

ARTIFICIAL INTELLIGENCE PENETRATION IN THE SECRETARY PROFESSION

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Abstract

The rapid advancement of technology has significantly transformed organizational operations, particularly the roles and responsibilities of secretaries. Traditionally perceived as administrative support, secretaries now play a strategic role in organizational productivity and innovation. This study investigates the impact of artificial intelligence (AI) on secretarial work, focusing on the integration of AI applications like ChatGPT, Google Calendar, and chatbots to enhance efficiency and decision-making. Adopting a qualitative approach, the research examines the potential of AI to automate routine tasks, optimize time management, and improve communication workflows. Findings reveal that AI technologies contribute to significant productivity gains, enabling secretaries to shift their focus toward strategic contributions. However, the increasing reliance on AI necessitates the development of advanced technical and interpersonal competencies among secretaries. This study underscores the complementary relationship between AI and human expertise, advocating for secretaries to embrace AI as a tool to augment, rather than replace, their professional capabilities. The insights provided offer a roadmap for leveraging AI in redefining the secretarial profession to align with the demands of the digital era.

Keywords: Artificial Intelligence, Digital transformation, Organizational efficiency, Secretarial profession, Strategic role

INTRODUCTION

The rapid development in the business world has reshaped operational paradigms across various organizations, driving the integration of traditional work methods with the latest technology. Efficiency and innovation have now become critical elements that define an organization's competitiveness in a dynamic global market (Oliveira *et al.*, 2021). Amidst these changes, the role of the secretary, once seen as primarily administrative, is now increasingly strategic and crucial in ensuring organizational sustainability and growth.

The complexities of globalization demand that secretaries not only master basic administrative skills but also acquire advanced new competencies (Fasae, F., 2024). This requirement aligns with advancements in information technology and digital work systems, enabling automation across numerous work functions. In this context, secretaries are called to blend technical skills, contextual understanding, and emotional intelligence to maintain productivity and operational effectiveness.

Artificial intelligence (AI) technologies are increasingly dominant across various sectors, including administrative functions. AI offers substantial potential to support secretaries in performing their tasks more efficiently, from automated scheduling to sophisticated information management (Musty, 2023; Azman, Bashari, Suhairom, & Salleh, 2023; Fasae, 2023). However, while multiple studies have highlighted technology's impact on the secretarial profession, research specifically examining AI's integration into this role remains relatively limited.

The presence of AI in the workplace not only streamlines administrative tasks but also raises critical questions regarding the future relevance of the secretarial role. For instance, basic tasks such as document preparation and filing are now automatable, potentially reshaping aspects of the

traditional secretarial function. Some argue that foundational technical skills can be acquired by anyone proficient with computers; however, interpersonal skills and professional quality continue to be valuable assets for secretaries in the digital age (Olayanju, 2016; Novianti, A. & Wahyanti, C., 2021).

This significant shift necessitates that secretaries are not only adaptive to technology but also proactive in developing relevant new competencies. The modern secretary now faces the challenge of understanding and applying AI technology in daily tasks, including data management, time management, and interactions with both internal and external stakeholders (Oluwatoyin, D., 2023). This adaptation not only enhances productivity but also enables them to make more strategic contributions to the organization.

This study adopts an analytical approach to assess the impact of AI adoption on secretarial work efficiency. The research focuses on identifying AI applications that can be utilized to support tasks traditionally performed manually and time-intensively. For example, AI-based software for document management or scheduling has proven effective in enhancing accuracy and significantly reducing manual workload (Novianti, A. & Wahyanti, C., 2021).

More broadly, AI integration into the secretarial role creates opportunities to enrich their functions, especially in data analysis and decision-making. Secretaries proficient in utilizing this technology can offer valuable insights to management teams and serve as a key liaison in integrating various departments within the organization (Truss, C., Alfes, K., Shantz, A., & Rosewarne, A., 2012). Thus, the secretarial role has the potential to transform from an administrative position into a more strategic one.

This study aims to identify and analyze various AI applications that can be implemented to enhance the quality and efficiency of secretarial work in supporting organizational operations. Thus, the findings are anticipated to provide deeper insights into AI's contributions to the secretarial role and guide the development of competencies that align with the demands of the continuously evolving digital era.

LITERATURE REVIEW

According to Hutapea (2021), a secretary is an individual who works for another person to assist with correspondence, writing tasks, gathering information, and other issues related to the employee assigned by the community, company, or association to carry out correspondence activities and maintain documents, especially those related to the company.

According to Sarbani (2021) and the American Secretaries Association, a secretary is an executive assistant who possesses office administration skills, is able to act without direct supervision from the leader, and has the initiative and decision-making abilities appropriate to their responsibilities.

The Definition of AI (Artificial Intelligence)

Demlehner and Laumer (2020) Artificial Intelligence: a computer system having the ability to percept, learn, judge, or plan without being explicitly programmed to follow predetermined rules or action sequences throughout the whole process. Artificial Intelligence is a system's capability to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaption Makarius *et al.* (2020).

Table 1. Description of the roles and responsibilities of a secretary.

