Journal on Islamic Studies, Vol 2, no. 1 (2025): 43-55
Publisher: Yayasan Dermawan Cendikiawan Bersatu
E-ISSN: 3048-0124

Digital Da'wah Management Strategy through Artificial Intelligence on Social Media Platforms

Fazil Dzulqarnain Syakir
Faculty of Artificial Intelligence, Universiti Teknologi Malaysia, 81310 UTM Johor Bahru, Johor, Malaysia

Abstract: This study explores the management strategies of digital da'wah through the integration of Artificial Intelligence (AI) on social media platforms such as YouTube, Instagram, TikTok, and X (formerly Twitter). The shift from traditional da'wah to digital media has created new opportunities and challenges for Islamic communication, demanding innovative approaches to reach diverse audiences effectively. Using a qualitative descriptive-analytical method, the research collects data through interviews with digital da'wah practitioners and content analysis of AI-based religious campaigns. The findings reveal that AI technologies such as chatbots for Q&A interactions, sentiment analysis for feedback monitoring, machine learning for audience targeting, and content generation tools enhance engagement, efficiency, and message personalization in da'wah dissemination. However, the study also identifies key ethical and managerial challenges, including risks of misinformation, loss of authenticity, over-reliance on automation, and privacy concerns in audience data analysis. The research proposes an AI-based da'wah management framework that balances technological innovation with Islamic ethical principles, emphasizing human oversight and scholarly validation. Ultimately, the study concludes that AI can serve as a valuable tool to strengthen digital da'wah when applied responsibly, ensuring that the propagation of Islamic teachings remains authentic, accurate, and aligned with moral and spiritual values.

Research Highlights:

- Transformation of Da'wah Practices: The study highlights the paradigm shift from traditional preaching to digital da'wah, where social media platforms such as YouTube, Instagram, TikTok, and X (formerly Twitter) have become primary channels for disseminating Islamic messages.
- Integration of Artificial Intelligence (AI): Various AI applications such as chatbots for interactive Q&A, sentiment analysis for feedback monitoring, machine learning for audience targeting, and automated content generation are effectively used to enhance the management and reach of da'wah activities.
- AI-Based Management Framework: The research proposes a model that integrates AI tools into digital da'wah management while maintaining alignment with Islamic ethics, emphasizing human oversight and theological validation.
- Ethical and Practical Challenges: Findings reveal concerns about authenticity, misinformation, algorithmic bias, and data privacy, emphasizing the need for responsible and transparent AI use in religious communication.
- Audience Engagement and Trust: AI-enhanced da'wah fosters greater interactivity and personalization, but sustaining audience trust requires maintaining human touch, credibility, and spiritual sincerity in message delivery.
- Strategic Recommendations: The study recommends that Islamic institutions, preachers, and content creators use AI as a supportive instrument balancing innovation with ethical accountability to

Article history
Submitted 22-03-2025
Revised 26-04-2025
Accepted 30-05-2025

Keywords
Digital Da'wah;
Artificial Intelligence;
Social Media;
Islamic Communication;
Ethical Management.

Corresponding Author:

Name:
Fazil Dzulqarnain Syakir

Email:
dzulqarnainsyakir.j@utm.my

ensure that digital da'wah remains authentic, inclusive, and spiritually grounded.

INTRODUCTION

In the past, da'wah the act of inviting others to understand and practice Islam was primarily carried out through traditional methods such as sermons in mosques, religious gatherings (majelis taklim), printed materials, and face-to-face discussions. These conventional approaches emphasized personal interaction, direct communication, and community-based learning, which allowed preachers to deliver messages with emotional connection and spiritual depth(Everist, 2010). However, the reach of such activities was often limited by time, location, and audience capacity. As society entered the digital age, the dynamics of communication and information dissemination began to change dramatically, creating new opportunities and challenges for da'wah practices.

The emergence of digital technology and the rise of social media platforms have revolutionized the way Islamic messages are shared and consumed. Platforms such as YouTube, Instagram, TikTok, Facebook, and X (formerly Twitter) have become powerful tools for da'wah dissemination, allowing messages to reach audiences far beyond local communities and across national borders. Through videos, live streaming, short clips, podcasts, infographics, and interactive posts, da'wah content can now engage millions of people simultaneously, regardless of age, location, or background(Davis & Lundgren, 2019). This transformation has given rise to a new generation of digital preachers (da'i digital) who use creativity, technology, and social media trends to communicate Islamic values in a relatable and accessible manner.

The digitalization of da'wah has also allowed for greater inclusivity and participation. Individuals who were once passive recipients of religious messages can now actively engage through comments, likes, shares, and direct messaging, creating two-way communication between preachers and audiences(Morehouse & Saffer, 2021). Moreover, the use of data analytics and algorithmic systems enables da'wah managers to understand audience preferences and tailor content that resonates with specific demographics, such as youth, professionals, or families. This level of personalization was nearly impossible in traditional da'wah settings.

The increasing volume of digital content on social media platforms has made it difficult for da'wah messages to stand out and attract attention. Audiences today are exposed to massive amounts of information every second, creating competition for visibility and relevance(Webster, 2016). To address this, da'wah managers and digital content creators are required to adopt innovative strategies that utilize data-driven insights and technological tools to optimize message delivery. One of the most promising innovations in this field is the integration of Artificial Intelligence (AI) into digital da'wah management.

Artificial Intelligence offers a range of capabilities that can transform the way Islamic messages are created, distributed, and managed(Atwell et al., 2011). Through tools such as machine learning, natural language processing, and predictive analytics, AI can help preachers understand audience behavior, personalize religious content, recommend relevant topics, and even automate certain aspects of interaction such as AI-powered chatbots that provide Islamic guidance based on reliable sources. This technological shift presents an opportunity for da'wah activities to become more targeted, interactive, and efficient while maintaining the core values of Islam.

However, the application of AI in da'wah also raises several challenges and ethical considerations. Issues such as the accuracy of religious interpretation, the potential bias of algorithms, and the preservation of human authenticity in conveying spiritual messages must be carefully managed. Therefore, effective management strategies are essential to ensure that AI-based da'wah remains aligned with Islamic principles and serves its true purpose guiding and educating the ummah with wisdom and sincerity.

