

Digital Public Relations Strategy And Big Data Communication Personalization In Reaching Generation Z

Astrid Devitasari^{1*}, Farida Nur Aini²

^{1,2}Faculty of Social and Political Sciences, University of Wijayakusuma Purwokerto

*Corresponding Author

Email: astrid@unwiku.ac.id

ABSTRACT

The Big Data era has shifted the paradigm of Digital Public Relations (PR) from mass distribution patterns to personalized communication. This descriptive qualitative study aims to analyze the mechanism of large-scale data processing into relevant and ethical narratives for Generation Z. Data collection was conducted through in-depth interviews with four Digital PR practitioners and ten representatives of Generation Z in Purwokerto, and strengthened by netnographic observations on TikTok, Instagram, and X platforms. The results of the study indicate that data-based message personalization is very effective in mitigating skepticism among young audiences while optimizing their emotional attachment (engagement). However, this effectiveness requires aspects of transparency, accountability, and adaptability to contemporary data privacy regulations. This study concludes that an adaptive Data-Driven Digital PR model must be able to align analytical algorithm calculations with the communicator's empathetic sensitivity. The implications of this research emphasize the importance of placing data privacy protection as a core value for constructing sustainable audience loyalty.

Keywords: Digital PR, Generation Z, Big Data, Communication Personalization, Digital Ethics

INTRODUCTION

In today's era of massive digital transformation, data has become the most valuable asset in shaping communication patterns between organizations and their publics. The emergence of Big Data has enabled Digital Public Relations (PR) practitioners to no longer simply grope for market desires, but instead to precisely analyze audience behavior patterns. This represents a crucial turning point in the world of communications, where messaging strategies are required to abandon uniform mass distribution patterns and shift to a much more fragmented and personalized approach to create relevance amidst the overwhelming flow of information. Generation Z, as the first group to grow up entirely side by side with internet technology and social media, possesses very unique psychographic characteristics

compared to their predecessors. They are not simply passive content consumers, but "digital curators" who are highly selective about every piece of information that enters their private space. Therefore, a thorough and detailed understanding of their preferences, values, and media consumption habits is a key foundation for any organization that wants to remain competitive and build resonance in the future.

However, the main challenge in reaching this young audience is their high level of skepticism towards messages that are transactional or feel like conventional, rigid advertising. Amidst the information overload phenomenon, Generation Z tends to ignore content that lacks emotional connection or direct benefit to their lives. In this context, digital communication strategies should no longer rely solely on high broadcast frequency, but rather prioritize a deep understanding of the social and cultural context surrounding their daily lives so that messages are not perceived as digital noise.

Developing a personalized communication strategy in the Big Data era is not just about technical automation, but rather about synchronizing the narrative built with the individual aspirations of the audience. Through qualitative analysis of digital behavior, Digital PR practitioners can formulate a more intuitive approach-sending the right message, through the appropriate platform, and at the most relevant moment. This personalization serves as a "key" to penetrate Generation Z's very limited attention filter, so that the interaction that occurs shifts from mere one-way contact to a more meaningful dialogue. Ultimately, this highly audience-centric approach will significantly increase engagement, loyalty, and positive responses to content presented by PR practitioners. When a message is perceived as a reflection of their personal desires and values, a more relevant and impactful digital experience is created for this young audience. The relationship that is then built is no longer merely superficial between brand and consumer, but rather an authentic, emotional partnership that can strengthen long-term credibility amidst the ever-changing digital ecosystem.

Based on the background that has been presented, this study identifies several key issues in the world of Digital Public Relations today, namely how Digital PR strategies can overcome Generation Z's skepticism towards rigid corporate communications, how to create personalized messages while still ensuring the security of audience data privacy, how to process Big Data into real and human stories or content, and how Digital PR practices can

adapt to the rapidly changing communication trends of Generation Z. This study was compiled with the main objective of providing comprehensive guidance on relevant digital communication strategies. Specifically, this study aims to analyze the communication characteristics of Generation Z in interacting with digital content in the Big Data era, explore personalization mechanisms in Digital PR to create relevant messages and increase audience engagement, examine ethical and privacy boundaries to maintain long-term trust, and formulate strategic recommendations for Digital PR professionals in developing adaptive, ethical, and effective communication strategies to reach Generation Z.

