to algorithmic optimization that ignores human emotional nuances. This transformation demands a redefinition of PR competencies, where the ability to perform "ethical curation" of AI-generated content becomes more critical than the production of the content itself (Bridgen & Verčič, 2021).

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C. Theoretical Foundations: Excellence Theory, Persuasion, and AI Ethics

The application of Grunig's Excellence Theory in the modern communication landscape has undergone a redefinition as AI facilitates two-way symmetrical communication. While traditional frameworks often faced human resource constraints in responding quickly to feedback, AI integration allows for the real-time collection and analysis of public expectations. Consequently, organizational responses in public presentations can be instantly adjusted to achieve a balance of interests (Lattimore et al., 2021). Similarly, Persuasion Theory in the digital era has shifted; while classical rhetoric relied on the *ethos* of the communicator, credibility now often stems from data accuracy and response speed. AI-personalized messages tend to have higher persuasive power due to automated contextual relevance (Panda et al., 2022). However, skepticism remains a primary barrier if audiences perceive emotional manipulation through algorithmic optimization without a human touch.

The issue of AI Ethics is positioned as a crucial pillar in examining transparency and potential manipulation within corporate narratives. Ethical concerns arise when the boundary between honest persuasion and data manipulation becomes blurred due to AI's ability to construct synthetic realities. The use of this technology in PR presentations must be accompanied by adequate disclosure to fulfill the audience's right to know the source of information (Bourne, 2019). In the domestic context, the urgency of applying AI ethics has been emphasized by Indonesian communication authorities. Strategic policy announcements in 2026 stressed that any generative content in public presentations must adhere to principles of algorithmic accountability (Humas Indonesia, 2026). The risk of disinformation triggered by the misuse of AI is a real threat that must be mitigated through strengthened self-regulation by organizations (Tempo, 2025). Therefore, integrating these theoretical foundations is essential to ensure that technological progress does not override the moral responsibilities of organizations toward society.

RESEARCH METHODS

This study employs a qualitative descriptive method with a conceptual analysis approach to explore the transformation of Public Relations (PR) presentation techniques in the era of artificial intelligence. This design is specifically focused on the systematic review and reduction of literature to construct a new framework regarding technology-mediated strategic rhetoric. Aligned with the principles of *Two-Way Symmetrical Communication*, this method is directed toward understanding how data transparency and interactive dialogue can be integrated into modern presentation structures to achieve mutual understanding (Zerfass

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et al., 2020). The analysis involves a critical examination of the evolution of PR practices, shifting from traditional models to the utilization of intelligent technology (Lattimore et al., 2021).

Furthermore, this research integrates a trend analysis and a futures-oriented perspective to map the developmental trajectory of the PR industry in Indonesia. The data evaluation process involves a critical review of professional discourses and industry reports, such as the integration of comprehensive digital data and the standardization of ethical communication (Humas Indonesia, 2025). This approach is crucial for identifying how predictive algorithms can reconstruct the logic of persuasion while maintaining narrative authenticity (Bourne, 2019). By synthesizing classical rhetorical theories with digital communication dynamics, this study formulates new standards for practitioners to remain relevant amidst information saturation (Tempo, 2025).

Finally, the framework of algorithmic accountability and ethics is positioned as the primary parameter for validating the proposed communication methods. This qualitative analysis considers the shifting role of PR practitioners from content producers to "ethical curators" responsible for the moral integrity of machine-generated narratives (Bridgen & Verčič, 2021). The focus is placed on the synchronization between the logical accuracy of *Predictive Analytics* and the human emotional need to preserve corporate credibility (Panda et al., 2022). Through this multi-faceted conceptual approach, the study provides strategic recommendations for AI ethical standardization in public presentations to mitigate future disinformation risks (Humas Indonesia, 2026).

ANALYSIS AND DISCUSSION

A. The AI-Augmented Presentation Cycle

The cycle of AI-augmented presentation is understood as a circular process initiated through the pre-presentation phase, where narrative optimization is conducted via deep, automated audience profiling. In this stage, big data from various digital channels is processed by intelligent algorithms to identify the preferences, values, and psychographic tendencies of the target audience. Sentiment simulations are systematically executed to predict potential public reactions to specific message points, allowing communication risks to be mitigated before the actual presentation occurs (Zerfass et al., 2020). Through this predictive approach, argumentative structures are no longer built on the subjective assumptions of the communicator but are instead based on empirical probabilities generated by machine processing.

During the in-presentation phase, the transformation of message delivery techniques

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is witnessed through the integration of real-time visual data and the use of adaptive narratives. Static presentation materials have been replaced by interactive dashboards capable of displaying live data fluctuations during the presentation. Adaptive narratives are implemented through the system's ability to adjust message emphasis based on instant responses or stakeholder inquiries, creating a communication experience perceived as more personal and relevant (Panda et al., 2022). Effectiveness in this phase is no longer measured by rigid adherence to an initial script but by the practitioner's agility in synergizing human rhetoric with dynamic data support.

