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# GENERATIVE ENGINE OPTIMIZATION (GEO) STRATEGY IN MAINTAINING CORPORATE REPUTATION AUTHENTICITY IN THE ARTIFICIAL INTELLIGENCE ERA: A CONCEPTUAL STUDY ON GOTO GROUP

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***Abstract:*** *This conceptual research is driven by the fundamental shift in the global communication landscape from keyword-based Search Engine Optimization (SEO) toward generative AI-driven answer mechanisms. As public information consumption transitions to narrative synthesis produced by Large Language Models (LLMs), corporate entities face significant risks regarding informational authority and "AI Hallucinations," where models fabricate inaccurate factual output. This study aims to formulate a new conceptual framework, termed Hybrid GEO-PR, to safeguard corporate authenticity and maintain narrative integrity within this new digital ecosystem. Using an integrative literature review method and a case study framework focused on GoTo Group, the research synthesizes diverse theoretical perspectives to bridge traditional strategic communication with rapid advancements in artificial intelligence. Findings indicate that Public Relations (PR) practitioners must transition from conventional media relations to curators of "machine-readable" data authority to ensure corporate narratives are accurately synthesized by autonomous assistants. The study identifies "radical transparency" and the synchronization of technical metadata with human narratives as essential defense mechanisms against algorithmic disinformation and market volatility. The research concludes that the effectiveness of modern public communication is no longer measured by media reach or static search rankings, but by the precision of AI-generated summaries and an organization's ability to serve as the "ground truth" for intelligent machines. This study provides a strategic roadmap for firms to maintain a coherent brand identity for both human audiences and AI systems.*

***Keywords:*** *Generative Engine Optimization (GEO), Corporate Reputation, GoTo Group, Artificial Intelligence, Information Governance, Algorithmic Trust.*

## INTRODUCTION

The The global communication landscape is undergoing a fundamental shift from keyword-based Search Engine Optimization (SEO) toward instant, generative AI-driven answer mechanisms (Kusuma & Ardiansyah, 2025). In this new digital ecosystem, public information consumption is no longer dominated by manual link-searching but by narrative synthesis produced by Large Language Models (LLMs) (Luthfi & Santoso, 2025). This transition forces corporate entities to redefine their dissemination strategies, as informational authority moves from static web indexing to dynamic algorithmic interpretation (Aditya & Wijaya, 2025). Consequently, the effectiveness of public communication is now measured by how accurately corporate data is acquired and synthesized by generative systems,



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especially with over 60% of corporate queries in Southeast Asia now being conducted through AI interfaces (Communications World Review, 2026).

However, this reliance on AI introduces a critical threat to corporate stability: "AI Hallucination," where models produce inaccurate or fabricated data as factual output (Prasetyo, 2025). These systems often prioritize linguistic fluency over empirical truth, leading to distorted public perceptions and unvalidated narratives (Pratama & Nugroho, 2025). Early 2026 reports highlighted several incidents where AI platforms provided misleading financial summaries for major tech firms, directly triggering market volatility and eroding investor confidence (Reuters Tech, 2026). Therefore, ensuring information integrity is no longer just an internal responsibility but a strategic necessity to mitigate algorithmic disinformation that traditional Public Relations (PR) cannot control (Hess, 2024; Zhang & Thompson, 2025).

For large-scale technology firms like GoTo Group, there is an urgent need to transition from conventional Media Relations to technically optimized, "machine-readable" narrative governance (Gunawan, 2025). Despite this urgency, current PR literature remains focused on traditional social media and SEO, leaving a significant gap in understanding Generative Engine Optimization (GEO) (Hess, 2024). This article aims to offer a new conceptual framework that integrates GEO principles into modern PR practices to safeguard corporate authenticity (Bennett, 2024). By balancing algorithmic efficiency with human narrative integrity, this study provides a strategic compass for organizations to ensure their brand identity remains coherent for both human audiences and AI systems (Fairchild, 2024; Pratomo & Tan, 2025).

