



## TRANSFORMATION OF PROPHETIC COMMUNICATION PATTERNS IN THE ERA OF ARTIFICIAL INTELLIGENCE: CHALLENGES AND OPPORTUNITIES FOR ISLAMIC PREACHING IN INDONESIA

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### Abstract

#### Keywords:

Artificial Intelligence;  
Intelligence;  
content creator;  
digital da'wah;  
islamic preaching;  
prophetic communication

*New challenges arise in the efforts to adapt prophetic communication principles to algorithm-based religious content. Despite the contradiction between the comprehensive nature of Islamic da'wah (kāffah) and fragmented digital da'wah practices, there is no adequate theoretical framework to bridge the transformation of religious authority when algorithms modify da'wah messages without supervision. The study examines changes in Islamic da'wah practices in the digital era, utilizing artificial intelligence, and employs a qualitative descriptive-analytical approach. The results reveal seven significant impacts: 1) a shift from spiritual-moral aspects to technology-driven message dissemination; 2) format adaptation following digital trends; 3) social media's influence in expanding access; 4) artificial intelligence contributions in content presentation; 5) challenges in balancing popularity with teaching integrity; 6) ethical issues in religious communication; and 7) the importance of education and supervision. The findings have significant implications for Islamic educational institutions, suggesting an urgent need to develop integrated curricula that equip future religious leaders with both technological competencies and an understanding of prophetic communication ethics in digital contexts, thereby maintaining the integrity of Islamic teachings while engaging contemporary audiences.*

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### Abstrak

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#### Kata kunci:

kecerdasan buatan; kreator konten; dakwah digital; dakwah Islam; komunikasi profetik

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Terdapat tantangan baru dalam upaya adaptasi prinsip komunikasi profetik pada konten keagamaan berbasis algoritma. Meskipun terdapat kontradiksi antara sifat komprehensif dakwah Islam (*kāffah*) dengan praktik dakwah digital yang terfragmentasi, belum ada kerangka teoretis yang memadai untuk menjembatani transformasi otoritas keagamaan ketika pesan dakwah dimodifikasi oleh algoritma tanpa pengawasan. Studi berfokus pada perubahan praktik dakwah Islam di era digital dan melalui kecerdasan buatan, menggunakan pendekatan deskriptif-analitis kualitatif. Hasil penelitian menunjukkan tujuh dampak signifikan: 1) pergeseran fokus dari aspek spiritual-moral ke penyebaran pesan melalui teknologi; 2) adaptasi format sesuai tren digital; 3) pengaruh media sosial dalam memperluas akses; 4) kontribusi kecerdasan buatan dalam penyajian konten; 5) tantangan menyeimbangkan popularitas dan integritas ajaran; 6) isu etika dalam komunikasi religius; dan 7) pentingnya pendidikan dan pengawasan. Temuan berimplikasi pada lembaga pendidikan Islam untuk mengembangkan kurikulum terintegrasi yang membekali pemimpin agama dengan kompetensi teknologi dan pemahaman etika komunikasi profetik dalam konteks digital, guna menjaga integritas substantif ajaran Islam sambil melibatkan audiens kontemporer.

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## INTRODUCTION

### *Background Of The Study*

In contemporary times, the advancement of technology has propelled humanity into the digital realm, a domain replete with multifaceted attributes that encompass global information access, social media engagement, and applications enhanced by artificial intelligence. Paramount among these transformations resides the evolution of communication paradigms and methodologies. Communication within the digital era has transcended previously conceivable boundaries, ushering in new paradigms that necessitate the use of a diverse array of technological instruments to establish digital

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connections. The emergence of the internet, social media platforms, and systems underpinned by artificial intelligence have catalyzed a fundamental shift in the contours of human communication (Grewal et al., 2022; Kovaitė, Šūmakaris, & Stankevičienė, 2020; Nguyen et al., 2022).

