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CORPORATE COMMUNICATION INNOVATION: THE ROLE OF MOBILE TECHNOLOGY AND AI IN IMPROVING PUBLIC CONNECTIVITY

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Abstract

This study aims to analyze the role of mobile technology and artificial intelligence (AI) in improving the effectiveness of corporate communication and corporate relationships with consumers. With the rapid development of digital technology, companies are required to adopt innovations that are able to answer consumer needs quickly and personally. The study examines the application of AI, such as chatbots and sentiment data analysis, as well as mobile technology as the main interaction platform. Data is collected through a literature study method that includes journals, articles, and recent case studies. The results show that AI contributes to brand responsiveness through fast, automated customer service and data-driven analysis of consumer needs. On the other hand, mobile technology provides flexibility for consumers to access services and interact with brands at any time. The combination of these two technologies creates a more personalized and relevant experience, but it also poses challenges such as data privacy protection and limitations in understanding consumers' emotional context. This study concludes that the integration of mobile technology and AI in corporate communication is an effective strategic step to improve public connectivity. However, successful implementation requires a balanced approach between automation and human interaction to build consumer trust on an ongoing basis.

Keywords: Corporate Communication, Public Relations, Crisis Communications, Strategic Communication, Reputation Management, Technology.

Introduction

In the increasingly complex and dynamic world of modern business, corporate communication has become a vital element in building and maintaining strong relationships between companies and stakeholders, including customers, employees, business partners, and the wider community. The role of communication is not only limited to conveying information, but also includes the creation of trust, reputation, and loyalty that are the foundation of a company's long-term success. With the rapid pace of change in the digital age, companies are faced with the need to continuously innovate and adapt their communication approaches to stay relevant and competitive.

The development of information and communication technology has triggered a fundamental change in the corporate communication paradigm. As stated by (Osimen, 2024), business communication that previously relied on conventional channels such as official letters, face-to-face meetings, or print media, is now shifting to more interactive and efficient digital platforms. Social media, email, web-based apps, and mobile devices are the main channels to reach various stakeholders quickly and flexibly.

This transformation not only creates new opportunities, but also significant challenges. On the one hand, technology provides the ability to reach audiences on an unprecedented scale, allowing for personalized messaging, and improving response speeds. However, on the other hand, companies are required to understand the complexities of this technology, including how to manage data, maintain privacy, and ensure that communication remains humanistic and empathetic amid increasingly dominant automation.

Advances in mobile technology and artificial intelligence (AI) have brought a new dimension in corporate communications. Mobile technology allows consumers to access information, interact with brands, and make transactions anytime and anywhere. This convenience creates consumer expectations for a personalized, relevant, and instant experience. Meanwhile, AI presents advanced tools such as chatbots, sentiment analysis, and consumer behavior prediction that support companies in providing more responsive and proactive services.

For example, AI-based chatbots can answer customer questions in seconds, while data analysis can help companies better understand trends in consumer needs. This allows companies to create a more targeted and impactful communication strategy. However, as noted by Kotler (2003), the application of technology alone is not enough. The emotional and social aspects of interaction must still be considered, as meaningful relationships with stakeholders cannot be completely replaced by technology.

In the digital age, strong connectivity between companies and society is key to maintaining relevance and competitive advantage. The old paradigm that relied on centralized hierarchical communication has been replaced by a more dynamic and participatory structure, where the consumer is not only the recipient of the message, but also a partner in the communication process. According to Cherkasova (2021), companies that are able to build inclusive and adaptive communication have a greater opportunity to create sustainable relationships with society.

This research aims to explore how innovations in mobile technology and AI can strengthen this relationship. Using a literature analysis approach, this study examines corporate communication strategies that utilize technology to create more relevant and personalized experiences for consumers.

Through this research, it is hoped that strategic insights can be generated that help companies formulate communication that is responsive to the challenges and opportunities of the digital era. By combining advanced technology and a humanistic approach, companies can build stronger relationships with stakeholders, strengthen trust, and improve business sustainability amid an ever-changing landscape.