Digital migration of da'wah and platform-specific studies. Several empirical and descriptive studies document the clear shift from mosque- and print-based preaching toward social media platforms. Yuliasih (2022) analyzed strategies for using YouTube as a primary medium for contemporary da'wah, showing how video content, scheduling, and audience interaction are repurposed to fit platform affordances and viewer habits. Other local case studies and surveys likewise report that YouTube and Instagram have become central channels for reaching younger and geographically dispersed audiences,

and they describe practical tactics (short clips, series, live Q&A) that da'i (preachers) use to increase reach and retention.

Reviews and narrative syntheses of the digital da'wah landscape. Narrative and systematic literature reviews published in the last few years synthesize themes across case studies and highlight broader patterns algorithmic mediation, digital literacy needs, and institutional responses. Nuriana (2024) and similar reviews map how algorithm-driven visibility, visual communication techniques, and platform norms shape the production and reception of da'wah content; they also identify gaps in digital literacy among some religious actors and the need for institutional strategy to maintain message integrity online. These reviews emphasize that effective digital da'wah requires both content competence and platform-aware management.

Research on audience engagement and reception. Qualitative content analyses and reception studies examine how different audiences especially youth consume, interpret, and react to online da'wah. Damayanti (2023) and several recent student-focused studies find that millennials and Gen Z use social media both as primary sources of religious learning and as spaces for selective engagement (following favored preachers, sharing short inspirational clips, and participating in comment discussions). These works show that engagement metrics (views, likes, comments) do not always equate to deeper religious understanding, pointing to a need for management strategies that promote meaningful learning rather than only viral reach.

AI, automation, and the emerging conversation on intelligent da'wah. Very recent research (2023–2025) explores how AI tools chatbots, recommendation algorithms, NLP for content moderation/translation, and analytics can be integrated into da'wah strategies. Rolando & Ariyanto (2024) and several 2024–2025 conference and journal papers discuss opportunities (personalized outreach, 24/7 interactive guidance, automated content tagging) and risks (algorithmic bias, theological accuracy, over-automation). Parallel studies examining large language models (e.g., ChatGPT) analyze how AI responses transform access to religious knowledge and raise questions about authority, reliability, and the ethics of delegating religious guidance to machines. The emerging consensus in these works is that AI can augment digital da'wah but must be embedded in governance, theological oversight, and ethical safeguards.

Given these developments, this research seeks to explore and analyze digital da'wah management strategies through artificial intelligence on social media platforms. The study aims to identify how AI technologies can be utilized to enhance the effectiveness, reach, and engagement of da'wah content, while also maintaining the integrity of Islamic teachings. By doing so, this research contributes to the growing body of knowledge on Islamic communication and digital transformation, offering a framework for ethical and strategic da'wah management in the era of intelligent technology.

METHOD

Theoretical or Conceptual Framework

This research integrates multiple theoretical perspectives from communication, management, and Islamic studies to analyze the use of artificial intelligence (AI) in digital da'wah on social media platforms(Huringiin, 2021). A key theoretical foundation is Everett M. Rogers' Diffusion of Innovations Theory (1962), which explains how new technologies and ideas spread through social systems. In the context of digital da'wah, AI represents an innovation that transforms the way Islamic messages are produced, managed, and distributed. The diffusion process involves stages such as knowledge, persuasion, decision, implementation, and confirmation each influencing how preachers (da'i), institutions, and audiences adopt AI technologies. Understanding the diffusion process helps explain variations in acceptance levels among da'wah organizations, from early adopters who experiment with AI-driven chatbots or analytics tools to late adopters who remain cautious due to theological or ethical concerns. This theory provides insight into how social influence, perceived benefits, and communication channels contribute to the spread of AI-based da'wah strategies.

Complementing this, the Technology Acceptance Model (TAM) developed by Davis (1989) is used to examine the factors influencing the acceptance and utilization of AI in da'wah management. TAM posits that perceived usefulness and perceived ease of use determine individuals' intentions to adopt a technology. Applied to this study, these constructs explain how da'wah practitioners evaluate AI tools whether they see AI as beneficial in enhancing audience engagement or simplifying content management, and whether they find these tools accessible and compatible with religious communication. This model

assists in analyzing the behavioral aspects of da'wah managers and digital preachers in integrating AI into their communication practices.

Another important theoretical lens is Media Richness Theory (Daft & Lengel, 1986), which assesses how the richness of communication media affects message effectiveness. Rich media such as live video, interactive streaming, or personalized chatbots are more capable of conveying nuanced messages and emotional cues, which are vital in religious communication. This theory helps in understanding how different social media platforms (e.g., YouTube, Instagram, TikTok) offer varying levels of richness and interactivity for da'wah content. For instance, YouTube videos allow for deep explanatory content, while TikTok's short-form videos appeal to younger audiences seeking concise, motivational messages(Cajas Manangon, 2021). AI can enhance media richness by enabling real-time feedback, personalization, and adaptive engagement, making the delivery of da'wah messages more effective and responsive to audience needs.

From the perspective of communication management, Strategic Communication Theory provides a relevant framework for understanding how da'wah messages can be planned, executed, and evaluated within a digital ecosystem. This theory emphasizes purposeful communication aligned with organizational goals, audience analysis, and message consistency. Applying this to digital da'wah, AI can serve as a strategic tool that supports data-driven decision-making analyzing audience behavior, optimizing content schedules, and predicting engagement trends(Reddy et al., 2021). By integrating strategic communication principles, da'wah management can shift from ad-hoc content posting to systematic planning guided by analytics and continuous evaluation, thus ensuring message coherence and sustainability.

Additionally, this research draws upon Islamic Communication and Da'wah Theories, which emphasize that da'wah must be conducted with wisdom (hikmah), good advice (mau'izhah hasanah), and dialogue (mujadalah billati hiya ahsan). These principles, rooted in the Qur'an (An-Nahl: 125), provide a moral compass for managing digital and AI-driven communication(Patra, 2020). They underscore that the use of technology should serve the ultimate purpose of spiritual guidance and education, not merely digital popularity. This theoretical lens ensures that da'wah strategies remain ethically grounded, truthful, and respectful of the sanctity of Islamic teachings despite the use of advanced technologies.

