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## Technological Determinism in Practice: A Case Study of Media Monitoring Tools in Government Public Relations

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**Abstract:** This study aims to explore how the use of media monitoring technology by the Public Relations (PR) department of the Ministry of State Secretariat of the Republic of Indonesia represents technological determinism in the context of government communication. The research approach used is descriptive qualitative with a constructivist paradigm, through case studies, observations, document studies, and in-depth interviews with senior public relations officers at the Ministry of State Secretariat of the Republic of Indonesia. The findings reveal that the implementation of artificial intelligence (AI)-powered media monitoring tools has significantly transformed PR workflows. AI technology facilitates accelerated issue monitoring, policy recommendation development, and enhanced strategic communication effectiveness. However, the validity of AI-generated data necessitates human interpretation and analysis to ensure accurate decision-making. This study asserts that technology is not merely an assistive tool but also a force that shapes organizational behavior. Within the framework of technological determinism, AI-driven media monitoring becomes an entity that contributes to shaping the direction of government communication systemically and structurally.

**Keywords:** Technological Determinism, Government Public Relations, Media Monitoring, Artificial Intelligence, Strategic Communication.

### INTRODUCTION

The development of digital technology has triggered a transformation in communication within organizations, encompassing the production, management, and dissemination of information. Technology has contributed to a shift from a one-way, organizationally controlled communication model to a more democratic, reciprocal communication model (McKie, D., & Sriramesh, K., 2017). Previously centralized communication has now become more interactive, responsive, and data-driven. One manifestation of this transformation is the use of Artificial Intelligence (AI) technology in corporate communication practices, including in the realm of public relations (Osei-Mensah, et al., 2023).

The goal of public relations itself is to build a positive image and maintain a good reputation for the organization and/or individual (McKie & Sriramesh, 2017). One example of the use of AI technology in public relations practice is media monitoring, which allows

organizations to monitor, analyze, and respond to information dynamics in the public sphere in real time (Mardhika, 2023). The use of generative artificial intelligence (GenAI) by public relations professionals is expected to triple by 2023 (Christensen, E., & Andersson, R., 2025).

In the context of government agencies, the ability to monitor public issues is important to support strategic communication and crisis management functions. The implementation of an AI-based media monitoring system enables efficient data processing and the presentation of more accurate insights in communication decision-making (Al-Ghamdi, 2021). In addition, a rapid response to issues or phenomena of a trend can be provided by the government, institutions, and the public, thanks to monitoring actual data using AI technology (Astuti, 2021). In carrying out its functions, government's public relations needs to build relationships with all stakeholders, including media relations, which culminates in media monitoring as an evaluation process (Gunawan & Anisa, 2020).

Public relations of government agencies such as the Ministry of State Secretariat of the Republic of Indonesia are required to be responsive to issues, changes in public opinion, and the rapid dynamics of the media in this digital era. Analysis of issues and/or news through media monitoring is carried out as one of the bases in the agency's strategic decision-making. This study collected data through in-depth interviews with informants, who are Public Relations staff at the Ministry of State Secretariat of the Republic of Indonesia. This study aims to explain how the use of media monitoring technology by Public Relations of the Ministry of State Secretariat of the Republic of Indonesia is a manifestation of technological determinism in communication practices in government agencies. This study is important to understand the influence of technology in determining the direction and strategy of corporate communication in the public sector.