Finally, in the post-presentation phase, the communication cycle continues through comprehensive automated response analysis of all feedback received. Communication success is measured through sentiment extraction from digital conversations and media coverage processed via Natural Language Processing (NLP). These results serve as a strategic foundation for automated yet personalized follow-ups, maintaining individualized relationship nuances (Lattimore et al., 2021). In the 2026 Indonesian corporate landscape, applying this intelligent cycle is a strategic necessity in a volatile digital ecosystem, as emphasized by national forums regarding the use of AI-based sentiment analysis to maintain reputational stability (Humas Indonesia, 2026; Tempo, 2025).

B. Micro-Targeted Storytelling

Micro-targeted storytelling in Public Relations (PR) is defined as an algorithm-based rhetorical technique where a core presentation narrative is deconstructed into thousands of personalized message fragments. Through AI, message delivery is no longer limited by a "one-size-fits-all" approach; instead, it is automatically adapted to touch the specific needs of different stakeholders. Audience psychographic data ensures that narratives received by investors, focusing on profitability, differ significantly in tone and emphasis from those received by consumers, who prioritize product utility (Bourne, 2019). This strategy allows organizations to maintain core message consistency while simultaneously increasing relevance at an individual level.

The technical implementation of this narrative deconstruction utilizes intelligent content management systems to identify key variables within the presentation structure. Each information fragment acts as a modular building block that AI can dynamically rearrange based on the risk profiles and interests of specific audience groups. The effectiveness of this technique relies heavily on the system's ability to accurately process behavioral data, ensuring narratives are felt as highly personal communication rather than mass broadcasts (Panda et al., 2022). Authenticity is thus achieved not through message

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centralization, but through narrative adaptation to the unique context of each recipient.

In the Indonesian context of early 2026, micro-targeted storytelling has become a dominant trend in successful digital PR campaigns. National communication forums highlight that public interest is now determined by a company's ability to present hyper-local and hyper-personal messages (Humas Indonesia, 2026). This urgency is justified by the need to penetrate the "information noise" of social media, where generic narratives are often ignored by selective audiences (Tempo, 2025). Consequently, micro-targeted storytelling is reconstructed as a new paradigm in corporate rhetoric that bridges machine efficiency with the human need for message relevance.

C. Visual Data Integrity

Visual data integrity in contemporary PR is understood as an automated validation mechanism for corporate claims facilitated by AI. Issues such as "greenwashing" are identified as major reputational risks, necessitating AI to verify the accuracy of visual information in public disclosures. Through computer vision algorithms, raw operational data and satellite imagery can be processed into transparent visual representations, objectively validating environmental impact claims (Bourne, 2019). Audience trust is no longer built on rhetorical promises alone but on visual evidence guaranteed by independent digital audit technologies.

Technically, the validation of sustainability claims is witnessed through the synchronization of dynamic data visualizations with verified real-time databases. Modern presentation techniques adopt interactive elements allowing audiences to "drill down" into the original sources of success metrics claimed by the firm. Algorithmic monitoring mechanisms detect anomalies between public images and operational realities, preventing information distortion before publication (Zerfass et al., 2020). These intelligent visualizations are positioned as the new standard in Environmental, Social, and Governance (ESG) reporting, demanding higher visual accountability.

In Indonesia, the urgency of visual data integrity is reinforced by increased oversight of sustainability reports. Capital market regulations demand greater visual transparency to protect investors from environmental information manipulation (Tempo, 2025). Furthermore, national PR initiatives emphasize adopting AI verification technologies to uphold professional dignity amidst rampant misinformation (Humas Indonesia, 2026). Thus, Visual Data Integrity is defined not merely as an aesthetic element, but as the ethical and strategic foundation ensuring sustainable trust between the organization and the public.

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4. Case Analysis: Technology Sector in Indonesia

A. Object Overview and Implementation Analysis

The Indonesian technology landscape, led by entities such as Telkomsel, is at the forefront of adopting AI for public disclosure. This transformation is seen in the shift from conventional corporate reporting to systems augmented by predictive data analysis. National telecommunications firms integrate AI to ensure high accuracy and contextual relevance in stakeholder communications (Humas Indonesia, 2025). This integration allows for efficient dissemination of strategic information, strengthening the company's position within the national digital ecosystem.

1. Managing Market Skepticism through Digital Data

Integrating digital data into public presentations is a primary strategy for mitigating rising market skepticism. Interactive dashboards have replaced static reports, providing instant transparency to investors and the public. Through AI, corporate claims are no longer just narrative but are supported by real-time verifiable digital evidence, which strengthens organizational credibility (Lattimore et al., 2021). Market skepticism is neutralized using predictive analytics that analyze social media sentiments before narratives are constructed, allowing for systematic proactive responses (Zerfass et al., 2020).

