

INTEGRATION OF ARTIFICIAL INTELLIGENCE (AI) IN THE STRATEGY, ETHICS, AND EFFECTIVENESS OF CONTEMPORARY DAWAH

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ABSTRACT

The development of artificial intelligence (AI) technology has driven significant transformations in da'wah management. This study aims to comprehensively analyze the innovations, opportunities, ethical challenges, and regulatory implications of AI integration in modern da'wah strategies. Using a systematic literature review method on 28 articles selected from a total of 1,022 publications, this study identified four main focuses: (1) AI innovations in da'wah such as congregational behavior analysis, message personalization, and service automation; (2) strategic opportunities in the form of expanding the reach of da'wah, strengthening moderate Islamic narratives, and increasing two-way interactions through digital technology; (3) ethical challenges and risks including the erosion of religious authority, algorithmic bias, misinformation, data privacy, and the potential for extremist manipulation; and (4) the urgency of regulation and collaboration between ulama, technologists, academics, and the government to ensure AI implementation is in accordance with Islamic values. The results of the study confirm that AI has great potential to revolutionize da'wah, but its implementation must be carried out ethically, directed, and inclusively to avoid digital inequality and the distortion of religious meaning. This research provides a theoretical framework and practical recommendations for the development of AI-based da'wah in the future.

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1. INTRODUCTION

The development of artificial intelligence (AI) technology over the past decade has brought significant changes to various sectors, including da'wah management in the digital era. This transformation is marked by AI's ability to analyze behavioral patterns, automate communication, personalize messages, and disseminate da'wah through digital platforms more effectively and efficiently [1],

[2], [3]. These advances make AI not just a technical tool, but also a strategic instrument in shaping a da'wah communication style that adapts to the social dynamics of modern society.

The need for AI integration in da'wah management is increasingly pressing as the characteristics of congregations change, who are increasingly dependent on digital media for religious information. Various studies have shown that AI-based

da'wah can reach cross-geographic audiences, facilitate intercultural communication, and provide more personalized and responsive religious content [1], [4] [5]. Furthermore, this technology enables da'i to understand audience needs through digital mapping and data modeling, thus making da'wah strategies more targeted [1].

However, the use of AI in da'wah (Islamic outreach) is not without ethical and epistemological challenges. These include the potential for algorithmic bias, the risk of spreading religious misinformation, the degradation of the authority of religious scholars, and the issue of the authenticity of da'wah messages generated by automated systems [2], [6], [7]. These concerns are increasingly relevant because AI can produce, manage, and distribute religious content in large volumes and at high speed. Therefore, the integration of AI in da'wah requires a regulatory framework, ethical guidelines, and close collaboration between religious scholars, academics, technologists, and policymakers [8], [9].

In addition to ethical issues, the digital divide presents an additional challenge in implementing AI-based da'wah. Not all groups in society have equal access to digital technology, potentially creating new inequalities in access to religious education [2], [3]. This demands an inclusive strategy that allows AI-based da'wah to be equally accessible to all levels of society without creating technological discrimination.

Amidst these opportunities and challenges, this study seeks to comprehensively examine the integration of AI into da'wah management. The study encompasses the innovations offered by AI, strategic opportunities for da'wah effectiveness, ethical and regulatory challenges, and the need for cross-disciplinary collaboration. This research is based on a synthesis of literature from various recent scientific sources, thus providing a comprehensive overview of the revolution in da'wah management in the era of smart technology.

Thus, this introduction underscores the urgency of utilizing AI in da'wah (Islamic outreach) as a response to the digital cultural transformation of modern society. At the same time, such integration must maintain adherence to Islamic values, ethical principles, and a sustainable orientation for da'wah. Therefore, this research is crucial in providing an academic foundation for understanding how AI can be used optimally and ethically to strengthen the function of da'wah in the digital era.

2. RESEARCH METHODS

The use of a systematic literature review design in this study allows researchers to comprehensively map the dynamics of artificial intelligence (AI) integration in contemporary da'wah management. The PRISMA-like approach used, as demonstrated in the process of identifying and including literature in source documents [1]; [2]; [6], ensures that each selection stage is carried out in a structured manner. Of the total 1,022 articles identified, only 28 articles met the criteria as primary references, demonstrating the strictness of the selection mechanism applied. The literature reduction process, starting from screening 720 articles to further eliminating 447 articles in the relevance evaluation stage, demonstrated methodological consistency and conformity with SLR standards in socio-religious science studies.

