

Navigating Artificial Intelligence Integration in Contemporary Da'wah through Islamic Communication Ethics Principles

Hamdi Maulana Hsb, Lahmuddin, Zainun

Universitas Islam Negeri Sumatera Utara, Indonesia

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Abstract

The rapid development of digital technology, particularly Artificial Intelligence (AI), has significantly transformed communication practices, including the field of da'wah. This study aims to examine the integration of Islamic communication ethics in the utilization of AI for da'wah in the digital era. This research employs a qualitative, sociological design to understand the social dynamics, communication patterns, and ethical implications of AI use in contemporary da'wah activities. The analysis is grounded in the perspectives of Islamic communication ethics and the sociology of communication, which emphasize the relationship among technological development, religious communication, and social values. Data were collected through a literature review of scholarly publications related to Islamic communication ethics, digital da'wah, and Artificial Intelligence. The findings indicate that AI offers significant opportunities to expand the reach, efficiency, interactivity, and personalization of da'wah messages. However, its implementation also raises sociological and ethical concerns, including the spread of misinformation, the distortion of religious messages, algorithmic bias, the weakening of religious authority, and the potential decline in humanistic interactions between da'i and mad'u. In this context, Islamic communication ethics, reflected in the principles of qaulan sadidan (truthfulness), qaulan layyinan (gentleness), qaulan balighan (effectiveness), and tabayyun (verification), offer an important normative framework for ensuring ethical and responsible AI-based da'wah practices. This study contributes to the field of Islamic Communication and Broadcasting by enriching the discourse on digital da'wah, communication ethics, and the sociological implications of emerging technologies in religious communication. The study concludes that integrating Islamic ethical values with technological innovation is essential for maintaining the effectiveness, credibility, and moral integrity of da'wah in the digital age, where AI serves as a supporting medium rather than a substitute for human religious guidance.

Keywords

Artificial Intelligence; Islamic Communication Ethics; Da'wah; Digital Communication; Ethics Integration

Corresponding Author

Hamdi Maulana Hsb

Universitas Islam Negeri Sumatera Utara, Indonesia; hamdi3005243009@uinsu.ac.id

1. INTRODUCTION

Artificial Intelligence (AI) has become one of the main drivers of digital transformation, fundamentally changing how information is created, distributed, and consumed. In the field of communication, AI technologies—including generative AI, natural language processing, recommendation algorithms, and conversational chatbots—enable automated content production, audience analysis, message personalization, and interactive communication. Unlike digital platforms such as YouTube, Instagram, TikTok, or podcasts, which merely function as communication media, AI serves as the computational technology that supports and optimizes communication processes. Within the context of Islamic da'wah, AI has begun to facilitate sermon preparation, religious question-and-answer services, audience segmentation, and personalized dissemination of Islamic messages. The rapid adoption of AI has also transformed contemporary da'wah. Conventional face-to-face preaching has expanded into digital environments through websites, social media, live streaming, podcasts, and instant messaging platforms, enabling Islamic messages to reach broader and more diverse audiences.



(Firdaus & Kolil, 2023; Muzayanah & Lubis, 2023; Nawaffani, 2023; Rustandi, 2023; Sukarman et al., 2021). Recent developments further demonstrate the integration of AI into these platforms through automated chatbots, AI-assisted sermon drafting, recommendation systems, and audience analytics, thereby improving communication efficiency and expanding access to religious knowledge. (Al-Hakim & Bachtiar, 2021; Hilmi, 2021; Muslikhah & Taufik, 2022; Royani et al., 2024).

Despite these opportunities, the increasing use of AI in religious communication also introduces significant ethical challenges. Previous studies have identified risks associated with misinformation, algorithmic bias, content manipulation, declining source credibility, and reduced human interaction in digital da'wah. (Efendi et al., 2024; Mubarak, 2022; Ramadhani & Tanjung, 2023; Rustandi & Kusnawan, 2023; Sukarman et al., 2021). AI-generated religious content may simplify complex theological issues, produce inaccurate interpretations, or disseminate information without adequate verification. Consequently, ethical principles such as transparency, accountability, source verification (*tabayyun*), and scholarly supervision become increasingly important to preserve the authenticity and credibility of Islamic teachings. Although research on digital da'wah has expanded considerably, previous studies have primarily concentrated on technological innovation, media utilization, audience engagement, and digital literacy. For example, Firdaus and Kolil (2023) and Rustandi (2023) examine the transformation of da'wah through digital media, while Royani et al. (2024) emphasize the effectiveness of digital platforms in attracting younger audiences. Other studies, including Mubarak (2022), Efendi (2023), and Ramadhani et al. (2025), discuss ethical concerns such as misinformation and content manipulation in online da'wah. However, these studies generally address technological development and Islamic communication ethics separately. None proposes an integrated ethical framework that systematically explains how Islamic communication principles should guide the responsible utilization of Artificial Intelligence in contemporary da'wah.