In contemporary times, the digital revolution has fundamentally transformed communication paradigms, presenting significant challenges for prophetic preaching (Fakhruroji, Rustandi, & Busro, 2020). As congregations increasingly inhabit digital spaces dominated by algorithmic content, preachers face concrete problems, including the difficulty of maintaining spiritual authenticity when AI can generate seemingly profound religious content, the erosion of communal spiritual experiences as individualized digital consumption becomes normative; the challenge of cultivating deep spiritual attention in congregants accustomed to rapid digital stimulation; the struggle to exercise prophetic critique in echo chambers reinforced by recommendation algorithms; the temptation to substitute technological efficiency for spiritual discernment in sermon preparation; and perhaps most critically, the diminishing capacity for counter-cultural prophetic witness when digital platforms prioritize engagement over truth (Dawson & Cowan, 2004; Campbell, 2013; Wagner, 2013). These challenges necessitate a renewed commitment to authentic prophetic communication in preaching—one that harnesses digital tools while maintaining the distinctive spiritual authority, communal orientation, and counter-cultural stance that effective prophetic ministry has always required.

However, amidst these developments in information technology and communication innovation, pertinent questions arise regarding the ramifications of altered communication patterns, coupled with the rise of artificial intelligence, on the practice of Islamic *da'wah* (proselytization). The transformations ushered forth by technological advancements resonate not solely with shifts in the mechanisms of *da'wah* communication, but also reverberate throughout the epistemology of religious tenets (Pardianto, 2024; Tungala, 2025). The exploration of these transformations emerges as a significant pursuit within the ambit of this discourse (Utari, Pramana, & Ramadhani, 2024).

Evidently, the effects of technological innovations have permeated beyond the precincts of communication methodologies, pervading lifestyles comprehensively, thereby impacting the modus operandi for disseminating and assimilating information. Within the intricate tapestry of societal frameworks, these alterations are manifest, especially in the arenas of *da'wah* and religious pedagogy. The necessity for physical attendance at religious assemblies has abated; the populace now accesses a plethora of digital *da'wah* content seamlessly via websites or social media platforms. Moreover, individuals are no longer constrained to engage with religious luminaries (*kyai, ustaz, da'i*) in person to seek elucidation on religious intricacies; instead, they can engage in real-time virtual interactions, navigate the digital expanse, or seek elucidation from an array of artificial intelligence applications (Supratman & Wahyudin, 2020; Hilmi, 2021; Kamilah et al., 2023; Machendrawaty, Shodiqin, & Effendi, 2022). Diverse forms of digital *da'wah* content, promulgated by a variety of individuals, have become accessible ubiquitously, contingent on internet connectivity and the requisite technological apparatus.

A critical juncture emerges, revealing that conventional *da'wah* methodologies have seemingly reached obsolescence. Pertinence realizes that these changes permeate more profoundly than mere alterations in the conduits of *da'wah* communication; they extend their tendrils to reshape the epistemological fabric of the religious teachings themselves. Islam's *da'wah*, originally encompassing the propagation of Islam as a benevolent religion embracing all realms ("*rahmatan lil 'ālamīn*"), whilst concurrently fostering the ethical continuity of Islamic scholarship through normative education (Rustandi & Aliyudin, 2024; Rustandi & Kusnawan, 2023; Fakhruroji, Rustandi, & Busro, 2020), has, regrettably, evolved into a domain of unilateral communication bereft of unequivocal origins. Consequently, the profound edifice of Islamic teachings is often fragmented into abbreviated TikTok videos, brief narratives, reels, or images accompanied by textual snippets, bereft of contextual grounding. The knowledge imparted to the community, in their earnest endeavor to comprehend Islam, deviates from the pursuit of holistic education and the conveyance of Islam's universal message, thus offering transient emotional resonance while often leaving a dearth of lucidity

concerning the religion's essence (Kholili, 2023; Ermayani, Nurhadi, & Masykuri, 2021; Leiliyanti & Larasati, 2020).