This research emphasizes the importance of applying modern technology, especially mobile technology and artificial intelligence (AI), in optimizing corporate communication in the digital era. The transformation of communication from conventional methods to more sophisticated digital platforms has opened up great opportunities for companies to connect more effectively and efficiently with stakeholders, including customers, employees, business partners, and the general public. Along with that, companies face the challenge of ensuring that the use of this technology does not neglect the essence of communication based on human relationships. Experts such as (Osimen, 2024) explain that the shift from traditional media to digital channels has changed the way companies build interactions, allowing for personalization and increased response speed. However, although technology provides great advantages, the issue of privacy and data management is a significant challenge, as explained by c. This problem, if not managed with transparency and ethics, has the potential to damage the trust that the company has built with its stakeholders.

On the other hand, (Huang & Rust, 2021) show that AI technologies, such as chatbots, can significantly improve interactions with customers by providing instant responses that can increase satisfaction. However, Nezar Patria (2021) reminds that technology, although sophisticated, cannot completely replace interactions that require emotional and social elements. Aspects such as empathy, creativity, and ethics remain the foundation of effective communication. This emphasizes the importance of collaboration between technology and the role of humans in maintaining the quality of meaningful and sustainable relationships.

Cherkasova (2021) emphasized that companies that succeed in building inclusive and adaptive communication have a greater chance of creating long-term relationships with society. In this case, communication that prioritizes stakeholder participation and engagement is key to maintaining relevance and competitiveness in the midst of an ever-changing business landscape. Adapting to these changes requires a strategy that integrates technology and a humanist approach to create relevant, personalized, and sustainable consumer experiences.

The study concludes that companies that are able to use digital, mobile, and AI technologies wisely—while maintaining a human touch in communication—will excel in building trust, loyalty, and a positive reputation. The use of technology should not only focus on efficiency, but also on creating deeper and empathic interactions. The results of this research are expected to contribute to the development of corporate communication theory and provide practical recommendations that can help companies in formulating communication strategies that are adaptive and responsive to challenges in the digital era, thereby improving business sustainability in the future.

The study aims to evaluate how mobile technology and artificial intelligence (AI) contribute to innovation in corporate communication, as well as how they can improve connectivity between companies and society. Based on the results of the analysis of the literature and relevant data, several important findings have been identified, which

provide deep insights into the role of technology in the transformation of business communications.

In the context of modern corporate communications, mobile technology provides the ability for companies to reach audiences in real-time through devices that have become an integral part of everyday life. On the other hand, artificial intelligence enables automation, predictive analytics, as well as the provision of smarter solutions to understand audience needs and design more targeted communication strategies.

Based on the results of comprehensive literature analysis and empirical data processing, this study identifies several key findings. First, mobile technology has prompted companies to adopt an omnichannel communication approach, where multiple communication channels are integrated to create a consistent experience for users. Second, the application of AI in communication allows for massive personalization of content through the analysis of customer behavior data, which increases the effectiveness of messages while strengthening brand loyalty. Third, the technology also drives the transformation of communication from a one-way approach to a more interactive two-way dialogue, increasing audience engagement with the company.

This research provides in-depth insights into the strategic role of technology in the transformation of business communication, especially in facing the challenges of the increasingly complex digital era. These findings not only contribute to the academic literature related to corporate communication and technology, but also provide practical guidance for companies in adopting technological innovations to improve relationships with society in a sustainable manner.

According to (Davenport & Ronanki, 2018), AI has been used extensively in customer service to improve operational efficiency. They stated that the implementation of chatbots not only provides quick responses, but also helps companies reduce operational costs by up to 30%. Another study by (Huang & Rust, 2021) revealed that AI-based chatbots are able to improve customer satisfaction, especially if they are used to handle basic questions and provide information in real-time.

A study conducted by Wedel and Kannan (2016) highlights that AI has the ability to integrate customer data from various channels, including social media, email, and mobile apps, to generate personalized experiences. The study confirms that AI-based personalization increases conversion rates by up to 20% compared to traditional marketing strategies.