## **METHOD**

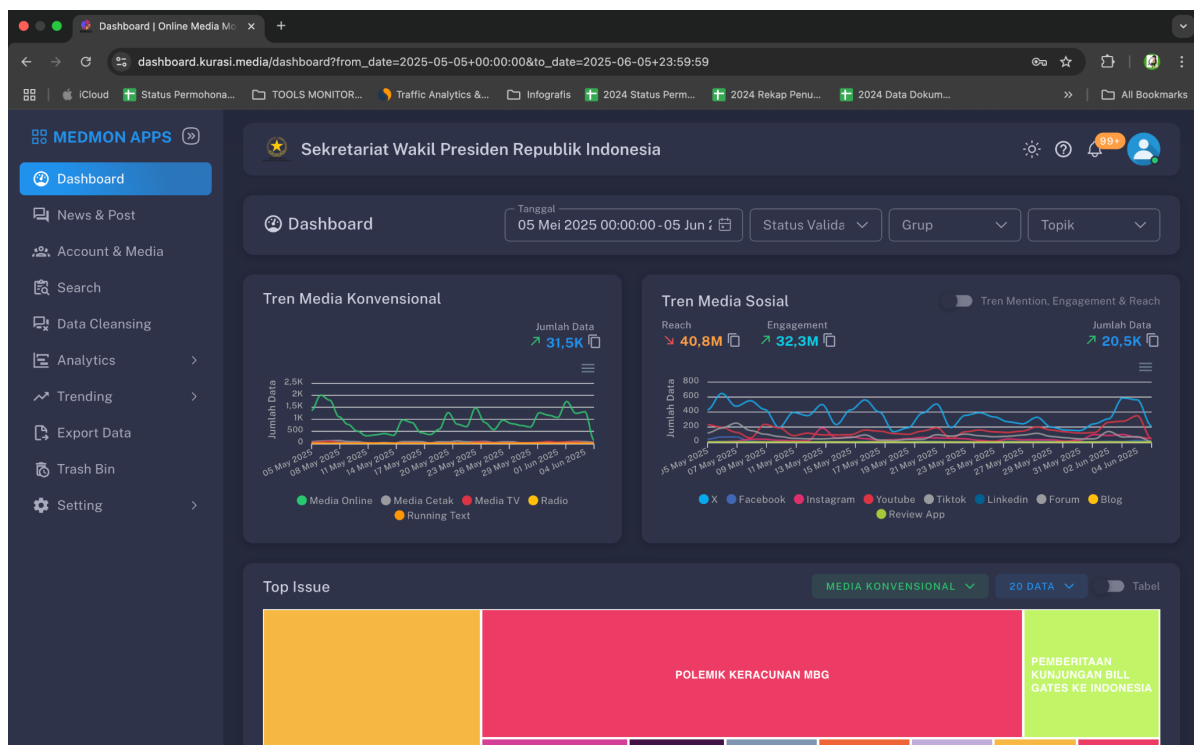
This study employed a qualitative research method to gain a deeper understanding of technological determinism in public relations practices. The paradigm employed is constructivism, focusing on a deeper understanding of how individuals interpret and understand their environment, as well as how social interactions shape perceptions of the phenomenon under study (Cresswell, 2014). The research, based on its objective dimensions, is descriptive, aiming to describe the characteristics of a variable, group, or social phenomenon occurring in society (Martono & Isnania, 2023). The research strategy, a case study, was conducted using data collection methods such as observation of media monitoring tools, document studies to gather data and information, and in-depth interviews. The research subjects were the Secretariat of the Ministry and the Secretariat of the Vice President, Ministry of State Secretariat of the Republic of Indonesia, to provide an in-depth explanation of the technological determinants of media monitoring tools in public relations communication within the government. The research source selection method was carried out by determining informants through purposive sampling. Purposive sampling is a method of selecting data source samples based on specific considerations and objectives (Martono & Isnania, 2023). The selected informants are senior Public Relations officers with over 15 years of experience. After completing data collection through interviews, observations, and document studies, this research will continue with data analysis techniques to produce output in the form of research results and conclusions.

**Table 1. Informant Background**

No.	Initials	Position	Work Unit, Organizational Unit
1.	Informant R (I-R)	Pranata Humas Ahli Madya	Biro Hubungan Masyarakat, Sekretariat Kementerian, Kementerian Sekretariat Negara RI
2.	Informant A (I-A)	Pranata Humas Mahir	Biro Pers, Media, dan Informasi, Sekretariat Wakil Presiden, Kementerian Sekretariat Negara RI

**RESULTS AND DISCUSSION**

The Ministry of State Secretariat of the Republic of Indonesia (Kementerian Sekretariat Negara or Kemensetneg) is a ministry that has existed since the founding of the Unitary State of the Republic of Indonesia (NKRI). On September 2, 1945, President Soekarno's first cabinet was formed, within which the Secretary of State was appointed who also served as the President's Spokesperson. The Ministry of State Secretariat has undergone a restructuring of its main duties, functions, positions and institutional structure. In accordance with the Regulation of the Minister of State Secretariat (Permensesneg) No. 11 of 2024 concerning the Organization and Work Procedures of the Ministry of State Secretariat, the Ministry of State Secretariat is a ministry that is directly under and responsible to the President of the Republic of Indonesia to carry out government affairs in the field of state secretariat. Its main task is to provide technical, administrative, and analytical support for government affairs in the field of state secretariat, as well as cabinet management support to the President and Vice President in organizing state government. The Ministry of State Secretariat consists of the organizational units of the Ministry Secretariat, the Presidential Secretariat, the Vice Presidential Secretariat, the Presidential Military Secretariat, the Cabinet Support Secretariat, the Deputy for Legislation and Legal Administration, the Deputy for Institutional and Community Relations, the Deputy for Apparatus Administration, the Technology, Data and Information Agency, and Five Expert Staff and Inspectorates (Setneg.go.id, 2025). In this study, the research object focuses on Public Relations in the Ministry Secretariat and the Vice President's Secretariat.



