Abstract

One of the traditional functions of public relations is to influence perceptions of internal and external publics through communication. In order to accomplish this, appropriate use of communication channels is necessary to send accurately and timely information to the target audiences. Presently, more and more target audiences are equipped with information and communication technology that make them enable to access internet as the whole new arena where publics interact in a network of online computers. It means that whatever messages that are coming to their life would be checked across their online communities. This research is conducted to study the communication behaviors of the old and new generations of internet users in Indonesia who are fond of connecting themselves to the cyber world. The main targets are to investigate and to identify the impacts of their behaviors that challenge the existing public relations practices. The results of the study shows that there are similarities and differences among the four generations of people – namely Traditionalists, Baby Boomers, Xers, and Millennials – in conducting their online communication. Some of them are considered to have direct impacts on how public relations should be conducted today towards these online communities to gain the expected results.

Keywords: public relations, traditionalists, baby boomers, xers, millennials, online communication, cyber