

DA'WAH IN THE ERA OF ARTIFICIAL INTELLIGENCE: AN ETHICAL ANALYSIS OF ISLAMIC COMMUNICATION ON THE USE OF AI IN THE PRODUCTION OF RELIGIOUS MESSAGES

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Abstract

The rapid advancement of Artificial Intelligence (AI) in the digital age has not only transformed communication technologies but also reshaped the structure and practices of Islamic da'wah communication. AI is increasingly serving not just as a technical tool but as a mediated da'wah actor, influencing message production, distribution, and audience interaction. Employing a qualitative descriptive library research method, the study analyzes classical and contemporary Islamic sources, academic books, and reputable scholarly journals using content analysis and a normative-interpretive approach. The analysis is grounded in Islamic communication principles, including qaulan sadīdan, qaulan balīghan, qaulan karīman, qaulan ma'rūfan, qaulan layyinān, and qaulan maisūran. The findings indicate that AI can enhance the effectiveness and reach of da'wah when ethically governed and supervised by qualified human agents. However, unregulated AI-driven da'wah poses the risk of undermining scholarly authority, distorting religious meanings, and reducing da'wah to mere content delivery. The novelty of this study lies in conceptualizing AI as an ethically bounded actor within Islamic communication, offering a normative ethical framework that integrates Islamic principles with contemporary mediated da'wah practices. This research contributes to the advancement of da'wah communication scholarship by expanding the ethical discourse on AI as an emerging agent in religious communication.

Keywords: *Artificial Intelligence, Digital Da'wah, Islamic Communication Ethics, Religious Messages*

INTRODUCTION

The swift progress of Artificial Intelligence (AI) in the digital age has led to profound changes in various sectors, including communication and the creation of religious content. AI is now employed in a wide array of media formats, from

automated content generation to algorithmic curation, which enhances the speed and efficiency of spreading religious messages. Research shows that the integration of AI in digital da'wah has emerged as a notable trend, with platforms like YouTube, TikTok, and Instagram being extensively used to propagate Islamic teachings. (Fauzi, 2025; Zanzibar, 2024). AI also facilitates innovation in message delivery, including the use of AI-based chatbots and voice synthesis technologies that enhance interaction between preachers and audiences.(Ibad, 2024).

With these advancements, a significant shift has taken place in da'wah practices, transitioning from traditional methods to digitally mediated da'wah driven by algorithms. Previously, da'wah activities were predominantly carried out in person, whether in mosques or public venues. However, with the rise of social media, preachers can now virtually connect with a wider audience, expanding their reach beyond physical boundaries .(Gunawan et al., 2024b; Pimay & Savitri, 2021). Research shows that digital media not only expands audience reach but also introduces new challenges, particularly concerning the quality and authenticity of da'wah messages.(Gunawan et al., 2024; Praselanova & Qurny, 2025).

AI plays a crucial role in the production of da'wah messages. For instance, in content creation, AI can generate texts based on previously processed data, while voice synthesis enables the production of audio recordings that imitate human speech. This creates opportunities to automate message delivery and enhance interactivity through chatbots that respond to audience inquiries.(Ibad, 2024; Muslikhah & Taufik, 2022). Nevertheless, these advancements are not without problems. Concerns have emerged regarding scholarly authority and honesty in AI-generated content. These issues relate closely to Islamic communication principles that emphasize *qaulan sadīdan* (truthful speech), *qaulan karīman* (noble speech), and moral responsibility in conveying messages. (Almufassir & Syibromilisi, 2025).

Several ethical issues arise in the context of AI use in digital da'wah. For example, the authenticity of religious messages becomes a critical concern, particularly when AI generates content without human involvement.(Almufassir & Syibromilisi, 2025; Gunawan et al., 2024). Moreover, there is a risk of manipulating the meaning of Islamic teachings if algorithms fail to understand the contextual and normative values of Islamic law. (Fauzi, 2025; Zanzibar, 2024). In this regard, Islamic communication ethics such as *qaulan sadīdan*, *qaulan karīman*, and *qaulan ma'rūfan* must serve as guiding principles to preserve the integrity of conveyed messages.

