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The Transformation of Business Communication in the Digital Era and Its Implications for Public Relations Practice

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Abstract: This study examines the transformation of business communication in the digital era and its implications for Public Relations (PR) practice. The main focus is the shift in communication patterns from conventional to interactive digital models and PR adaptation in facing the rapid flow of information. The research method uses a literature review by examining journals and previous publications from credible databases such as SINTA, Google Scholar, EBSCO, DOAJ, Copernicus, and Dimension. The results show that digitalization, through social media, collaboration applications, big data, and artificial intelligence, makes business communication faster, more transparent, and participatory. This requires public relations to play a role not only as a conveyor of information, but also as a facilitator of dialogue, a digital reputation manager, and a data-driven strategic decision-maker. The digital era opens up opportunities to expand audience reach and increase engagement, but also presents the risk of communication crises that can go viral quickly. In conclusion, the success of modern public relations depends heavily on the ability to adapt to digital technology, data-driven strategies, and consistency in building public trust.

Keyword: Business Communication, Digital Era, Public Relations

INTRODUCTION

The transformation of business communications in the digital era is an unavoidable phenomenon and has brought significant changes to Public Relations practices across various sectors. The development of information technology, particularly the internet, social media, and digital communication platforms, has revolutionized the way organizations interact with stakeholders, both internal and external (Ainanur dan Tirtayasa 2018). Before the digital era, business communication was primarily conducted conventionally through face-to-face meetings, official letters, print media, and press conferences. However, these methods have now shifted toward digitalization, which is faster, more interactive, and more audience-oriented. Digital technology allows companies to convey messages instantly, across geographic boundaries, and reach a wider audience at a relatively efficient cost. This shift also

requires public relations professionals to be more adaptive in managing image, reputation, and relationships with the public amidst the rapid flow of information (Alafnan et al. 2023).

The implications of this transformation are clearly visible in the dynamics of corporate communications. Public Relations, which previously served as gatekeepers of information, must now function as active engagers, fostering two-way conversations with audiences (Fachrezzy, Games, dan Rahman 2025). The dominant one-way communication model of the past is being replaced by an interactive communication model, where consumers are no longer merely recipients of messages but also participate in creating, sharing, and even influencing brand narratives. This phenomenon can be seen in the trend of user-generated content, where consumers play a role in building a company's image through reviews, testimonials, and content on social media (Badi'ah, Swasti, dan Ariyanto 2021).

Furthermore, digitalization has increased the urgency of crisis management in public relations practice. While previously crisis communications could be handled at a relatively slower pace, now a company's reputation can be impacted within minutes due to the spread of issues on social media. For example, a customer complaint that goes viral on Twitter or TikTok can immediately impact public perception (Putri dan Yuliana 2025). Therefore, modern business communications demands that companies have a crisis communications strategy that is swift, transparent, and responsive. Another implication is the increasing need for integration between communications technology and public relations strategy. The presence of big data, artificial intelligence (AI), and analytics tools enables public relations to map audiences, measure campaign effectiveness, and personalize more targeted messages (Haikal et al. 2025). With data-driven analysis, companies are not only able to understand what the public is thinking but also to predict future communications trends. This transformation expands the role of public relations, not just as information managers but also as data-driven strategic decision-makers (Husna dan Nasution 2025).

The transformation of digital business communications not only impacts externally, but also internal organizational relationships (Sartika dan Rachmat 2023). Communication between management and employees is now facilitated by digital platforms such as intranets, collaboration apps, and internal social media. This helps create a more transparent, collaborative, and inclusive work culture. As a result, internal public relations practices are also strengthened by bridging communication needs between company department (Syahrudin et al. 2023).