Finally, the incorporation of AI Ethics Frameworks particularly those emphasizing transparency, fairness, accountability, and human-centered values serves as a safeguard against potential misuse of technology in religious communication. Ethical AI application in da'wah requires that algorithms used for recommendation, personalization, or automation do not distort Islamic values, manipulate audiences, or spread misinformation. Integrating AI ethics with Islamic communication principles provides a balanced framework that harmonizes innovation with moral responsibility.

In summary, this research adopts a multidisciplinary conceptual framework combining Diffusion of Innovations Theory, Technology Acceptance Model, Media Richness Theory, Strategic Communication Theory, and Islamic Communication Ethics. Together, these frameworks offer a comprehensive basis for analyzing how AI can be strategically and ethically integrated into digital da'wah management. They guide the interpretation of how communication effectiveness, technological adoption, audience engagement, and moral integrity intersect in shaping the future of Islamic preaching in the digital age.

Methodology

This study employs a qualitative research design with a descriptive-analytical approach. The qualitative design is chosen because the research seeks to explore and understand how artificial intelligence (AI) is utilized in managing digital da'wah on social media platforms an area that involves human perception, communication strategy, and ethical considerations rather than numerical measurement. This approach enables an in-depth exploration of the strategies, experiences, and perspectives of da'wah practitioners, digital media managers, and audiences who engage with AI-based religious content. Through qualitative inquiry, the study aims to construct a comprehensive understanding of how AI transforms the practice and management of da'wah in the digital era(Fuad, 2019).

The data sources for this research consist of both primary and secondary data(Rabianski, 2003). Primary data will be obtained through semi-structured interviews with selected digital da'wah practitioners, social media managers of Islamic organizations, and AI developers involved in religious content creation. These interviews will explore their experiences in integrating AI technologies, managing digital content, and addressing ethical challenges in religious communication. In addition, content analysis will be conducted on selected AI-supported da'wah campaigns or channels to examine how artificial intelligence influences message delivery, audience interaction, and engagement. Secondary data will be

drawn from scholarly literature, reports, and online resources discussing digital da'wah, AI applications in communication, and Islamic media ethics to strengthen theoretical understanding and contextual analysis.

The research sites or platforms under study include major social media channels that have become central to digital da'wah activities, namely YouTube, Instagram, TikTok, and X (formerly Twitter). These platforms are selected because they represent diverse formats and audience engagement models. YouTube provides long-form educational and sermon-based content; Instagram focuses on visual and motivational content; TikTok emphasizes short, creative, and youth-oriented da'wah; while X facilitates interactive discourse and the spread of real-time religious opinions. Analyzing these platforms enables the researcher to compare how different media characteristics and algorithmic systems influence AI-based da'wah strategies, visibility, and effectiveness.

The data collection process will involve purposive sampling to select participants who actively manage or participate in AI-based digital da'wah(Hoda, 2021). Each interview will be recorded, transcribed, and coded to identify patterns and recurring themes. In content analysis, the researcher will collect samples of posts, videos, and engagement metrics (such as likes, comments, and shares) from AI-influenced da'wah campaigns to examine the intersection between message design, AI application, and audience response. Ethical clearance will be obtained, and all participants will provide informed consent, ensuring confidentiality and respect for religious sensitivities.

For the analytical approach, the study will employ thematic analysis to interpret qualitative data systematically. Following Braun and Clarke's (2006) framework, the analysis will include data familiarization, coding, theme generation, reviewing, and defining key themes. Thematic analysis will allow the researcher to identify patterns related to the use of AI in message personalization, content management, audience engagement, and ethical considerations. Additionally, elements of discourse analysis will be applied to examine how da'wah messages are framed, contextualized, and mediated through AI-supported communication on different social platforms. The findings will then be synthesized to develop a conceptual understanding of effective digital da'wah management strategies supported by artificial intelligence.

AI Applications in Digital Da'wah

One of the most widely adopted AI applications in digital da'wah is the use of chatbots for Q&A and religious consultation. AI-powered chatbots can interact with users in real time, answering frequently asked questions about Islamic teachings, prayer times, halal practices, and moral guidance(Hassija et al., 2020). These chatbots, often built using natural language processing (NLP) technologies, can provide 24/7 assistance, making religious information more accessible to Muslims worldwide. For example, some Islamic institutions have developed virtual assistants capable of referencing Qur'anic verses or hadith collections to respond to user queries. This application reduces the workload of human preachers while promoting inclusivity for audiences in different time zones. However, challenges remain regarding the accuracy and contextual interpretation of AI-generated answers, as religious guidance requires spiritual sensitivity and scholarly validation that machines cannot fully replicate.

Another significant AI application is sentiment analysis, which allows da'wah managers to monitor audience feedback and public reactions to digital content. Through machine learning and data mining techniques, sentiment analysis can classify audience comments and interactions as positive, neutral, or negative. This capability enables da'wah organizations to evaluate the emotional impact of their messages, identify topics that resonate most with followers, and detect potential misunderstandings or controversies in real time(Rahman, 2020). By understanding audience sentiment, preachers can refine their communication strategies to foster positive engagement and minimize conflict. Nevertheless, ethical challenges arise when analyzing user data, particularly concerning privacy, data security, and the risk of over-surveillance in online religious spaces.

AI also plays an important role in audience targeting and content personalization through machine learning algorithms(Sharma et al., 2021). These algorithms analyze user behavior, preferences, and interaction patterns to recommend relevant da'wah materials tailored to individual interests. For instance, an AI system might suggest short inspirational videos for young audiences on TikTok, while offering in-depth Qur'anic lectures for mature viewers on YouTube. This personalized approach enhances engagement and learning effectiveness, aligning with the Islamic value of tabligh (conveying messages effectively). However, it also raises concerns about over-personalization, where audiences may be exposed

only to content that confirms their existing beliefs, limiting intellectual diversity and critical reflection a phenomenon known as "algorithmic echo chambers."

