



Anticipating the Post Human Era in Public Relations

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Abstract

The implementation of 4.0 technology in public relations area brings a lot of changes. The roles of public relations also change. Since they have to adapt with new media which is a user generated content. This paper will explain about the improvements of industry 4.0 and its impact to public relations roles. The roles change drives the shifting in the definition of public relation itself. The emergence of Technology 4.0 brings some opportunities to public relations field, but also challenges. Public relations have task to maintain corporate image and reputation. The ability to utilize new tools are very important in this post human era. The failure to cope these challenges will result to the decrease of corporate image and reputation. This paper explores how public relations can take benefit of the new tools. It will explain the requirements that make public relations take benefit from. In order to achieve those goals, comparative research method used in this paper. We compare two chatbot that has different functions. The result is that we can utilize chatbot to maintain relationship with customer, maintain corporate image and reputation only if we design and develop this tool carefully and correctly. Chatbot will be function properly if we make a good conversation flow that serve the customer's needs. Finally, the human post era will affect the public relations field. PR practitioners should aware of this and prepare to utilize all application that support their tasks correctly.

Keywords: public relations, technology 4.0, chatbot, customer service, communication channels

Introduction

The use of 4.0 technology has becoming a new trend in various disciplines nowadays, including public relations. There has been a huge shifting in public relations roles impacted by technology improvements. While the public relations defined by J.



Grunig and Hunt's is "The management of communication between an organization and its publics." (Grunig & Hunt, 1984), it change into something more practical.

In several years behind public relations need to jump into conversation in social media, which is a lateral conversation among their stakeholders. They have to communicate to customers in order to maintain and improve corporate image and reputation. However, social media does not feel personal to customer. Among various communication channel, chatbots becomes an option to make customer engagement, which one is a public relations role. In addition, chatbots become more personal to customer when public relations develop the natural language of this tool.

Previous research about chatbot find that it was a great tool for customer communication. Though there was some limitation in technology development, chatbot can be used as digital marketing communication tools (Kurilchik, Eleonora, 2017). This research helps company to gain deep insight of the use of chatbot as promotional communication tools.

The speed improvement of the internet, gives an opportunity to develop something that we call IoT (Internet of Things). When the internet's speed was relatively slow human can only talk to machine. This happened with the web 1.0 to 3.0, where people can find the data in the static web until now the data can connect to other platform such as YouTube, Facebook, Instagram or other user generated contents. With the great speed improvement of 5G, which capable of transferring 10GB of data in a second, enable machine to machine communication (M2M) and exchange the data they needed (Roblek, Meško, & Krapež, 2016).

The speed of internet also increases the capability of a learning machine, that we called Artificial Intelligence (AI). There is so much data over the cloud and platforms that a machine can collect. Thus, the data can be utilized by person or corporate in order to make strategy or approach to achieve their goals. The implementation in Indonesia is rather low, because of the infrastructure challenges. Although Indonesia has increased in the usage of internet, only 83 million active internet users compare to 255.5 millions of total population (Up, 2016). But in 2018, with total population in Indonesia 266.7 million, the internet penetration to 50 percent, which is 143.2 million people ("Internet Top 20 Countries - Internet Users 2018," n.d.). Indonesia is one of the best 5 internet users in 2018.

The main research question is, "How public relations can take benefit from chatbot as a customer communication tool to maintain brand image through customer service?" This research will compare the usage of chatbot by different companies. To confine this research, I took one chatbot developer company that provide chatbot to Unilever and Telkomsel. This developer company is Kata.ai.



Literature Review

Public Relations

Definition of Public Relations

As mention before the most widely cited definition of public relations by J. Grunig and Hunt is “The management of communication between an organization and its publics.” (Grunig & Hunt, 1984). It means that the components of public relations are as follows:

- Management. PR is a body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness.
- Communication. The process in public relations not only sending a message to receiver but also understanding the messages of others through listening and dialogue.
- Organization. Any group organized with a common purpose. In most cases, it can be a business, corporation, governmental agency, or nonprofit group.
- Publics. Any groups of people held together by a common interest. They differ from audiences in that they often self-organize and do not have to attune to messages. Publics differ from stakeholders in that they do not necessarily have a financial stake tying them to specific goals or consequences of the organization. Targeted audiences, on the other hand, are publics who receive a specifically targeted message that is tailored to their interests.