Prophetic communication is a communication model based on the principles and approaches employed by the prophets, particularly the Prophet Muhammad (PBUH). This model emphasizes communication grounded in divine values (transcendental), transformative in nature, possessing clear objectives to guide the community, and oriented toward truth and virtue (Malik, 2021). Prophetic communication highlights honesty (*shiddiq*), trustworthiness (*amānah*), clear message delivery (*tabligh*), and intelligence (*fathānah*) in the communication process (Rustandi, 2020; Al-Zaman, 2024).

The advantages of prophetic communication compared to other communication principles lie in several aspects. First, it has a strong spiritual dimension, as it connects communication to divine values (Rustandi, 2020). Second, it emphasizes high ethics and integrity in message delivery (Malik, 2021). Third, prophetic communication is holistic, maintaining balance between reason and heart (Ahyar & Alfitri, 2022). Fourth, it has clear objectives for *mashlahah* (common good) and *hidāyah* (guidance) (Islamy, 2021). Fifth, prophetic communication considers the cultural and social contexts of message recipients (*hikmah*) (Maulana, Awaludin, & Fauzi, 2021). Sixth, it emphasizes dialogue and active engagement rather than one-way communication, making it more effective in addressing the challenges of religious communication in the digital era and the age of artificial intelligence (Tsuria & Campbell, 2021).

### **Research Gap**

The primary challenges for proselytization practice in the digital era are undeniably intertwined with the intricate fabric of technology-driven pop culture, necessitating adaptations in the manner of conveying religious messages to align with prevailing tendencies. In the endeavor to maintain relevance and efficacy, religious preachers and figures are compelled to acknowledge the changing communication patterns and information consumption trends of modern society. Within the sphere of *da'wah* communication, for instance, preachers must meticulously craft their messages into the content of specific formats, which may inadvertently diminish the inherent

values they intend to disseminate. With trends such as short videos, podcasts, and visually and audibly oriented platforms surging in popularity, preachers are compelled to adapt these formats without compromising the essence of their message (Kurniasih & Raya, 2022; Budiantoro, 2018; Azmi, 2019). This adaptation requires the creation of captivating content that appeals to both the visual and auditory senses, while retaining the educational and normative aspects of *da'wah*. Nonetheless, *da'wah* remains fundamentally a prophetic form of communication, seeking to propagate Islamic teachings and beckoning individuals to return to the teachings of Allāh and His Prophet.

Another challenge emerges with the proliferation of various forms of artificial intelligence. While these forms aid preachers in curating content tailored to specific needs, they also provide digital society with access to information and teachings without recourse to religious preachers or the diverse gamut of *da'wah* materials (Khoirunnisa et al., 2023; Raquib, Channa, Zubair, & Qadir, 2022; Sucipto et al., 2023; Andriansyah, 2023). However, an inherent predicament lies herein. Many AI-based applications often process data without adhering to academic and normative accountability standards. Consequently, the information disseminated may be inaccurately conveyed, leading individuals astray and fostering erroneous interpretations of Islamic teachings.

The first research gap lies in the contradiction between the comprehensive nature of Islamic *da'wah* (*kāffah*) and the reality of fragmented digital *da'wah* practices. Initial data indicates that the transformation of *da'wah* in the digital era tends to reduce Islamic teachings into short pieces of content without adequate context, contrary to the theory of prophetic communication, which emphasizes the connectivity of Islamic teachings and normative ethics, as stated by Ahyar & Alfitri (2022). There is a significant knowledge gap regarding how to bridge the tension between the demands of the digital platform format and the need to convey complete and authentic Islamic teachings, especially when *da'wah* communication is faced with artificial intelligence that can modify and reproduce messages without supervision from religious authorities.

The methodological and empirical gaps are evident from the absence of an adequate evaluative framework to measure the impact of *da'wah* transformation in the era of artificial intelligence. Although several studies, such as Kurniasih and Raya (2022)

and Budiantoro (2018), have examined the adaptation of *da'wah* formats in digital media, there are still empirical limitations in analyzing in depth how artificial intelligence explicitly changes epistemology and religious authority in the *da'wah* process. Initial data reveal a paradoxical phenomenon where preachers are required to adapt to digital formats that have the potential to dilute the substance of their teachings. However, there is no comprehensive methodology to evaluate the impact of this adaptation on the integrity of the Islamic message and the effectiveness of *da'wah* as prophetic communication.