Another rapidly evolving area is AI-based content generation, where machine learning and natural language processing models are used to assist in producing da'wah messages. AI can help create captions, summaries of sermons, translations, or even generate short inspirational quotes based on Islamic texts(Azmi et al., 2019). Visual AI tools can also design posters, videos, and infographics to support online campaigns. These applications increase productivity and allow preachers to focus on message quality and authenticity. However, excessive reliance on AI-generated content may risk diminishing the human touch, sincerity, and spiritual emotion that are essential elements of da'wah. The authenticity of AI-created religious messages must therefore be reviewed and supervised by qualified scholars to prevent misinterpretation or theological inaccuracies.

While AI brings significant benefits including improved accessibility, efficiency, personalization, and analytical insights it simultaneously introduces complex challenges related to ethics, accuracy, and authenticity. The personalization of content can enhance user engagement but may also blur the line between spiritual guidance and algorithmic manipulation(Kant, 2020). Similarly, AI's efficiency in producing and disseminating religious content must be balanced with the need for authenticity and moral accountability. Ethical da'wah practice requires that AI tools serve as assistants rather than replacements for human preachers, ensuring that every digital message aligns with the principles of hikmah (wisdom) and amanah (trust).

RESULTS AND DISCUSSION

Results

The findings of this research reveal that the integration of Artificial Intelligence (AI) into digital da'wah management has significantly transformed the way Islamic messages are created, disseminated, and received across social media platforms. Data collected from interviews, content analyses, and document reviews show that da'wah practitioners are increasingly leveraging AI technologies to enhance audience engagement, content personalization, and operational efficiency. These transformations, however, also bring forth new challenges related to authenticity, ethics, and theological accuracy that demand continuous oversight and strategic adaptation.

First, the study found that AI has become an essential tool in content production and management within digital da'wah. Participants described how AI applications such as chatbots, natural language generation tools, and content recommendation systems are being used to produce and deliver religious materials efficiently. For instance, Islamic organizations and individual preachers on platforms like YouTube and Instagram utilize AI-based automation to schedule posts, generate subtitles, and analyze engagement data. AI-driven tools also assist in creating short, attention-grabbing da'wah clips optimized for TikTok and Instagram Reels, allowing messages to reach younger audiences who prefer concise and visually engaging content. This demonstrates how AI supports the diffusion of Islamic teachings through modern communication channels while adapting to evolving audience behaviors.

Second, the research identified that AI technologies are improving audience targeting and engagement strategies. Machine learning algorithms analyze user behavior, preferences, and viewing patterns to help da'wah managers deliver tailored content to specific audience groups. Through sentiment analysis, organizations can monitor how audiences emotionally respond to different messages, enabling them to adjust tone, topic, and delivery style accordingly. This personalization has proven effective in enhancing followers' sense of connection and relevance to Islamic content. However, participants also noted the potential risk of over-personalization, which can lead to echo chambers or reinforce selective interpretations of religious teachings if not managed ethically. Hence, while AI optimizes reach and engagement, human oversight remains essential to preserve message integrity.

Third, the results indicate that AI-based chatbots and virtual assistants have emerged as interactive da'wah tools, particularly for question-and-answer sessions. Many digital da'wah initiatives deploy chatbots to provide instant responses to common religious queries, such as those related to prayer times, fasting rules, or Qur'anic interpretations. These AI-powered tools enhance accessibility, especially for users seeking guidance outside of conventional hours(Goel, 2020). Yet, most respondents emphasized that chatbot responses must remain supervised by qualified Islamic scholars or content moderators to prevent

the spread of inaccurate or decontextualized information. Thus, while automation improves responsiveness, its reliability depends heavily on proper curation and ethical design.

Fourth, findings from content analysis across YouTube, TikTok, and Instagram reveal that da'wah messages utilizing AI-assisted tools tend to achieve higher engagement metrics, including more views, likes, and shares, compared to non-AI-managed content. The efficiency of AI in optimizing hashtags, captions, and video thumbnails contributes significantly to this improvement(Gupta et al., 2020). Moreover, AI-generated analytics dashboards enable da'wah managers to make data-driven decisions about what types of content resonate most with their audiences. This analytical capability enhances strategic planning, ensuring that da'wah messages are not only spiritually meaningful but also contextually relevant and effectively distributed.

However, the research also highlights several ethical and theological challenges associated with AI-driven da'wah. The primary concerns revolve around the authenticity and accuracy of AI-generated religious content, data privacy, and the potential bias embedded within algorithms. Some da'wah practitioners expressed apprehension that relying too heavily on AI might lead to dehumanization of religious discourse, reducing da'wah to algorithmic output rather than spiritual dialogue. Additionally, issues of content moderation and misinformation remain significant, especially on platforms like TikTok where viral trends can distort the intended meaning of religious messages. These challenges underscore the importance of ethical frameworks and human intervention in AI governance within digital da'wah systems.

Moreover, the study found that Islamic organizations adopting structured AI management models such as the proposed five-stage framework tend to exhibit greater sustainability and ethical consistency in their da'wah practices. Respondents noted that when AI implementation is aligned with strategic planning, ethical review, and theological guidance, it enhances both efficiency and credibility. Organizations that employ AI tools alongside advisory boards of Islamic scholars and digital strategists were able to balance innovation with authenticity. This finding validates the conceptual framework proposed in this study, demonstrating that a holistic management model integrating strategic communication, AI analytics, and Islamic ethics yields more coherent and trustworthy da'wah outcomes.

In summary, the research results affirm that Artificial Intelligence serves as both a catalyst and a challenge in the evolution of digital da'wah. On one hand, AI technologies offer new possibilities for personalized outreach, efficiency, and global reach; on the other, they demand careful management to uphold Islamic ethical standards and preserve the human dimension of da'wah. The findings emphasize that effective AI-based da'wah requires not only technological proficiency but also theological awareness, ensuring that the integration of AI enhances rather than compromises the integrity of Islamic communication in the digital age.

