

Business Communication in the Era of Artificial Intelligence: Opportunities and Challenges

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Abstrak

Penelitian ini bertujuan untuk mengkaji transformasi komunikasi bisnis dalam era kecerdasan buatan (Artificial Intelligence/AI), dengan fokus pada peluang dan tantangan yang dihadirkan AI dalam komunikasi interpersonal. Menggunakan pendekatan kualitatif deskriptif dan analisis literatur tematik, studi ini menemukan bahwa AI memberikan kontribusi positif dalam meningkatkan efisiensi, personalisasi, dan aksesibilitas komunikasi bisnis, termasuk dalam pemanfaatan asisten virtual dan algoritma media sosial. Namun, di sisi lain, terdapat tantangan signifikan seperti hilangnya unsur emosional, keterbatasan AI dalam memahami konteks sosial, serta ancaman terhadap autentisitas komunikasi. Temuan ini menegaskan pentingnya pendekatan etis dan strategis dalam penerapan AI agar dapat menunjang komunikasi yang inklusif dan bermakna di lingkungan bisnis modern.

Kata Kunci: Kecerdasan Buatan, Komunikasi Bisnis, Interpersonal, Asisten Virtual, Etika AI

Abstract

This study aims to examine the transformation of business communication in the era of Artificial Intelligence (AI), focusing on the opportunities and challenges posed by AI in interpersonal communication. Employing a descriptive qualitative approach and thematic literature analysis, the study reveals that AI positively contributes to enhancing efficiency, personalization, and accessibility in business communication, including the use of virtual assistants and social media algorithms. On the other hand, significant challenges arise, such as the loss of emotional depth, AI's limitations in understanding social context, and threats to communication authenticity. These findings underscore the need for ethical and strategic approaches in AI implementation to support inclusive and meaningful communication within modern business environments.

Keywords: Artificial Intelligence, Business Communication, Interpersonal, Virtual Assistant, AI Ethics

Introduction

In this modern era, information technology continues to develop rapidly and has a significant impact on various aspects of life, including the business

world. This progress has accelerated the process of digitalization and automation in many fields, enabling companies to improve operational efficiency and work productivity. One form of technological innovation that is currently most highlighted is artificial intelligence (AI). AI not only provides convenience in processing and analyzing data, but is also able to carry out strategic functions that previously could only be performed by humans.

AI is a technology that allows systems to accurately interpret external data, manage information, and use it to make decisions or carry out certain actions. Companies large and small are now starting to implement AI in various business lines, from customer service to market analysis. The presence of AI has also changed the business landscape by creating new work models that are more adaptive and responsive to market dynamics. This shows that AI is not just a temporary trend, but the foundation of the future of the business world.

The role of information technology, including AI, is very important in supporting business growth and sustainability. In the digital era like today, companies are required to be able to adapt to technological changes so as not to be left behind by competitors. Competitive advantage is now no longer only determined by the quality of products or services, but also by the extent to which companies are able to utilize technology in their business processes. AI, in this context, is present as a strategic tool that allows companies to respond more quickly to market needs and increase the added value of products or services.

The use of AI in business communication also raises new challenges. One of them is the change in the pattern of interaction between companies and customers. Communication that was previously direct and personal is now starting to be replaced by chatbots and other automated systems. This raises questions about the extent to which the quality of communication can be maintained in an increasingly digital era. In addition, other challenges such as ethical issues, data security, and dependence on technology are also major concerns in the application of AI in the business world.

This article will discuss in depth how AI affects business communication, both in terms of the opportunities and challenges it presents. On the one hand, AI offers unprecedented convenience and efficiency. However, on the other hand, its

implementation also requires infrastructure readiness, appropriate policies, and adjustments to organizational culture. Through this analysis, it is hoped that readers can understand the new dynamics in business communication in the era of artificial intelligence and how companies can take strategic steps in responding to it.

Research Method

1. Type and Research Approach

This study uses a descriptive qualitative approach. This approach was chosen to describe in depth how business communication practices are transformed due to the development of Artificial Intelligence (AI) technology, as well as to identify the opportunities and challenges that arise in it.

2. Literature Analysis

Each relevant source was analyzed using a thematic analysis approach to identify key themes related to the role of AI in the transformation of interpersonal communication. Some of the main themes explored are:

- a. The role of AI in the transformation of personal communication: opportunities and challenges of the digital era (Rahayu et al., 2024)
- b. Opportunities for AI in interpersonal communication: Efficiency, personalization, and the ability of AI to improve interactions through digital media (Sundar, 2020; Guzman & Lewis, 2020).
- c. Challenges of AI in interpersonal communication: Loss of empathy, challenges in creating meaningful communication, and risks related to privacy and data manipulation (Binns, 2018; Mittelstadt, 2019).
- d. Ethical and emotional aspects in AI-mediated interactions: How AI can or cannot capture non-verbal emotional cues and maintain integrity in empathy-based communication (Schroeder, 2018).

3. Research Subjects

The subjects of this study are practitioners or business communication actors, such as marketing managers, corporate communication managers, or digital marketing staff, who are involved in the use of AI technology in corporate communication activities.

4. Data Collection Techniques

Data collection techniques are carried out in the following ways:

- a. Non-participatory Observation: Researchers also observe the business communication process in the company, especially in terms of the use of technology such as chatbots, automated emails, or AI analytics to understand customer behavior.
- b. Documentation Study: Secondary data is obtained from internal company documents, annual reports, news articles, and relevant scientific journals as a complement to the analysis.

