



AI-Based Media Intelligence In Digital Public Relations

4.0: A Case Study of Kurasi Media Nusantara

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Abstract. The digital transformation of public relations has encouraged communication practices to become increasingly data-driven, real-time, and technology-supported. This study examines the use of AI-based media intelligence in supporting reputation and crisis management at Kurasi Media Nusantara. Drawing on Doorley and Garcia's Reputation Management concept and Karl Weick's Sensemaking Theory, this study employed a qualitative case study approach. Data were collected through semi-structured interviews with the strategic manager, media analyst, and communication practitioner of Kurasi Media Nusantara, as well as a Corporate Communication representative of PT ASDP Indonesia Ferry (Persero) as an external service user. The findings show that artificial intelligence accelerates media data collection, initial sentiment classification, issue identification, and information summarization. However, automated outputs still require human validation because sentiment and issue urgency depend on language context, media framing, industry characteristics, and organizational conditions. Sensemaking occurs through a continuous process of selecting, comparing, validating, and contextualizing media data before transforming it into communication insights and recommendations. Media intelligence also supports reputation management by monitoring public perceptions, distinguishing routine issues from reputational risks and potential crises, and providing early warnings for communication responses. The study demonstrates that AI-based media intelligence functions as a strategic decision-support system rather than merely a data-collection tool. Its effectiveness depends on collaboration between technology, professional judgment, and organizational knowledge.

Keywords: artificial intelligence; Digital PR 4.0; media intelligence; reputation management; sensemaking

1. INTRODUCTION

The digital transformation has shifted public relations from publication-centered activities toward communication practices that are increasingly data-driven, real-time, and technology-supported. The growth of online media and social platforms means that information about organizations is continuously produced and distributed by news outlets, service users, communities, public figures, and other stakeholders. Organizations therefore need more than the volume of coverage; they also require information about sentiment direction, issue development, involved actors, and possible reputational consequences.

This condition has encouraged the development of media monitoring into media intelligence. Media monitoring initially focused on collecting and documenting coverage. Media intelligence expands this function through sentiment analysis, issue clustering, trend identification, actor mapping, and the formulation of communication

recommendations. Within Digital PR 4.0, artificial intelligence (AI) is used to help collect and process large volumes of media data more rapidly.

Media intelligence is particularly relevant for companies operating in dynamic communication environments. PT ASDP Indonesia Ferry (Persero), one of Kurasi Media Nusantara's service users, provides ferry transportation services that are closely connected to the public interest. Issues concerning service quality, queues, weather, safety, policies, and user experiences may escalate quickly across news and social media. Organizations therefore need timely and contextual information to determine whether an issue should simply be monitored, requires clarification, or has the potential to become a crisis.

Although AI can improve efficiency, automated classifications do not always explain the context of coverage accurately. Media language and public conversations contain framing, irony, specialized terms, and differing viewpoints. A word automatically classified as negative may not necessarily be detrimental to an organization when interpreted within the full context of a news story. This situation reveals a gap between AI's speed in processing data and an organization's need for contextual and accountable interpretation.

Previous studies show that social listening can help organizations understand stakeholder views at scale and with relative speed [4]. [5] found that communication professionals require integrated data and more contextual insights from social listening providers. [6] showed that AI has been used in media monitoring, data analysis, and communication production, although challenges related to accuracy, bias, and ethics remain. [3] further emphasized that automated communication is a sociotechnical process involving technology, people, and organizational contexts.

Nevertheless, research explaining the full process from AI-based data collection and analyst validation to recommendation development and the use of findings by client organizations remains limited. This study addresses that gap through a case study of Kurasi Media Nusantara involving the perspectives of a strategic manager, a media analyst, a communication practitioner, and a service user.

This study aims to analyze the integration of AI and human judgment in media intelligence, explain the sensemaking process through which media data are transformed into insights and recommendations, and examine the use of media intelligence in reputation management and responses to potential crises. The initial assumption is that media intelligence effectiveness depends not only on technological capacity but also on human ability to understand context, assess urgency, and translate data into communication action.

2. LITERATURE REVIEW

2.1 Digital PR 4.0 and Media Intelligence

Digital PR 4.0 refers to public relations practices that use digital media, data analytics, automation, and AI to support organizational communication and decision-making. Media intelligence is part of this practice because it employs technology to collect coverage, monitor public conversations, identify sentiment, and detect issue patterns. Unlike media monitoring, which primarily produces monitoring data, media intelligence is directed toward generating insights and communication

recommendations. In this study, Digital PR 4.0 and media intelligence are used to understand the role of AI in data collection and processing at Kurasi Media Nusantara.