The theoretical framework in this study is built on an integrative foundation that brings together classical communication theory with the dynamics of modern information technology. The main focus is to understand how Digital Public Relations (PR) strategies are transforming from one-way mass communication patterns to highly segmented personal communication. This integration involves a deep understanding of relationship management supported by the power of data analytics, in order to create interactions that are not only technically efficient, but also psychologically effective in building public trust.

According to Chaffey & Ellis-Chadwick (2019), this theory explains that digital platforms enable message personalization at a very micro level, where each individual receives content relevant to their interests and needs. In the context of Digital PR, CMC provides a space for organizations to conduct personal "dialogues" with large audiences through intelligent automation. Personalization here is not simply mentioning names in a message, but rather adjusting narratives and language styles that can address the subjective preferences of each user.

The use of Big Data is a key variable that is changing the way PR practitioners work. Big data analytics allows organizations to process massive volumes of information—from click behavior, viewing duration, to social media interactions—into actionable insights. By utilizing algorithms and real-time data processing, PR practitioners can accurately map emerging trends among Generation Z. This allows for the creation of a "predictive communication" strategy, where organizations can anticipate audience information needs even before they consciously seek it.

Whiting and Williams' (2013) Uses and Gratifications (U&G) theory plays a vital role in understanding why Generation Z consumes certain digital content. This theory assumes that

audiences are active users who choose media to fulfill their specific needs, whether for information, entertainment, or social identity. Within the framework of an effective PR strategy, message personalization must be able to address the "gratifications" sought by Gen Z. Digital PR strategies no longer aim to force organizational messages onto audiences, but rather to insert these messages into the audience's digital ecosystem as a solution that fulfills their media consumption motives.

Furthermore, it is important to consider Social Exchange Theory in the context of personalization in the data era. In digital interactions, there is a kind of exchange of value where audiences are willing to provide their personal data or attention in exchange for relevant content and personalized experiences. However, this exchange is highly dependent on the level of trust. If a personalization strategy is deemed too exploitative or intrusive on privacy, the communication relationship will be severed. Therefore, this theoretical framework also includes aspects of communication ethics as a driver in the implementation of data-driven PR strategies.

The synergy between personalized communication and big data analytics creates a new model called Data-Driven Digital PR. This model emphasizes that effectiveness in reaching Generation Z depends not only on technological sophistication, but also on the ability of PR practitioners to interpret qualitative data into human narratives. By combining algorithmic logic and communicator empathy, PR strategies can transcend digital boundaries to form authentic, sustainable, and relevant relationships with the dynamic characteristics of today's audiences.

Numerous studies have been conducted on the digital dynamics of Generation Z and communication technology, such as the mapping of social media characteristics by Muda and Hamzah (2021) and the formulation of a Digital PR framework for young audiences by Pang et al. (2020). However, the current literature still leaves a significant theoretical gap. Previous research generally separates the study of PR strategy from audience behavior and is dominated by macro-quantitative approaches. As a result, the integration of Big Data analytics (particularly micro-message personalization) and in-depth qualitative analysis of Gen Z's emotional engagement and privacy issues remains rarely explored. Yet, the rigidity of analytical data has the potential to erode the value of authenticity held dear by Gen Z.

This research aims to fill this gap. Through a descriptive qualitative approach

combining in-depth interviews and netnography methods across TikTok, Instagram, and X, this study offers a novel Data-Driven Digital PR model. Its primary contribution lies in conceptualizing communication that balances the sophistication of analytical technology with empathy, while also providing ethical guidance that adapts to contemporary privacy regulations.