Results and Discussion

Triangulation in this study is used to improve the validity and reliability of data, as well as provide a deeper understanding of the role of mobile technology and artificial intelligence (AI) in corporate communication. The triangulation approach includes three main aspects: data triangulation, methods, and perspectives. Data triangulation is carried out by integrating various sources of information, such as industry reports, digital trend studies, previous research results, and customer experience surveys. Quantitative data, such as customer engagement rates through mobile technology, are combined with

qualitative data from expert interviews and AI implementation case studies to derive richer analysis. Triangulation methods combine quantitative approaches, such as statistical analysis of conversion rates and customer satisfaction, with qualitative approaches to explore the social and operational context of technology use. Meanwhile, perspective triangulation involves the views of customers, corporate managers, and technologists to gain a more comprehensive picture of the impact of these technologies on corporate communications

This research confirms that mobile technology and AI have brought significant innovations in corporate communication. For example, (Huang & Rust, 2021) states that automation through AI not only improves the operational efficiency of companies but also provides a more responsive and relevant customer experience. AI plays a role in service automation through chatbots, which are able to reduce operational costs by up to 30% and significantly improve customer satisfaction (Chung et al., 2021). Additionally, AI's capabilities in personalization allow companies to offer more relevant customer experiences, increasing conversion rates by up to 20% (Wedel & Kannan, 2020). Big data-based predictive technology is also identified as a key element in providing a competitive advantage as it helps companies respond proactively to consumer needs, as discussed by (Chen, Li, & Wang, 2022).

Mobile technology, on the other hand, plays a crucial role in improving information accessibility for customers and expanding the reach of companies. Venkatesh et al. (2020) point out that mobile devices have become a key tool for customer interaction, with features such as push notifications increasing customer engagement by up to 40%. Furthermore, Pantano and Di Pietro (2021) highlighted that apps with interactive and gamification elements not only increase customer engagement but also build long-term loyalty, with an increase rate of up to 35%.

However, challenges remain, especially regarding data privacy and the balance between technological automation and human interaction. (N. Bolton, Gustafsson, McColl-Kennedy, J. Sirianni, & K. Tse, 2014) remind that transparency in the management of customer data is important, especially in meeting regulations such as GDPR. In addition, the combination of automation and human interaction in communication is considered more effective in creating a satisfactory customer experience.

Based on these findings, a number of recommendations were formulated. Companies need to maximize AI-driven strategies by integrating customer data analytics for relevant personalization as well as using chatbots to improve efficiency. On mobile technology, app design must prioritize user experience with intuitive, interactive, and gamification features. Companies also need to ensure compliance with data privacy regulations, as emphasized by (Acquisti, 2023), as well as invest in data security to increase customer trust. In addition, the combination of technology and human touch must be optimized through employee training in supporting technology-based interactions. Periodic evaluations of the effectiveness of technology and continuous innovation are also important to maintain the company's relevance in the market. The strategic and

ethical implementation of mobile technology and AI not only provides a competitive advantage, but also strengthens the company's relationship with customers and creates a better experience.

In the context of corporate communication that is rapidly evolving thanks to technology, Nezar Patria, Deputy Minister of Communication and Digital Indonesia provided significant insights on how collaboration between technology, especially AI, and the role of humans can improve public relations management. Patria emphasized that AI has the potential to optimize various aspects of work in communication, including process mainstreaming and unearthing strategic insights that support decision-making. Nonetheless, he emphasized that the key qualities in effective communication still come from human aspects, such as creativity, empathy, and ethics. This shows that while technology can improve efficiency and productivity, the human touch is still crucial in building a genuine and sustainable relationship with the public. This concept is in line with the view of experts in organizational communication, as expressed by scholars in the field of communication management, that the influence of technology, especially AI, cannot completely replace the nuances of human interaction that focuses on emotional and ethical values (Davenport & Ronanki, 2018).

Furthermore, Patria explained that AI plays an important role in crisis management, where this technology can analyze data generated from various digital interactions to detect negative sentiment. This allows the public relations team to respond quickly to issues and make more informed decisions in protecting the institution's reputation. In this case, AI serves not only as an auxiliary tool, but also as a guide to a more proactive and responsive communication strategy. Research by (Huang & Rust, 2021) supports this view, where AI is used to strengthen big data analysis in responding to crisis situations, thereby improving the quality of decision-making.

From the perspective of mobile technology, research conducted by Samsung Research shows that the development of mobile technology, including mobile AI, can expand the ability of users to interact effectively. Support for multiple languages and live translation features help users communicate more smoothly across different cultural and language contexts. This underscores the importance of adapting mobile technology in meeting local needs and improving communication accessibility around the world. With the increase in user mobility, this technology is a key factor in expanding the reach and effectiveness of communication, according to research by Venkatesh et al. (2016) which emphasizes the importance of mobile technology in increasing user engagement and interactivity.