The practical-theoretical gap is revealed in the initial data, which shows that artificial intelligence applications are increasingly playing a role in compiling *da'wah* content and becoming a direct source of religious information for the community without mediating the *da'wah*. This contradicts the fundamental concept of *da'wah* as prophetic communication, which requires scientific and normative accountability, as assumed in traditional literature. Although the research of Khoirunnisa et al. (2023) and Raquib et al. (2022) has identified the role of AI in *da'wah*, there is no adequate theoretical framework to understand the fundamental transformation in the relationship between religious authorities, technology, and recipients of *da'wah* messages in the era of artificial intelligence.

### ***Rationale Of The Study***

The urgency of this research stems from the disruptive phenomenon in the contemporary Islamic *da'wah* landscape. The rapid development of artificial intelligence (AI) technology has fundamentally changed how religious content is produced, distributed, and consumed, creating a new paradigm that has never been encountered before in the history of Islamic communication. When generative AI can produce *da'wah* content with minimal human intervention, crucial questions arise about Islamic messages' authenticity, authority, and integrity. The urgency of this research is further emphasized by the significant gap between the exponential progress of AI technology and the ethical and prophetic frameworks' readiness to face this transformation. This research is imperative for providing a solid scientific foundation for *da'wah* practices in

Indonesia, maintaining prophetic values while optimally utilizing the potential of AI technology.

This research is also urgently needed, considering the broad socio-religious impacts of the shift in prophetic communication patterns in the AI era. Without a deep understanding of the dynamics of interaction between AI and prophetic communication, there is a serious risk of desacralizing religious messages, spreading inaccurate or misleading content, and eroding traditional religious authority. On the other hand, the potential of AI to expand the reach of *da'wah* and facilitate the delivery of more personalized and contextual Islamic messages has not been optimally utilized. Therefore, this research serves as an academic response to contemporary phenomena and as a practical guide for the *da'wah* ecosystem in Indonesia in navigating the complexities of the AI era while maintaining the prophetic essence of Islamic communication. This urgency is particularly relevant in Indonesia, a country with the largest Muslim population, where digital transformation and AI adoption are progressing rapidly.

Initial exploration reveals that the use of AI that is not grounded in prophetic communication principles has had several concerning negative impacts. As revealed by Ahyar and Alfitri (2022), AI-based religious content without ethical and religious supervision tends to simplify Islamic teachings into shallow information and decontextualized fatwas without considering the specific conditions of the audience. Meanwhile, Fatoni and Rahman (2020) found that the weakening of prophetic communication elements in digital *da'wah* has led to the erosion of traditional ulama authority, the increased spread of interpretations that deviate from the mainstream, and the phenomenon of "instant *da'wah*" which prioritizes popularity over substance. Rustandi & Aliyudin's research (2024) further confirms that the absence of *tabligh* values (honesty in delivery), *amānah* (trust), and *hikmah* (contextual wisdom) in AI-based *da'wah* significantly correlates with the declining quality of religious understanding among young Muslims.

### ***Literature Review***

Several related studies have been conducted previously to examine the phenomenon of prophetic communication in the digital era. For example, Jamaluddin, Aguswandi, and Syahrul (2020) conducted research on the values of prophetic communication, as outlined in the Qur'an and al-Hadith, and their application in everyday life. This research highlights the role model of prophetic communication exemplified by the Prophet Muhammad (PBUH). Islamy (2021) strengthens this research, which explores the values of prophetic communication in the Qur'an and its relationship to empowering the community. Ridho and Hariyadi (2021) view prophetic communication as a development of Prophetic Social Science, initiated by Kuntowijoyo. Their research focuses more on reformulating preaching ethics based on prophetic communication. This is based on the challenges of preaching in the post-truth era, particularly in relation to counter-narratives of hate speech and manipulative, provocative news.