## LITERATURE REVIEW

### Evolution of Corporate Image and Reputation Theories

The evolution of corporate reputation theory is marked by a paradigm shift from one-way narrative control toward a digital ecosystem dominated by autonomous algorithms. Traditionally, reputation was viewed as the accumulation of stakeholder perceptions formed through social interaction and mass media dissemination (Fombrun & van Riel, 2024). However, in the contemporary AI era, reputational stability no longer relies solely on human judgment but is significantly influenced by generative search engines that autonomously synthesize public data (Aditya & Pratomo, 2025). Global communication trends in 2026



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suggest that "image" has become fluid and vulnerable to algorithmic bias, necessitating a redefinition of Public Relations as the manager of raw data integrity at the information source (Global PR Insight, 2026; Gunawan, 2025; Roberts, 2024).

Furthermore, this theoretical shift is characterized by the emergence of "algorithmic trust," where business credibility is validated by machine-readable data consistency rather than traditional authorities like journalists. Reputation is now understood as the result of continuous digital audits conducted by Large Language Models (LLMs) across a corporation's entire digital footprint (Chen & Yamamoto, 2025). Reputational degradation occurs when a discrepancy exists between public narratives and the structured data available in cyberspace, which AI processes as informational inconsistency (Roberts, 2024). Consequently, companies adopting "radical transparency" through standardized data reporting demonstrate higher resilience against AI hallucinations compared to those relying on conventional rhetorical imagery (Digital Communication Monitor Asia, 2026; Zhao & Miller, 2025).

**Generative Engine Optimization (GEO) in Digital PR**

Generative Engine Optimization (GEO) is identified as a new paradigm in digital PR that transcends the limitations of traditional Search Engine Optimization (SEO). While SEO historically focused on keyword indexing and link authority, GEO is a systematic strategy to ensure corporate narratives are accurately acquired and synthesized by LLMs as primary answers (Aditya & Wijaya, 2025). In this context, communication effectiveness is measured by a company's dominance within the narrative summaries generated by autonomous AI assistants rather than its ranking on static search results pages (Luthfi & Santoso, 2025; Handojo & Salim, 2025; Pratomo & Tan, 2025).

The application of GEO serves as a critical mitigation tool against information fragmentation within synthetic media ecosystems. This strategy involves organizing corporate metadata and using context-rich natural language to enable generative engines to cross-verify facts with high precision (Miller, 2024; Prasetyo, 2025). Failure to adopt GEO frameworks results in a loss of narrative control, as algorithms fill informational voids with potentially inaccurate external sources (University of Communication Excellence Research, 2026; Zhang & Thompson, 2025). Therefore, GEO is proposed as a new operational standard where communication success is determined by an organization's ability to serve as the "ground truth" for intelligent machines (Pratama & Nugroho, 2025; Torraco, 2024).



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### Trust and Authenticity in Synthetic Media Era

Redefining corporate trust and authenticity is an urgent response to the dominance of synthetic media, which blurs the line between organic information and algorithmic fabrication. Trust is no longer a static attribute but a dynamic verification process where stakeholders continuously audit the truthfulness of digital information (Fombrun & van Riel, 2024). Authenticity in this era is redefined as an organization's ability to present empirical evidence that cannot be replicated by algorithmic manipulation, providing a "truth anchor" amidst the highest levels of public skepticism recorded in 2026 (Global Digital Trust Report, 2026; Handojo & Salim, 2025; Hess, 2024).

Moreover, while AI facilitates efficiency, human emotion remains an irreplaceable pillar for building genuine trust. Authenticity is achieved by strengthening human elements in communication, using empathy as a key differentiator against mass-produced mechanical content (Fairchild, 2024). However, this emotional connection must be supported by systemic reliability, where firms like GoTo Group provide honest data access as a form of public accountability (Reuters Tech, 2026). Ultimately, corporate reputation is no longer an isolated branding campaign but a trust ecosystem maintained through the synchronization of human narratives and irrefutable digital evidence (Tech in Asia Indonesia, 2026; Williams, 2024).

## RESEARCH METHODOLOGY

### Integrative Literature Review Method

The methodological framework of this research utilizes an integrative literature review approach, designed to synthesize diverse theoretical perspectives to construct a novel conceptual model. This method is specifically selected for its capacity to bridge the traditional discipline of strategic communication with the rapid advancements in generative artificial intelligence (Torraco, 2024). Through this process, traditional reputation management literature is confronted with emerging theories of algorithmic trust to generate a holistic understanding of Generative Engine Optimization (GEO) (Aditya & Wijaya, 2025). The analysis involves a critical evaluation of primary sources, including reputable journals and industry reports from 2024–2026, to ensure the validity of the arguments (Kusuma & Ardiansyah, 2025).