METHODOLOGY

This study uses a qualitative approach to explore the phenomenon of communication personalization in the digital space. According to Creswell & Poth (2018), the choice of qualitative methods is based on the need to understand the "meaning" behind Generation Z's digital behavior, which cannot be fully captured through statistical figures alone. Through this approach, researchers seek to capture the subjective reality of how young audiences perceive PR messages and how these personalized narratives influence their emotional attachment to a brand or organization in today's data-driven era.

The applied research design is descriptive qualitative, which aims to provide a systematic and accurate picture of emerging Digital PR strategies. Researchers position themselves as key instruments to observe interactions that occur on social media platforms and explore the in-depth reasons behind audience communication preferences. By focusing on the social context and digital culture, this method allows for the discovery of unique communication patterns, which are often fluid and change rapidly according to technological trends and platform algorithms.

This study places two main groups as the subjects of study: Digital Public Relations (PR) practitioners and Generation Z. Digital PR practitioners were chosen because they have a direct role in designing and implementing Big Data-based communication strategies, thus providing perspective on how data is processed into relevant and personalized messages. Generation Z was chosen as the main focus because they are a generation that grew up entirely in the digital ecosystem, with communication characteristics that emphasize authenticity, interactivity, and high awareness of privacy issues. Meanwhile, the research object focused on Big Data-based Digital PR communication strategies, specifically message personalization mechanisms, their effectiveness in increasing audience engagement, and the ethical challenges that arise related to data privacy. The study was conducted from January to March 2026 in Purwokerto. This location was chosen because it has a high level of social

media penetration among young people and a diverse digital culture that can enrich the research results.

The determination of informants in this study was carried out using purposive sampling techniques to ensure the selected subjects had strong relevance to the phenomenon of Digital PR strategy and Generation Z behavior. This study involved a total of 14 informants divided into two main groups with the following pseudonym code details:

1. Digital PR Practitioner Group (4 Informants)

To maintain corporate confidentiality, the identities of practitioners are disguised with special codes:

- Practitioner 1: A Head of Digital Communications at a public relations agency, experienced in managing data-based campaign strategies for \pm 5 years.
- Practitioner 2: A Social Media Strategist from the digital creative industry, focused on processing social listening tools for audience segmentation (Experience \pm 3 years).
- Practitioner 3: A Data Analyst & PR Specialist at an e-commerce company, expert in formulating personalized messages based on consumer behavior.
- Practitioner 4: A senior Corporate Public Relations practitioner who focuses on drafting communication ethics regulations and digital crisis management.

2. Generation Z Audience Group (10 Informants)

This Gen Z group was selected based on the following criteria: aged 14-29 years (born 1997-2012), domiciled or actively engaged in activities in Purwokerto, and using social media (TikTok, Instagram, and X) for at least 3 hours per day. Their identities are disguised with codes GZ1 to GZ10:

- GZ1 to GZ6 (6 Informants - Students): Are active students from several universities in Purwokerto, representing the young Gen Z segment who are critical of personal data privacy issues.
- GZ7 to GZ10 (4 Informants - Young Workers): Are first-jobbers or young private employees in Purwokerto, representing the independent Gen Z segment who have purchasing power and are often exposed to intensive personalized product advertisements/notifications.

The primary data collection technique was conducted through in-depth interviews

with two key informant groups: Digital PR practitioners and representatives of Generation Z themselves. Interviews with practitioners aimed to dissect the behind-the-scenes processes of processing data into communication messages, while interviews with Gen Z audiences were conducted to validate the effectiveness and psychological impact of these messages. This face-to-face approach (both physical and virtual) provided a space for informants to freely express their opinions, concerns, and expectations regarding privacy and content authenticity. In addition to interviews, this study also adopted digital observation techniques, or netnography. Researchers passively observed organic interactions within digital communities, comment sections, and content distribution patterns on platforms such as TikTok, Instagram, and X (Twitter). This observation is crucial for understanding the real behavior of Generation Z when dealing with personalized content. According to Kozinets (2015), through netnography, researchers can capture the nuances of language, slang usage, and instant audience reactions to specific PR campaigns that serve as the case study in this research.