As “the management of communication between an organization and its publics,” PR has radically departed from its historical roots in publicity and journalism to become a management discipline—that is, one based on research and strategy.

The Function of Public Relations

In 1982, the Public Relations Society of America (PRSA) adopted the following definition of public relations that helps identify its purpose: “Public relations helps an organization and its publics adapt mutually to each other.” In its “Official Statement of Public Relations”, PRSA clarify the function of public relations as follows:

- Public relations help our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.
- Public relations serve a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.
- The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are



shaped by the external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action. Public Relations Society of America. ("Public Relations," n.d.)

As the disciplines of marketing, technology and public relations continue to evolve, so do the definition and role of public relations professionals. Today's communicators are responsible for developing strategies and implementing integrated tactics across a wide variety of platforms to create differentiated positioning and align business objectives to further amplify the organization's message.

Over 2011 and 2012 PRSA conducted a member-engagement process to confirm or update the definition. Following nearly a year of research, and a public vote, the Society's choice for a modern definition of PR was finalized, "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

At its core, PR is about influencing, engaging and building a relationship with key stakeholders across a myriad of platforms in order to shape and frame the public perception of an organization.

In managing functions, public relations also encompass the following:

- Anticipating, analyzing and interpreting public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Protect the reputation of organization.
- Researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims. These may include marketing; financial; fund raising; employee, community or government relations; and other programs.
- Planning and implementing the organization's efforts to influence or change public policy.
- Setting objectives, planning, budgeting, recruiting and training staff, developing facilities — in short, managing the resources needed to perform all of the above.

Oversee the contents creations in order to drive customer engagement and generate leads ("All About PR," n.d.).

Customer Service

Customer Service is any activities intended or intended to provide satisfaction to customers, through services that can meet the activities and needs of customers (Kasmir, 2008). Customer Service plays a very important role in the company and bank. Therefore,



the task of Customer Service is the backbone of banking operations. According to Kasmir, the role of Customer Service is to keep the old customers to remain loyal to our customers through the development of a more intimate relationship with customers. And also trying to get new customers to through various approaches also convince customers about the quality of their products.

A Customer Service is also expected to provide fast, accurate, good and friendly service to customers. Good, satisfying and maximum service provided by Customer Service does affect the loyalty of the customers concerned. A good Customer Service is not only seen in terms of physical, but also viewed in terms of non-physical such as ability and service ethics. In addition to maintaining the old customers to continue to buy and consume the bank's products, but also able to attract new customers to participate in buying products offered bank and provide satisfactory service to all customers.

Roles and Responsibility of Customer Service

The Customer Service's job in general is to serve the customer in accordance with the bank's guidelines or requirements. These tasks must be implemented seriously considering how important a Customer Service is to the bank. The job of a Customer Service is ("Etika Customer Service," n.d.)

1. Receptionist

Customer Service acts as a receptionist who comes to the bank in a friendly, courteous, calm, sympathetic, attractive and fun Customer Service gives attention and greetings to customers who come and speak clearly.

2. Deskman

Customer Service acts as an information provider of banking products, explaining the benefits or characteristics of the products to be used to answer customer questions. Brochures and forms are indispensable for smooth activities and help complete application forms in accordance with customer transactions.

3. Salesman

Customer Service acting or attempting to sell banking products required approaches to customers to be available to use their products and also to seek new customers. Complaints and customer problems also need to be considered for being a benchmark for the performance of Customer Service.

4. Customer Relation Officer

Customer Service acts as a link between the bank and the customer. It is not impossible for customers to move to another bank because of lack of services, so it takes a good relationship between the bank with the customer so that customers happy, satisfied and trust to use the services and products that we have.

5. Communicator

Customer Service acts as a provider of all information about products and services offered and provide convenience to customers. In addition, as a place to accommodate



complaints and means of customer consultation. This is to maintain good and smooth relationship between the bank and the customer.

Customer Service main responsibility is to provide the best information and services to customers related to the various products offered by bank. The work of Customer Service is categorized as the main job because through the work there is an initial interaction between the bank with customers to perform book keeping savings account or obtain information about certain Bank products and activities.