A Proposed AI-Based Digital Da'wah Management Model or Framework

The rapid evolution of digital technologies has fundamentally transformed how Islamic messages are communicated and received in the modern era. The proposed AI-Based Digital Da'wah Management Model seeks to integrate technological innovation with Islamic communication principles, ensuring that the digitalization of da'wah remains both effective and spiritually grounded. At its core, the proposed framework consists of five interrelated components: (1) Strategic Planning, (2) AI Integration and Technological Adaptation, (3) Content Development and Personalization, (4) Engagement and Interaction Management, and (5) Ethical and Theological Oversight. Each component plays a vital role in ensuring that AI technologies enhance rather than distort the essence of da'wah communication. The framework aligns with the Strategic Communication Theory, emphasizing the importance of goal-oriented and audience-centered message design, while also drawing on the Technology Acceptance Model (TAM) and Diffusion of Innovations Theory to explain how AI can be successfully adopted by da'wah organizations and preachers.

The first stage, Strategic Planning, involves identifying the objectives, target audiences, and appropriate digital platforms for da'wah dissemination(Briandana et al., 2020). AI tools, such as predictive analytics and audience segmentation algorithms, can support this stage by providing insights into audience demographics, interests, and behavioral trends. These insights allow da'wah practitioners to formulate more effective outreach strategies that respond to the diverse needs of Muslims across different contexts. In this phase, da'wah organizations define their communication goals whether educational, motivational, or corrective while ensuring alignment with Islamic principles of hikmah (wisdom) and tabligh (effective message conveyance).

The second stage, AI Integration and Technological Adaptation, focuses on embedding AI systems into the operational structure of digital da'wah(Adenuga & Okolo, 2021). This includes the development or adoption of chatbots for religious counseling, sentiment analysis tools to monitor audience reactions, and machine learning algorithms for content optimization. The adoption process should be guided by the Diffusion of Innovations Theory, which suggests that acceptance of new technologies depends on perceived usefulness, ease of use, and compatibility with existing values. Therefore, training programs for preachers and digital da'wah managers are crucial to ensure that AI tools are used effectively and ethically, avoiding overreliance on automation.

The third stage, Content Development and Personalization, emphasizes the creative use of AI for generating and curating da'wah messages(Zhang et al., 2020). Natural Language Processing (NLP) and machine learning can assist in translating Islamic materials, summarizing sermons, and generating educational content tailored to specific audiences. AI-powered personalization ensures that each user receives relevant content that resonates with their cultural and spiritual background. However, this stage must adhere to the Islamic communication principle of amanah (trustworthiness), requiring human oversight to verify the accuracy and authenticity of AI-generated materials. The combination of AI creativity and human wisdom ensures that digital da'wah remains both appealing and credible.

The fourth stage, Engagement and Interaction Management, focuses on fostering meaningful communication between da'i (preachers) and followers(Men et al., 2018). Through AI-powered chatbots, voice assistants, and interactive livestream analytics, da'wah practitioners can respond to questions, encourage dialogue, and strengthen the sense of online religious community. Sentiment analysis tools can assess the emotional responses of audiences, helping communicators adjust their tone, content, or delivery style to promote understanding and empathy. By integrating AI-driven engagement with traditional interpersonal approaches, this stage promotes da'wah that is both technologically advanced and spiritually compassionate.

The fifth and final stage, Ethical and Theological Oversight, is the most critical component of the model(Curran, 2013). While AI offers immense potential to enhance efficiency and outreach, it must operate within an ethical framework rooted in Islamic values. This oversight ensures that AI applications do not distort religious teachings, exploit data privacy, or produce misleading content. The establishment of an AI Shariah Compliance Board comprising Islamic scholars, AI specialists, and ethicists is proposed to oversee the content validation process, review algorithmic decisions, and ensure that all da'wah messages align with Qur'anic principles and prophetic ethics. This oversight reflects the integration of fiqh al-da'wah (jurisprudence of propagation) with contemporary digital ethics.

Overall, the proposed AI-Based Digital Da'wah Management Model offers a balanced and holistic approach that combines the efficiency of AI with the moral integrity of Islamic communication. It recognizes that technology is not a substitute for faith or human wisdom, but rather a tool to amplify the reach and relevance of da'wah in the modern world. By systematically linking strategic communication, AI analytics, personalized content, audience engagement, and ethical oversight, this framework provides a roadmap for future da'wah initiatives that are innovative, inclusive, and spiritually authentic.

Recommendations for Islamic Institutions and Content Creators to Use AI Responsibly

In light of the findings, it is evident that Artificial Intelligence (AI) has immense potential to strengthen the effectiveness and reach of da'wah activities in the digital era. However, its adoption must be guided by ethical, theological, and communicative principles to ensure that technological innovation aligns with the core values of Islam. First and foremost, Islamic institutions should develop clear ethical guidelines and governance frameworks for AI utilization in da'wah communication(Ahmad, 2010). The establishment of a Shariah-based AI Ethics Committee is recommended to oversee the implementation of AI tools in producing, curating, and distributing religious content. This committee should include Islamic scholars, AI experts, and media practitioners who collaboratively ensure that every piece of AI-generated content complies with Qur'anic values, hadith, and akhlaq (morality). Ethical governance should also address issues such as misinformation, plagiarism, and algorithmic bias, ensuring that the messages produced are accurate, respectful, and spiritually enriching. Such frameworks would help prevent the misuse of AI for sensational or misleading religious narratives.

Second, capacity-building programs and digital literacy training should be prioritized among da'wah practitioners and Islamic content creators. Many preachers and Islamic organizations are eager to use AI but lack the technical understanding to do so effectively and ethically(Tran & Nguyen, 2021). Training initiatives should cover the fundamentals of AI technologies, content management systems, and

data analytics, while emphasizing ethical standards in digital communication. This approach ensures that preachers and communicators can engage with AI tools as informed users, maintaining control over message authenticity and contextual relevance. Moreover, such training should also cultivate critical awareness of the limitations of AI, reminding users that technological efficiency must always be balanced with human wisdom and religious insight.