Jobdesk of secretary	Description
Administrative Tasks	Managing document filing
	Managing databases
	Analyzing data and information
	Preparing letters
	Maintaining petty cash administration procedures
Working with People and Business Communication	Answering phone calls
	Welcoming guests/clients
	Scheduling appointments
Support Leaders	Organizing business trips for leader
	Arranging meetings and all related preparations

Changes in the Roles and Responsibilities of Secretaries in the Digital Era

A professional secretary must possess relevant knowledge about the company, demonstrate proficiency in language, and manage tasks effectively to ensure smooth administrative processes (Novianti & Wahyanti, 2021). In the digital era, secretaries must be sensitive and proactive toward the information they acquire. They must also be capable of multitasking using technology, such as operating To-do-list or Reminder apps on smartphones to remind their supervisors' schedules.

AI Products That Assist Secretaries

ChatGPT

Chatbot Generative Pre-Trained Transformer (ChatGPT) is an artificial intelligence software developed by OpenAI. Its purpose is to simulate conversations with human users (Zen Munawar *et al.*, 2023). ChatGPT operates continuously, providing customer support at any time, which is crucial in the era of globalization where customers may be in different time zones.

Google Calendar

Google Calendar is a digital calendar-based application used to create schedules and remind users of specific activities (Raharja, U., Lutfiani, N., & Wardana, W. S. 2018). The uniqueness of Google Calendar lies in its integration with Gmail, making it easier for users to set reminders for activities simultaneously. The integration of Google Calendar with other Google Workspace tools enhances its functionality.

Chatbot

Chatbot, or chatterbot, is a program designed to interact and communicate with humans through various media such as video, audio, or text (Christianto *et al.*, 2016; Azhmi, 2020). In the service sector, chatbots offer solutions to improve operational efficiency. Junadhi and Mardainis noted that chatbots can provide information to users without involving a human operator, thus reducing workload and enhancing response speed (Junadhi & Mardainis, 2019).

Differences Between Artificial Intelligence Applications and Non-Artificial Intelligence

Applications AI-based systems, such as M-Files or DocuSign, automate document management and document workflows, including electronic signatures. Function: These systems assist secretaries in storing, managing, and sending documents automatically with text recognition and customized workflows (Miller *et al.*, 2020). Examples: Systems like Google Drive, Dropbox, or OneDrive allow secretaries to store and share files in an organized manner. Function: These systems store, share, and access documents in a structured manner without the use of AI automation (Rosenthal *et al.*, 2019).

RESEARCH METHOD

Research Approach

This study adopts a qualitative method to address the issues that arise. The qualitative approach aims to gain a deep understanding of the use of artificial intelligence (AI) in the secretary profession. The research will be conducted through a literature review to gather comprehensive information.

Data Type

The research methodology in this scholarly article begins with the collection of relevant data. The data used comes from secondary sources, consisting of various online and print references that discuss the use of AI in secretarial work..

Technic Management

The collected relevant data will be reviewed and categorized. The data categorization process will involve grouping similar data and discarding irrelevant data. This data will form the basis for subsequent analysis.

Data Analysis

The first step is to collect and analyze the data to assess the potential of AI in secretarial work. Afterward, the dimensions in which AI tools can contribute to this work will be analyzed. Finally, an evaluation will be conducted to determine whether these tools play a significant role in secretarial tasks.

RESULTS AND DISCUSSION

The Secretary's Work Supported by Digital Technology

In a study by Musty (2023), it was concluded that the use of digital technology in secretarial tasks provides significant benefits. The research findings indicate an improvement in the efficiency of secretarial administrative tasks, such as document filing (+56%), petty cash management (66%), as well as data and information analysis (+70%). Furthermore, digital technology also leads to cost and time reductions, such as in meeting arrangements (+82%), answering phone calls (+58%), and managing the manager's business travel (+47%).

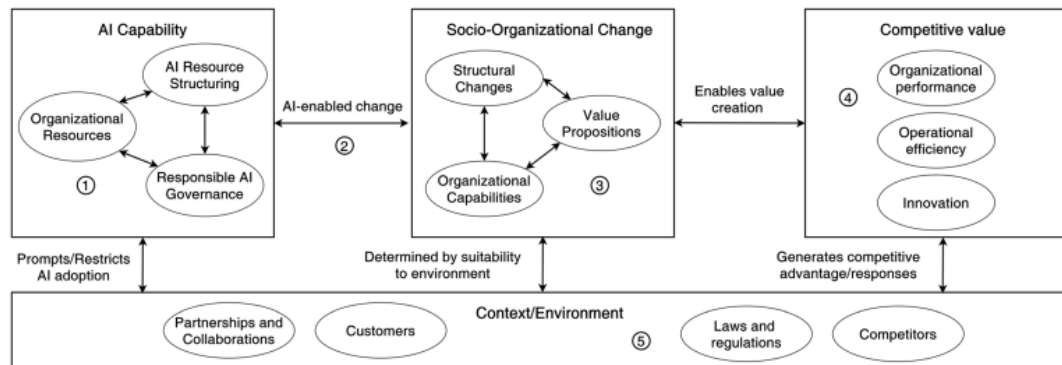


Figure 1. AI and business value research framework (Holton & Boyd, 2019)