In a strategic context, the search process using keywords such as "Artificial Intelligence," "dawah," "digital Islamic communication," and other equivalent terms yielded a body of literature focused squarely on the intersection of AI and dawah activities. The 2023–2025 publication window ensures this research is grounded in the latest findings, given the rapid development of AI in the realm of Islamic communication. Inclusion criteria requiring articles to have substantive relevance to dawah, Islamic organizational management, or Islamic education, as well as empirical, theoretical, or policy analysis, ensured that only sources with strong conceptual contributions were included. Meanwhile, the rejection of purely

technical studies without a socio-religious dimension kept the research focused within the domain of dawah science and Islamic studies.

All selected literature was then analyzed using a thematic approach, resulting in five main clusters: AI innovation in da'wah management, opportunities and benefits of AI-based da'wah, challenges and ethical issues, regulatory-policy aspects, and issues of digital access equality. This grouping not only aligns with the structure of the findings in the source documents but also reflects global research trends on digital transformation in religious communication. The findings of [2] and [4] regarding the importance of narrative synthesis in the study of digital Islam are fully applied to produce a unified narrative on how AI influences da'wah strategies, religious authority, and patterns of acceptance in Muslim communities.

Assessing the strength of evidence using a claim-evidence matrix strengthens the argumentative validity of this study. By assessing whether each claim is supported by strong or moderate evidence, the study can provide a more accurate conceptual map of the role of AI in digital da'wah. For example, claims about AI's effectiveness in personalizing da'wah messages are strongly supported by several data-based studies, while claims about ethical risks tend to be supported by moderate evidence that is conceptually significant [4]; [8].

Efforts to maintain validity and reliability through concept triangulation, the use of reputable journals such as *KnE Social Sciences*, *Ilmu Dakwah*, *al-Balagh*, and *JDARISCOMB*, and critical reading of epistemological and ethical issues, demonstrate that this research not only compiles literature but also ensures academic integrity. Consistency in the application of the literature screening methodology further confirms that each emerging finding is the result of selection and analysis based on strict scientific standards.

3. RESULTS

An analysis of 28 scholarly articles on the integration of artificial intelligence (AI) in da'wah management shows that developments in digital technology have brought structural, strategic, and epistemological changes to the way da'wah is managed and delivered to the public. The findings fall into five main categories, each reflecting consistent trends and dynamics in the current literature.

First, AI innovation in da'wah management is the most prominent finding, demonstrating how technology can significantly enhance da'wah capabilities. The use of machine learning to analyze congregational behavior, such as content preferences, interaction intensity, and digital religiosity tendencies, has provided opportunities for da'i (preachers) to craft more contextually relevant messages [1]; [4]. Furthermore, the emergence of natural language processing (NLP)-based chatbots marks the increasingly sophisticated automation of religious services, enabling rapid responses to fiqh questions and information on mosque activities [2]; [5]. AI also plays a crucial role in personalizing da'wah messages through audience segmentation based on socio-psychological characteristics, thus making da'wah delivery more adaptive [3]; [1]. Optimizing the dissemination of digital da'wah through recommendation algorithms and predictive analytics also expands the reach of messages to the most relevant groups [6], confirming AI's position as a catalyst for digital da'wah transformation.

Second, the literature shows that AI integration presents strategic opportunities for strengthening Islamic preaching. This technology makes Islamic preaching more inclusive and cross-border, expanding its reach internationally without geographical barriers [3]; [1]. The quality of Islamic preaching communication is also improved through AI's ability to provide real-time feedback and adapt communication styles to user interaction patterns ([2]). Furthermore, AI also plays a role in strengthening moderate Islamic narratives and countering digital radicalism through monitoring and

selecting safer Islamic preaching content [1]; [9]. Moreover, AI-based translation technology opens up opportunities for intercultural Islamic preaching that were previously difficult to reach, helping adapt messages to various cultural and linguistic contexts [4]; [3].