Literature review was also used extensively as a complementary method to strengthen the credibility of the research results through data triangulation techniques. Researchers reviewed various previous scientific journals, industry reports on digital trends, and policy documents related to data privacy. This integration of field findings and theoretical literature ensures that the resulting analysis is not merely anecdotal but has a strong academic foundation. The literature review helped researchers map the research's position within preexisting digital communication discourse.

Data analysis was conducted using an interactive model consisting of data reduction, data presentation, and conclusion drawing or verification. All data collected from interviews and observations were filtered to identify key themes related to personalization and Gen Z behavior. This process ensured that the research results were able to answer fundamental questions regarding the dynamics of effective Digital PR strategies. With this comprehensive methodology, the research is expected to provide both theoretical contributions and practical implications for the development of more humane communication amidst the dominance of Big Data technology.

To ensure trustworthiness and ensure the credibility and reliability of the findings, this study implemented source and method triangulation techniques. The source triangulation process was operated by confronting and re-examining interview data between Digital PR

practitioners (as producers of communication strategies) with the perspectives of Generation Z informants (as message recipients). Meanwhile, method triangulation was realized by crossing verbal data from in-depth interviews with real audience behavior data through passive netnographic observation of organic interactions on TikTok, Instagram, and X platforms. Through this cross-verification process, the researcher's subjective bias can be optimally reduced so that the validity of the analysis results can be scientifically accounted for.

DISCUSSION AND ANALYSIS

Characteristics and Digital Communication Ecosystem of Generation Z

Generation Z, generally defined as individuals born between 1997 and 2012, is the first group in human history to be categorized as true digital natives. Unlike Millennials, who are digital immigrants, Generation Z was born and raised in a world already globally connected through the internet, mobile devices, and social media. For them, digital technology is not merely a tool, but an extension of their identity and a primary space for social interaction, information seeking, and even public opinion formation. Therefore, understanding the context of their existence in the digital space is an absolute prerequisite for PR practitioners to formulate messages that not only pass through but also remain in their minds.

One of the most prominent characteristics of Generation Z is their extremely high demand for authenticity. They have an innate ability to detect marketing narratives that feel fake, exaggerated, or over-polished. In the eyes of Gen Z, "perfect" content is often considered boring and dishonest. Instead, they are more attracted to content that shows the human side, including behind-the-scenes accounts of an organization or admissions of failure. This preference for authentic communication forces Digital PR strategies to shift from rigid corporate rhetoric to a more relaxed, honest, and soulful style.

Beyond authenticity, interactivity is key to Generation Z's digital media consumption. They are not passive audiences who only receive information one-way. Gen Z highly values space for expression, collaboration, and instant feedback. Platforms like TikTok and Instagram have shaped their behavior to always engage in dialogue through features like comments, duets, stitches, and participation in hashtag challenges. An effective PR strategy in this era is one that not only conveys a message but also provides a "stage" for the audience to become part of that narrative.

Technically, Generation Z has a very short attention span but a very sharp information filter. In less than eight seconds, they can determine whether a piece of content is worth consuming or ignoring. This creates a significant challenge for message personalization; messages must be able to tap into individual relevance instantly. If PR messages feel generic and unrelated to their interests or values, Gen Z won't hesitate to skip or block them. Therefore, data-driven personalization is a key driver for ensuring content appears at the right time and in the right context within their highly congested digital ecosystem.

Their information consumption patterns also tend to be highly fragmented. They move from one platform to another with different goals: seeking entertainment on TikTok, visual inspiration on Instagram, and in-depth discussions or breaking news on X (Twitter) or Discord. This dynamic demands that PR practitioners have high flexibility in adapting their communication style without losing the essence of the main message. Personalization in this context means being able to translate brand values into various social media language formats that suit Generation Z's dynamic, multi-platform digital lifestyle.

Finally, it's important to understand that for Generation Z, digital communication is closely linked to social and ethical values. They tend to support organizations or brands that support major issues such as the environment, inclusivity, and social justice. Successful message personalization in the eyes of Gen Z is one that demonstrates that the organization deeply understands their personal values. Thus, the context of Generation Z in digital communication is not just about technology, but about how that technology is used to build meaningful, transparent relationships that have a real impact on their lives.