**Figure 1. Main Menu Dashboard of the Media Monitoring Tools Platform of the Vice President’s Secretariat**

Figure 1 shows the main menu dashboard of the AI-based Media Monitoring Tools platform used at the Vice Presidential Secretariat. Based on observations, the tool automates the documentation of conventional news from all online, print, radio, and television media outlets related to government program issues during a specified period, based on keyword settings. In addition to news reports, the tool also stores social media posts from platforms X, YouTube, TikTok, Facebook, Instagram, LinkedIn, and forums. The dashboard also automatically displays graphics based on the data collected over a specific period. Media monitoring is used to monitor emerging issues in the media that could potentially sway public opinion. This platform allows for rapid media monitoring, allowing the public relations team to process data more quickly and provide analysis to management to prevent communication crises. Furthermore, AI technology can also be a tool for the government to listen to the aspirations of a networked society, a 4.0 society, that expresses its aspirations through social media.

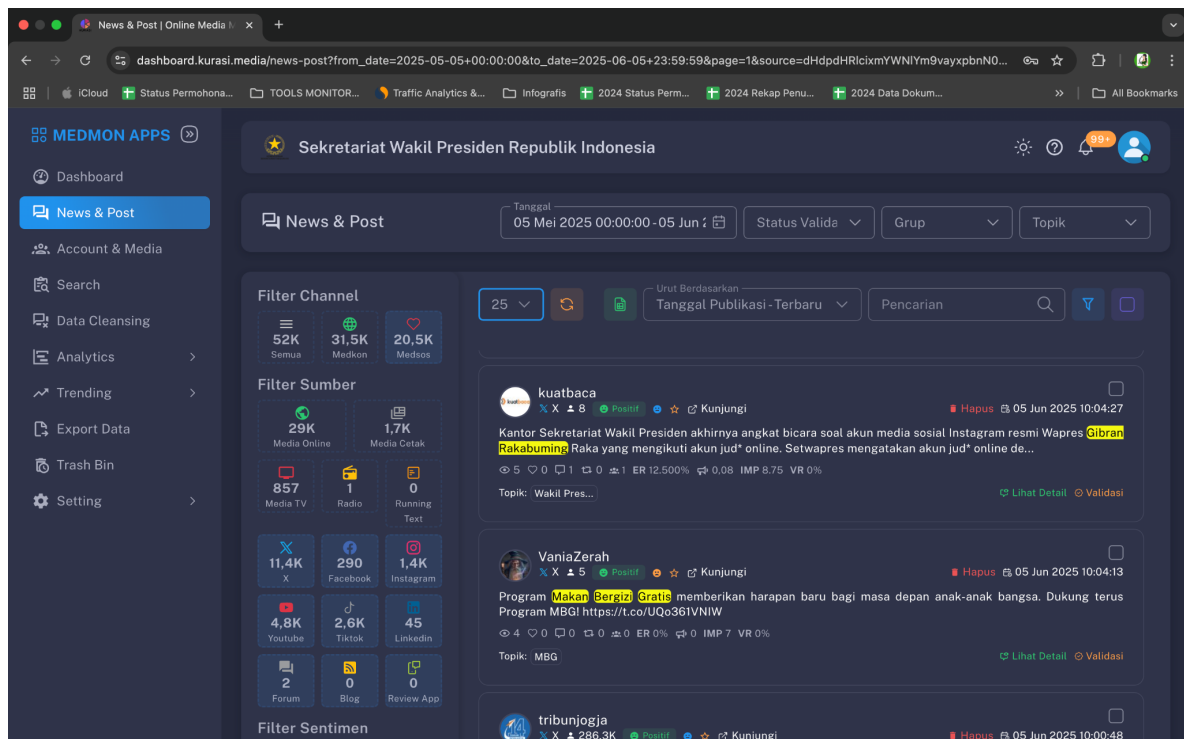


Figure 2. Cleansing, Correcting and Validity Menu Dashboard

Furthermore, Figure 2 shows a dashboard menu that allows public relations officers to validate the generated data. Data obtained from media monitoring tools platforms is not entirely valid; there are still gaps in data processing. This can be seen in the case of determining news sentiment/tonality using a diction algorithm. Negative diction used by the media can be recognized as news with negative sentiment, even though the news contains coverage of a defense in a case, which should have a positive sentiment. Keyword-based data retrieval is also often flooded with data unrelated to the government. For example, online media often embed links to other government-related news within news about beauty tips. This results in the beauty news being detected by AI as government news because the links are recognized as government-related text.

### Utilization of Artificial Intelligence in Government Communications

In the public relations work process, the public relations team has used several platforms with artificial intelligence to accelerate performance that requires fast information and public relations services to leaders.