Customer Service work is also closely related to the application of prudential principles and bank risk management through the implementation of Know Your Customer (KYC) and anti- money laundering, the implementation of education to customers so that customers have an understanding about the product or activity of the bank, customer care to become business continuity a bank, and protection of the rights and interests of customers of the banking consumer, in particular in relation to the confidentiality of customer data.

Revolution Technology to 4.0 Stage

In order to understand the revolution of technology we need to elaborate what is technology 4.0 itself. Since the first revolution in industry there has been a great evolution in every field. Industry 1.0 used mechanization and mechanical power in 1800 to produce things. The main drive of this revolution is to improve the human quality of human life. At first this revolution mainly in the textile industry.

The second industrial revolution triggered by electrification. This enabled the industrialization and mass production, we called it industry 2.0. Even though at that time we were able to produce in large scale, the technology did not give the possibility to industry made custom production that meet the customer demands. So, there was a quote of Hendry Ford, about the Ford T-Model Car, "You can have any color as long as it is black."

The third revolution was characterized by the digitalization and the invention of transistor, integrated circuit that enabled the automation. This era called by industry 3.0. We developed machinery that are able to do various job in one type of machine. We were able to make product as flexible as we needed. Machinery equipped with computer program and Computer Numerical Control (CNC). Still we could not flexible concerning to the quantity.

Now we have reach the era of Industry 4.0, which triggered by the improvement of Information and Communications Technology (ICT). Its technological basis is smart automation of cyber-physical systems with decentralized control and advanced connectivity. In this new technology, industrial production systems have to reorganize their classical hierarchical automation systems to self-organizing cyber physical production system. This reorganization allows flexible mass custom production and flexibility in production quantity. (Rojko, 2017).



In public relations itself we can divide this industrial evolution into division according to industry 1.0 to 4.0. In industry 1.0, public relations rely on the mass production of newspaper lines. They create news release, make a campaign, use various media such as television and radio broadcaster to achieve their goals in serving the stakeholders. At the time, public relations using one-way communications, which we called as one to many. Public relations can reach a lot of attention from their campaign or news releases.

In industry 2.0, public relations had to realize they have to meet the customer needs in various ways. Public relations cannot make a generic news releases and hoping to reach attention of a lot of stakeholders. Public relations have to compose their writings in specific way. Stakeholders want unique treatment and communications from public relations. That is why we called it as one to one communications.

Public relations in industry 3.0 confront to the global change of the information. As the internet advancement, stakeholders do not talk only to corporate or public relations. As the social media platform emerge such as Facebook, Instagram, Twitter, etc. stakeholders talk each other through these platforms. Social media are being utilized on an ever-increasing basis by corporations and other organizations according to (McCorkindale, 2012) who reports more than two-thirds (69%) of the current Fortune 2000 companies are using social networking sites. Laskin (2010 & 2012) has addressed the effective use of social media in investor relations. (Bortree & Seltzer, 2009) have reported on how advocacy groups are advancing their public relations agendas via Facebook.

Social networking sites provide organizations with a space to interact with key publics and to allow users to engage with one another on topics of mutual interest; this should provide the ideal conditions necessary for stimulating dialogic communication. The organization can post frequently to their profile via application that provide photos of events, videos, etc. in order to engage the stakeholders into dialog communication. Past public relations research has studied the influence of Web sites and blogs primarily in the areas of engagement and relationship maintenance. Most research has found organizations are not using controlled media to its fullest potential.

Using Hon and J.E. Grunig's relationship scale, Jo and Kim (2003) found that interactivity and multimedia-oriented Web sites do have a significant positive effect on relationship building and reputation, especially when that interactivity is high. The authors did note that even though the medium may enhance the relationship, simply relying on it does not guarantee a good relationship. Moreover, Jo (2005) cautioned users that while online public relations may save money and time, the quality and credibility of information is the most important aspect in regards to relationship building (Jo & Kim, 2003).