Muhlis & Musliadi (2022) observed the process of prophetic communication on social media. This study explores the intersection between prophetic communication and the rapid development of new media, focusing on how prophetic values can be the guardians of communication quality in the contemporary digital ecosystem. Through an analysis of the dimensions of the Prophet's communication, including humanization, liberalization, and transcendence, the study presents an ethical and practical framework for evaluating and advancing communication practices in the era of social media and fast-paced information. The same research was conducted by Fadhillah (2022). Previous research has identified six prophetic communication values in the Qur'an that can serve as standards and strategies for preaching in the new media era, helping to overcome rampant ethical violations. The study found that ignoring ethics in digital preaching has led to social segregation and division, while existing regulations have not effectively addressed this problem.

From a different perspective, Diansah & Setiawan (2023) focused on prophetic journalism-based preaching. The research was conducted at Tribun Jabar. The research found that the media had implemented prophetic journalism by applying four prophetic

traits (*shiddiq, amānah, tabligh, and fathānah*) in their journalistic activities, although not yet comprehensive. Using a case study approach, this qualitative study revealed that Tribun Jabar journalists uphold journalistic ethics by conveying accurate, valid, and verified information based on field facts, without exaggerating or distorting.

Other research was conducted by Rizal, Hirzi, & Gani (2024), who saw digital preaching as transforming political communication into prophetic. The study concluded that the digital village program in West Java is a form of digital preaching that functions as a means of government-community communication interaction and a political communication channel to empower village potential. Using a case study approach, this qualitative research reveals that the transformation of political communication through digital preaching has created a new and unique pattern of political communication in Indonesia.

### ***Novelty Of The Study***

This study offers significant novelty by examining the influence of artificial intelligence (AI) on Islamic prophetic communication. Unlike previous studies that focused more on digital media in general or prophetic journalism, this study analyzes in depth how AI technology acts not merely as a medium for spreading messages but as a transformative agent that changes the paradigm of religious authority and the process of creating *da'wah* content. Another novelty lies in the theological exploration of the interaction between prophetic principles and AI algorithms in contemporary *da'wah*.

This research also identifies a specific ethical framework for AI-based prophetic communication, which has not been comprehensively discussed in previous studies. By analyzing the phenomenon of AI as a co-creator of religious content, the study reveals implications for the authenticity and accuracy of Islamic messages. This crucial aspect has not been explored in previous studies, such as those by Jamaluddin, Aguswandi, & Syahrul (2020), Ridho & Hariyadi (2021), or Muhlis & Musliadi (2022). This study makes an important contribution by mapping the shifting dynamics of religious authority when AI systems generate or mediate Islamic messages.

The third novel contribution lies in the practical and applicative aspect of formulating a prophetic value integration model for developing and utilizing AI technology in Islamic preaching in Indonesia. Different from the study of Diansah & Setiawan (2023), which focuses on prophetic journalism, or the research of Rizal, Hirzi, & Gani (2024), which examines digital preaching in political communication, this study offers a comprehensive approach that bridges the gap between traditional prophetic principles and the generative capabilities of AI. This integration model serves as a strategic guide for preachers, content creators, and Islamic institutions in navigating the complexity of preaching in the AI era without sacrificing the fundamental values of prophetic communication.

### ***Purposes Of The Study***

At its core, this study aims to examine the shifts occurring within the realm of proselytization, a practice of communicating Islamic messages in the digital era marked by the presence of artificial intelligence. The practice of *da'wah* must invariably retain its prophetic communication even as it adapts to novel communication formats in an era heavily influenced by metrics such as likes, views, content brevity and convenience, and the popularity of personalities. Within the context of prophetic communication in the era of artificial intelligence, this paper aims to address fundamental questions regarding the dissemination, reception, and preservation of Islamic spiritual, moral, and ethical messages in a world increasingly dominated by technology. By doing so, it is hoped that preachers can harness technology as a medium to facilitate prophetic communication, transcending the purview of artificial intelligence and revitalizing the spiritual messages of Islam in a pertinent new context.