“In the Public Relations Bureau (Biro Humas), the use of AI technology is more focused on improving information and public relations services, including media monitoring and analysis of issues related to government policies, national strategic programs, and other issues related to government work” (I-R).

“At BPMI (Biro Pers, Media, dan Informasi / Bureau of Press, Media and Information), we utilize AI extensively, for example, to monitor issues using media monitoring tools, brainstorm content production, sometimes using AI, and also to create animations for holiday greetings, sometimes using AI for stock” (I-A).

Interviews with Informant R and Informant A revealed that the use of artificial intelligence (AI) technology has become an integral part of communication practices within government public relations. Informant R stated that AI is used for “media monitoring and analysis on issues related to government policies and national strategic programs”, indicating a shift in the PR work paradigm from simply reporting information to strategic, data-driven issue management. Meanwhile, Informant A highlighted the application of AI in various creative and operational processes, such as content brainstorming and digital animation production.

This phenomenon can be examined through the theory of technological determinism, which views technological developments not merely as tools but as key agents shaping the way humans think, interact, and work. In this context, the use of AI in government PR agencies is not simply the adoption of new tools, but rather a transformation in working methods driven by technological pressures.

According to McLuhan (1964), “the medium is the message”, which means that communication technology shapes not only the content of messages, but also the social structure and practice of communication itself. When AI becomes the dominant medium for issue monitoring or content production, it also reconstructs the working logic of government public communications to become more data-driven, faster, and more visual. This leads to technological determinism in how governments shape their image and manage public opinion (McLuhan, 1964).

Furthermore, Lievrouw and Livingstone (2006) explain that digital technology, including AI, is transforming the communications landscape into a more complex and non-linear network. In interviews, practices such as AI-powered media monitoring demonstrate how PR agencies are now not only messengers but also managers of dynamic information ecosystems. This demonstrates the influence of technology on the functions and roles of government communications institutions (Lievrouw & Livingstone, 2006).

### **The Function of Media Monitoring Tools in Supporting Public Relations**

“The use of these media monitoring tools helps public relations officers assigned to monitor and analyze media more quickly, precisely, and accurately, as the process of mapping issues, processing data, analyzing, and compiling recommendations can be done easily and efficiently, which are then reported to management” (I-R).

“Our media monitoring tools function to monitor issues developing in the public eye in real time by monitoring issues in both conventional and social media” (I-A).

Statements from Informants R and A highlighted the crucial role of AI-based media monitoring tools in government communication practices. Informant R (I-R) explained that these tools accelerate and simplify the process of issue mapping, data processing, analysis, and the development of recommendations ready to be presented to leaders. Meanwhile, Informant A (I-A) emphasized the real-time monitoring function of public issues, both in conventional and social media.

The digital media used for monitoring not only influences how information is tracked but also shapes how organizations think and respond to reality. Media monitoring tools not only accelerate PR work but also transform it into a more analytical, data-driven, and predictive and issue mitigation-oriented approach. According to Bhagwani (2025), the use of AI in media

monitoring enables PR teams to monitor social media conversations, identify emerging trends, and gauge public sentiment about a brand or issue in real time (Bhagwani, 2025).

The use of this technology demonstrates the determinism of technology in shaping the working methods of public relations institutions. Technology no longer functions merely as a tool, but rather as a force that determines work structures, decision-making, and even the speed of response in government communications. Furthermore, Chandler (1995) explains that in hard determinism, technology is considered an autonomous force that directs social change, including the way institutions operate. In the context of government public relations, it is clear that the adoption of media monitoring tools is not merely a technical choice, but a strategic necessity that influences bureaucratic structures and institutional communication patterns (Chandler, 1995).

As Lievrouw and Livingstone (2006) argue, digital technology has reshaped communication as a network-based process, where information must be monitored and responded to simultaneously in a fragmented media space. Informant statements demonstrate that public relations institutions are no longer simply information transmitters, but must also become real-time public issue analysts (Lievrouw & Livingstone, 2006).

In supporting public relations performance in government, Public Relations Officers utilize a media monitoring tools platform that simplifies and speeds up data searches.

“Currently, the media monitoring tools we use are in the form of a dashboard which contains menus that can display news data from print media, online media and electronic media as well as posting data from social media in real time” (I-R).

“We use a single media monitoring tools platform, which has many comprehensive features for monitoring news and discussions on social media” (I-A).

Quotes from Informant R and Informant A indicate a significant digital transformation in government public relations practices, particularly through the use of integrated, real-time media monitoring tools. Informant R (I-R) stated that the tool used is a dashboard that displays data from print, online, electronic, and social media in real time. Meanwhile, Informant A (I-A) mentioned the use of a single, feature-rich, integrated platform to monitor news coverage and public discourse.