Table 1. Brands and public relations strategies used

Company/Brand	Public Relations Strategy used
Barbie	Brand collaboration + unique experience (Malibu Dreamhouse)
Dove	Authentic representation (Real Beauty, #ShowUs)
Spotify	Socially shared personal content (Wrapped)
LEGO	Social creativity + donation (Rebuild, #BuildToGive)
KFC	Crisis overcome with humor and honesty (FCK)
Burger King	Symbolic & transparent campaigns (McWhopper, Moldy Whopper)
Red Bull	Amazing extreme experience (Stratos jump)
Patagonia	Strong social message for sustainability
	Brave social stance (Kaepernick campaign)

Source: mention.com

Overall, the transformation of business communications in the digital era has transformed the Public Relations landscape into a more dynamic, complex, and challenging one. On the one hand, the digital era opens up significant opportunities to expand reach, increase public engagement, and build a strong reputation through strategic and creative communications. However, on the other hand, the rapid flow of information and high levels of

public engagement also require public relations professionals to be more meticulous in managing messages, maintaining a consistent corporate identity, and anticipating reputational risks. Therefore, in-depth research and studies on the transformation of digital business communications and its implications for Public Relations practice are highly relevant for understanding the dynamics of modern communications and formulating effective PR strategies for the future.

Based on the above background, the following research questions are formulated:

1. What is the transformation of business communication in the digital era?
2. How does the role of Public Relations adapt to digital communication?

METHOD

This research uses a literature review as the primary approach in developing the article. This method was chosen because it aligns with the research objectives, which focus on examining concepts, theories, and empirical findings related to the transformation of business communication in the digital era and its implications for public relations practice. Through this approach, the author does not collect data directly in the field, but rather analyzes, compares, and synthesizes the results of previous research to obtain a comprehensive overview of the topic under study. The literature sources used in this research come from various credible academic databases and scientific repositories, including SINTA, Google Scholar, EBSCO, the Directory of Open Access Journals (DOAJ), Copernicus, and Dimension. The selection of these sources was based on considerations of quality, relevance, and accountability of scientific publications indexed nationally and internationally (Kasman dan Ali 2022).

The literature collection process was carried out by selecting relevant articles, journals, and scientific publications using keywords such as "business communication," "digital transformation," "public relations," "digital communication," and "social media." The obtained literature was then further selected based on the criteria of publication year, relevance to the research topic, and theoretical and practical contributions. Analysis was then conducted by grouping the literature based on key themes, such as changes in business communication patterns, challenges in Public Relations in the digital era, and strategies for adapting to digital communication. The results of this literature synthesis are expected to provide a comprehensive understanding of the dynamics of modern business communication and contribute to the development of Public Relations practice in the digital era. Thus, the literature review method not only serves to summarize existing knowledge but also to identify research gaps and provide new perspectives for academic studies and business communication practice (Edwin Kiky Aprianto 2021).

RESULTS AND DISCUSSION

Result

Transformation of Business Communication in the Digital Era

The transformation of business communication in the digital era is marked by fundamental changes in the way organizations convey messages, build interactions, and manage relationships with stakeholders (Hasan, Husna, dan Fitri 2023). While previously business communication relied primarily on conventional media such as letters, telephone calls, face-to-face meetings, and traditional mass media, this pattern has now shifted to internet-based digital platforms. Companies are increasingly utilizing social media, instant messaging apps, email marketing, corporate websites, and even virtual conferences as their primary means of communication (Wardani 2023). This shift is driven not only by technological advances but also by changes in audience behavior, who are increasingly accustomed to fast, interactive, and ubiquitous access to information.

The digital era has made business communication more open, transparent, and dynamic (Monica et al. 2025). Information is no longer one-way from the company to the public, but rather two-way, allowing audiences to provide direct feedback. This is evident in the use of social media platforms such as Instagram, LinkedIn, TikTok, or X (Twitter), where companies not only announce information but also engage in public conversations. This interactive communication concept provides a significant opportunity to strengthen the emotional bond between brands and their consumers, while simultaneously increasing loyalty. However, on the other hand, the rapid flow of information also presents risks, as miscommunication can easily spread widely and impact an organization's reputation (Saniah 2025).