Empirical examples of AI use in digital da'wah can be found across various platforms, where content creators employ such technologies to produce engaging videos and written materials, while simultaneously raising questions about authenticity.(Muslikhah & Taufik, 2022; Royani et al., 2024) For instance, the phenomenon of da'wah on TikTok demonstrates how creators often need to comply with algorithmic demands in content creation, which may influence how messages

are framed and delivered.(Ibad, 2024; Nikmah, 2020). Consequently, a significant research gap exists between studies on digital da'wah and those on Islamic communication ethics within the context of AI an issue this research seeks to address.

Despite the growing body of research on digital da'wah and the utilization of AI in religious communication, existing studies predominantly focus on technological effectiveness, media strategies, audience engagement, and platform algorithms. These studies tend to treat AI merely as a neutral tool or medium, rather than as an actor that actively shapes religious meaning, authority, and moral responsibility. Consequently, there is a noticeable lack of theoretical engagement with Islamic communication ethics as an analytical framework capable of critically evaluating AI-driven da'wah practices. From an academic perspective, this gap is significant because Islamic communication ethics provide normative principles that distinguish da'wah from general persuasive communication, grounding it in truthfulness (*qaulan sadīdan*), dignity (*qaulan karīman*), and moral accountability (*amanah*). Without this ethical lens, analyses of AI in da'wah risk becoming technologically deterministic and detached from the epistemological and normative foundations of Islamic communication. Therefore, this study addresses this gap by positioning Islamic communication ethics as a necessary theoretical approach to assess AI not only as a technological innovation but as a mediated da'wah actor whose operation must remain under human ethical authority.

METHOD

This research adopts a library research method with a qualitative descriptive design. The approach is specifically rooted in normative communication ethics, as the study seeks to critically examine the use of Artificial Intelligence (AI) in da'wah practices based on Islamic ethical standards, rather than empirically evaluating the technological performance or audience impact. The unit of analysis focuses on AI-mediated religious messages, which include texts, audio, visual content, and algorithm-driven interactions that are produced or disseminated through AI systems within the context of digital da'wah. The data for this research includes both primary and secondary sources, such as classical Islamic texts, academic books, credible scholarly journals, previous research, and scientific documents related to digital da'wah, artificial intelligence, Islamic communication, and media ethics. Data collection is carried out through systematic literature review, inventorying sources, and critically assessing relevant materials. The collected data are analyzed using content analysis combined with a normative-interpretive approach, guided by an analytical framework based on six qaulan principles as a model for ethical communication: *qaulan sadīdan*, *qaulan balīghan*, *qaulan karīman*, *qaulan ma'rūfan*, *qaulan layyinān*, and *qaulan māisūran*. This framework is utilized to evaluate the ethical alignment of AI-mediated da'wah messages with Islamic values of truth,

dignity, appropriateness, gentleness, and moral responsibility. The expected findings aim to provide a comprehensive conceptual understanding of the opportunities, challenges, and ethical limits surrounding the use of AI in the production of da'wah messages in the digital age.

RESULTS AND DISCUSSION

Artificial Intelligence in the Production of Da'wah Messages in the Digital Era

The development of Artificial Intelligence (AI) technology has brought significant changes to the production of da'wah messages in the digital era. Various forms of AI utilization such as AI-based religious content writing, Islamic chatbots, voice synthesis, da'wah visualization, and algorithmic curation on social media have demonstrated new ways of disseminating Islamic messages. With these technologies, the processes of production, distribution, and consumption of da'wah messages have become more efficient and have created broader accessibility for wider audiences. (Dzikri et al., 2025; Sukayat, 2023).

One prominent application of AI in da'wah is AI-based religious content generation. This technology is capable of producing texts relevant to religious themes with high speed and efficiency. For example, by utilizing natural language processing (NLP), AI can generate articles or video content aligned with Islamic teachings in a relatively short time.(Ulum & Nurhidayati, 2024). This enables preachers to reach broader audiences without compromising the quality of the conveyed messages.