This unresolved issue becomes increasingly important when viewed alongside the broader international discourse on AI ethics. Global AI governance literature emphasizes principles such as transparency, accountability, fairness, explainability, human oversight, and non-maleficence as essential foundations for responsible AI deployment. (Floridi et al., 2018; Jobin et al., 2019; Mittelstadt et al., 2016). Nevertheless, these universal principles do not specifically address the theological, moral, and communicative dimensions that characterize Islamic religious communication. Consequently, there remains a need to integrate internationally recognized AI ethics principles with Islamic ethical values. To address this theoretical gap, this study adopts Kuntowijoyo's Prophetic Social Paradigm as its primary analytical framework. Kuntowijoyo conceptualizes prophetic social transformation through three interconnected values: humanization (*amar ma'ruf*), liberation (*nahi munkar*), and transcendence (*tu'minu billah*). These principles provide a relevant normative foundation for evaluating AI-assisted da'wah because they emphasize not only technological effectiveness but also human dignity, social responsibility, justice, and spiritual accountability. Integrating this paradigm with Islamic communication ethics enables the assessment of AI utilization from both technological and Islamic normative perspectives.

Accordingly, this study aims to examine how Islamic communication ethics can be integrated into the use of Artificial Intelligence for da'wah and to formulate a conceptual framework to guide the ethical development and implementation of AI in religious communication. By combining Islamic communication ethics, Kuntowijoyo's Prophetic Social Paradigm, and contemporary AI ethics, this study seeks to provide a comprehensive framework that preserves the credibility, humanity, and ethical integrity of da'wah in the digital era.

METHODS

This study employed a qualitative research design, combining a systematic literature review (SLR) with a sociological approach to examine the integration of Islamic communication ethics into the use of Artificial Intelligence (AI) for da'wah in the digital era. The sociological perspective was grounded in Castells' Network Society Theory (Castells, 2010), which conceptualizes digital technologies as social structures that reshape communication networks, authority, knowledge production, and patterns of social interaction. Within this perspective, AI is understood not merely as a technological innovation but as a socio-technical phenomenon that transforms relationships between da'i, mad'u, digital platforms, and religious institutions. Consequently, the study investigates how AI influences the production, dissemination, and governance of religious communication while generating new ethical challenges in contemporary digital society. The review followed a systematic literature review protocol adapted from the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. Literature searches were conducted in Google Scholar, Scopus, Crossref, and accredited Indonesian journals using combinations of keywords such as "Artificial Intelligence AND da'wah," "AI ethics," "Islamic communication ethics," "digital da'wah," "religious communication and AI," and "Prophetic Social Paradigm." The search was limited to publications from 2019 to 2025 to capture recent developments in AI and digital religious communication. The inclusion criteria comprised peer-reviewed journal articles, conference proceedings, academic books, and official reports discussing AI applications, digital religious communication, Islamic communication ethics, AI governance, or ethical issues related to AI-assisted da'wah. Publications unrelated to communication or religious studies, opinion articles lacking academic rigor, duplicate records, and studies focusing exclusively on technical AI development without ethical or communication perspectives were excluded.

The literature selection process consisted of four stages. During the identification stage, 186 records were retrieved from the selected databases. After removing 34 duplicate records, 152 publications remained for title and abstract screening. The screening stage excluded 81 publications because they were unrelated to AI in religious communication or did not address ethical issues. Subsequently, 71 full-text publications were assessed for eligibility, resulting in the exclusion of 29 studies that did not satisfy the inclusion criteria. Finally, 42 publications were retained for qualitative synthesis and served as the primary analytical corpus of this study. Data analysis employed qualitative content analysis using a predominantly deductive coding strategy. The analytical framework was established *a priori* based on the principles of Islamic communication ethics, particularly the Qur'anic concepts of qaulan sadidan, qaulan balighan, qaulan ma'rufan, qaulan layyinan, qaulan kariman, and qaulan maysuran, together with Kuntowijoyo's Prophetic Social Paradigm comprising humanization, liberation, and transcendence. These concepts functioned as the initial analytical categories. During coding, however, the analysis also remained open to inductive refinement, allowing additional themes emerging from the reviewed literature—such as algorithmic bias, transparency, accountability, explainability, misinformation, and AI governance—to be incorporated into the coding framework when the initial categories could not adequately explain them.