In industry 4.0, public relations have a big opportunity in using the Internet of Things and Internet of Service to reach their stakeholders. When the machine learning improves, it can handle many tasks including public relations tasks. The Artificial



Intelligence can be a customer service that ready to serve anytime. It can learn about the customer through their habits in using internet daily. It will respond according to the customer profile. Thus, it can collect any data and process a data mining to improve their accuracy in targeting people or serving customers. According to Roblek (2016), the perpetual communication via internet that allows continuous interaction and exchange of information not only between humans (C2C) and human and machine (C2M) but also the machine themselves (M2M). In industry 4.0 such fundamental concepts are implemented, which are smart factory, smart manufacturing that enable the factory to be intelligent, flexible and dynamic. The production will be autonomously with the capability to improve process through self-optimization and autonomous decision making. New system also implemented in the development of a product or service. Product will be individualized, machine can learn what the customer needs. The products will also smart. Those are inserted with sensors and microchip to communicate through IoT with another machine or with human. As the products get smarter, the distribution and procurement will also be individualized. Industry 4.0 adapt to human needs, not reverse. Personal assistant will get smarter such as Google Now, Siri, Cortana, which can predict the future, e.g. the outcome of most world cup games. System will integrate computation, networking, and physical process. Thus, will enable the smart city and the digital sustainability.

Changes in Public Relations Field Affected by Technology 4.0

The industrial revolution affects public relations roles in many ways. The audience is no longer the same as it was. The new generation that we called millennials, change the ways they interact each other. The raise of social media, make the World of Mouth no longer between people in the real world. The managerial roles of public relations also change as the interactive communication channel emerged. Responsibilities typically associated with the public relations manager include counseling management, making communication policy decisions, evaluating program results, and planning public relations programs (Toth, Serini, Wright, & Emig, 1998). The second role, communication technician, is described as “a creator and disseminator of messages” (Dozier & Broom, 1995)

Changes in Communication Channel to Audience

The industrial revolution brings changes to the communication channel that public relations usually use. The traditional channel such as television, radio, newspaper, magazine has been shifting since the improvement of internet speed. People use internet to get the news, make a conversation each other, engage with come brands, etc. The most affecting for public relations is new channel where people can generate their content themselves, such as twitter, YouTube, Facebook, Instagram, etc.



Managerial roles should consider about these social media impact to corporate reputation, customer engagement and so on. They have to make a strategy to deploy within social media with such campaign toward the corporate objectives. They will have to collect the data of social media users about the corporate engagement. Then they have to analyze the data to make a good decision regarding their audiences.

In industry 3.0, communication through social media often pull the roles of public relation into communication technician. Public relations put a lot of effort and time to manage social media. This will affect to the size of public relations team. The team size become large and the focus distracted. It happens because of the requirements of social media to respond immediately. So, when public relations focus to the new channel of communications, they likely to forget about the strategy.

In technology 4.0, we can utilize the technology advancement. As the Artificial Intelligence can learn about new things like a human, it can be used to fill the gap in the technician roles. Tools in managing customer such as Salesforce, Zendesk, in customer relationship management can collect big amount of data, but it should operate by a public relations staff. With this Artificial Intelligence, we can use something that we call Chatbot. It can engage with customer in real time. There is no delay with the service given. This happens because the machine makes conversation to other machines. They utilize the big data stored in cloud. So, the process of analyzing and give an answer will be quicker than human do.

Chatbot itself can be programmed with Natural Language Program (NLP) which make people doesn't feel like talking to a robot. People will make conversation to chat bot as the same as human interaction. Thus, the data given by the people will collect by chatbot, analyzed and produce a service suitable to the customer.

In Indonesia chatbot has been applied by banks and start-up company. They realize that customer needs immediate service in this era. They want it now, instantly. Whenever they ask about their account in bank, customer doesn't have to queue in bank front desk. They only have to ask to the chatbot.

Banks that already implement this are BCA with Vira, and Mandiri with Mita. Soon this chat bot will also be implemented in the education field. It will be utilized to explain about the university to the new students. It will be utilized to interview new student, and with the capability of machine learning, it can profile the new student who contact university. Thus, it can recommend the best faculty that suitable to the new student. This kind of technology can be an added value to the products or services.

Chatbot

Chatbot is a computer program that can operate intelligent conversation with user through voice media or text, usually works in short conversation. It designed to simulate a conversation or interactive communication to human through texts, voice or visual. Chatbot is designed to mimic human itself.



Chatbot works with defining messages that given by user, then processing the meaning of the messages. Then decide and execute what Chatbot should do according through order from user and inform the result from program execution to user. The conversation between human and computer is a response from the declared database program on computer.

Response of chatbot are generated from the scanned keywords the user input. Program choose the right response, or the closest pattern from the database. Chatbot uses natural language so that it can recognize everyday language.