The use of Islamic chatbots has also become a growing trend, allowing automated, real-time interaction with users. These chatbots are able to respond to questions related to Islamic teachings, helping audiences obtain information in a more interactive and efficient manner.(Pratiwi, 2024). In addition, voice synthesis technology has gained popularity in producing da'wah audio content, enabling preachers to create engaging audio materials with more human-like and accurate voices, thereby enhancing the depth of message delivery.(Gustina et al., 2025; N. Setiawati et al., 2025).

Da'wah visualization through attractive videos and graphic media has also received increasing attention. AI can be employed to organize visual content, optimize graphic design, and generate interactive videos that enhance audience engagement.(Al-Hakim & Bachtiar, 2021). Through algorithmic curation, social media platforms are now able to present da'wah content that aligns with users' preferences, increasing the likelihood of reaching the appropriate audience with relevant messages.(Abana, 2025; Dzikri et al., 2025).

The changes brought about by AI usage in digital da'wah have significantly influenced patterns of message production, distribution, and consumption. In conventional methods, da'wah was typically delivered through face-to-face sermons

and the distribution of books or brochures. However, with the integration of AI, these processes have become more automated and digitally integrated, enabling the mass dissemination of messages within a very short time. (Afad, 2020; Sukayat, 2023).

From a distribution perspective, social media has become the primary channel for spreading da'wah messages. AI assists in filtering and optimizing distributed content through algorithms, allowing da'wah messages to be more accurately targeted.(Dzikri et al., 2025; Sukayat, 2023). Message consumption has also shifted, as audiences are now able to access da'wah content anytime and anywhere an option that was previously unavailable through conventional methods.(Megawati & Ihsanuddin, 2022; R. Setiawati & Nur, 2024).

The implementation of AI in digital da'wah opens opportunities for efficiency and the expansion of da'wah outreach. More broadly, preachers are now able to tailor their messages to the diverse needs of audiences, particularly younger generations who are more familiar with digital technology. (Megawati & Ihsanuddin, 2022; Pratiwi, 2024). Nevertheless, alongside these opportunities, challenges also arise especially concerning the authenticity of religious messages.

One major challenge is maintaining the authenticity of religious messages when a large portion of content is generated by AI, which may not always fully consider the context and nuances of Islamic teachings.(Dinillah & Kurnia SF, 2019; Marlina & Ulya, 2024). This condition may lead to confusion or misinterpretation of conveyed messages. Therefore, it is crucial for preachers and content providers to apply ethical principles in the use of AI, given the moral and spiritual consequences of disseminating inappropriate religious messages.(Baig et al., 2024).

The integration of Artificial Intelligence (AI) in da'wah has emerged as a critical topic amidst the rapid evolution of digital communication. In this context, it is crucial to assess how well AI aligns with the core principles of Islamic communication ethics, which encompass essential values such as *qaulan sadidān* (truthful speech), *qaulan balīghan* (effective speech), *qaulan karīman* (noble speech), *qaulan ma'rūfan* (appropriate speech), *qaulan layyinān* (gentle speech), and *qaulan maisūran* (easy and accessible speech). This study seeks to explore the ethical implications of using AI in da'wah message production, focusing on potential deviations from the principles of honesty, politeness, moral responsibility, and the promotion of public welfare (maslahah).