Result and Discussion

This study focuses on the opportunities of Artificial Intelligence (AI) in interpersonal communication, the challenges of AI in interpersonal communication. Based on the literature study conducted, here are the results and discussions of the two main aspects:

1. Opportunities for AI in Interpersonal Communication

In the digital era, artificial intelligence (AI) has created new ways for people to interact with technology quickly and effectively, which has changed the way people communicate with each other. Some of the main opportunities include:

a. Virtual Assistants and Communication Efficiency

Virtual assistants such as Siri, Google Assistant, and Alexa have enabled users to communicate through voice commands, providing direct and practical access to information (M. Vimalkumar, et al, 2021). This AI has reduced barriers to everyday communication by responding to questions or commands in seconds, thereby increasing interaction efficiency (Sundar, 2020). Furthermore, research by Luger and Sellen (2016) shows that these virtual assistants not only increase efficiency, but also change the way users think about interacting with technology,

creating a new form of "conversation" between humans and machines.

b. Communication Personalization

AI provides increased personalization in communication. Guzman and Lewis (2020) highlight that AI can enhance interactivity in interpersonal communication by customizing responses based on user data. Using machine learning algorithms, AI can understand individual preferences, then adjust communication content to meet personal needs. This creates a more relevant and personalized experience, such as in the use of chatbots for customer service. A recent study by Khan, S & Iqbal (2020) shows that AI personalization in interpersonal communication not only increases user satisfaction but can also increase users' emotional attachment to a particular platform or brand. This opens up new opportunities in building long-term relationships between businesses and customers through AI-mediated interactions.

c. Increased Accessibility

Individuals with physical or sensory disabilities can benefit from AI in many ways. Techniques such as text-to-text and text-to-text have enabled people with hearing or speech impairments to remain engaged in active communication. This is an important innovation in creating a more inclusive and equitable communication space (Luger & Sellen, 2016). Furthermore, research by Branham and Roy (2019) shows that AI not only facilitates communication for individuals with disabilities, but can also improve their overall quality of life. For example, AI systems that can recognize and describe their surroundings have helped individuals with visual impairments navigate and interact with the world around them more independently.

d. Transforming the Dynamics of Social Communication

AI not only plays a role in facilitating personal communication, but also plays a role in changing the dynamics of social communication on social media

(Pramana et al, 2022). AI algorithms on various social media platforms such as Facebook, Instagram, and Twitter are able to curate content that is relevant to users based on their activity history, preferences, and interactions. Thus, online social interactions become more targeted and personalized, allowing users to more efficiently interact with friends, family, and communities that match their interests (Sundar, 2020). A recent study by Trattner et al. (2022) shows that AI in social media not only facilitates existing interactions but can also create new connections between individuals based on shared interests that may not have been previously identified. This opens up opportunities for the formation of more diverse and dynamic virtual communities.

2. Challenges of AI in Interpersonal Communication

Although AI has promising prospects, several major issues arise when it is used for interpersonal communication.

a. Loss of Emotional Aspect

The loss of emotional elements that are essential for building meaningful interpersonal relationships is one of the biggest challenges. In addition to verbal communication, non-verbal cues such as body language, voice intonation, and facial expressions are essential for conveying empathy, showing concern, and building emotional connections. Schroeder (2018) highlighted that AI, although capable of providing fast and factual responses, is still unable to understand and respond to non-verbal cues in the same way as humans. This creates a gap in the emotional depth needed for more intimate communication.

b. User Frustration and Limitations of AI

According to a study conducted by Luger and Sellen (2016), user frustration occurs when interacting with AI because AI cannot handle emotional or interpersonal issues that require empathy. For example, chatbots can answer technical or factual questions well, but struggle to provide empathetic responses when users are facing personal or emotional issues. Nadarzynski et al. (2019) conducted a new study that showed that user frustration stems from both AI's limitations in understanding emotional context and unrealistic expectations that users have about AI's capabilities in interpersonal communication. This suggests

that public education about the limitations and capabilities of AI in interpersonal communication needs to be improved.

c. **Authenticity Challenges**

The authenticity of communication is an additional issue. Although AI has the ability to mimic human behavior, it often fails to provide authentic or personalized responses. According to Schroeder (2018), interactions with AI often feel mechanical because responses are based on data and algorithms rather than awareness or deep understanding of the user's emotional context. Additionally, research by Hohenstein, J & Jung (2020) found that users' trust and openness in communication decreased when they realized they were interacting with AI and not a human. This raises questions about the transparency of the use of AI in interpersonal communication.

Conclusion

The advancement of Artificial Intelligence (AI) technology has had a significant impact on the business communication landscape, especially in the realm of interpersonal communication. This study reveals that the application of AI offers various strategic opportunities that can be utilized by business actors to increase efficiency, personalize communication, and expand accessibility for individuals with special needs. AI also plays an important role in changing the dynamics of social communication in the digital era, by providing a more structured, relevant, and interactive communication experience.

The integration of AI in interpersonal communication is not free from complex challenges. The loss of emotional aspects in interactions, the limitations of AI in understanding empathetic contexts, and the problem of response authenticity are obstacles to creating meaningful and sustainable communication. This gap shows that although AI is able to revolutionize the way humans communicate, it has not

been able to completely replace the quality of interactions that involve emotional sensitivity and contextual understanding that are typical of human relationships. Therefore, in utilizing AI in business communication, a wise and ethical approach is needed. Business actors must prioritize transparency, build strong digital literacy among users, and develop AI systems that are not only efficient but also adaptive to human values. Thus, AI can be a complementary tool in communication, not a total replacement for human interaction.

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