However, third, the use of AI in da'wah is not without challenges and ethical issues that need to be addressed seriously. Threats to authenticity and religious authority are a major concern, particularly when da'wah messages are generated or modified by automated systems lacking scientific authority [2]. The risk of misinformation due to algorithmic bias also poses a new threat, where technical errors can result in inaccurate fatwas or religious information [8]; [6]. Furthermore, AI-based platforms have the potential to be exploited by certain groups to spread hate speech, religious propaganda, or extremist narratives. Ethical challenges related to the privacy of congregational data are also highlighted, particularly when data is used without a clear regulatory framework [8].

Fourth, the analyzed studies indicate that AI integration requires policy support and cross-disciplinary collaboration. State regulations play a crucial role in providing legal and ethical certainty in the use of AI in the religious sector, particularly in maintaining the authenticity of Islamic preaching and preventing misuse of technology [8]. Collaboration between religious scholars, academics, and technologists is also considered crucial to ensure that AI-produced Islamic preaching content remains authentic, valid, and compliant with Sharia [9]; [4]. Furthermore, increasing digital literacy and public understanding of the workings of AI is an urgent need to minimize the risk of misuse of technology in Islamic preaching [6].

Finally, the issue of the digital divide is a crucial factor to consider in the adoption of AI in the field of da'wah. Not all communities have equal access to digital technology, resulting in some vulnerable groups being left behind in the development of AI-based da'wah services [2]. Unequal

capacity among da'wah institutions, both in terms of funding and digital human resource competency, also limits the ability of some institutions to optimally adopt AI technology [3]. This demonstrates that the benefits of AI are not automatically felt by all parties, and its integration requires mechanisms to ensure equitable access that favors digitally disadvantaged groups.

4. DISCUSSION

This discussion outlines the research findings based on four main focuses: transformationAI-assisted da'wah management, strategic opportunities to optimize, ethical and regulatory challenges to anticipate, and collaborative recommendations for sustainable implementation. This analysis draws on the literature synthesis mapped in the results section.

Transforming Da'wah Management through AI Integration

The integration of artificial intelligence has shifted the paradigm of da'wah from conventional patterns to digital ones that are more responsive, adaptive, and data-driven. Research shows that AI provides analytical capabilities that enable da'i to understand congregational behavior patterns more comprehensively [1]. Technologies such as natural language processing and machine learning also enable da'i to adapt da'wah communications to the socio-cultural context of the audience [2].

This transformation demonstrates that da'wah no longer relies solely on intuition or the preacher's subjective experience, but is instead equipped with predictive analytics tools that increase the accuracy of message delivery. Thus, AI-based da'wah has the potential to increase the effectiveness of modern da'wah strategies.

Optimizing Strategic Opportunities for AI-Based Da'wah

Optimizing strategic opportunities through the integration of artificial intelligence (AI) demonstrates that digital da'wah is experiencing a more substantial

expansion of its functions beyond simply delivering messages. The literature confirms that AI technology offers new capabilities capable of strengthening the effectiveness of da'wah at various levels, from globalization and message moderation to participatory interaction and institutional efficiency. Overall, the use of AI positions da'wah as a religious communication practice that is far more adaptive to contemporary social dynamics and technological developments.

First, AI has been proven to increase the global reach of Islamic preaching by transcending geographical, linguistic, and cultural boundaries. Automatic translation technology allows Islamic preaching content to be converted into various world languages, enabling Islamic messages to be received by audiences across nations and cultures [3]. This capability not only expands the scope of Islamic preaching but also strengthens intercultural relations through a more inclusive exchange of religious knowledge. In this context, AI serves as a medium that bridges global diversity and enables Islamic preaching to play an active role in building a broader Islamic communication network.

Second, AI plays a strategic role in strengthening moderate, tolerant, and educational Islamic preaching communication. Through content filtering algorithms, AI technology can direct users to more constructive and moderate Islamic preaching materials, while reducing the audience's exposure to extremist narratives or religious disinformation [1]. This effort is crucial for maintaining a healthy digital ecosystem and encouraging peaceful religious practices oriented toward humanitarian values. Thus, AI contributes to creating a safer and more responsible digital Islamic preaching space.