Message Personalization Mechanisms in Digital PR Practice

Personalization of messages in the realm of Digital Public Relations (PR) has now transformed from a mere marketing tactic into a strategic imperative amidst the digital information jungle. In the era of Big Data, personalization is no longer simply addressing audiences by their first names in emails or apps, but rather an effort to create a user-centric communication ecosystem. According to Gartner (2023), this strategy involves a highly specific content curation process, where messages are tailored to the interests, search history, and values of each audience segment. For PR practitioners, the challenge is how to transform raw data into a narrative that feels personalized while consistently maintaining the integrity of brand identity.

In-depth data analysis is the main driving force behind this sophisticated personalization. Through data mining and sentiment analysis techniques, PR practitioners can map the concerns, desires, and trends among Generation Z in real time. For example, by monitoring social media conversations through social listening tools, an organization can adjust its language and topics to align with popular terminology or trending social issues. This data-driven personalization allows PR practitioners to enter the audience's circle of trust more organically, because the messages that emerge are perceived as answers to their information or entertainment needs, rather than simply irrelevant "digital noise."

The use of cutting-edge digital technologies, such as Artificial Intelligence (AI) and Machine Learning algorithms, plays a vital role in the scale and efficiency of this personalization. This technology enables automated messaging that still feels human through massive, complex behavioral segmentation. In the context of reaching Generation Z, this technology is used to deliver dynamic content; for example, algorithms that recommend educational or promotional content tailored to each user's unique preferences across various platforms. However, behind the sophistication of these machines, Digital PR strategies still require a human touch to ensure that automation doesn't result in communications that feel mechanical or rigid, which is often avoided by younger audiences.

Content tailoring is a physical manifestation of an effective personalization strategy. This includes selecting diverse media formats-such as using short, energetic videos on TikTok for a more visual audience, or using informative, in-depth threads on platform X for those who enjoy intellectual discussions. Each digital channel has a different "culture" and audience expectations, so personalization in this context means being able to translate organizational values into various appropriate social media language formats. An adaptive PR strategy won't deliver the same content across all platforms, but rather customize the narrative so the message feels authentic across all media.

Furthermore, message personalization aims to maximize relevance and engagement through a psychographic approach. When a Generation Z individual feels that an organization is "speaking" directly to them, understanding their hobbies, lifestyle, or even concerns about environmental issues and the future, the psychological barrier to corporate communication will break down. Maximum engagement occurs when audiences voluntarily take action, such as leaving positive comments, sharing content, or even becoming brand advocates in public

spaces. This is the pinnacle of PR effectiveness, where personalized communication transforms audiences from mere message recipients into loyal supporters with strong emotional bonds. The effectiveness of personalized communication in the Big Data era relies heavily on a balance between analytical sophistication and a keen sense of taste. PR practitioners are required to become "information architects" capable of designing a solid communication bridge between cold data and warm human emotions. Without genuine personalization based on accurate data, a Digital PR strategy will simply be a collection of bland information. Conversely, with the right approach, personalization will be the most powerful instrument for building authentic, sustainable, and relevant relationships with the dynamic characteristics of Generation Z amidst the complexity of today's digital ecosystem.

Digital Campaign Effectiveness Analysis and Case Studies

The implementation of personalization strategies in Digital PR can be clearly observed through the success of several global campaigns that have been able to break down the barriers between organizations and Generation Z audiences. One of the most representative examples is the annual "Spotify Wrapped" campaign. Spotify goes beyond simply presenting numerical statistics; instead, it packages music consumption data into a personal narrative about each user's identity. For Generation Z, this data is no longer just cold numbers from Big Data, but a form of self-expression that can be shared in public spaces as a representation of their personalities. According to Luttrell (2021), this strategy demonstrates that when data is processed into highly personalized and aesthetic messages, audiences no longer feel "monitored," but rather "understood" by the technology.