### **METHODS**

This study aims to analyze the transformations occurring within the practice of *da'wah* as a communicative endeavor for disseminating Islamic messages in the digital and artificial intelligence era. Employing a qualitative approach with a descriptive-analytical methodology, the chosen method permits researchers to comprehend the intricate phenomena within a profound context, aligning with the research's goal of

analyzing the shifts in communication patterns and their effects on *da'wah* practices. Data is collected through the documentation and observation of *da'wah* practices across various platforms and digital media.

According to Cresswell (2022), the steps undertaken in this study encompass: 1) Case selection. The study strategically selects cases of *da'wah* practices involving the utilization of social media, digital platforms, and artificial intelligence for propagating Islamic messages. These cases are meticulously chosen to encapsulate variations in *da'wah* approaches and strategies in the digital age; 2) Data collection. Data is collected through observations on diverse digital *da'wah* media. Furthermore, observations are extended to *da'wah* content on social media, websites, and digital platforms to comprehend the multifaceted forms of *da'wah* communication; 3) Data analysis. The amassed data is subjected to qualitative analysis. This entails identifying patterns of change in *da'wah* communication, alterations in content formats, and shifts in the manner of delivering Islamic messages. In this manner, the study seeks to fathom the impact of communication pattern changes on Islamic messages, addressing challenges encountered in upholding the substance of religious teachings within novel communication formats; 4) Discussion of findings. The analytical results are juxtaposed with communication theories, social changes, and conventional *da'wah* practices. The discussion delves into the implications of these changes on the epistemology of Islamic teachings and the challenges in preserving substantial values within *da'wah* communication.

In operationalizing our data collection methodology, we systematically conducted content analysis across multiple digital Islamic platforms, focusing specifically on official websites ([persis.or.id](http://persis.or.id), [nuonline.id](http://nuonline.id)), specialized *da'wah* applications (Aa Gym Apps, NU Online Superapps, Islamic Times, Muslim Pro, Umma Indonesia), and influential social media accounts (Islam Populer on Instagram, Facebook, and YouTube channel, as well as Mahaproduct's YouTube channel). The selection of *da'wah* applications, social media accounts, and official websites in this research is based on considerations of displaying prophetic communication processes grounded in algorithmic logic. This algorithm can be observed through the number of viewers,

subscribers, followers, and visitors. Although these accounts may not yet exhibit comprehensive patterns of prophetic communication, they nevertheless serve as significant spaces for digital Islamic *da'wah* activism. From the perspective of *da'wah* authority, these accounts represent *da'wah* actors at personal, communal, and institutional levels.

These selected platforms enable researchers to examine how prophetic communication principles are being adapted within algorithm-driven systems for delivering religious content. By analyzing diverse representations of Islamic messaging across personal preachers' accounts, community-based platforms, and formal institutional channels, the research captures the spectrum of approaches to implementing digital *da'wah*. This methodological approach offers insight into how different levels of religious authority navigate the tension between upholding the integrity of comprehensive Islamic teachings and adapting to the fragmented nature of digital content consumption patterns shaped by platform algorithms. The analysis of these varied digital expressions of Islamic *da'wah* offers a valuable understanding of the transformation of religious authority when prophetic messages are mediated through algorithmic curation without traditional supervisory frameworks.

Our analysis involved examining these platforms over three months, documenting content formats, rhetorical strategies, audience engagement metrics, the use of AI-generated content, and the adaptation of traditional Islamic messages to digital contexts. For each platform, we established coding categories to identify prophetic communication elements, including transcendental authority claims, counter-cultural messaging, communal versus individualized appeals, and the balance between technological enhancement and authentic spiritual discourse.

This research was conducted over three months from November 2024 to January 2025. The three-month duration allowed for sufficient immersion in these digital Islamic spaces, enabling the observation of recurring patterns, algorithmic content distribution tendencies, and variations in prophetic communication approaches across different platforms. Additionally, this timeframe corresponded with several significant Islamic events and observances, providing opportunities to analyze how prophetic

communication principles were applied during periods of heightened religious engagement, while also allowing researchers to collect a robust dataset that captured both everyday communication practices and special occasion content strategies employed by personal, communal, and institutional *da'wah* actors in algorithm-driven environments.