The analytical procedure consisted of four sequential stages: (1) identifying key concepts and empirical findings from each publication; (2) coding textual data according to the predefined Islamic communication ethics categories while allowing new categories to emerge inductively; (3) comparing and synthesizing findings across studies to identify recurring ethical patterns and conceptual relationships; and (4) interpreting the synthesized findings through the combined perspectives of Islamic communication ethics, Kuntowijoyo's Prophetic Social Paradigm, and contemporary AI ethics

literature. This analytical strategy enabled the proposed Prophetic AI Governance Framework for Da'wah (PAGF-D) to be derived through systematic synthesis of the literature rather than solely from the researchers' normative assumptions.

FINDINGS AND DISCUSSION

Islamic Communication Ethics in Da'wah

Islamic communication ethics in da'wah constitute a fundamental foundation that determines both the effectiveness and spiritual blessing (*barakah*) of delivering religious messages to *mad'u*. In Islamic teachings, communication is understood not merely as a process of information transfer but also as an act of worship imbued with moral values and spiritual responsibility. The principles of Islamic communication ethics are derived from the Qur'an and Hadith, including the concepts of *qaulan sadidan* (truthful speech), *qaulan balighan* (clear and effective speech), *qaulan layyinan* (gentle and soft speech), and *qaulan ma'rufan* (appropriate and virtuous speech). These principles emphasize that da'wah must be conveyed with honesty, politeness, wisdom, and due consideration of the psychological and social conditions of the audience (Asyura, 2023). In practice, Islamic communication ethics require a *da'i* to focus not only on the content of the message but also on its delivery, which must be humane and persuasive. This is crucial because the transmission of messages does not solely measure the success of da'wah, but also by the extent to which those messages are received, understood, and implemented by *mad'u*. Research by several Indonesian scholars indicates that communication approaches emphasizing empathy, patience, and exemplary conduct significantly enhance the acceptance of da'wah messages in heterogeneous societies. In addition, communication ethics functions as a normative control mechanism that prevents deviations in da'wah, such as the dissemination of false information, hate speech, or provocative messaging.

In the current digital era, the urgency of applying Islamic communication ethics in da'wah has increased significantly. Advances in information technology have opened vast opportunities for da'wah through various social media and digital platforms; however, they have also introduced new challenges, such as the spread of religious hoaxes, opinion polarization, and the use of inappropriate language in conveying Islamic teachings. Several studies in Indonesian academic journals highlight that digital da'wah practices are often not accompanied by adequate understanding of communication ethics, thereby potentially leading to misunderstandings and even social conflict. Therefore, the internalization of Islamic communication ethics is essential to ensure that da'wah remains within proper ethical boundaries and reflects Islam's peaceful and inclusive nature. Furthermore, Islamic communication ethics also hold a strategic dimension in building a positive image of Islam in the global society. In this context, a *da'i* is expected to adapt communication styles to contemporary developments without abandoning the principles of Islamic law (*sharia*). Proper communication ethics foster constructive dialogue, strengthen *ukhuwah* (brotherhood), and enhance public trust in da'wah messages. Thus, Islamic communication ethics serve not only as normative guidelines but also as a strategic instrument for improving the quality and effectiveness of da'wah in various contexts, particularly in today's increasingly complex modern era.

Opportunities for AI in Expanding the Reach of Da'wah Effectively and Efficiently

The growing integration of Artificial Intelligence (AI) into digital communication has raised significant academic concern about how technological systems reshape the production, dissemination, and reception of Islamic messages in contemporary society. The central issue is not merely whether AI

can expand the reach of da'wah, but how AI influences religious authority, message authenticity, audience engagement, and ethical responsibility in digital religious communication. In the Indonesian context, where Muslim communities increasingly access religious knowledge through digital platforms, the emergence of AI-assisted content creation, recommendation systems, and automated religious services raises important questions concerning the preservation of Islamic values and the credibility of religious information. This concern becomes increasingly relevant as da'wah activities gradually shift from face-to-face interactions toward algorithmically mediated communication environments.

The main opportunities of AI in da'wah include broader outreach, message personalization, and operational efficiency. AI enables the dissemination of Islamic teachings across multiple channels at scale while maintaining contextual relevance, allowing da'wah to reach diverse demographics, including younger generations and urban and rural communities, with language that is more accurate, accessible, and easier to understand. (Hilmi, 2021; Muzayanah & Lubis, 2023; Rustandi & Kusnawan, 2023). From a communication perspective, AI does not merely function as a distribution tool but also transforms audience engagement patterns by enabling personalized recommendations, adaptive content delivery, and real-time interaction. Consequently, the relationship between dai and mad'u increasingly occurs within digital ecosystems where algorithms influence which religious messages are consumed, prioritized, or ignored. Efficiency and message dissemination at scale are driven by AI's ability to automatically generate content, manage da'wah material catalogs, and monitor the impact of curated content through analytics. This technology also enables continuous learning for Dai through feedback mechanisms, evaluation processes, and data-driven recommendations to improve content. (Hilmi, 2021; Rochmah, 2022; Rustandi & Kusnawan, 2023). However, this development also raises epistemological concerns regarding the authority and authenticity of religious knowledge. While AI can accelerate content production, it lacks the capacity to fully comprehend contextual nuances, juristic differences, and socio-cultural realities that often shape Islamic interpretation. As a result, there is a risk that religious knowledge becomes simplified, fragmented, or detached from its scholarly foundations when AI-generated outputs are accepted uncritically.