The limits taken from Chatbot are capable of imitating human communication. So, if humans are having a conversation with this program, it is as if there are 2 human persons communicating with each other. In fact, humans speak with bots in this program. This bot designed to response all kinds of questions and statements input by humans. It happens because we already declare in database all the words, patterns of sentences, and other question or statement.

Bots are commonly used in IRC (Internet Chat Groups) where bots perform various functions such as greeting new participants and monitoring the use of inappropriate words. Today, bots can gather information, process the information, and respond to users and events happening on the internet. Some types of bots work silently on the internet without our knowledge but there are also bots that work interactively that we can talk to chatbot.

Since chatbot is just a program, and not a robot (chatbot does not have a body and does not have a mouth so it cannot talk like a human), it means dialogue between humans as users with chatbot is done by typing what to talk about and chatbot will respond. The person who creates and develops a chatbot program is called the masterbot. (Huang & Rust, 2018)

Research Methodology

This research conducted with comparative research methods. Comparative research in communication and media studies is conventionally understood as the contrast among different macro – level units, such as world regions, countries, sub-national regions, social milieus, language areas and cultural thickening, at one point or more points in time. There was a synthesis by Esser and Hanitzch (Esser & Hanitzsch, 2011) concluded that comparative communication research involves comparison between a minimum of two macro-level cases (systems, cultures, markets, or their sub-elements) in which at least on object of investigation is relevant to the field of communication.

The type of comparative research method is descriptive comparative, which is using similarities-differences in subject. Thus, it will describe the similarities of application and differences in goals of the applications. Altogether will explain the benefits of chatbots for public relations activities, such as maintaining brand image and reputation.

This research confined by two chatbots that provide by the same provider but has differences in their goals. The selection of cases come from one chatbots developer, which is Kata.Ai, and the company using chatbots which are Unilever and Telkomsel. Unilever uses chatbot as a virtual friend that provide information about their products. Telkomsel uses chatbot as a customer service functions. It tried to help their call center in order to serve customer.

The comparative analysis begins with the interaction with the chatbots. Researcher collects the conversation and put into tables to compare the interaction between chatbot and the customer. From the descriptive comparison we can distinguish the goals of those chatbots and have the result whether the chatbots benefit PR or not.

Result

Several facts were revealed when customer make a conversation to chatbot. Since the beginning of conversation, it has already been seen to have a different function. Jemma is more a virtual friend and Veronika is more a virtual assistant. The result shown on table below.

Table 1
Comparison of Jemma (Unilever) and Veronika (Telkomsel)

Jemma	Veronika	Category	Description
		Introduction	<p>When user first contact chatbot, it welcomes the user quickly. Chatbot introduces itself and its functions. Jemma introduce as a virtual friend and offer gives voucher, interesting information, and horoscope. Veronika introduce itself as virtual assistant in helping Telkomsel's customer needs, such as payment, voucher top up, and redeem points. Jemma confirms the customer identity at beginning while</p>

Veronika directly offer its services.



Data
Gathering
and Product
Information

Jemma collected data from the customer such as gender and location. It needs the data in order to make the right offer of Unilever's product.

Veronika directly offer their product, because the customer talk to Veronika mostly Telkomsel's customer.



Data
Gathering

Jemma has the ability to go around the conversation while keeps asking about the date of birth from customer.

Veronika ask for the Telkomsel number and there is a verification system connect to the number input through one time password. After verification Veronika gave answer.



Data
Gathering

Jemma keeps asking about the day of birth with some promise that she will give a zodiac forecast / horoscope.



Data
Gathering
and Product
Information

Jemma keeps asking about the day of birth, and she promise that she will give a gift on customer's birthday.



Veronika does not ask any more about personal data, because once the verification done it can take the personal data from Telkomsel's database.



Product
Questions

Jemma gives information that she promised, such as horoscope. When customer asked about Unilever's product, Jemma answered incorrectly.



Veronika as the tools to help customer, answered more relevant than Jemma.



*Product
Questions*



When Veronika cannot answer some questions from customer, it gave the option for customer to choose the answer or to contact their live agents.

*Personal
Sharing /
small talks*



Jemma answer the personal sharing as it is a friend. Jemma even gave advice to customer.

Veronika as a customer service read the intention as lost signal connection. So, it offered trouble-shooting as customer service do.

*Personal
sharing*



Jemma gave advice about the customer problems.