2.2 Reputation Management

[1] explain that reputation is shaped through the relationship among organizational performance, behavior, and communication. Reputation is not determined solely by media coverage, but also by stakeholder experiences of an organization's services and actions. Media data can serve as one indicator of how an organization is represented and perceived by the public. In this study, Reputation Management is used to analyze the use of media intelligence in monitoring perceptions, identifying reputational risks, classifying issue levels, and developing communication responses.

2.3 Sensemaking Theory

[2] conceptualizes sensemaking as the process of assigning meaning to complex, ambiguous, and continuously changing situations. Understanding is constructed by selecting particular cues, connecting them with prior experience, discussing them with others, and developing an account that can guide action. In media intelligence, data generated by AI systems do not automatically possess strategic meaning. They must be validated and contextualized by analysts, communication practitioners, and user organizations. In this study, Sensemaking Theory explains how media data are transformed into insights, recommendations, and communication decisions.

3. METHODS

This study used a qualitative approach with a case study design focused on Kurasi Media Nusantara. Data were collected in June 2026 in Jakarta and online through semi-structured in-depth interviews and written interviews. Informants were purposively selected based on their involvement in developing, processing, interpreting, or using media intelligence. They consisted of Kurasi Media Nusantara's owner and strategic manager (PL-1), a media analyst (AM-1), a communication practitioner performing a consultative role (PK-1), and a Corporate Communication representative from PT ASDP Indonesia Ferry (Persero) as a service user (KL-1). Data were analyzed through transcription, data condensation, coding, category development, and thematic interpretation using Sensemaking Theory and Reputation Management. Data credibility was maintained through source triangulation by comparing the perspectives of the manager, analyst, communication practitioner, and service user. Personal identities were anonymized. Interview excerpts were translated from Indonesian into English by the authors and lightly edited to remove fillers and repetition without altering their substantive meaning.

4.RESULTS & DISCUSSION

The analysis produced four main themes: the use of AI to improve media intelligence efficiency, human validation as a sensemaking process, the use of media

intelligence in reputation and crisis management, and collaboration among AI, professionals, and user organizations.

Table 1. Main Themes of the Research Findings

Theme	Main finding
AI-based efficiency	AI accelerates collection, initial classification, clustering, and data summarization.
Validation and sensemaking	System outputs must be read, compared, and contextualized by humans.
Reputation and crisis management	Media intelligence supports perception monitoring, issue classification, and early warning.
Human-technology collaboration	Insights are generated through interactions among systems, analysts, practitioners, and users.

Source: Authors’ data analysis (2026)

4.1The Transformation of AI-Based Media Monitoring

4.1.1. Efficiency in Data Collection and Processing

The use of AI at Kurasi Media Nusantara emerged from the growing number of media sources and the need to obtain information rapidly. The strategic manager explained that media monitoring is a fundamental stage before public relations professionals can develop analyses, recommendations, and strategies. However, a fully manual process requires considerable time and labor.

“Media monitoring is the most fundamental task that public relations practitioners need to perform before developing strategies and recommendations. With the growing number of media outlets and social media platforms, the work would be difficult to perform entirely manually. Kurasi therefore uses AI to make the process faster and more efficient.” (Interview with PL-1, June 2026)

AI supports keyword-based data retrieval, the conversion of broadcasts into text through speech-to-text technology, initial sentiment classification, and topic clustering. These functions enable the system to process thousands of news items and conversations each day. Nevertheless, the process does not end with the system. AM-1 explained that retrieved data must still undergo issue tagging, sentiment review, and report preparation.

“The system retrieves all news reports and posts that match the configured keywords. We then tag the issues and adjust the sentiment assigned by the system before processing the data into reports according to the client’s needs.” (Interview with AM-1, June 2026)

These findings show that AI primarily improves efficiency during data collection and initial classification. This is consistent with [6], who found that public relations professionals use AI to improve the efficiency of media monitoring and data analysis. However, as [3] argue, automated communication technologies remain embedded in work systems involving people and organizational contexts.

Transforming Data into Communication Insights

Media intelligence does not merely produce statistics; it simplifies data into usable information. PK-1 explained that many organizations have limited human resources and time to interpret very large volumes of data. Service providers bridge this limitation by producing concise summaries and accessible insights. KL-1, as a service user, confirmed this perspective.