Third, the literature also confirms that AI fosters two-way interaction patterns between preachers and their congregations through rapid and accurate automated response capabilities. Religious chatbots are a concrete example of AI-based communication mechanisms that provide religious consultation services anytime and

anywhere, so that the role of da'wah is no longer limited to physical encounters [5]. This technology strengthens the dialogic aspect of da'wah and allows congregants to receive immediate answers to their religious questions, ultimately enhancing the spiritual and emotional closeness between preachers and their congregations.

Fourth, AI serves as a crucial tool for improving the management efficiency of Islamic missionary organizations. Various Islamic missionary institutions, including mosques, Islamic schools, and digital communities, can utilize AI systems to manage activity schedules, map congregational needs, optimize program promotions, and generate analyses that aid strategic decision-making [6]. Thus, AI not only plays a role in enriching the substance of Islamic missionary work but also strengthens managerial aspects, ensuring the sustainability of Islamic missionary activities in a more professional and structured manner.

Optimizing strategic opportunities through AI demonstrates that digital da'wah has significant potential to develop faster, more inclusively, and more effectively in responding to the challenges of the times. AI opens new spaces for da'wah to have a global presence, improving communication quality, strengthening community interaction, and improving the governance of da'wah institutions. This integration marks a new era of da'wah that is not solely based on religious rhetoric but also supported by the sophistication of modern technology.

Ethics, Authority, and Security Challenges in AI-Based Preaching

While the integration of artificial intelligence offers strategic opportunities for the development of contemporary da'wah (Islamic preaching), the literature consistently emphasizes that this technology also presents complex and multidimensional ethical challenges. These risks relate not only to technical aspects but also to issues of religious authority, the authenticity of religious knowledge, data security, and the potential for ideological deviation. Therefore,

the use of AI in da'wah requires caution, oversight, and a strict ethical framework to avoid distorting religious practices.

First, the issue of the erosion of religious authority is a major concern in the literature. AI is capable of automatically generating Islamic preaching content through algorithms that analyze religious texts or data, but this capability raises serious questions about the authenticity and authority of these messages. When religious messages are generated by machines, there is the potential for a diminished role of Islamic scholars as authoritative sources for understanding Islamic teachings. This situation becomes even more problematic when algorithms produce religious interpretations or explanations that are inconsistent with sharia principles. Therefore, the use of AI without adequate scientific and religious supervision could threaten the authority structures that have long been the foundation of Islamic preaching's legitimacy.

Second, a challenge frequently cited in the literature is algorithmic bias and the risk of misinformation. AI technology relies on the training data it uses, so bias in the dataset can lead to biases in recommendations and the content of digital da'wah. [2] show that algorithms can direct users to inaccurate or theologically unbalanced content if the database is not neutral. Furthermore, [8] warn that system errors can result in fiqh misinformation or even misleading fatwas. These risks demonstrate that AI cannot completely replace the scientific and religious verification that have long been the standard for delivering da'wah.

Third, AI's vulnerability to ideological manipulation poses a real threat in the context of digital da'wah. This technology can be exploited by certain groups to produce or reproduce extremist propaganda disguised in religious language, making it difficult for audiences to distinguish between authentic and manipulative messages. The use of AI to spread extremist views can accelerate the penetration of dangerous ideologies in the

digital space, particularly through content automation and amplification by social media platform algorithms.

Fourth, the issue of pilgrim data privacy and security is an ethical issue that must be taken very seriously. The use of AI generally requires the collection of personal data, ranging from content preferences and religious search history to pilgrims' digital behavior. Without strong regulations and adequate security systems, this sensitive data is vulnerable to misuse for commercial, manipulative, or political gain [8]. Therefore, personal data protection must be a priority in the development of AI-based da'wah (Islamic outreach) to ensure that the use of technology does not compromise the rights and security of pilgrims.

Overall, these ethical, authority, and security challenges demonstrate that the use of AI in Islamic preaching cannot be undertaken rashly. The success of AI integration is crucially determined by the ability of Islamic preaching institutions, religious authorities, and regulators to anticipate these risks through scientific supervision, digital literacy education, and a policy framework that prioritizes sharia values, security, and the protection of the congregation.

The Urgency of Regulation and Cross-Disciplinary Collaboration

The development of artificial intelligence-based da'wah (Islamic outreach) requires a robust regulatory framework and cross-disciplinary collaboration to ensure its ethical, safe, and sharia-compliant use. The literature shows that implementing AI in da'wah cannot be left solely to technology practitioners but requires the involvement of various stakeholders to minimize risks and optimize available opportunities.