2. Data-Driven Storytelling as a Core Competency

In Indonesia, strategic steps emphasize data organization as the foundation before AI application in presentations (Humas Indonesia, 2025). The integrity of visual data and evidence-based narratives are non-negotiable standards in public disclosure for technology entities (Tempo, 2025). Theoretically, this reliance redefines the PR practitioner’s role as a manager of "algorithmic truth," where data-driven storytelling becomes a core competency to bridge technological sophistication with the human need for trust (Bourne, 2019).

B. Lessons Learned: Human Narrative in Automation

Success in maintaining human narratives amidst automation lies in positioning AI as a "co-pilot" rather than a replacement for communicator authority. Best practices in Indonesia's tech sector show that empathetic rhetoric is maintained through human curation of Generative AI drafts, achieving operational efficiency without sacrificing emotional resonance (Bourne, 2019). Conversely, failure occurs when over-reliance on algorithms leads to mechanistic tones and a loss of contextual nuance, triggering public skepticism and perception crises (Gregory & Halff, 2020).

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5. Discussion

A. The Authenticity Paradox and Ethical Implications

The authenticity paradox in modern PR is the tension between algorithmic efficiency and the need for a human presence in corporate narratives. A loss of the organization's "soul" occurs when public presentations are dictated solely by machine optimization, as AI-generated logic often lacks the emotional adhesive of human intuition (Bourne, 2019). When narratives feel overly polished by intelligent systems, public skepticism increases due to the absence of "honest vulnerability," requiring a "human-in-the-loop" model where practitioners inject empathy back into the data (Wirtz & Müller, 2019; Panda et al., 2022).

1. Transparency Disclosure and Accountability

Ethical responsibility now requires the explicit declaration of AI usage in presentation materials. Transparency disclosure is crucial to prevent misleading perceptions regarding the origins of narratives. The failure to disclose AI involvement can trigger destructive reputational crises, as organizations may be seen as manipulating public opinion through non-transparent techniques (Bourne, 2019; Zerfass et al., 2020). In Indonesia, 2026 strategic policies mandate "watermarking" or written statements for AI-assisted communication to combat disinformation (Humas Indonesia, 2026; Tempo, 2025).

B. Redefining PR Competencies

The logical consequence of this digital shift is the redefinition of PR competencies. Traditional public speaking skills are no longer sufficient without prompt engineering and algorithmic literacy. Practitioners must now act as narrative architects, directing intelligent technology to achieve complex communication goals (Bourne, 2019). Data storytelling has become a primary pillar, transforming big data into persuasive narratives supported by empirical evidence (Panda et al., 2022).

1. Synergy of Human and Machine Intelligence

In Indonesia, the demand for tech-literate PR professionals has risen significantly, shifting roles from basic operations to strategic consultants (Humas Indonesia, 2026). While technical mastery is mandatory, human intuition in assessing public sensitivity remains irreplaceable (Bridgen & Verčič, 2021). The synergy between human narrative ability and AI processing speed is the key to professional excellence in the future.

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CONCLUSION

General Conclusion and Theoretical Implications

This research concludes that the landscape of Public Relations has undergone a fundamental transformation through the emergence of the "Algorithmic Persuasion" model. This model represents a systematic integration of classical rhetorical principles with the predictive capabilities of artificial intelligence, shifting the basis of persuasion from mere human intuition to empirical, data-driven logic. Theoretically, this shift redefines the "Excellence Theory" by bridging the gap between traditional communication ideals and the reality of automation. It establishes a new standard where presentation techniques are no longer static or linear, but are instead dynamic, adaptive processes that synchronize internal corporate data with real-time public sentiment to maintain informational authority in a fragmented digital era.

Furthermore, the study highlights that the successful adoption of these intelligent technologies requires a balanced synergy between machine efficiency and human ethical oversight. The practical implementation of AI in PR presentation techniques serves as a catalyst for professional growth, particularly within highly competitive sectors. By positioning AI as a strategic "co-pilot" rather than a total replacement for human judgment, organizations can enhance the precision of their public disclosures while safeguarding their moral integrity. Ultimately, the integration of algorithmic logic into corporate rhetoric does not diminish the role of the practitioner; instead, it elevates the PR professional to an architect of strategic narratives who must balance technical sophistication with absolute transparency and human-centered values.

Future Research Directions

Future research should transition from focusing on technical efficiency and engagement metrics toward a deeper exploration of the psychological and sociocultural dimensions of human-AI interaction. There is a critical need for empirical investigations into the "uncanny valley" phenomenon and how the use of virtual agents or fully automated presentations affects emotional connection, information retention, and moral trust among diverse audience groups. Additionally, as the paradigm shifts from character-based trust to system-based trust, future studies must explore the ethical boundaries of emotional manipulation via algorithms and the psychological impact of synthetic realities on public perception. Such research will be essential in developing a more comprehensive framework that protects the mental well-being of the audience while maintaining the human dignity of communication in an increasingly automated world.

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