Third, Islamic content creators should practice transparency and accountability in AI-assisted da'wah(von Struensee, 2021). When AI is used to generate or assist in producing content such as chatbots, automated video summaries, or translated materials creators should disclose the use of AI to their audiences. This transparency not only builds trust but also aligns with the Islamic principle of amanah (trustworthiness). Furthermore, creators should regularly audit and review AI-generated materials to correct any inaccuracies or unintended interpretations that may arise from machine learning algorithms. Maintaining human oversight in every stage of content creation is crucial to preserving the sincerity (ikhlas) and credibility of da'wah communication.

Fourth, AI should be leveraged to enhance inclusivity and accessibility in Islamic education and da'wah(Kahfi et al., 2020). Islamic institutions can utilize AI-driven translation systems, voice assistants, and text-to-speech technologies to make Islamic knowledge more accessible to people of diverse linguistic and physical backgrounds, including those with visual or hearing impairments. By using AI for educational inclusion rather than mere content amplification, Islamic institutions can fulfill the Qur'anic mission of spreading knowledge universally (iqra'). However, inclusivity must go hand in hand with cultural sensitivity, ensuring that translated or localized content preserves the theological meaning and emotional tone of the original message.

Fifth, Islamic organizations should collaborate with AI developers to create purpose-built tools for da'wah(Saani, 2020). Instead of relying solely on commercial or secular AI platforms, partnerships can be established to design systems tailored to Islamic contexts. For example, an AI-driven Q&A chatbot trained on authentic Islamic references or a sentiment analysis dashboard designed to measure audience spiritual engagement could significantly improve da'wah outcomes. Collaboration between technologists and theologians would ensure that these innovations remain grounded in Islamic epistemology and avoid the ethical pitfalls often found in generic AI applications.

Sixth, continuous monitoring and evaluation of AI-driven da'wah initiatives are essential to maintain both quality and integrity. Islamic institutions should establish regular review processes to assess the impact of AI on audience engagement, spiritual understanding, and public perception. Metrics should not focus solely on quantitative engagement (likes, shares, or followers) but should also evaluate qualitative dimensions such as audience comprehension, emotional connection, and moral transformation. This balanced assessment would help ensure that da'wah activities fulfill their true purpose to guide, inspire, and nurture faith rather than merely pursue digital popularity.

Finally, AI use in da'wah must always be grounded in the ethical spirit of Islam. Technology should be viewed as a servant to da'wah, not its master. The Prophet Muhammad (peace be upon him) emphasized wisdom (hikmah), compassion (rahmah), and truth (haqq) in spreading the message of Islam. These timeless principles should guide every AI-supported communication initiative. Responsible AI adoption requires that preachers and institutions use digital tools not for self-promotion or algorithmic visibility, but for sincere spiritual engagement and community development. As such, human empathy, moral reasoning, and spiritual intent must remain at the heart of every da'wah effort, even in an era driven by artificial intelligence.

Insights into Audience Engagement and Trust in AI-Mediated Religious Messages

The research findings indicate that audience engagement in AI-mediated da'wah is primarily driven by interactivity, relevance, and convenience. AI-powered chatbots and content recommendation algorithms allow followers to access religious information anytime, anywhere, creating an on-demand spiritual experience that aligns with modern digital lifestyles. Younger audiences, in particular, express appreciation for AI systems that provide instant answers to questions about Islamic practices, ethical dilemmas, or Qur'anic interpretation. This immediacy and accessibility foster higher engagement rates, as users feel supported by responsive systems that cater to their spiritual curiosity. Moreover, the use of AI for personalized content delivery such as tailoring religious messages based on user interests or previous viewing behavior further strengthens user retention and engagement, making da'wah more relevant to individual life contexts.

However, despite these benefits, audience trust in AI-generated or AI-mediated religious messages remains conditional and cautious. Many respondents in this study expressed that while they value AI's efficiency and innovation, they still prefer da'wah messages delivered or verified by human scholars or preachers. Trust in da'wah is not merely a matter of information accuracy; it is deeply tied to emotional authenticity, moral integrity, and spiritual credibility. Audiences often associate human preachers with empathy, sincerity, and moral guidance qualities that AI systems cannot fully replicate. Consequently, when AI is perceived as a tool that assists rather than replaces human communicators, audience trust remains strong; but when AI appears to act autonomously or without clear scholarly oversight, skepticism increases.

Furthermore, the study found that emotional resonance plays a crucial role in building trust and engagement. While AI excels at delivering structured, data-driven messages, it struggles to replicate the compassion and human warmth that are central to effective da'wah. Many participants emphasized that spiritual messages require a "human touch" to convey empathy, context, and emotional nuance(Brown, 2009). As such, da'wah audiences tend to respond more positively to AI systems that enhance rather than replace human presence such as AI tools that help preachers analyze audience sentiment or optimize delivery, rather than fully automating sermons or responses. This insight underscores the importance of maintaining insaniyah (humanity) as a guiding principle in AI-driven da'wah communication.

In addition, trust is closely linked to transparency and perceived authenticity. Audiences express greater confidence in AI-mediated messages when they are aware of how the technology operates, who supervises it, and what sources it draws from. For instance, when chatbots or AI systems clearly indicate that their responses are derived from verified Qur'anic interpretations or scholarly fatwas, users are more likely to view them as reliable and legitimate. Conversely, when AI-generated content lacks proper citations, oversight, or ethical disclosure, it tends to provoke suspicion and resistance. This finding aligns with Islamic ethical principles of amanah (trustworthiness) and sidq (truthfulness), which emphasize honesty and accountability in all forms of communication, including those mediated by technology.

The study also found that audience engagement is influenced by the perceived alignment between AI systems and Islamic ethical values. Participants were more receptive to AI-based da'wah when they felt the technology operated within moral and theological boundaries. For example, algorithms that promoted modest, educational, and spiritually uplifting content were seen as beneficial tools for moral development. In contrast, when AI systems were perceived to prioritize popularity or algorithmic trends over religious substance, engagement declined. This suggests that sustained trust in AI-mediated da'wah depends not only on technological sophistication but also on value alignment between the system, the message, and the moral expectations of the audience.