1. The Role of the State in Regulating AI Da'wah

Several studies emphasize that the state has a central role in establishing regulations on the use of AI to prevent misuse in the digital preaching space (Dewi & Hidayat, 2024). Without adequate policies, this

technology has the potential to be used to spread hate speech, religious hoaxes, and even the uncontrolled commercialization of Islamic teachings. Therefore, a clear legal framework is needed to ensure that the use of AI remains within the framework of sharia and maintains socio-religious stability.

2. Synergy between Ulama, Technologists, and Academics

Optimizing AI in da'wah (Islamic outreach) can only be achieved through close collaboration between religious scholars, technologists, and academics. Scholars have the authority to ensure the accuracy and legitimacy of religious content, while technologists understand the technical aspects related to algorithm development and implementation. Academics play a role in connecting the two through an interdisciplinary approach rooted in scientific research. This collaboration encourages the implementation of AI that is ethical, accountable, and relevant to the needs of the community (Mughoyaroh et al., 2025).

3. Improving Digital Literacy

In addition to regulation and collaboration, research also highlights the importance of improving digital literacy within the community. Congregants need to be equipped with an understanding of how to verify digital content, recognize misinformation, and use technology safely. Adequate digital literacy not only increases community resilience against extremist narratives but also enables them to utilize technology for da'wah more optimally and productively [6].

The Challenge of the Digital Divide

In addition to ethical and regulatory issues, AI-based da'wah also faces the fundamental challenge of the digital divide. Literature shows that not all levels of society

have equal access to the internet and digital devices, so the use of AI in da'wah has the potential to widen the gap in religious participation [2]. Remote communities, the elderly, or low-income communities are at risk of being left behind in receiving digital da'wah messages, while groups with full technological access tend to become increasingly dominant in the modern da'wah ecosystem. This situation demands an inclusive da'wah strategy, whether through infrastructure expansion, the provision of alternative non-digital da'wah materials, or technological literacy support to ensure the sustainability of da'wah that is equitable and just for all people.

Implications AI Integration in Da'wah Management

Based on the overall discussion, the integration of artificial intelligence into da'wah management carries several strategic implications that require serious consideration. First, the presence of AI technology shifts the da'wah paradigm from conventional patterns to a data-driven approach, where the message delivery process no longer relies solely on the da'i's intuition but is instead supported by analysis of the congregation's behavior and needs. Second, the use of AI enables more responsive, adaptive, and personalized da'wah services. However, this innovation still requires verification by religious scholars to ensure that any content or recommendations generated by the technology do not deviate from Islamic principles.

Third, these developments emphasize the need for comprehensive ethical and regulatory guidelines to ensure that the use of AI in da'wah does not lead to abuse, distortion of teachings, or violation of the privacy of congregants. Fourth, cross-disciplinary collaboration involving religious scholars, technologists, academics, and policymakers is a key foundation for building a sustainable, safe, and Islamic digital da'wah ecosystem. Thus, the integration of AI not only presents new opportunities for modern da'wah but also

demands collective responsibility in its management.

5. CONCLUSION

The integration of artificial intelligence (AI) in da'wah management has brought about fundamental changes in the way da'wah is designed, delivered, and managed. Based on a synthesis of 28 scientific articles in this study, it can be concluded that AI offers significant opportunities to increase the effectiveness of da'wah through analysis of congregation behavior, personalized messages, automation of religious services, and expansion of da'wah reach to the global level. This technology can also strengthen moderate, inclusive, and intercultural da'wah communication, making it a strategic

instrument in facing contemporary da'wah challenges.

However, the use of AI is not without risks that must be addressed seriously. Key challenges include issues of religious authority, algorithmic bias, potential misinformation, the privacy of congregational data, and the threat of ideological manipulation in the digital space. These risks require clear regulations and the involvement of various stakeholders, including the government, religious scholars, academics, and the technology community.

Furthermore, the digital divide is a crucial factor that must be considered to ensure that the implementation of AI in da'wah (Islamic outreach) does not widen inequalities in access to religious information. Therefore, AI integration must be carried out responsibly and based on Islamic ethical values.

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