In addition to interactivity, the transformation of business communication in the digital era is also supported by the use of analytical technology and artificial intelligence (Iswandi dan Kuswinarno 2025). Companies can now leverage big data to understand consumer preferences, measure the effectiveness of communication campaigns, and even personalize messages to suit audience needs. This technology enables more targeted, relevant, and efficient communication compared to traditional models, which tend to be general. Thus, business communication is no longer simply about conveying messages, but rather part of a data-driven corporate management strategy (Ayunita dan Asbari 2025).

Overall, the transformation of business communication in the digital era can be understood as a process of shifting communication paradigms that emphasize speed, interactivity, transparency, and the use of digital technology (Fathimah et al. 2025). Organizations that can adapt to these changes will more easily maintain relevance, strengthen their reputations, and gain public trust in an increasingly competitive global environment (Yanti et al. 2024).

Implications for Public Relations Practice

Public Relations (PR) is a strategic function significantly impacted by changes in communication in the digital era (Rahastine 2025). While public relations previously played a primary role as a gatekeeper of information, conveying company messages through mass media, its role has now shifted to facilitator of conversations and managing interactions with the public through digital channels. This adaptation requires public relations to master technology-based communication skills, social media management, and an understanding of digital audience behavior (Suryasuciramdhan et al. 2024).

One of the most obvious adaptations is the shift from one-way communication to participatory communication (Diane Rineke Kaunang et al 2025). Public relations is not only tasked with issuing press releases but also must actively build dialogue with audiences, respond to comments, and manage emerging issues in the digital public sphere. Digital storytelling skills are crucial so that company messages are not only informative, but also engaging, relevant, and able to influence public opinion. In this context, public relations serves as a liaison, building trust through creative and authentic content (Nurhidayah, Misidawati, dan Mifa 2025).

Furthermore, public relations must adapt in terms of response speed, especially when facing issues or crises. Social media allows issues to spread within minutes, requiring public relations to have an effective digital monitoring system and responsive crisis communication protocols (Sinaga 2025). Companies that respond late can lose public trust, while those that are quick, honest, and provide solutions will be appreciated. This adaptation requires PR to be not only a communicator, but also a strategic decision-maker in emergency situations (Surya dan Sisdianto 2025).

Mastery of digital technology is also a crucial part of the modern public relations role. The use of analytics tools, search engine optimization (SEO), and artificial intelligence helps public relations understand audiences, measure campaign effectiveness, and develop more

targeted communication strategies. With accurate data, public relations can deliver more personalized and relevant messages, while also predicting future issue trends (Ainy 2025).

Thus, the role of public relations in the digital era is no longer limited to conveying information, but also as a strategic communicator, crisis manager, and relationship builder, integrating technology with creativity (Maida et al. 2025). This adaptation makes public relations even more vital in building a positive image, maintaining reputation, and strengthening long-term relationships with the public in a highly dynamic digital communications ecosystem (Asnita et al. 2024).

Discussion

The transformation of business communications in the digital era has significant implications for public relations practices, particularly in terms of strategy, roles, and challenges. Literature shows that communication, which was once one-way, has shifted to interactive, two-way communication. Companies are no longer the sole controllers of messages but must be prepared for active public participation in constructing narratives. This aligns with (Sitasi)'s opinion, which emphasizes that the success of modern public relations is determined by the level of audience engagement in the digital space.

These changes present both opportunities and challenges. On the one hand, digital media enables public relations to reach a wider audience, deliver messages in real time, and personalize communications through data and analytics. However, on the other hand, the digital era also demands that public relations be more responsive to public issues, as a company's reputation can be affected within minutes by viral information on social media. (Sitasi) even emphasizes that handling communication crises in the digital era requires speed, transparency, and consistency in responding to audiences.