Opportunities for cross-platform collaboration have also increased, as Dai can leverage multiple social media platforms synergistically, such as YouTube for long-form lectures, TikTok for short educational clips, Instagram for visual communication, and messaging platforms for instant responses. More recently, AI technologies have been integrated into these platforms through automated caption generation, content recommendation systems, chatbot-based religious consultation services, speech-to-text applications, and personalized content analytics. Collaboration with digital communities, da'wah influencers, and religious institutions can further expand the da'wah ecosystem while maintaining the integrity of Islamic teachings. Several studies indicate that innovative and contemporary da'wah content is more readily accepted by millennial and Gen Z audiences when it employs creative audiovisual formats and contextually relevant language. (Firdaus & Kolil, 2023; Hilmi, 2021; Muslikhah & Taufik, 2022; Nuha, 2025). These developments demonstrate that AI is not only transforming the technical aspects of da'wah but also reshaping communication practices, audience expectations, and religious engagement in digital environments. Nevertheless, the expansion of AI-assisted da'wah simultaneously introduces substantial ethical challenges. Algorithmic recommendation systems may prioritize content based on popularity and engagement metrics rather than scholarly validity, potentially amplifying sensational, polarizing, or misleading religious narratives. Furthermore, AI-generated religious content may contain inaccuracies, bias, or theological inconsistencies due to limitations in training data and contextual understanding. Issues of content moderation,

misinformation, and the commodification of religious messages also emerge when da'wah content becomes increasingly influenced by platform algorithms and digital market dynamics. These concerns indicate that technological efficiency must not be separated from ethical responsibility in digital religious communication. (Fauzi, 2025).

Therefore, Islamic communication ethics provide an important framework for governing the use of AI in da'wah. Principles such as *tabayyun* (verification), *amanah* (trustworthiness), and *maslahah* (public benefit) can serve as ethical foundations for evaluating AI-generated content prior to dissemination. The principle of *tabayyun* requires verification of information accuracy and source credibility; *amanah* emphasizes responsibility in conveying religious teachings. At the same time, *maslahah* ensures that technological innovation contributes positively to the welfare of the Muslim community. Expanding reach also brings challenges, including the risk of content misuse, manipulation, the spread of hoaxes, and social impacts on religious understanding. Therefore, *tabayyun* literacy, digital ethics, and AI-based da'wah content guidelines are essential to maintain the quality, accuracy, and harmony of da'wah messages in the digital era. (Dauda, 2023; Rochmah, 2022; Sukarman et al., 2021). Taken together, these findings indicate a dialectical relationship between technological opportunity and ethical risk. While AI offers unprecedented possibilities for expanding, personalizing, and enhancing da'wah communication, its implementation must remain under human ethical supervision and scholarly guidance. Thus, the future of AI-based da'wah should not be understood as replacing the role of dai, but rather as supporting religious communication practices that remain grounded in Islamic values, ethical accountability, and contextual sensitivity.

Ethical Problems in the Utilization of AI for Da'wah

The use of Artificial Intelligence (AI) in da'wah offers various conveniences while also raising ethical issues that cannot be overlooked. One of the main issues is the potential distortion of religious messages caused by automated systems that do not fully grasp the contextual complexity of Islamic teachings. AI operates on data and algorithms; therefore, the validity of its outputs depends heavily on the quality of the underlying data and algorithms. If the training data is inaccurate or lacks clear scholarly authority, the resulting da'wah messages may deviate from the authentic values of Islamic teachings. This presents a serious challenge, as in Islamic communication ethics, truthfulness (*qaulan sadidan*) is a fundamental principle that must not be compromised. (Hamzah et al., 2024; Irfan, 2019; Waseu, 2025). In addition, ethical issues also arise in the form of a reduced humanistic dimension in da'wah communication. Da'wah is not merely about conveying messages, but also involves emotional engagement, empathy, and exemplary behavior that are difficult to replicate through technology. The use of AI, such as chatbots or automated content generators, tends to produce mechanical communication that insufficiently accounts for the audience's psychological state. However, according to the principle of *qaulan layyinan*, da'wah should be delivered with gentleness and a personal approach in order to touch the hearts of *mad'u*. When this dimension is absent, the effectiveness of da'wah may decline, even though message dissemination becomes faster and more extensive. Another issue concerns scholarly authority and credibility in da'wah. AI can generate religious responses instantly; however, these outputs are not always accompanied by clear references or validation from competent Islamic scholars. This may create confusion among the public, particularly those without sufficient religious knowledge. Within the framework of Islamic communication ethics, delivering messages without a clear scholarly grounding can be considered a form of moral irresponsibility. Therefore, the use of AI in da'wah must be accompanied by oversight and verification from authoritative religious

experts to prevent misinterpretation.