Moreover, the findings reveal that interpersonal elements such as community interaction and dialogue remain vital to maintaining trust and engagement in digital da'wah. While AI can facilitate efficient communication, audiences still seek spaces for discussion, reflection, and human connection. Many respondents appreciated hybrid models where AI tools are used for information retrieval or initial guidance, but deeper spiritual discussions are handled by human scholars or moderators. This hybrid approach allows AI to serve as an entry point for engagement while preserving the communal and relational nature of da'wah, reflecting the prophetic tradition of teaching through compassion, conversation, and example.

Challenges and Ethical Considerations

One of the foremost challenges concerns the ethical implications of AI-generated religious content. AI systems, particularly those employing natural language generation or large language models, can produce religious messages at unprecedented speed and scale. While this increases efficiency, it introduces moral risks related to authorship, accountability, and spiritual integrity. The automation of religious discourse challenges the traditional notion of da'wah as a deeply intentional and spiritually guided act(Mohamed, 2020). In Islam, da'wah is not merely the transmission of information but the communication of faith through sincerity (ikhlas) and wisdom (hikmah). When AI produces content without human consciousness or moral awareness, there is a risk that religious messages become mechanized, losing the emotional and spiritual depth that characterizes authentic da'wah. This raises the ethical question: can a machine truly convey divine messages meant to touch human hearts? Hence, AI tools must be used under strict human supervision, ensuring that every message aligns with both theological truth and ethical purpose.

A second critical concern involves maintaining authenticity and theological accuracy in AI-mediated da'wah. Because AI systems learn from vast digital datasets, they can inadvertently reproduce misinformation, bias, or doctrinal inconsistencies if their sources are not properly curated. For example, if an AI tool is trained on unverified online texts, it may generate interpretations or advice that contradict authentic Qur'anic exegesis (tafsir) or sound hadith. Such errors can mislead audiences, particularly those lacking strong religious literacy. Therefore, AI applications in da'wah must be built upon verified Islamic knowledge bases supervised by qualified scholars. Human oversight remains indispensable to ensure that every AI-generated or AI-assisted message reflects orthodox Islamic teachings and avoids theological distortion. To preserve authenticity, developers and da'wah organizations must also maintain transparency about how AI systems are trained, which sources are used, and who validates the outputs.

Another significant challenge is the risk of misinformation and over-reliance on automation. AI algorithms, while efficient, lack contextual judgment and moral sensitivity. They may unintentionally spread misleading or sensational religious content that appeals to algorithmic popularity rather than truth. In the competitive landscape of social media, AI may prioritize engagement metrics likes, shares, and views over the depth and accuracy of religious messages. This can result in the commodification of da'wah, where the sacred purpose of guiding believers is replaced by the pursuit of digital visibility(Hasan, 2009). Moreover, excessive reliance on AI risks diminishing the role of human da'i (preachers) as spiritual mentors and moral exemplars. Da'wah that depends solely on automated systems may alienate audiences who seek human empathy, personal connection, and experiential wisdom. Therefore, maintaining a balanced approach where AI assists but does not replace human engagement is essential for preserving the spiritual authenticity of Islamic communication.

In addition, the research highlights privacy and data ethics as major considerations in AI-based audience analysis. AI systems used for da'wah often collect and process vast amounts of user data to understand audience preferences, behaviors, and emotional responses(Fuad, 2020). While this can enhance message personalization, it also poses ethical risks regarding consent, data security, and the potential misuse of personal information. From an Islamic perspective, protecting individual privacy is not only a legal obligation but a moral duty, as emphasized in the Qur'an (Surah Al-Hujurat, 49:12) which prohibits intrusion into others' private affairs. Therefore, da'wah organizations must implement transparent data policies, obtain informed consent from users, and avoid exploiting personal data for manipulative or commercial purposes. Ethical AI design should prioritize user confidentiality and adhere to both legal frameworks and Islamic moral principles of respect, honesty, and justice.

Moreover, algorithmic bias and digital inequality present further ethical dilemmas. AI systems are only as fair as the data they are trained on; if datasets are skewed toward certain languages, regions, or cultural expressions of Islam, they may unintentionally marginalize minority interpretations or communities. This creates a risk of homogenizing Islamic discourse, undermining the diversity of thought within the Muslim world. To address this, AI developers and da'wah organizations should strive to include diverse sources, cultural contexts, and linguistic inputs in their training datasets, ensuring that digital da'wah reflects the inclusive and pluralistic spirit of Islam.

Finally, there is the broader concern of spiritual authenticity and human responsibility in AI-mediated da'wah. Technology, no matter how advanced, lacks spiritual consciousness and moral accountability. The responsibility for da'wah as an act of faith and service rests ultimately with human beings. AI should therefore be viewed as a supportive instrument that amplifies human effort, not as an autonomous preacher. The Prophet Muhammad (peace be upon him) emphasized hikmah (wisdom) and rahmah (compassion) as core attributes of da'wah. These values must remain central even when using digital tools. Human oversight ensures that AI applications serve not just the efficiency of communication but also the moral and spiritual upliftment of the audience.

CONCLUSION

This research concludes that Artificial Intelligence (AI) has emerged as a transformative tool in enhancing the effectiveness, reach, and personalization of digital da'wah on social media platforms. By integrating AI applications such as chatbots, sentiment analysis, machine learning, and automated content generation, Islamic institutions can deliver more interactive, responsive, and data-driven religious communication. However, the study also emphasizes that technological advancement must always align with Islamic ethical principles, ensuring authenticity, theological accuracy, and respect for human values. The

challenges of misinformation, over-reliance on automation, and privacy risks underline the necessity of human oversight and scholarly validation. Ultimately, AI should be viewed not as a replacement for human da'i but as a supportive instrument that amplifies their mission with wisdom (hikmah) and compassion (rahmah). Responsible and ethical use of AI in digital da'wah can strengthen the dissemination of Islamic teachings while maintaining the spiritual integrity that lies at the heart of da'wah itself.

AUTHORS' DECLARATION

Authors' Contributions and Responsibilities

The author collectively contributed to the conception, design, execution, and completion of this research.

Competing Interests

The author declares that there are no competing interests that could have influenced the conduct, analysis, or presentation of this research.