In the context of the local market in Indonesia, the effectiveness of personalization is also evident in how food delivery or e-commerce apps use behavioral data to deliver highly contextual communications. The use of push notifications that no longer contain general promotions, but instead use a casual style tailored to the user's time and habits-such as greeting them during productive hours with a suggestion for a favorite coffee-is a small form of highly effective PR personalization. This approach is able to penetrate the user's private space in a relevant way, thus increasing the chance of interaction (engagement) much higher than stiff and impersonal mass announcement methods.

The success of these campaigns confirms that relevant and authentic personalization significantly strengthens Generation Z's trust in an entity. Younger audiences tend to give more

appreciation to organizations that can demonstrate they understand individual preferences without appearing to exploit data. Here, the role of a qualitative approach is crucial; through a deep understanding of cultural nuances and contexts, PR practitioners can determine the right boundaries between helpful personalization and creepy personalization. Furthermore, case studies show that personalization also plays a role in accelerating the adoption of Digital PR strategies through digital word-of-mouth mechanisms. When an individual perceives a message as highly accurate and personally engaging, they are more likely to share the experience with their social circle. For Generation Z, recommendations from fellow users are far more credible than official company statements. Thus, personalized messaging serves as a catalyst that transforms passive audiences into brand advocates who voluntarily spread the organization's positive narrative.

This field experience also reveals that effective personalization must be two-way and interactive. Several brands that have successfully reached Gen Z engage their audiences in the content co-creation process based on their preference data. By providing space for audiences to influence campaign narratives, organizations have indirectly personalized their strategies based on collective aspirations. The result is a strong sense of belonging between audience and brand, a pinnacle achievement in Public Relations practice in this highly competitive digital era.

An effective experience in Digital PR requires alignment between what is personally communicated on social media and the reality of the service received by the audience. Personalized messaging is only the entry point; Authenticity and consistency across digital touchpoints are what will sustain that engagement. The findings from these cases confirm that a data-driven strategy combined with a qualitative understanding of target audience characteristics is the most adaptive formula for building sustainable relationships in the Big Data era.

Dialectics of Communication Ethics and Data Privacy in Personalization

Behind the effectiveness of Big Data-driven personalization, however, lies a highly complex ethical challenge related to the boundaries of individual privacy. Digital Public Relations (PR) practitioners now find themselves at a crossroads between the ambition to deliver highly relevant experiences and the obligation to protect the integrity of audience data. Data management in PR strategy is no longer simply a technical storage issue, but rather

a matter of communication morality. Digital ethics demands that any collected data be used not only for the benefit of the organization but also respect the dignity and human rights of users as the rightful owners of their personal information.

Adhering to privacy and ethical principles is no longer an option, but a legal and social prerequisite, especially with the advent of stringent regulations such as the global General Data Protection Regulation (GDPR) or the Personal Data Protection Law (UU PDP) in Indonesia. PR practitioners must ensure that every step in the data lifecycle—from acquisition and processing to utilization—is conducted within clear legal boundaries. Failure to comply with these standards not only risks substantial financial fines but, more dangerously, permanently damages an organization's reputation in the eyes of a public increasingly aware of their digital rights.

Transparency is a key pillar in rebuilding trust, often eroded by data misuse scandals. Organizations are required to be honest about what data they collect, why it is needed, and how it impacts the user experience. For Generation Z, transparency is a form of authenticity; they value brands that openly acknowledge their data use over those that covertly track them. Transparent PR messaging regarding privacy policies can be a powerful communication tool to strengthen the relationship between brands and this highly skeptical young audience. User consent should be the foundation of every personalized interaction. The opt-in concept, where users consciously give permission for their data to be processed, is now the gold standard in digital PR ethics. This consent should not be obtained through manipulative means or hidden behind complicated legal terminology. Instead, PR practitioners must be able to communicate the added value that users will receive by granting this consent. Voluntarily given consent creates a healthy digital social contract, where personalization is seen as a service, not as exploitation.