This phenomenon demonstrates how digital technology, particularly AI and big data, not only simplifies work but also redesigns institutional communication practices. This aligns with the view of technological determinism, which positions technology as the primary force shaping social and structural change in organizations (Chandler, 1995).

Within the framework of technological determinism, digital platforms such as monitoring dashboards are not merely technical tools but construct a new work logic: data-driven, visualization-based, and integrated across media channels. This creates a work system that is automated, simultaneous, and responsive to the dynamics of public issues in real time. The way information is accessed and presented, such as through real-time dashboards, influences not only communication content but also mindsets, organizational structures, and decision-making. When government public relations rely on integrated dashboards as a central information source, the communication process becomes increasingly dependent on digital technology infrastructure.

This also aligns with the idea of Lievrouw and Livingstone (2006), who highlighted that developments in communication technology have shifted public communication to a network-based, data-driven, and speed-driven process. Technology has become a normative force that forces government bureaucracies to adapt new working methods that are faster, broader, and more analytical.

### **Public Relations Work Pattern in Applying Media Monitoring**

“We have been utilizing these media monitoring tools since 2016. Every day, we compile daily issue monitoring reports, printed media, which are compiled based on data from print, online, and electronic media. In addition, we also compile thematic reports where the data presented is the result of monitoring and analysis of print, online, and electronic media, as well as social media. We report these reports to the leadership, starting from the Minister, Deputy Minister, to officials and employees within the Ministry of State Secretariat” (I-R).

“Yes, the Public Relations Team actively uses this media monitoring tool. Every day, the Public Relations Team always monitors and submits reports to the leadership on a daily and monthly basis, and sometimes we also create thematic reports according to the leadership’s direction” (I-A).

Statements from Informant R (I-R) and Informant A (I-A) reflect that the use of media monitoring tools has become an important part of the institutional communication system within the Ministry of State Secretariat since 2016. This tool is used consistently in the preparation of daily issue monitoring reports, print media reports, and thematic reports are compiled from various sources: print, online, electronic, and social media. The results of this process serve not only as internal documentation but are also communicated directly to leaders from the ministerial level down to structural staff.

This statement demonstrates that digital technology, particularly media monitoring tools, is no longer optional or optional, but has instead established a formal work structure within bureaucratic communication processes. This aligns with the notion of technological determinism, the view that technology has autonomous power to shape work practices and social change (Chandler, 1995). Within this framework, technology not only facilitates reporting activities but also redesigns workflows and determines the rhythm and content of institutional communication. Media monitoring tools enable PR to produce real-time, systematic, and measurable data-driven reports. This means that reports to management are no longer based on intuition or subjectivity, but rather on technological logic: speed of access, quantification of issues, and integration of data across media platforms.

Furthermore, Lievrouw and Livingstone (2006) show that in the new media era, public institutions operate in a networked ecosystem, where technology becomes a key mediator in opinion formation and legitimacy. By utilizing data-based monitoring reports from various media outlets, government bureaucracies demonstrate how strategic decisions and public communication are increasingly shaped by data-driven governance fueled by technological determinants.

### **Changes in Work Patterns and Decision-Making**

Both informants reported that the use of AI-based media monitoring tools has significantly transformed the communications team’s work patterns, moving from a time-consuming manual process to a structured and efficient system. This technology integration not only increases productivity but also strengthens collaboration between teams in responding to issues quickly and accurately. However, it is important to maintain ethical considerations and ensure that AI is used responsibly.

“The use of media monitoring tools actually strengthens the team's work patterns in the Public Relations Bureau. When an issue is being discussed in mainstream media or social media, each team already knows what to do. The initial step will begin with the Monitoring Team monitoring and analyzing the issue, then reporting it to the leadership. This monitoring data or report can then serve as a basis for the leadership to provide follow-up directions and also as a basis for other teams to carry out their tasks, such as creating infographics and creative content related to the issue, as well as compiling press releases and holding press conferences” (I-R).

“I think these tools have changed the way we work. Initially, we did it manually, clipping news from dozens of newspapers, monitoring 12 national television channels, browsing online and printed news. With the advent of AI media monitoring tools around 2019, we just need to select the news period or netizen posts on social media and the entire list will appear. We can even directly select features for graphic visualization. I think the use of AI has made our work much more effective and efficient. Previously, we could only report monitoring weekly due to the many manual steps involved. Now, we can report to management daily” (I-A).