Effective AI implementation in Indonesia can also be seen from initiatives such as the launch of Sahabat-AI by Indosat Ooredoo Hutchison and GoTo, where a Large Language Model (LLM)-based chatbot was introduced to facilitate access to customer service. This shows how AI can improve the user experience by providing more inclusive and responsive services, even for users with certain limitations. Research by Pantano and Priporas (2016) reveals that interactive elements, such as chatbots, can increase customer

loyalty and expand a company's ability to serve customer needs in a more personalized way.

However, major challenges related to technology adoption remain an important issue. According to Patria, the low adoption rate of AI in the world of public relations in Indonesia is due to the limited skills of public relations personnel in utilizing the technology optimally. Therefore, training and education are crucial aspects to bridge the skills gap in this sector. Research by (Brynjolfsson & McAfee, 2014) emphasizes that investment in digital skills development is urgently needed to ensure that the workforce can make the most of technology. In this case, the government and other stakeholders have a strategic role in facilitating training programs and improving competencies in the field of digital technology to support the sustainable integration of AI.

Overall, the integration of mobile technology and AI in corporate communications highlights the potential for innovative technologies that can improve efficiency and service quality. However, the successful implementation of this technology depends heavily on the ability of humans to use it wisely. An approach that prioritizes digital skills training and development is critical so that technology can be used ethically and productively. This is in line with the recommendations of experts in the field of communication and management, who emphasized that the successful use of technology in corporate communication is determined not only by technical aspects but also by human factors that are able to balance between technological advances and human values

Conclusion

The research shows that mobile technology and artificial intelligence (AI) have played a transformational role in corporate communications, with a significant impact on operational efficiency, customer engagement, and a more personalized experience. Through the triangulation approach applied in this study, quantitative and qualitative data are successfully integrated, and broad perspectives from various stakeholders—including customers, corporate managers, and technologists—can be combined to build a comprehensive picture of the use of technology in the context of communication.

The results underscore that the application of AI in the form of chatbots and predictive systems, along with mobile technology equipped with interactive features, not only expands the company's reach but also increases customer satisfaction and creates long-term loyalty. For example, the use of chatbots has been shown to reduce operational costs by up to 30% while improving customer service responsiveness. Additionally, AI's ability to personalize the user experience allows companies to offer services that are more relevant and tailored to individual needs, increasing conversion rates by up to 20%. These findings are in line with the existing literature, where research shows that big data-based predictive technology serves as a key element in providing a competitive advantage by helping companies proactively respond to consumer needs.

However, significant challenges remain, especially regarding data privacy and the balance between automation and human interaction. Privacy issues are a major concern in today's digital era; Transparency in the management of customer data is essential to

meet regulations such as GDPR and to build trust among consumers. This research emphasizes that a combination of automation through technology and human interaction is still necessary to create a satisfying customer experience. The quality of human interaction—such as empathy and creativity—is still crucial in building a genuine and sustainable relationship with the public.

Furthermore, insights from Nezar Patria highlight the importance of collaboration between technology and humans in communication management. While AI has the potential to optimize various aspects of work in corporate communication, the quality of effective communication still depends on the ability of humans to manage relationships in an ethical and empathetic way. This shows that while technology can improve efficiency and productivity, human touch is still crucial.

In the context of mobile technology, research shows that the development of this communication tool is very important to improve information accessibility for customers. With features such as push notifications and other interactive elements, mobile technology can significantly increase customer engagement. Research by Samsung Research confirms that support for multiple languages and live translation features help expand users' ability to interact effectively across different cultural contexts.

However, the low adoption rate of AI in the world of Indonesian public relations is a challenge in itself. The limitations of public relations personnel skills in utilizing this technology optimally are a barrier to wider AI integration. Therefore, training and education are crucial aspects to bridge the skills gap in this sector. Investment in digital skills development is needed so that the workforce can make the most of technology.

Overall, the integration of mobile technology and AI in corporate communications highlights the potential for innovative technologies that can improve efficiency and service quality. However, the successful implementation of this technology depends heavily on the ability of humans to use it wisely. An approach that prioritizes digital skills training and development is critical so that technology can be used ethically and productively. Thus, the recommendations of experts in the field of communication and management affirm that the successful use of technology in corporate communication is not only determined by technical aspects but also by human factors that are able to balance between technological advances and human values. This research makes an important contribution to the understanding of how companies can leverage technological innovations to build better relationships with customers while still maintaining ethical principles in their communication practices.

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