“Kurasi’s added value lies not only in collecting data but also in interpreting it. Thousands of news items are summarized into insights concerning the causes of an issue, the factors shaping sentiment, and the implications for the company’s reputation.” (Interview with KL-1, June 2026)

This finding supports [5], who showed that social listening users need not only complete datasets but also contextual insights. The strategic value of media intelligence therefore lies in its ability to connect media data with communication decision-making needs.

4.2 Human Validation and the Sensemaking Process

4.2.1. Interpreting Sentiment and Context

One limitation of AI concerns its ability to understand linguistic context. A system may categorize sentiment based on particular words, even though the resulting label does not reflect the overall meaning of the coverage. AM-1 provided an example in which the Indonesian word for “flood” was automatically treated as negative, although the report did not necessarily frame the organization negatively.

“The system labeled the word “flood” as negative, but it was not necessarily negative in context. We reread the article to determine whether the reference to flooding actually placed the client in a negative position. The sentiment therefore still had to be verified.” (Interview with AM-1, June 2026)

Sentiment assessment requires attention to the structure of a news story, media framing, the position of sources, and the potential effect of the information on the organization. The same coverage may also be interpreted differently from the perspectives of a company, government, community, or other stakeholder group. From [2] perspective, words, sentiment labels, and changes in coverage volume are extracted cues. Such cues do not have fixed meaning until they are connected with context. Analysts engage in sensemaking by rereading data, comparing sources, drawing on prior experience, and determining the most relevant interpretation.

4.2.2. Sensemaking as a Social Cycle

Meaning is not constructed by analysts alone. Analyzed data are interpreted by communication practitioners as recommendations and then discussed with clients. PK-1 described the process as a cycle.

“Analysts process and validate raw data into insights. Those insights are used to develop a strategy, which is then communicated to the client for implementation. After the strategy is implemented, the results are monitored again by the analysts. The process is therefore not merely a sequence of stages, but a cycle.” (Interview with PK-1, June 2026)

The social character of sensemaking is also evident when a user organization’s internal understanding differs from external data. KL-1 explained that an operational issue once considered local within the organization attracted substantial attention on social media. Discussion with Kurasi’s analysts helped the organization understand the source and context of the escalation more objectively. Meaning was therefore produced through the interaction of external data and internal knowledge. AI supplied cues, analysts provided interpretations, practitioners linked them with strategic options, and the client added organizational context.

4.3 Media Intelligence in Reputation and Crisis Management

4.3.1. Monitoring Perceptions and Reputational Risk

Media intelligence helps organizations observe how their performance, behavior, and communication are represented in the public sphere. Media sentiment can indicate the direction of perceptions during a particular period, but it cannot be equated directly with reputation. PL-1 explained that consistently positive sentiment may support a positive image, whereas reputation develops over a longer period and is also influenced by financial performance, service quality, organizational behavior, and direct stakeholder experience.

This finding is consistent with [1], who regard reputation as the outcome of relationships among performance, behavior, and communication. Media intelligence is one instrument for reading communication and public perceptions, but reputation management still requires substantive organizational action. At ASDP, media intelligence is used to observe sentiment changes, evaluate communication effectiveness, identify major issues, and assess the potential for escalation. Relevant indicators include coverage volume, sentiment direction, media reach, public engagement, influential actors, and the speed at which an issue spreads.

4.3.2. Early Warning and Issue Classification

The findings indicate that not every negative news report should be treated as a crisis. PK-1 distinguished routine issues, reputational risks, and potential crises according to their impact and industry characteristics. Routine issues are operational matters that may arise in daily activities. Reputational risks begin to involve policy or management standards, whereas a potential crisis may disrupt public trust and organizational continuity.

“Not every negative report should be treated as a crisis. By examining coverage volume, sentiment, media reach, public engagement, and the speed of issue diffusion, we can distinguish whether an issue only needs monitoring, requires clarification, or should immediately be addressed through crisis communication.” (Interview with KL-1, June 2026)

KL-1 also explained that the early warning system had helped Corporate Communication coordinate with operational units, prepare key messages, and provide clarification to the media and the public. This demonstrates that media intelligence is not only descriptive but also functions as a decision-support system. Timely information allows an organization to verify internal conditions and select an appropriate response. From a Reputation Management perspective, detecting and responding to risks at an early stage can help protect stakeholder trust.

4.4 Human-AI Collaboration in Digital PR 4.0

4.4.1. AI as a Decision-Support System

All informants agreed that AI increases data-processing capacity but cannot replace humans. Systems still have difficulty understanding informal language, industry-specific terminology, irony, internal conditions, and social context. AI is also unable to fully account for the empathy required in crisis communication.