Implementation of AI in Secretarial Work

Table 2. AI Products that assist secretarial tasks

No.	AI Products	Letter Creation	Time Schedule Creation	Data Processing	Communication Intermediary	Literatur
1.	ChatGPT	√	√	√		Munawar <i>et al</i> (2023), Korzynski <i>et al</i> (2023)
2.	Google Calendar		√		√	Raharja, U., Lutfiani, N., & Wardana, W. S. (2018), Suraja, Y., & Tamba, Y. E. (2023)
3.	Chat Bot				√	Azhmi, F. A. U. Z. A.L. (2020)

ChatGPT

This means ChatGPT can automate the creation of a structured itinerary by organizing the provided activity details (e.g., time, location, description) into a clear and presentable table format, saving time and effort.

Day	Date	Time	Activity	Location	Notes
Day 1	[Insert Date]	Morning	Flight from Makassar to Bali	Makassar Airport	Ensure ticket and ID are ready.
		Afternoon	Check-in at Hotel Santika	Hotel Santika, Bali	Reservation under [Name].
		Evening	Free time / Rest	Hotel Santika, Bali	
Day 2	[Insert Date]	09:00 AM	Investor Meeting	[Meeting Venue]	Prepare presentation materials.
		12:00 PM	Lunch	[Restaurant Name]	Suggested nearby options.
		02:00 PM	Continue Investor Meeting / Discussions	[Meeting Venue]	
		Evening	Return to Hotel / Free time	Hotel Santika, Bali	
Day 3	[Insert Date]	Morning	Check-out from Hotel	Hotel Santika, Bali	Verify no items left behind.
		Afternoon	Flight from Bali to Makassar	Bali Airport	Arrive at least 2 hours early.

Figure 2. implementation chat GPT in creating itinerary

Google Calendar

Google Calendar is a form of digital calendar integrated into the Google Mail (Gmail) service. In Google Calendar, users can create events or set reminders for tasks that are approaching their deadlines.

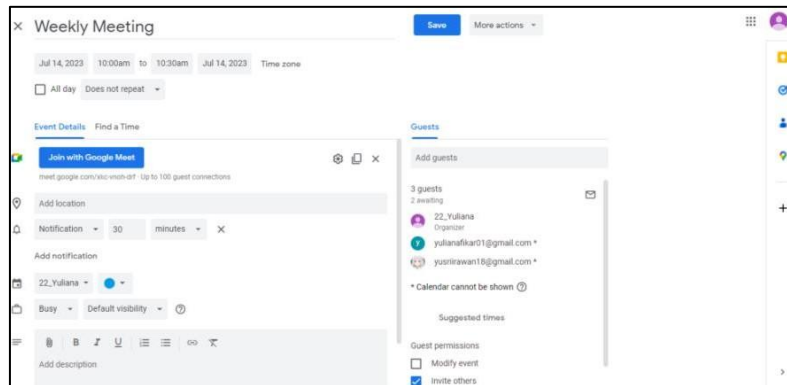


Figure 3. implementation google calendar

Chatbot

Chatbots assist secretaries in responding to incoming messages. According to a study by Azhmi (2020), the results of a random trial with respondents showed that 85% of them strongly agreed that the Department Secretary Chatbot could serve as an alternative medium for interacting with the department secretary and facilitate students in obtaining information

DISCUSSION

The use of digital technology in data processing, information management, and communication has transformed the way work is conducted in the secretarial field. This finding aligns with research conducted by Musty (2023), which showed that automation tools can streamline routine administrative tasks. Therefore, the role of a secretary today involves creative skills and expertise in technology, as well as the ability to effectively utilize and analyze data to find solutions to various problems.

The utilization of digital communication technology provides several benefits to organizations, including enhancing image and work efficiency. AI tools such as ChatGPT, Google Calendar, and Chatbots can support secretaries in administrative tasks, time management, and communication. A secretary proficient in leveraging digital technology will demonstrate a high level of professionalism and achieve greater ease in completing their tasks.

CONCLUSION

In the context of secretarial work, the implementation of digital technology provides significant benefits. The use of technologies such as ChatGPT, Google Calendar, Grammarly, and Chatbots helps improve efficiency and productivity. These technologies facilitate appointment scheduling, calendar management, and user interaction. Research findings show that the use of Chatbots as an alternative medium for interacting with department secretaries has received positive feedback. Overall, digital technology plays a crucial role in enhancing secretarial performance and providing easier access to information for users. Therefore, the author concludes that AI does not replace the

role of secretaries, but rather facilitates secretaries in improving the quality of their work by utilizing artificial intelligence technology.

Suggestion

Although AI can assist secretaries in performing their tasks, a secretary must possess technological understanding that enables them to carry out daily tasks efficiently. They must also have broad knowledge, analytical skills, creativity, innovation, and proficiency in operating digital products (Artificial Intelligence) to achieve optimal results. It is important to note that Artificial Intelligence is a tool used in conjunction with human intelligence, and therefore, a secretary must also be skilled in the use of AI technology.

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