Avoiding the misuse of personal information also means combating the phenomenon of "filter bubbles" and opinion manipulation. Ethically, personalization should not be used to limit audiences' access to diverse information or to lead them into extreme polarization. An ethical digital PR strategy must still allow for diverse information and not simply present what audiences want to hear based on algorithms. PR's social responsibility is to ensure that personalization is used to empower audiences, increase digital literacy, and provide content that contributes positively to the development of a digital society.

Ethical considerations and data privacy are the last bastions of humanity in digital communications. Without a strong ethical commitment, personalized communications will simply become a fragmented form of mass surveillance. The PR practitioners of the future will be those who are able to integrate data security into the DNA of their communication strategies. By placing privacy as a core value, organizations not only avoid legal crises but also succeed in building loyalty rooted in a deep sense of security and respect between the entity and its audience.

Practical Implications for Organizational Communication Strategy

This study found that the effectiveness of Digital PR in the Big Data era depends not solely on the volume of data held, but also on the organization's ability to interpret that data qualitatively. Leveraging qualitative data allows practitioners to go beyond statistics and understand the "why" behind digital behavior. Key findings suggest that the most successful personalization strategies for Generation Z are those that integrate psychographic insights into authentic narratives. By understanding the audience's emotional context, PR practitioners can formulate messages that feel personally relevant without appearing intrusive or violating their privacy.

The first practical implication of these findings is the need for a paradigm shift from broadcasting to narrowcasting, based on digital empathy. PR professionals can no longer rely on a single message for all channels. Each campaign must be designed modularly, with the core message remaining consistent but the format and delivery style tailored to the unique characteristics of each digital platform inhabited by Generation Z. These findings emphasize that the success of digital communications is largely determined by the extent to which organizations are able to align analytical technology with the human need for genuine connection. The results of the study indicate that ethical aspects are now an integral part of operational strategy, not merely an addition to legal policies. The practical implication is that organizations must begin implementing the principle of Privacy by Design in every PR campaign. This means that transparency regarding data use must be communicated creatively and easily understood, rather than hidden in boring requirements documents. When transparency is made part of a communications strategy, it can actually increase brand value in the eyes of Generation Z, who highly value honesty and the integrity of personal data.

Aligning technology, privacy, and audience needs is key to developing an adaptive digital PR strategy. Practitioners are required to possess hybrid capabilities: they must be adept at reading analytical data dashboards while possessing qualitative instincts to create compelling stories. The implication for organizational management is the need to invest in human resources capable of bridging the gap between the technology (IT) and communications departments. This synergy will ensure that every technological tool used is aimed at serving audience needs, not simply pursuing superficial success metrics such as clicks or impressions. The research findings also highlight the importance of flexibility in navigating rapidly changing digital trends. An adaptive PR strategy must be able to iterate based on direct audience feedback. The use of qualitative data from social media interactions allows practitioners to make instant "course corrections" if a narrative is deemed no longer relevant or offends audience sensibilities. This ability to respond quickly and personally is a key competitive advantage in winning the attention of Generation Z, who have limited attention spans but high expectations for content quality.

The integration of big data and qualitative approaches is creating a new standard in professional communication practice. The long-term practical implications for the PR industry are the need for greater transparency, personalization, and social responsibility. By positioning audiences as sovereign subjects of their own data, PR practitioners will not only achieve optimal communication effectiveness but will also succeed in building a healthier and more trustworthy digital ecosystem for future generations.

CONCLUSION

This study concludes that personalizing communications in the Big Data era is no longer merely a tactical option, but rather an existential necessity for Digital Public Relations (PR) strategies. Success in reaching Generation Z depends heavily on practitioners' ability to transform raw data into emotionally resonant narratives. Effective personalization has been shown to undermine young audiences' skepticism of corporate messages while fostering deeper engagement through a person-centered approach. By understanding the unique characteristics of Gen Z as digital natives, organizations can create a communication bridge that goes beyond mere information transactions.