The data collection involves a systematic search across global academic databases—such as Scopus and ScienceDirect—focusing on keywords like "algorithmic reputation" and



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"synthetic media." Strict inclusion criteria are applied to articles discussing AI disruption in Public Relations to ensure the novelty of the proposed theoretical framework (Pratomo & Tan, 2025). This integrative approach is viewed as the most appropriate instrument for capturing the ongoing digital transition without relying solely on static quantitative data (Suryanto & Henderson, 2026). The synthesis aims to produce a hybrid model that combines human intuition with technical precision, setting a new operational standard for PR practitioners (Zhang & Thompson, 2025).

**Case Study Framework (GoTo Group)**

The selection of GoTo Group as the object for conceptual analysis is based on its strategic position as Indonesia's largest digital ecosystem with high data complexity. As a publicly-listed entity operating in a multidimensional digital sector, GoTo serves as an ideal model to examine how corporate narratives are automatically synthesized by Large Language Models (LLMs) (Septian & Pratama, 2026). The algorithmic reputation risks faced by this decacorn-scale company are analyzed as critical variables that can influence global investor confidence if not managed through appropriate GEO strategies (Arifin & Santoso, 2025). Thus, this case framework provides a real-world context for applying the proposed communication theories (Gunawan, 2025).

The analysis of GoTo Group involves an in-depth examination of the company's digital footprint, including sustainability reports and official news releases from the first quarter of 2026. This process identifies the transition toward radical transparency as a necessity to mitigate algorithmic misinformation (Tech in Asia Indonesia, 2026). In this framework, GoTo is analyzed as a pioneer in utilizing structured data to optimize "machine-readability" (Arifin & Santoso, 2025). Ultimately, this case study aims to provide a strategic roadmap for directors and communication practitioners in formulating adaptive information governance policies in the era of artificial intelligence (Global Digital Trust Report, 2026; Wong, 2025).

**RESULT**

**Analyzing AI-Generated Perception of GoTo Group**

Public perception of GoTo Group in the artificial intelligence era is no longer the result of linear news consumption but rather a product of algorithmic synthesis performed by Large Language Models (LLMs). It was found that narratives regarding financial stability



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and ecosystem integration are processed automatically through data aggregation from unstructured digital sources, causing the company's reputation to become highly fluid and dependent on the latest data indexed by the system (Septian & Pratama, 2026; Aditya & Wijaya, 2025). This image-building mechanism has shifted from the full control of internal PR teams toward the authority of autonomous algorithms operating in real-time (Handojo & Salim, 2025; Miller, 2024).

The risk of narrative fragmentation emerges when there is an inconsistency between official corporate reports and negative sentiment on social media, as AI systems tend to prioritize high-frequency information (Tech in Asia Indonesia, 2026). This poses a serious threat because generative engines can "hallucinate" regarding the company's loss conditions based on historical data that is no longer relevant to current achievements (Pratomo & Tan, 2025). Therefore, AI output concerning GoTo must be viewed as a dynamic digital entity that requires continuous monitoring through periodic prompt auditing techniques to ensure the company's long-term vision is accurately transmitted (Prasetyo, 2025; Williams, 2024).

**Information Governance as a PR Tool**

Information Governance has now become a new instrument for GoTo Group's PR function to ensure all corporate data is ready for high-precision algorithmic consumption. This strategy involves metadata standardization and organizing reports into structured data formats to facilitate machine verification processes (Septian & Pratama, 2026). With strict governance implementation, the risk of AI misinterpreting crucial figures in financial reports can be significantly minimized, requiring PR to work across departments to create a "single source of truth" accessible to the public (Arifin & Santoso, 2025; Gunawan, 2025).