Beyond external aspects, digital transformation also impacts an organization's internal communications. Digital platforms facilitate collaboration, strengthen information transparency, and increase employee engagement in supporting the company's image. Thus, public relations not only serves as a liaison with external audiences but also as a strategic internal communications manager.

Overall, discussions from various literature indicate that public relations in the digital era must adapt to become more proactive, data-driven, and able to integrate technology with communication strategies. The success of modern public relations is determined not only by the ability to build a positive reputation, but also by the speed and accuracy in responding to increasingly complex public dynamics.

Conceptual Framework

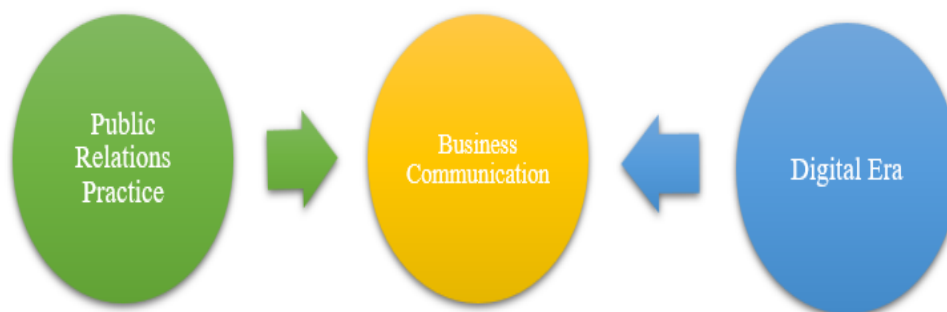


Figure 1. Conceptual Framework

Based on Figure 1 above, public relations and the digital era can influence Public Relations Practice. In addition to the independent variables mentioned above, which influence the dependent variable, there are other variables that influence public relations.

- 1) Organizational Culture: (Ainanur dan Tirtayasa 2018), (Ida et al. 2024), (Awalya dan Hamidah 2025).
- 2) Technology and Communication Infrastructure: (Ilmananda, Marcus, dan Pamuji 2022), (Erlinnawati dan Purwanto 2024), (Rachmatullah dan Purwani 2022).
- 3) Leadership Style: (Masuku et al. 2019), (Yanuarlan, Susanti, dan Iwa 2023), (Muin 2023).
- 4) Business Regulations and Ethics: (Ibnu Khoirudin et al. 2023), (Pujianto, Mulyati, dan Novaria 2018), (Dharma Nurhalim 2023).

CONCLUSION

The transformation of business communications in the digital era has transformed communication patterns into interactive, participatory, and technology-based ones. The role of public relations now extends beyond disseminating information to facilitators of dialogue, digital reputation managers, and strategic liaisons between internal and external audiences. Digitalization opens up significant opportunities to reach broader audiences, personalize messages, and build data-driven trust, but it also demands rapid response, consistency, and the ability to manage crisis communications. With the right adaptations, people can be at the forefront of maintaining a positive image, strengthening relationships with the public, and supporting organizational objectives amidst the dynamics of the digital era.

Suggestions

For Further Research

Future research is recommended to expand the scope by using mixed-methods or empirical studies involving in-depth interviews and surveys of public relations practitioners. This is crucial to complement the literature review with more contextual field data. Furthermore, further research could focus on specific sectors or industries, such as telecommunications, banking, or education, to obtain a more specific picture of the implementation of digital communication transformation in public relations practice. Comparative research across countries is also interesting to understand how cultural context influences the adaptation of digital communication.

For Readers

For readers, especially public relations practitioners and communication students, understanding the transformation of business communication in the digital era is crucial as a preparation for facing rapid and dynamic changes. Public relations practitioners are advised to continuously improve their digital literacy, master analytical technology, and develop social media-based crisis management skills. Meanwhile, students and academics are expected to use this topic as a critical reflection in preparing themselves to enter a world of work that is increasingly dependent on communication technology. Thus, readers will not only understand the theory but also be able to apply relevant, adaptive, and effective communication strategies in real-world practice.

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