

ABSTRACT

The rapid advancement of technology in the 21st century has brought significant changes in various industries, including the field of public relations (PR). One of the key innovations driving this transformation is artificial intelligence (AI). This research aims to explore the role of AI in PR, focusing on its strategic applications and the associated ethical implications. Using a Systematic Literature Review (SLR) approach, this study analyzed relevant articles from 2020 to 2024. The findings show that AI improves the efficiency of communication strategies through task automation, sentiment analysis, and better message personalization. However, the use of AI also presents significant ethical challenges, such as data privacy, algorithm bias, and transparency in the communication process. This study highlights the importance of responsible AI integration that adheres to ethical principles, including fairness audits, transparency, and multidisciplinary team engagement. The findings provide practical guidance for PR professionals to make the most of AI's potential while maintaining ethical and trustworthy communications.

Keywords: *Artificial intelligence, public relations, communication strategy, digital transformations, ethics.*