“AI will not replace humans, but people who do not use AI will be replaced by those who do. AI is a tool that makes work more efficient, but the human touch remains necessary.” (Interview with PL-1, June 2026)

From the user perspective, KL-1 likewise emphasized that interpretations of a company’s social, political, and operational context still require analysts who understand the organization’s characteristics. Human validation prevents automated classifications from being treated as final decisions. AI in media intelligence is therefore more appropriately positioned as a decision-support system: it provides speed, reach, and processing capacity, while humans determine meaning, relevance, urgency, and communication action.

4.4.2. Implications for Practitioner Competence

This collaboration requires stronger competencies among analysts and communication practitioners. Analysts must not only understand dashboards and data

but also read framing, identify issue patterns, construct data narratives, and formulate usable recommendations. Communication practitioners need to connect media insights with organizational objectives, stakeholder characteristics, and possible risks. Kurasi Media Nusantara provides training in media analysis, report preparation, recommendation development, AI use, and data storytelling because the quality of technological output continues to depend on human capacity to assess and correct it.

The findings demonstrate that the effectiveness of Digital PR 4.0 is not determined solely by system sophistication. It also depends on data quality, user competence, interaction with clients, and understanding of the industry context. The relationship between AI and humans is therefore complementary rather than fully substitutive.

4.5 Synthesis of Findings: The AI-Based Media Intelligence Cycle

Taken together, the findings indicate that media intelligence at Kurasi Media Nusantara forms a cycle beginning with media data collection, AI-based initial classification, analyst validation, insight generation, recommendation development, organizational decision-making, and renewed monitoring for evaluation. Sensemaking explains how data are transformed into understanding, whereas Reputation Management explains how this understanding is used to monitor perceptions, identify risks, select responses, and evaluate communication.

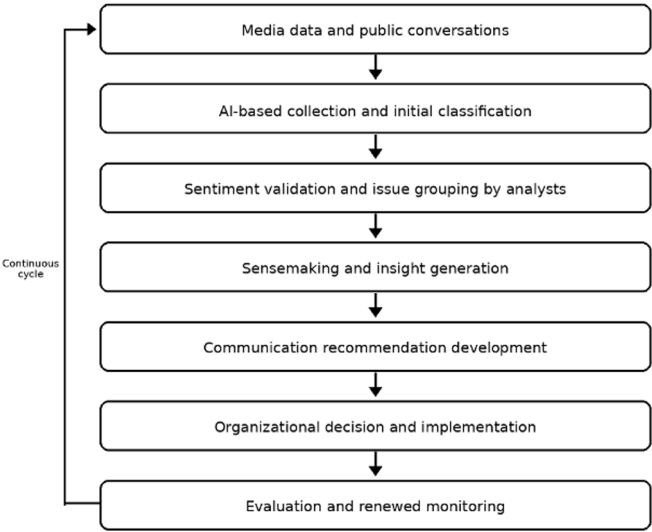


Figure 1. The AI-Based Media Intelligence Cycle in Reputation Management
Source: Authors' analysis (2026)

5. CONCLUSION

This study shows that AI-based media intelligence at Kurasi Media Nusantara operates through the integration of technology and human judgment. AI accelerates data collection, initial classification, pattern identification, and information summarization. System outputs nevertheless require validation because the meaning of sentiment and the urgency of an issue are shaped by linguistic context, media framing, industry characteristics, and organizational conditions.

Sensemaking occurs through the selection, comparison, validation, and contextualization of data involving media analysts, communication practitioners, service managers, and user organizations. This process creates a cycle from data and insights to recommendations, implementation, and renewed monitoring. The findings extend the application of Sensemaking Theory by demonstrating that meaning construction in AI-supported communication emerges through interactions among technological systems, professional judgment, and organizational knowledge.

In reputation management, media intelligence helps organizations monitor public perceptions, distinguish routine issues from reputational risks and potential crises, and obtain early warnings for communication responses. However, media intelligence is not the sole measure of reputation, because reputation is also shaped by performance, behavior, service quality, and stakeholder experience.

In practical terms, service development should focus on improving sentiment accuracy, real-time early warning, source integration, more interactive dashboards, and recommendations tailored to industry characteristics. This study is limited to one service provider and one user organization. Future research could involve more organizations, compare services across industries, and quantitatively measure AI accuracy and the effects of recommendations on reputational developments.

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CONFLICT OF INTEREST

The first author has a professional relationship with Kurasi Media Nusantara, the organization examined in this study. To reduce potential bias, the research involved informants in different roles and included a service user as an external source. Apart from this professional relationship, the authors report no other conflict of interest that could have influenced the interpretation or reporting of the findings.

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