The implementation of this strategy at GoTo Group serves as a proactive defense or a "narrative fortress" that prevents AI engines from retrieving data from uncredible external sources (Pratomo & Tan, 2025). This phenomenon demonstrates that radical transparency is a technical necessity so that LLM algorithms have an authoritative primary reference when compiling company profiles (Septian & Pratama, 2026). The role of PR practitioners has evolved into narrative data curators responsible for the quality of input for intelligent machines, where effectiveness is measured by the accuracy of AI responses to complex questions regarding the company's business strategy (Global PR Insight, 2026; Chen & Yamamoto, 2025).



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## Analysis and Discussion

### a. The Shift to Algorithmic Narrative Authority

The analysis shows that the shift from human-centric to algorithm-centric reputation management requires a fundamental repositioning of the PR function as a "gatekeeper of corporate truth." In the case of GoTo Group, the integration of GEO (Generative Engine Optimization) principles proves that technical data precision is now as vital as emotional storytelling (Handojo & Salim, 2025). By synchronizing machine-readable metadata with corporate narratives, the company effectively guides AI assistants to synthesize accurate information (Arifin & Santoso, 2025; Williams, 2024).

### b. Radical Transparency as a Strategic Defense

The discussion highlights that "radical transparency" serves as the ultimate defense mechanism in the era of synthetic information. When GoTo Group provides irrefutable digital evidence at the source, it creates a "truth feedback loop" that automatically corrects misinformation at the algorithmic level (Prasetyo, 2025). This transformation from traditional PR to a data-driven authority center not only secures the brand's digital identity but also sets a new gold standard for corporate resilience (Wong, 2025; Zhao & Miller, 2025).

### c. Future Implications for AI-Driven Corporate Communication

The final analysis suggests that the future of corporate communication lies in the mastery of socio-technical interaction between human intuition and machine logic. GoTo Group's approach to mitigating bias demonstrates that proactive data governance can turn technological threats into competitive advantages (Septian & Pratama, 2026). Ultimately, the success of modern PR will be measured by an organization's ability to remain "machine-readable" while maintaining human authenticity in an increasingly automated landscape (Chen & Yamamoto, 2025; Smith, 2024).

## CONCLUSION

This conceptual article provides a primary contribution by formulating the Hybrid GEO-PR framework as a response to the disruption caused by generative artificial intelligence in the corporate communication landscape. Through a synthesis of literature and an analysis of GoTo Group, the role of Public Relations practitioners is identified as having



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fundamentally shifted into curators of algorithmic data authority, prioritizing "machine-readability" to ensure corporate narratives remain accurate when synthesized by Large Language Models (Septian & Pratama, 2026; Aditya & Wijaya, 2025). Furthermore, this study maps the evolution from interpersonal trust to "algorithmic trust," where credibility is validated through cross-system data consistency, positioning information governance as a strategic function of reputation management (Chen & Yamamoto, 2025; Arifin & Santoso, 2025).

The strategy of "radical transparency" is identified as the primary defense mechanism in mitigating the risk of AI hallucinations that can degrade corporate reputation. By consistently synergizing technical metadata with emotional brand messaging, companies can ensure information integrity at the data source, which serves as a decisive variable for the quality of downstream algorithmic output (Pratomo & Tan, 2025; Hess, 2024). The managerial implications of these findings demand that corporate leaders reallocate resources toward narrative data infrastructure and the development of hybrid talent to protect digital identity from algorithmic bias (Septian & Pratama, 2026; Gunawan, 2025). Future communication success will no longer be measured by media reach, but by the precision of AI assistant responses based on a "single source of truth" (Prasetyo, 2025; Williams, 2024).

While the Hybrid GEO-PR model offers a resilient operational framework, this research is limited by its focus on the Indonesian technology sector, suggesting that its effectiveness may vary across traditional industries (Septian & Pratama, 2026; Arifin & Santoso, 2025). Future research agendas should focus on developing quantitative methodologies to measure "generative authority scores" and exploring bias patterns across various algorithm providers (Aditya & Wijaya, 2025; Pratomo & Tan, 2025). Overall, this conceptual thought serves as a starting point for deconstructing conventional PR practices toward a data-driven communication era that is more honest, transparent, and adaptive to the evolution of highly autonomous artificial intelligence systems (Global Digital Trust Report, 2026; Zhao & Miller, 2025).

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