The approach used in formulating this strategy must be holistic and understand the various contexts surrounding it. The success of personalization is measured not only by the

sophistication of the algorithms used, but also by practitioners' sensitivity to ethical aspects and data privacy. This study confirms that without transparency and protection of users' digital rights, even the most sophisticated personalization strategies will lose their effectiveness due to the erosion of audience trust. Therefore, ethical integrity must be the primary foundation underlying every technological innovation in digital communication practices. Support from various relevant case studies shows that authentic personalization can strengthen an organization's position amidst the dense flow of information. Through concrete examples like aesthetically pleasing and interactive data-driven campaigns, we can see that Generation Z highly values organizations' efforts to recognize their personal preferences, as long as they do so respectfully and provide added value. This strategy ultimately not only supports the success of Digital PR's short-term goals but also serves as a long-term investment in building a progressive and adaptive brand reputation.

The primary focus of this personalization is the formation of authentic and sustainable relationships between brands and consumers. In a digital world that can often feel cold and mechanical, the presence of personalized messages provides a much-needed human touch. The relationship built through personalized communication is not a superficial one, but rather an emotional partnership based on mutual understanding. Thus, Digital PR acts as a facilitator, connecting the organization's vision with the personal aspirations of each individual within its target audience.

By paying genuine attention to the specific desires and needs of Generation Z, communications practitioners can create far more meaningful interactions that align with their expectations. The key lies in the ability to listen through qualitative data and respond with innovative content. This meaningful interaction is a key catalyst for fostering greater loyalty. Generation Z will not simply view a brand as a service or product provider, but as an entity that truly understands their identity and the values they uphold in their daily lives. The challenges in the Big Data era are indeed significant, but the opportunities for creating more humanized communications are even greater through personalization. The alignment of analytical technology, ethical compliance, and narrative creativity will define the future of the Public Relations industry. By prioritizing authenticity and respect for audience privacy, personalized communication strategies will remain the most powerful instrument for building trust amidst the dynamics of a constantly transforming digital ecosystem. Through this

approach, organizations will not only win the attention but also the hearts of future generations. This research, while attempting to deeply dissect the phenomenon of personalized communication, is not without several limitations that need to be honestly acknowledged. One of the main limitations lies in the scope of the informant sample used. As a qualitative study, the data obtained relies heavily on the subjectivity and specific experiences of a small number of PR practitioners and representatives of Generation Z. This means that

the findings may not be broadly generalizable to describe the behavior of the entire Generation Z population across different geographic regions or socio-economic backgrounds, given the vast diversity of individual characteristics within a single generation.

This limitation opens up significant opportunities for future quantitative research to broaden our understanding of personalized communication strategies in the Big Data era. Future research could use large-scale survey methods to validate these qualitative findings, to see whether the communication preference patterns found here also apply to broader demographic groups. The use of advanced statistical analysis, such as structural equation modeling, could help in mapping which variables most significantly influence the formation of Generation Z trust amidst the onslaught of digital content.

Furthermore, cross-cultural exploration is a very promising research direction to develop. Given that Generation Z grew up in a global ecosystem but remains influenced by local norms, it is crucial to examine how the effectiveness of message personalization varies across cultural contexts. Future research could compare digital PR strategies in Indonesia with other countries to determine whether there are differences in sensitivity to data privacy or preferences for personalized language. This would provide valuable contributions to multinational organizations in designing communication strategies that are sensitive to local cultures. Further research should also pay special attention to the increasingly sophisticated development of artificial intelligence (AI) technology and its impact on communication ethics. Future research could explore how the use of generative AI to personalize messages affects audiences' perceptions of authenticity. The question of whether Generation Z would still feel emotionally connected if they knew the messages they received were entirely generated by algorithms is an ethical and psychological discourse that requires further exploration through longitudinal or experimental studies.

In conclusion, the limitations of this study are not weaknesses, but rather stepping stones for the development of more comprehensive knowledge. By acknowledging these limitations, it is hoped that other researchers can fill the gap with more diverse methods and broader coverage. The synergy between the qualitative findings in this study and future, more diverse research will enrich the literature on digital communication strategies and provide more robust guidance for practitioners navigating the ever-transforming world of communications in the Big Data era.

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