Informant R emphasized that this tool strengthens team coordination in responding to emerging media issues, with a workflow that spans from monitoring to drafting press releases and press conferences. Meanwhile, Informant A highlighted the transformation from manual processes like newspaper clippings and television monitoring to automation, enabling more effective and efficient daily reporting with data visualization.

This transformation reflects the principle of technological determinism, where technology is not only about a tool, but a force that shapes and determines structures and social processes (Héder, 2021). In this context, the adoption of AI in media monitoring has transformed the way PR works from manual and reactive to automated, proactive, and data-driven.

According to Pierson et al. (2023), the integration of AI in the media and communications sector has created a new socio-technical ecosystem that impacts organizational structures and workflows. AI not only automates data collection and analysis but also mediates communication and decision-making, previously the exclusive domain of humans (Pierson et al. 2023).

Furthermore, Skinner (2025) highlights that AI-based monitoring tools enable real-time media analysis, crisis detection, and public sentiment tracking, all of which accelerate organizational responses to emerging issues. This demonstrates that AI has become a crucial component of modern communications strategies, not simply an add-on tool (Skinner, 2025).

However, the adoption of AI also brings ethical and structural challenges. Wuttke et al. (2025) caution that while AI increases efficiency, there are risks related to transparency and accountability in automated decision-making. Therefore, it is crucial for government institutions to develop policies that ensure the ethical and responsible use of AI (Wuttke et al. 2025).

### **Decision Making from Data Tools**

“Mostly, yes, because the results of this monitoring and analysis report also provide recommendations for follow-up actions that need to be taken by both the Ministry of State Secretariat and the relevant ministries/agencies to address and respond to issues currently being discussed on various media platforms and prevent them from becoming wild rumors and developing into hoaxes” (I-R).

“I think it is correct, we make conclusions and recommendations based on the data obtained from the AI monitoring tools, but we often have to edit the data because the data from AI isn't completely accurate and needs to be checked again” (I-A).

Both informants agreed that data from tools (especially AI-based monitoring) plays a role in communication decision-making. However, verification steps are still necessary to ensure data accuracy, so human interpretation remains crucial in the final decision-making process. The use of AI monitoring tools in strategic communication enables agencies or organizations to analyze public conversations in real time, identify emerging issues, and formulate appropriate responses. This is evidenced in previous research by Al-Surmi et al. (2022), which showed that integrating AI into operational decision-making can improve organizational performance by providing relevant and timely information. This aligns with the concept of data-driven decision-making, which emphasizes the importance of data in the decision-making process. The effectiveness of AI systems in decision-making depends on the user's level of trust in the

recommendations provided. Users need to have the ability and wisdom to critically assess when to accept AI and when to prioritize their own judgment (Zhang et al., 2020).

### **The Challenge of Using Media Monitoring Tools**

“The challenge lies in the analysis process. The team carrying out media monitoring and analysis must possess sharp, precise analytical skills and understand reporting patterns in mainstream and social media. This will facilitate validation of media coverage. A key factor in using media monitoring tools is understanding the issue. When exploring the issue, the use of keywords determines whether the collected data is valid and relevant, or whether it is mixed with other issues unrelated to the issue being monitored” (I-R).

“Data from these media monitoring tools isn't always accurate. The PR team often has to double-check news stories to edit sentiment, as AI often misinterprets the sentiment of news content. Furthermore, unrelated news or posts often appear in the platform's database because links from other news stories appear in related news stories” (I-A).

Both informants acknowledged that the use of AI-based media monitoring tools offers numerous benefits in efficiently collecting and analyzing data. However, challenges remain, particularly in terms of the accuracy of sentiment analysis and the relevance of the collected data. Several studies have shown that AI and Natural Language Processing (NLP) still struggle to accurately detect emotional context, particularly in non-English languages and in ironic or sarcastic sentences (Poria et al., 2017). Therefore, human analysis skills, particularly for communication practitioners and contextual understanding, remain a crucial component of the media monitoring process to ensure the information obtained is truly useful and reliable. Therefore, it can be concluded that although automated systems provide convenience and/or efficiency, human intervention is still necessary for contextual interpretation. This is referred to as “*human-in-the-loop*” in digital automation (Wang et al., 2019).

### **The Impact of Using AI-Based Media Monitoring Tools**

The use of media monitoring in government public relations has a positive impact in helping work become more effective and efficient.

“The use of AI in media monitoring tools makes it easier for stakeholders to understand the sentiment behind an issue, its exposure, key figures whose statements are frequently quoted by the media, and public complaints conveyed through social media. This information is certainly essential for stakeholders to respond and determine follow-up actions and steps to be taken to provide optimal public services to the community” (I-R).