Furthermore, there is also the risk of AI misuse in da'wah, such as content manipulation, the dissemination of hate speech disguised as religious narratives, or the use of algorithms for specific interests that are not aligned with Islamic values. This phenomenon demonstrates that technology is neutral, while its application depends on human values and intentions. Without a strong ethical foundation, AI may instead become a tool that damages the image of da'wah and exacerbates social tensions within digital society. Several studies in Indonesia indicate that digital da'wah practices often face challenges such as polarization, provocation, and the spread of unverified information, which become increasingly complex when amplified by AI technologies. Thus, ethical problems in the utilization of AI for da'wah encompass issues of informational accuracy, the loss of humanistic dimensions, crises of scholarly authority, and the potential misuse of technology. These conditions highlight that the use of AI in da'wah cannot be separated from the framework of Islamic communication ethics, which emphasizes honesty, responsibility, wisdom, and public benefit (*maslahah*). Therefore, serious efforts are required to integrate Islamic ethical values into AI-based da'wah practices so that this technology can serve not only as an efficient communication tool but also as a morally and spiritually sound medium of da'wah.

Integration of Islamic Communication Ethics in AI-Based Da'wah

Table 1. Forms of Integration of Islamic Communication Ethics in the Use of AI for Da'wah

No	Ethical Problems of AI in Da'wah	Islamic Communication Ethics Principle	Qur'anic Basis	Forms of Practical Integration
1	Distortion and inaccuracy of religious information	<i>Qaulan Sadidan</i> (truthful and correct speech)	QS. Al-Ahzab: 70	Ensuring the validity of AI-generated sources, using data based on verified scholarly references, and conducting content verification before publication
2	Loss of humanistic dimension (empathy and gentleness)	<i>Qaulan Layyinan</i> (gentle and soft speech)	QS. Taha: 44	Combining AI with human (<i>da'i</i>) involvement to maintain emotional engagement and persuasive, empathetic communication
3	Crisis of scholarly authority in AI-generated responses	Scientific responsibility and integrity	QS. Al-Isra: 36	Involving qualified scholars (<i>ulama</i>) in validating AI-generated content and providing clear academic references
4	Spread of hoaxes and unverified information	<i>Tabayyun</i> (verification of information)	QS. Al-Hujurat: 6	Implementing verification systems and content filtering mechanisms in AI before dissemination to the public
5	Potential manipulation and misuse of technology	Trustworthiness (<i>Amanah</i>) and moral responsibility	QS. An-Nisa: 58	Using AI ethically, avoiding provocative purposes, and ensuring alignment with <i>rahmatan lil 'alamin</i> principles
6	Mechanical communication and lack of contextual sensitivity	<i>Qaulan Balighan</i> (effective and appropriate speech)	QS. An-Nisa: 63	Designing AI systems capable of adapting messages to audience context and da'wah needs

The use of Artificial Intelligence (AI) in da'wah represents a significant transformation in the delivery of religious messages; however, it also raises complex ethical issues. One of the main concerns

is the potential distortion of Islamic teachings by algorithm-based systems that cannot fully understand context. AI processes data based solely on patterns, which may result in inaccurate or partial information. This contradicts the principle of truthfulness in Islamic communication, as stated in the Qur'an, Surah Al-Ahzab, verse 70:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَفُؤُلُوا قَوْلًا سَدِيدًا

The meaning is: "O you who believe! Fear Allah and speak words of appropriate truth (*qaulan sadidan*)." This verse emphasizes that every message, including technology-based da'wah, must prioritize truthfulness and accuracy. Furthermore, the use of AI in da'wah also has the potential to diminish the humanistic dimension of communication. Da'wah is not merely the transmission of information, but also a process of touching hearts through empathy, gentleness, and exemplary conduct. However, AI-based communication tends to be mechanical and lacks emotional engagement. Meanwhile, the Qur'an emphasizes the importance of gentleness in da'wah, as stated in QS. Taha, verse 44:

فَقُولَا لَهُ قَوْلًا لَّيِّنًا لَّعَلَّهُ يَتَذَكَّرُ أَوْ يَخْشَى

The meaning is: "And speak to him with gentle words (*qaulan layyin*) that perhaps he may be reminded or fear Allah." This verse indicates that a gentle and wise approach is key to successful da'wah, something that technology cannot fully replicate. Another ethical issue concerns scholarly authority. AI can provide religious answers quickly; however, these responses are not always supported by clear sources or validated by qualified Islamic scholars (*ulama*). This may lead to misunderstandings within society. In Islam, conveying knowledge without a sound basis is prohibited, as stated in the Qur'an, Surah Al-Isra, verse 36:

وَلَا تَقْفُ مَا لَيْسَ لَكَ بِهِ عِلْمٌ إِنَّ السَّمْعَ وَالْبَصَرَ وَالْفُؤَادَ كُلُّ أُولَئِكَ كَانَ عَنْهُ مَسْئُولًا

The meaning is: "And do not follow that of which you have no knowledge." This verse emphasizes the importance of the validity of knowledge and responsibility in conveying information, including in the context of AI-based da'wah.

On the other hand, there is also the potential misuse of AI in da'wah, such as content manipulation, the spread of hate speech, or the exploitation of religion for certain interests. Technology can accelerate the dissemination of information, both true and false. Therefore, a principle of caution is required, as stated in the Qur'an, Surah Al-Hujurat, verse 6:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ لُدْمِينَ

The verse states: "O you who believe! If a disobedient person comes to you with news, verify it carefully." This verse is highly relevant in the digital and AI context, where information verification is crucial to prevent the spread of hoaxes and disinformation. Thus, ethical problems in the utilization of AI for da'wah encompass issues of informational accuracy, the loss of humanistic values, weakened scholarly authority, and the potential misuse of technology. This demonstrates that the use of AI in da'wah must remain grounded in the principles of Islamic communication ethics, such as truthfulness, gentleness, responsibility, and the verification of information. Without such a foundation, technology may deviate from the very purpose of da'wah itself, which is to convey truth and bring benefit (*masalahah*)

to humanity.

In addition to serving as normative foundations, Qur'anic verses related to communication ethics in da'wah should be interpreted through a more analytical framework to remain relevant to contemporary technological developments, particularly Artificial Intelligence (AI). In this regard, the Prophetic Social Paradigm proposed by Kuntowijoyo provides a conceptual framework for assessing the utilization of AI in da'wah beyond mere textual justification. This paradigm emphasizes three interconnected pillars: humanization (*amar ma'ruf*), liberation (*nahi munkar*), and transcendence (*tu'minuna billah*), which collectively aim to promote social transformation grounded in Islamic values (Kuntowijoyo, 1993). From a humanization perspective, AI-based da'wah should strengthen human values by facilitating empathetic, inclusive, and audience-oriented communication. Technology should not replace the human relationship between dai and mad'u but rather function as a supporting instrument that expands the reach of Islamic messages while preserving compassion, wisdom, and exemplary conduct. From the perspective of liberation, AI can be utilized to counter various forms of digital misconduct, including religious misinformation, hate speech, online radicalization, and the manipulation of religious narratives. In this context, the principle of *tabayyun* is essential to ensure that information disseminated through AI systems is adequately verified before reaching the public. Meanwhile, the dimension of transcendence emphasizes that the development and application of AI in da'wah must remain oriented toward divine values. AI should therefore not be viewed merely as a tool for communication efficiency but also as a medium that supports spiritual development and promotes public benefit (*maslahah*). (Kuntowijoyo, 1993).

Accordingly, Qur'anic principles such as *qaulan sadidan* (truthful speech) in QS. Al-Ahzab: 70, *qaulan layyinan* (gentle speech) in QS. Taha: 44, and *tabayyun* (verification) in QS. Al-Hujurat: 6 should not be presented solely as a form of normative legitimization. Rather, these principles can be interpreted through the lens of the Prophetic Social Paradigm as ethical foundations for the design, governance, and implementation of AI-based da'wah systems. Such an approach enables stronger integration of Islamic values with technological innovation, ensuring that digital da'wah is not only technically effective but also socially transformative and spiritually meaningful. Analysis of the literature reveals that the six ethical issues associated with the use of Artificial Intelligence (AI) in da'wah are not isolated challenges but rather fall into three major dimensions. First, issues related to the validity of religious knowledge, including misinformation, disinformation, and the erosion of scholarly authority. These challenges indicate that the primary concern surrounding AI in da'wah lies in the epistemological dimension, namely ensuring that religious information generated or disseminated through AI systems remains accurate, authentic, and grounded in credible Islamic sources. Second, issues related to the human dimension of communication, particularly the loss of empathy and contextual sensitivity that result from automated, mechanistic interactions. This finding suggests that technological efficiency does not necessarily guarantee communicative effectiveness in da'wah if the interpersonal values emphasized in Islamic communication are diminished. Third, issues related to technology governance, including the potential misuse and manipulation of AI for purposes that run counter to da'wah's objectives. Based on these patterns, this study identifies three core dimensions of ethical challenges in AI-assisted da'wah: epistemological, humanistic, and governance.