Principle of Islamic Communication Ethics	Conceptual Meaning	Analysis of AI Use in Da'wah	Ethical Implications
Qaulan Sadidān (Truthful speech)	The principle of honesty and truthfulness in conveying messages in accordance with facts and Islamic teachings	The use of AI in producing da'wah content must be oriented toward substantive truth. AI has the potential to generate inaccurate or misleading information if it is not governed by scholarly parameters and Islamic legal verification. Therefore, human supervision is required to ensure that AI-generated content does not deviate from Islamic teachings.	Without ethical control, AI risks violating the principle of honesty and undermining the credibility of da'wah as well as public trust.
Qaulan Balīghān (Effective and goal-oriented speech)	Clear, precise communication that effectively achieves the intended message objectives	AI can enhance the effectiveness of da'wah through attractive and audience-relevant message packaging. However, without supervision, AI-generated content may become verbose or lose the substantive meaning of da'wah. Thus, AI content must be directed to remain focused, communicative, and educational.	The effectiveness of da'wah can be improved when AI is used as a supporting tool rather than as the primary determinant of the message.
Qaulan Karīman (Noble and respectful speech)	Polite, respectful speech that does not harm or demean others	AI may generate content that is morally or culturally insensitive. Consequently, human involvement in editing and evaluating AI-generated content is essential to ensure that da'wah messages uphold politeness and respect toward audiences.	Without ethical oversight, AI-based da'wah may produce inappropriate expressions and damage the image of Islamic da'wah.
Qaulan Ma'rūfan (Appropriate and acceptable speech)	Proper, beneficial, and easily understood messages for society	AI can optimize the selection of commonly used and easily understood vocabulary. However, understanding the social and cultural context of the audience must remain a primary consideration to prevent misinterpretation. The use of AI should be guided by intentions of <i>maslahah</i> (public benefit).	Inappropriate contextualization may lead to message misinterpretation and the failure of internalizing da'wah values.

Qaulan Layyinan (Gentle speech)	Friendly, calming, and non-confrontational communication	AI particularly religious chatbots can help create friendly and inclusive communication. This approach encourages audiences to feel safe when asking questions or engaging in religious discussions. Nevertheless, the value of gentleness must continue to be guided by Islamic ethics.	AI has the potential to become a humanistic da'wah medium when governed by values of compassion and wisdom (<i>hikmah</i>).
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AI as a Mediated Communicator in Da'wah

The delivery of da'wah messages must be easily understood and accessible to diverse segments of society. Artificial Intelligence has the potential to generate content that emphasizes simple, direct, and concise patterns of communication. However, if not properly managed, AI may instead produce content that becomes overly complex and difficult to comprehend.(Asyura, 2023). Therefore, continuous supervision and evaluation of AI-generated outputs are essential to prevent the dissemination of messages that are excessively complicated and counterproductive to the objectives of da'wah.

A growing body of literature indicates several challenges associated with the use of AI in da'wah content production. First, the potential deviation from the principles of honesty and propriety is highly likely when AI is utilized without adequate human oversight.(Badlihisham et al., 2023; Ishak & Mohamed, 2023). Second, the moral responsibility of the da'i as the embodiment of religious communication cannot be neglected. Unsupervised use of AI may lead to the dissemination of misleading content, which poses serious risks to society, particularly in matters related to faith and religious understanding.(Munthe & Burhanudin, 2023).

Ethical Problematics and Challenges of Da'wah in the Era of Artificial Intelligence

a. Distortion of Islamic Teachings

One of the most significant challenges in the use of Artificial Intelligence for da'wah is the potential distortion of Islamic teachings. AI systems, which are designed to generate content based on data patterns, often lack the capacity to fully comprehend complex religious and cultural contexts. As a result, da'wah messages produced through AI risk becoming oversimplified or even misleading. Tanjung (2024) highlight the difficulty of ensuring accuracy and contextual appropriateness in religious communication, particularly amid concerns regarding the spread of inaccurate narratives through social media. This condition underscores the critical importance of integrating technological innovation with sound religious scholarship and Islamic values.

b. Algorithmic Bias

Algorithmic bias represents another major challenge in digital da'wah. Content recommendation algorithms are frequently influenced by imbalanced datasets, which may promote certain viewpoints while marginalizing others. (Rahmawati et al., 2023). Such bias can undermine fairness in da'wah communication, as emphasized by Rahmawati et al. (2025), who argue that unequal representation of information may erode justice and inclusivity. This imbalance can lead to misunderstanding and social injustice, both of which contradict the Islamic principle of fairness ('adl).