“The positive impact is that we don't have to spend days manually gathering news. With these tools, news monitoring can be completed more quickly, and we can report and provide recommendations to management on a daily basis, thus minimizing the number of outdated reports. Furthermore, implementing communication strategies to respond to these issues will be faster and prevent them from escalating into crises” (I-A).

Regarding negative impacts, the two informants differed in their perspectives on the use of AI-based platforms. Informant R perceived virtually no negative impacts from the use of this technology. This demonstrates that informant R possesses adequate digital competency and is able to adapt quickly to technological changes. For informant R, technology is viewed as a strategic tool, not a threat or obstacle.

“In my experience since 2019, I haven't directly handled media monitoring and analysis. On the contrary, it has significantly helped make work more efficient and also assisted leaders in decision-making and policy-making” (I-R).

Meanwhile, informant A acknowledged the challenges of adapting to technology, especially for employees from generation X. These employees felt hampered by the presence of AI-based systems. This indicates a digital divide between generations in the workplace. Furthermore, it can potentially create resistance to new technologies, especially if not

accompanied by training or a human-centered design approach. The phenomenon described by informant A is known in the literature as the generational “digital divide”, where older age groups tend to be slower to adopt new technologies than digital-native generations. This research shows that age and computer self-efficacy are key determinants of technology adoption by older generations. Therefore, support from organizations or agencies is crucial in facilitating training to bridge this gap. Failure to adequately support employees can cause new technologies to become work-inhibitors.

“The negative impact is that there are employees who are generation X (Gen X) who are less familiar with technology, so these employees feel hampered by the presence of monitoring tools based on the AI” (I-A).

### **Team Readiness in Facing Technology-Based Transformation**

Based on interviews with the two informants, data shows that digital transformation in government public relations depends not only on the availability of technology (tools), but also on the readiness of human resources (HR) to adapt to these changes. In this context, this readiness is influenced by two main factors: technical training support and differences in age characteristics within the team.

“To keep up with changes and navigate technology-driven transformation, the team must also be prepared by providing them with training, technical guidance, and workshops on the use of AI in media monitoring tools. This way, the team will be better prepared and able to utilize AI as needed for their public relations duties, particularly in media monitoring and analysis” (I-R).

“Teams with diverse age groups and work cultures create differences in team readiness for this AI-based digital transformation. Team members aged 20-45 still have a strong desire to learn, participate in technical guidance, and training sessions to understand the technology. However, employees nearing retirement often struggle to grasp how the technology works. So that this work is more often handled by young employees” (I-A).

### **Organizational Changes Due to Technological Determinism**

Statements from Informants R and A indicate that the use of AI-based media monitoring tools has revolutionized the work patterns of government PR. Informant R emphasized that this tool strengthens team coordination in responding to developing issues in the media, with a workflow that starts from monitoring to preparing press releases or press conferences. Meanwhile, Informant A emphasized the transformation from manual processes such as newspaper clippings and television monitoring to automation that allows for more effective and efficient daily reporting with data visualization.

“Because if you don’t keep up, you’ll be left behind. For example, in the past, much of the work in public relations was done manually, such as creating news clippings, manually transcribing recordings, or editing videos and photos, which took a long time. The Public Relations Bureau has long abandoned manual clippings and replaced them with printed media reports, which present editorials, headlines, and two selected issues frequently covered by print media. With this monitoring technology, all data, such as media reports, transcripts, videos, and photos, can be viewed simply by logging into a single platform” (I-R).

“Yes, government institutions must adapt to the development of digital technology to maintain their good reputation. If organizations are slow to implement it, their response to the public will be slow, and ultimately, the public will judge the government institution's performance as slow, which will damage its reputation” (I-A).

This transformation reflects the principle of technological determinism, where technology is not merely a tool but a force that shapes and determines social structures and processes. In this context, the adoption of AI in media monitoring has transformed the PR process from manual and reactive to automated, proactive, and data-driven.

Informant A emphasized that delays in adopting digital technology can negatively impact the reputation of government institutions. In an era where the public expects rapid and transparent responses, the inability to meet these expectations can erode public trust. A study by Deloitte (2025) shows that the use of AI in public communications enables organizations to convey information more efficiently and responsively, which in turn increases public trust in government institutions.

### **Changes in the Role of Humans Due to Technology**

“In my personal opinion, based on experience, the presence of this technology actually helps humans and makes their work easier because one thing that machines cannot do is perform in-depth analysis and make recommendations according to the needs and conditions” (I-R).

“In my opinion, the role of humans isn’t diminished, but rather, it can help expedite performance. For example, manually clipping news from newspapers takes a long time. Once all the data is collected, the PR team can then provide analysis, conclusions, and recommendations. However, if AI monitoring tools can generate news data quickly, the PR team can analyze it more quickly and provide conclusions and recommendations to management. The cleansing, filtering, skimming, analysis, and recommendations processes can only be carried out by humans because humans can reason based on observing the conditions around them. AI monitoring tools, on the other hand, can only present data according to the features available on the platform” (I-A).