The analysis further demonstrates that the principles of Islamic communication ethics function not only as normative values but also as operational mechanisms for AI governance in digital da'wah. The principles of *qaulan sadidan* (truthfulness) and *tabayyun* (verification) serve to ensure the accuracy and credibility of religious information; *qaulan layyinan* (gentleness) and *qaulan balighan* (effective

communication) preserve the humanistic and contextual aspects of communication; while *amanah* (trustworthiness) provides a foundation for accountability in the development and utilization of AI technologies. Therefore, the integration of Islamic communication ethics and AI extends beyond a normative relationship between religion and technology, forming an ethical governance framework that balances technological innovation with moral responsibility in contemporary da'wah practices.

Based on this mapping process, the study proposes a conceptual model termed the "Prophetic AI Governance Framework for Da'wah." This framework argues that the successful implementation of AI in da'wah depends on maintaining a balance among informational accuracy, human-centered communication, and technological accountability. Within this framework, AI is positioned as a supporting instrument rather than a substitute for human *da'i*. The use of AI should remain under the supervision of religious scholars and da'wah practitioners, guided by ethical guidelines derived from Islamic communication principles. Consequently, AI can enhance the effectiveness and reach of da'wah while remaining aligned with the objectives of *maslahah* (public benefit), ethical responsibility, and prophetic values. In the Indonesian context, AI-assisted da'wah has begun to emerge through generative AI platforms such as ChatGPT to prepare sermon materials, summarize religious lectures, and develop Islamic educational content for digital platforms. Several digital da'wah communities have also utilized AI-powered Telegram and WhatsApp chatbots to provide preliminary responses to frequently asked religious questions. Furthermore, recommendation algorithms on platforms such as TikTok, YouTube, and Instagram are increasingly employed to optimize the dissemination of da'wah content to specific audience segments based on user preferences and engagement patterns. These developments demonstrate that AI has become an integral part of Indonesia's digital da'wah ecosystem. Nevertheless, its implementation requires ethical oversight, scholarly validation, and responsible governance to prevent misinformation, algorithmic bias, and the dissemination of religious content that may compromise the authenticity of Islamic teachings.

Figure 1. Prophetic AI Governance Framework for Da'wah (PAGF-D)