c. Commodification of Da'wah

The commodification of da'wah, in which religious messages are treated as commercial products, has become increasingly evident in the digital era. According to Ramdani et al. (2025) digital da'wah is often positioned within the marketing industry, where religious content is evaluated primarily based on its commercial appeal. This trend poses serious implications for the authenticity and objectives of da'wah, which should aim to strengthen faith and spiritual consciousness rather than pursue material gain. The commodification process frequently results in the marginalization of spiritual values that constitute the core essence of Islamic da'wah.

d. Crisis of Scholarly Authority

The AI era has also triggered a crisis of religious scholarly authority. When da'wah content is generated by algorithms without strong references to Islamic knowledge, the authority of traditional scholars and preachers becomes increasingly challenged. This phenomenon may lead to a decline in the quality of religious discourse and fatwa production. However, findings by Firdaus et al. (2025) suggest that while religious authority remains essential, AI can also serve as a catalyst for enhancing participation among groups previously marginalized in da'wah activities.

e. Diminishing Role of Exemplary Conduct (*Uswah*)

Exemplary conduct (*uswah*) is a fundamental component of da'wah. In a digital environment dominated by AI-generated content, this interpersonal and moral dimension risks being diminished. Da'wah ideally involves human interaction that reflects Islamic character and moral integrity. As noted by Setiawati (2025) da'wah ethics extend beyond moral correctness in message delivery to include emotional resonance achieved through direct engagement with individuals and communities.

f. Social, Religious, and Moral Implications

Unregulated use of AI in the production of da'wah messages carries substantial social, religious, and moral implications. While social media accelerates information dissemination, it also facilitates the spread of misinformation and harmful content. (Ummah, 2023). Religious values are at stake when commercial interests overshadow altruistic objectives in disseminating Islamic teachings.

Morally, both information producers and consumers bear a significant responsibility to ensure the dissemination of truthful content and to uphold honesty and propriety as inseparable elements of Islamic ethics. (Ramadhani & Tanjung, 2023).

CONCLUSION

This study highlights the inevitability of incorporating Artificial Intelligence (AI) in the production of da'wah messages within the digital era, emphasizing the significant impact it has on religious communication practices. AI has enhanced the efficiency, reach, and innovation of da'wah through various means, such as algorithm-driven content generation, Islamic chatbots, voice synthesis, da'wah visualization, and social media content curation. However, these advancements also raise substantial concerns regarding the authenticity of messages, the authority of scholars, and moral accountability in conveying Islamic teachings.

Through an ethical analysis grounded in Islamic communication principles, this study asserts that the application of AI in da'wah must remain aligned with the normative framework of Islamic values, especially the principles of qaulan sadīdan (truthful speech), qaulan balīghan (effective speech), qaulan karīman (noble speech), qaulan ma'rūfan (appropriate speech), qaulan layyinān (gentle speech), and qaulan maisūran (easy and accessible speech). The findings suggest that AI can effectively support da'wah when used as an assisting tool, rather than as the central figure in delivering da'wah. However, without proper human oversight and a well-defined ethical framework, the use of AI poses risks of distorting Islamic teachings, introducing algorithmic bias, commodifying da'wah, undermining scholarly authority, and diminishing the exemplary (uswah) role in da'wah communication.

The key contribution of this research lies in reinforcing the role of Islamic communication ethics in addressing the development of AI technology, particularly in the context of digital da'wah. This study enriches contemporary da'wah scholarship by embedding AI within a normative Islamic framework, viewing it not just as a technological advancement but also as a domain of moral and spiritual accountability. Practically, the findings can guide preachers, media practitioners in da'wah, and technology developers in creating ethical, accountable, and public welfare-oriented AI-based da'wah practices.

Future research is suggested to include empirical studies, such as fieldwork or audience analysis, to directly evaluate the influence of AI usage on religious understanding, attitudes, and behaviors within society. Additionally, further research should focus on developing governance models for AI in da'wah that involve collaboration between scholars (ulama), academics, and technology professionals, ensuring AI remains aligned with Islamic values and addresses the needs of the Muslim community in the digital age. Ultimately, this study emphasizes that the sustainability and legitimacy of AI-mediated da'wah depend on the

continuous integration of technological advancements with Islamic communication ethics under human moral authority.

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