In other occasion Veronika will do the same as Jemma. It offered several topics to talk to relieving the customer's sadness.



Promotions

Jemma offered promotion through options. If customer wants to cook, then it will direct to microsite that will use Unilever product as one of ingredient.

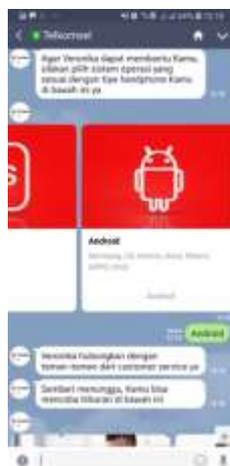
Veronika offers promotion more direct than Jemma. It offers the packages for some periods of time.



Complaint Handling 1

Jemma directly asked the problem that customer had. After customer told the problem, Jemma responded incorrectly. Instead of giving the complain to customer service, it gave advice to see the brighter side of the problem.

Veronika confirmed the customer number through one time password (OTP) that valid for 3 minutes.



Complaint Handling 2

After phone number confirmation, Veronika asks operating system that user use on the phone. Then it connects to live agents.



Fallback

When Jemma cannot answer the questions, she tells customer that she doesn't understand the conversation. She offers another topic of conversation.

Once customer choose to contact live agents, Veronika offered quiz, jokes, etc.

At the first contact with chatbot, both do the same routines, which is informing the characteristic and function of it. One function as a virtual friend and the other as a virtual assistant. As a virtual friend, Jemma talks in casual way. It collects data from the customer through small talks. On the other hand, Veronika do as personal assistant should. It tried to verify the customer's phone number and will help customer in many things related to Telkomsel.

As it functions to gather data from customer, Jemma keep asking about personal data. It tells customer those data needed as it wants to know the customer better. It promises to send horoscope and congratulate on birthday of customer. All of these gather in a very friendly conversation.

When a customer talked to Jemma about their feelings, it can give advice of the customer's feeling. Jemma will do as a virtual friend and encourage customer to be able to face the problems. When customer talked to Veronika, it will interpret the intention of customer as technical problem. So, it offers trouble-shooting as costumer service do.

In order to give promotional information to customer, Jemma will give the options to customer. After customer choose an option, it will lead to the micro web site that promote the Unilever's product. While Veronika directly sends flyers to customer to inform about the promotion.

Jemma is not as good as Veronika in complaint handling. It is because Jemma did not design as a customer service. When Jemma cannot answer the questions, it says that it does not understand the conversation and offer another topic of conversation. While Veronika will give the option to contact live agent customer service whenever it cannot answer the questions.

Discussion

The communication approach provided by both chatbot is different. We will find a very personal approach when we chat with Jemma, complete with contemporary



language that we understand with ease. Customer's data collected by Jemma. Meanwhile, if we chat with Veronica, impressed rigid and not personal. Customer Service functions are increasingly felt with us who are required to enter our Telkomsel number before chatting with Veronica.

This chatbot's personality depends on the goals that company wants to achieve. Unilever designed the chat-flow to be as friendly as possible. The conversations are not technical, but rather to entertain and give soft promotion to customers. Jemma also collect customer's data in order to feed with promotions. Telkomsel designed the chatbot to be the extension of customer service. So, it will transfer to live agent customer service whenever there is a question that cannot be answered by chatbot.

In order to remain competitive in this rapidly evolving marketplace, Unilever as a gigantic FMCG company has a vision to understand Indonesian consumers more deeply through the digital platform, while striving to provide a fun and memorable experience to keep them relevant to the hearts of consumers.

Messaging apps like LINE have become a top priority for Unilever as a channel to connect with consumers, and they want to be the first brand in Indonesia that utilizes AI-based chatbot (artificial intelligence) in their marketing strategy.

Unilever collaborate with Kata.ai to create a female chatbot persona who can connect intimately with the main audience of Unilever, an intelligent and witty trusted friend. Designed to entertain and build friendships through casual chat.

They named this chatbot "Jemma"; chatbot with a cheerful fun personality and fun to chat with. Jemma has the ability to answer various topics of conversation, ranging from simple greetings, to specific chat topics such as relationships and romance, food recommendations, and popular Indonesian culture.