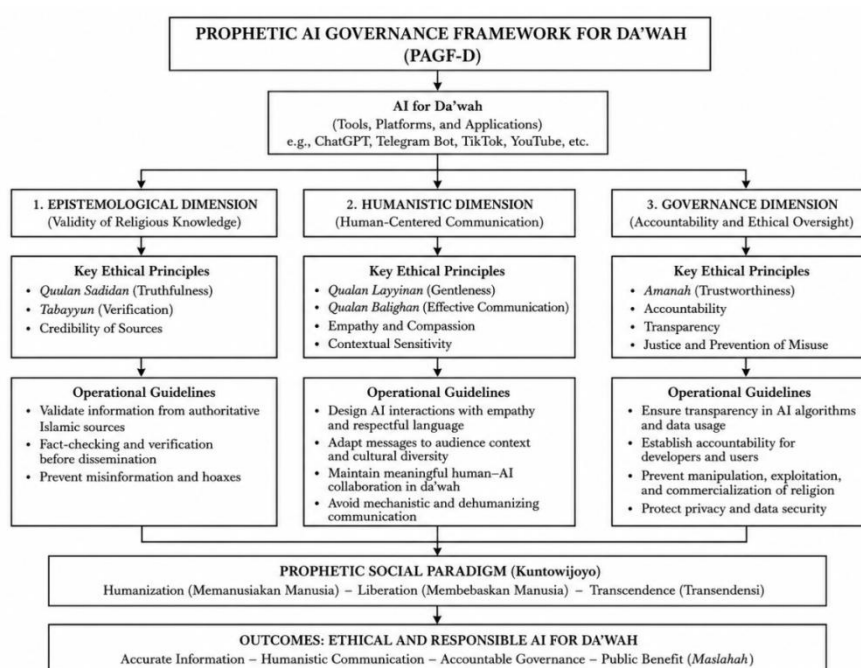


Figure 1 illustrates the Prophetic AI Governance Framework for Da'wah (PAGF-D), a conceptual model that integrates Islamic communication ethics, AI governance principles, and Kuntowijoyo's Prophetic Social Paradigm. The framework positions AI as a supporting instrument for da'wah and identifies three interrelated dimensions: the epistemological dimension, which emphasizes truthfulness, verification, and the credibility of religious information; the humanistic dimension, which promotes empathy, contextual sensitivity, and meaningful communication; and the governance dimension, which focuses on accountability, transparency, and ethical oversight in AI utilization. These dimensions are operationalized through the prophetic values of humanization, liberation, and transcendence, ensuring that technological innovation remains aligned with Islamic ethical principles. Ultimately, the framework aims to guide the development and implementation of AI-assisted da'wah that is accurate, human-centered, accountable, and oriented toward public benefit (*maslahah*).

The rapid advancement of Artificial Intelligence (AI) has significantly transformed the landscape of digital da'wah and religious communication. AI is no longer limited to supporting content production but has also been utilized to assist in sermon preparation, audience analysis, personalized message delivery, and the dissemination of Islamic teachings across various digital platforms. These technological developments provide new opportunities for da'wah practitioners to communicate Islamic messages more effectively, efficiently, and in ways that align with the communication preferences of contemporary digital audiences. Nevertheless, the integration of AI into da'wah also raises important concerns regarding the accuracy of religious information, the preservation of authentic Islamic teachings, ethical responsibility, and the credibility of AI-generated content. Therefore, the adoption of AI in da'wah should be accompanied by careful attention to the quality and authenticity of religious messages, ensuring that technological innovation continues to support da'wah's primary objective: fostering a sound understanding and practice of Islamic teachings. (Marliana & Ulya, 2024; Ridwan, 2025; Rolando & Ariyanto, 2025; Ullah et al., 2026)

CONCLUSION

This study concludes that integrating Islamic communication ethics into the use of Artificial Intelligence (AI) for da'wah is not merely a normative necessity but also a strategic response to the transformation of religious communication in the digital era. While AI offers significant opportunities to enhance the scalability, personalization, and accessibility of da'wah messages, it also raises ethical concerns about misinformation, algorithmic bias, diminished human interaction, weakened scholarly authority, and the potential commodification of religious content within digital ecosystems. The findings demonstrate that Islamic communication ethics, particularly the principles of *qaulan sadidan* (truthfulness), *qaulan layyinan* (gentleness), *qaulan balighan* (effective communication), *amanah* (trustworthiness), and *tabayyun* (verification), provide a relevant ethical foundation for guiding the development and governance of AI-assisted da'wah. These principles enable a balance between technological innovation and moral responsibility, ensuring that digital da'wah remains aligned with Islamic values while adapting to contemporary communication practices.

The primary contribution of this study is the formulation of the Prophetic AI Governance Framework for Da'wah (PAGF-D). This conceptual model integrates Islamic communication ethics, AI governance principles, and Kuntowijoyo's Prophetic Social Paradigm. As illustrated in Figure 1, the framework consists of three interconnected dimensions: (1) the epistemological dimension, which emphasizes truthfulness, verification, and the credibility of religious knowledge; (2) the humanistic

dimension, which promotes empathy, contextual sensitivity, and meaningful interaction between da'i and mad'u; and (3) the governance dimension, which focuses on accountability, transparency, and ethical oversight of AI technologies. These dimensions are operationalized through the prophetic values of humanization, liberation, and transcendence, providing practical guidance for the design, implementation, and supervision of AI-based da'wah systems. Unlike previous studies that discuss AI technology or digital da'wah separately, this framework offers an interdisciplinary approach that positions Islamic ethical values not only as normative principles but also as operational guidelines for responsible AI governance in religious communication. The framework contributes to the development of Islamic communication studies, digital religion, and AI ethics by providing a value-based model for addressing emerging technological challenges in contemporary da'wah practices.

Furthermore, this study argues that AI should function as a complementary instrument rather than a substitute for human da'i. Effective and ethical da'wah in the digital age requires collaboration among AI developers, religious scholars, da'wah practitioners, and digital communities to ensure accountability, authenticity, and public benefit (*maslahah*). Through such collaboration, AI can enhance the reach and effectiveness of da'wah while remaining aligned with Islamic ethical principles and prophetic values. Despite these contributions, this study has several limitations. First, it relies primarily on secondary data from the literature and does not incorporate empirical field data from da'i, Islamic organizations, technology developers, or digital audiences. Second, the proposed framework has not yet been empirically tested in real-world AI-assisted da'wah settings. Future research is therefore encouraged to employ qualitative, quantitative, or mixed-method approaches to evaluate the applicability, effectiveness, and societal impact of the Prophetic AI Governance Framework for Da'wah across diverse religious and technological contexts.

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