Both informants agreed that AI technology cannot completely replace humans. AI technology significantly helps public relations practitioner complete data-driven tasks more quickly. However, the results of AI work are not yet fully valid, requiring public relations practitioners to perform data validation and in-depth analysis, which can be achieved using human cognitive abilities. Consistent with Ghosh's (2023) study, which states that AI can assist in decision-making, this technology has limitations in understanding complex contexts and nuances (Ghosh, 2023).

Research by Leonard Boussioux and colleagues also shows that collaboration between humans and AI can produce better decisions than either AI or humans working alone. This study emphasizes the importance of human involvement in the decision-making process to ensure that the results are relevant and contextually appropriate (Boussioux, 2025).

### **Effective Use of Technology**

“Learning it, using it, and staying updated on changes in the current digital era will help you stay ahead of the curve and utilize technology to assist you in your work. This will, of course, lead to better public service, especially in the field of public relations” (I-R).

“We urge employees to regularly utilize these AI-based media monitoring tools, and we provide training and technical guidance to collaboratively discuss and find solutions to problems encountered when using this technology. This will allow us to optimize the use of the features in these media monitoring tools effectively” (I-A).

Statements from informants R and A emphasized that the use of AI-based media monitoring technology in public relations not only improves work efficiency but also encourages organizations to continuously learn and adapt to technological developments. Informant R stated that learning and using this technology helps provide better public services. Meanwhile, Informant A highlighted the importance of training and technical guidance to optimize the features of media monitoring tools effectively.

According to Myers (2025), the emergence of AI presents new challenges in the fields of public relations and communications, raising questions about the security, accuracy, privacy, and ethics of using such technology. However, he also emphasizes that the human experience and ethical foundations of PR practitioners make them irreplaceable by technology, no matter

how “intelligent” it may become. This demonstrates that while technology influences the way things work, fundamental human values and roles remain crucial in the communication process.

## **CONCLUSION**

Media monitoring, influenced by technological determinism, plays a crucial role in shaping government public relations communications. It enhances accountability and provides tools for effective crisis management to address public issues circulating in the community. As technology advances, institutions must adapt their communication strategies to maximize the benefits of media monitoring while addressing its challenges. The mobile and AI-based Media Monitoring Tools platform has transformed the work patterns of the Public Relations Team at the Ministry of State Secretariat. Work processes that were previously manual have been transformed into digital ones. Interviews revealed that the presence of technology can improve performance, making it more effective and efficient, as it can accelerate work processes automatically. Although this technology can simplify work processes, the media monitoring tools platform still requires human input (PR practitioners) to validate the resulting data and information. Therefore, the use of AI in government public relations communications is a result of technological determinism, forcing organizations to adapt their communication structures, strategies, and even narratives to the logic of the new technology. Ultimately, the performance of government public relations will be more effective and efficient, accelerating recommendations to policy makers so that public services originating from public aspirations through media listening will be quickly followed up.

## **Recommendation**

### **Academic Recommendations**

The concept of technological determinism used in this research opens the way for deeper discussion about how technology not only facilitates but also shapes organizational work practices and communication patterns. Therefore, further research is needed on the ethics, control, and balance between the roles of humans and technology in public communication governance. In addition, the number of technology studies in government communication studies is still limited, therefore it is hoped that further research on similar studies can be increased and deepened further. The research methods can also be developed using mixed methods, which combine qualitative methods for in-depth understanding, and quantitative methods to expand the scope of research.

### **Practical Recommendations**

Human resource capacity building is needed for all Public Relations personnel, particularly those working with mobile technology and AI-based platforms. Government agencies should regularly conduct training for public relations staff and other general staff on technical and ethical AI issues. This training aims to improve understanding and skills in operating media monitoring tools and interpreting AI data. Furthermore, AI analysis results must be continuously validated or double-checked by the public relations team to ensure the accuracy of sentiment, news context, and issue relevance, to prevent misinterpretation. Organizational communication, both internally and externally, remains crucial and highly strategic. Therefore, it needs to be strengthened, flexible, and open to ensure the primary objectives of tasks and work are achieved through effective communication. Furthermore, public communication also needs to be a focus for stakeholders, as the government's primary mission is to provide optimal public services. Discussions with stakeholders are needed to address areas that could be improved through digitalization. If government communications are digitally integrated, real-time information will be easily accessible to all ministries, agencies, and public bodies, creating a unified narrative and preventing misinformation.

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