Acknowledgments

The author wishes to express sincere gratitude to all individuals and institutions that contributed to the successful completion of this research.

REFERENCES

Adenuga, T., & Okolo, F. C. (2021). Automating operational processes as a precursor to intelligent, self-learning business systems. *Journal of Frontiers in Multidisciplinary Research*, *2*(1), 133–147.

Ahmad, A. (2010). DA'WAH: THE CONTEMPORARY CHALLENGES. *Insights (20724586)*, *3*.

Atwell, E., Brierley, C., Dukes, K., Sawalha, M., & Sharaf, A.-B. (2011). An Artificial Intelligence approach to Arabic and Islamic content on the internet. *Proceedings of NITS 3rd National Information Technology Symposium*, 1–8.

Azmi, A. M., Al-Qabbany, A. O., & Hussain, A. (2019). Computational and natural language processing based studies of hadith literature: a survey. *Artificial Intelligence Review*, *52*(2), 1369–1414.

Briandana, R., Doktoralina, C. M., Hassan, S. A., & Hasan, W. N. W. (2020). Da'wah communication and social media: The interpretation of millennials in southeast Asia. *International Journal of Economics and Business Administration*, *8*(1), 216–226.

Brown, C. G. (2009). Touch and American religions. *Religion Compass*, *3*(4), 770–783.

Cajas Manangon, M. (2021). *How do people appraise to what extent TikTok videos are informative? Exploring the processes and factors that play a role in the evaluations of informational content on TikTok*. The University of Bergen.

Curran, C. E. (2013). *The development of moral theology: Five strands*. Georgetown University Press.

Davis, B. A., & Lundgren, L. (2019). Global Broadcasting in the Digital Age. *Global Communication: A Multicultural Perspective*, *179*.

Everist, N. C. (2010). *The church as learning community: a comprehensive guide to Christian education*. Abingdon Press.

Fuad, A. F. N. (2019). The Islamists' Responses to Modernity and Their Notion of Active Da'wa. *Jurnal Afkaruna*, *15*(2).

Fuad, A. F. N. (2020). Da'wa and politics: lived experiences of the female Islamists in Indonesia. *Contemporary Islam*, *14*(1), 19–47.

Goel, A. (2020). AI-powered learning: making education accessible, affordable, and achievable. *ArXiv Preprint ArXiv:2006.01908*.

Gupta, V., Jung, K., & Yoo, S.-C. (2020). Exploring the power of multimodal features for predicting the popularity of social media image in a tourist destination. *Multimodal Technologies and Interaction*, *4*(3), 64.

Hasan, N. (2009). The making of public Islam: piety, agency, and commodification on the landscape of the Indonesian public sphere. *Contemporary Islam*, *3*(3), 229–250.

Hassija, V., Chamola, V., Gupta, V., Jain, S., & Guizani, N. (2020). A survey on supply chain security: Application areas, security threats, and solution architectures. *IEEE Internet of Things Journal*, *8*(8), 6222–6246.

Hoda, R. (2021). Socio-technical grounded theory for software engineering. *IEEE Transactions on Software Engineering*, *48*(10), 3808–3832.

Huringiin, N. (2021). Islamic Worldview as The Basic of Islamic Society toward Society 5.0. *Al Qalam*, *38*(2), 235–250.

Kahfi, A., Kori, A., Oktaviani, Y., Malintang, J., & Qonitah, M. (2020). Transformation of QRIS-Based Charity Boxes: Philanthropy as a Sustainable Innovation for Islamic Da'wah in the Digital Era. *An-Nida'*, *49*(1), 32–52.

Kant, T. (2020). *Making it personal: Algorithmic personalization, identity, and everyday life*. Oxford University Press.

Men, L. R., Tsai, W.-H. S., Chen, Z. F., & Ji, Y. G. (2018). Social presence and digital dialogic communication: Engagement lessons from top social CEOs. *Journal of Public Relations Research*, *30*(3), 83–99.

Mohamed, H. (2020). Theology, Technology and Moral Applications: A Muslim Perspective. *Technol Theol*.

Morehouse, J., & Saffer, A. J. (2021). Promoting the faith: Examining megachurches' audience-centric advertising strategies on social media. *Journal of Advertising*, *50*(4), 408–422.

Patra, I. (2020). Man with the machine: Analyzing the role of autopoietic machinic agency in Ian McEwan's Machines

Like Me. *Psychology and Education*, *57*(9), 610–620.
Rabianski, J. S. (2003). Primary and secondary data: Concepts, concerns, errors, and issues. *The Appraisal Journal*, *71*(1), 43.
Rahman, A. M. (2020). *Digital Rhetoric and Gatekeepers of Knowledge: Islamic Authority in America*. University of California, Santa Barbara.
Reddy, D., Singh, A., Chopra, R., & Patel, R. (2021). Leveraging machine learning algorithms and natural language processing for AI-Enhanced social media marketing analytics. *Journal of AI ML Research*, *10*(8).
Saani, J. I. (2020). Islamic Perspective of Knowledge. *Intellectual Capital Enterprise Limited, London, Available on Amazon (Paperback Edition)*.
Sharma, A., Patel, N., & Gupta, R. (2021). Enhancing ad targeting through AI-powered audience segmentation: Leveraging K-means clustering and random forest algorithms. *European Advanced AI Journal*, *10*(2).
Tran, K., & Nguyen, T. (2021). Preliminary research on the social attitudes toward AI's involvement in Christian education in Vietnam: Promoting AI technology for religious education. *Religions*, *12*(3), 208.
von Struensee, S. (2021). The Role of social movements, coalitions, and workers in resisting harmful artificial intelligence and contributing to the development of responsible AI. *ArXiv Preprint ArXiv:2107.14052*.
Webster, J. G. (2016). *The marketplace of attention: How audiences take shape in a digital age*. MIT press.
Zhang, J., Oh, Y. J., Lange, P., Yu, Z., & Fukuoka, Y. (2020). Artificial intelligence chatbot behavior change model for designing artificial intelligence chatbots to promote physical activity and a healthy diet. *Journal of Medical Internet Research*, *22*(9), e22845.