According to Kata.ai, Jemma has a high effectiveness as one of the digital marketing channels for Unilever products and promotions. In less than a year, Jemma managed to gather more than 1.5 million friends, who sent over 50 million messages in 17 million conversation sessions. In October 2017, Jemma won the "The Most Interactive Brand Chatbot" award from LINE. Through Jemma, Unilever can unveil a deep insight into consumers and take advantage of personalized marketing opportunities for a massive audience.

Telkomsel is Indonesia's largest mobile telecommunications operator, with more than 120 million customers serving over two decades. The rapid development of technology has driven the evolution of Telkomsel's digital lifestyles, enabling Telkomsel to realize the importance of digital transformation in how they connect with consumers.

Telkomsel wants to identify more digital channels that can enrich their interactions and services to consumers, where these digital channels must meet two strategic objectives: improving the quality of customer service and increasing revenue from more transactions.



Telkomsel collaborate with Kata.ai to develop an Omni-channel chatbot that serves to help the needs of Telkomsel's customers. Omni-channel itself means that this virtual assistant can be accessed through various digital channels, including LINE and Facebook Messenger.

Chatbot is named after Veronika, to present an identity that is already familiar to consumers. To ensure the high quality and consistency of the service, this chatbot also comes with a "handover" or service transfer facility to a customer service agent who can take over the conversation when a customer's complaint or question is too complex to handle by chatbot.

As a highly functional assistant, Veronika can provide access to product information, latest promotions, customer service, and facilitate transactions such as credit purchases, data packages, and postpaid bill payments.

Not only that, Veronika can also help customers to find the nearest GraPARI location (Telkomsel's customer service center) and arrange an appointment to meet with a customer service agent in GraPARI. All of these services can be accessed through casual and natural conversations and questions, where customers can talk to chatbots as if they're talking to humans. No need to use key words to access certain functions or service.

Conclusion and Propositions

The 4th industrial revolution brings a lot of change in many things, including public relations field. We have seen that many company cannot survive in this disruptive era. When they cannot adapt to the fast changes emerge, they will not survive. Many new tools can be implemented as the new technology arise. It opens new possibilities to public relations area, but in the same way gives challenges to PR practitioner.

In Indonesia, many corporation is still calculating the benefits of using tools from Industry 4.0 era. This also depends on the executives of company, such as old-fashioned CEO company does not adapt quite fast. They still believe in the old-fashioned way to do public relations, while the customer of their company is shifting to the millennials. As we know that millennials adapt to technology as soon as they exist.

If we can use this advancement in Industry 4.0, people tasks will be easier. Everything will go smoother, faster and someday will be cheaper. We can fill the gap of the incompetent human resources and make a more reliable system. People will not do the same repetition task anymore, thus the tasks can be personalized as the customer wants it. Public relations practitioner can focus on the data analyzing, making strategy and decision to achieve the corporate's goals, while they maintain corporate brand image and reputations.

In order to maintain corporate brand image and reputation PR has to communicate with customer effectively. When PR use chatbot as a tool of communication, it has to be



design carefully. The conversational flow should be able to answer and help customer's need. The goals of chatbot must define clearly.

When a chatbot cannot fulfill the customer expectation, it will fail the objective to maintain corporate brand image and reputation. Jemma and Veronika both try to maintain the brand image through different service. Jemma builds reputation through soft selling conversations and promotions. Veronika builds reputation through service excellence, so when it cannot answer the questions it will refer to human customer service.

If chatbot carefully designed and develop, it can be a very useful tool in communication of public relations. PR can take benefit from this application, such as the automation of some communication channel (LINE/Facebook/Zendesk). Chatbot can serve the customer for easy tasks personally, so it will increase the customer satisfaction. No more line-up in the customer care if something happens, just contact this chatbot. Thus, will increase corporate brand image and reputation of the chatbot user.

This paper suggests that if PR want to use chatbot, they have to design it carefully. They must create a good conversation flow that can answer most question from customer. They have to maintain this application, so it can read the intention of customer correctly and then give the best answer according to company guidelines. The success of maintaining and developing this chatbot will result in good brand image and reputation.

There is some limitation in this paper, which the research subjects are only two. If there is another kind of chatbot, we can further examine the other functions, such as student enrollment, psychological assessment, etc. Further research can be conducted to find the best conversation flow that suit to their needs. We are ready to enter the post human era, but we have to design the tools correctly, so it can serve human as much as we expected.

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