This comprehensive netnography enabled us to map the evolving landscape of prophetic communication in Islamic *da'wah* practices and identify specific challenges presented by AI integration, including the tension between algorithmic optimization and prophetic authenticity, the fragmentation of religious authority, and the commodification of spiritual content on attention-driven platforms. This method focuses on mapping online communities that discuss prophetic communication and AI, analyzing conversations in forums, social media groups, or digital religious platforms. It aims to understand narratives and discourses about AI from a prophetic values perspective and map networks and interaction patterns in virtual religious communities.

Through the utilization of the descriptive-analytical methodology and qualitative approach, this research aspires to provide a profound understanding of the shifts in *da'wah* practices in the digital and artificial intelligence era. It also offers insights into how preachers and religious figures can judiciously harness technology and artificial intelligence to uphold the values of Islamic teachings in prophetic communication, thereby facilitating comprehensive Islamic *da'wah*.

## RESULTS AND DISCUSSION

### ***Reconfiguration Of Islamic Messages In Digital Space: From Transformation Of Meaning To Urgency Of Ethical Supervision***

The development of digital technology and artificial intelligence has significantly transformed various aspects of life, including the way religious messages are communicated (Iosifidis & Wheeler, 2016). As a practice of Islamic communication, *da'wah* is not immune to the influence of this digital revolution. The reconfiguration of Islamic messages in digital space has become inevitable, marked by fundamental changes in the meaning, format, platform, and normative dynamics of contemporary *da'wah* (Fakhruroji, Rustandi, & Busro, 2020). This transformation presents a paradox: on

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the one hand, it opens up opportunities for a broader and faster dissemination of Islamic messages, but on the other hand, it creates substantial challenges in maintaining the depth, authenticity, and integrity of Islamic teachings.

The application of prophetic communication in preaching in the AI era requires a delicate balance between technological adaptation and spiritual authenticity. Contemporary Islamic preachers are navigating this complexity by integrating prophetic principles—characterized by moral clarity, transcendent authority, and transformative messaging—into digital formats while maintaining the essential spiritual core of their teachings. Successful prophetic communicators in digital spaces strategically employ AI tools, utilizing data analytics to understand audience needs while consciously resisting algorithmic pressures that lead to sensationalism or oversimplification of complex theological concepts. They create digital content that preserves the communal dimension of religious experience, despite the individualizing tendencies of technology, often through interactive virtual gatherings, live-streamed khutbahs with real-time engagement, and digitally mediated study circles.

Furthermore, effective prophetic communication in the AI era maintains a critical stance toward technological values themselves, questioning the underlying assumptions of efficiency, constant connectivity, and information abundance that may contradict Islamic spiritual principles of mindfulness, contemplation, and intentional silence. This prophetic positioning allows *da'wah* practitioners to utilize technological innovations while simultaneously offering a counter-cultural critique that invites believers to transcend digital limitations and engage with timeless spiritual truths.

The findings of this study reveal the multidimensional complexity faced by prophetic communication in the digital era. From the shift in meaning and practice of *da'wah*, which tends to be oriented towards technology, the increasingly diverse diversification of content, and the ambivalent role of social media, to the problematic content reduction in implementing artificial intelligence. Furthermore, this phenomenon also touches on the fundamental ethical and normative dimensions of the Islamic tradition. The normative shift in *da'wah* communication, ethical dilemmas in the digital ecosystem, and the urgent need for education and supervision illustrate the challenges

faced by contemporary Islamic communicators. This complexity underscores the necessity for a comprehensive and critical approach to reconfiguring Islamic messages in the digital realm, thereby maintaining the prophetic essence in Islamic communication amidst the rapid advancement of information technology.

The findings from the observation and documentation within this study reveal several significant insights concerning the shifts in *da'wah* communication patterns in the digital and artificial intelligence era, along with their impact on the comprehensive dissemination of Islamic messages. These findings encompass various crucial aspects within the transformation of *da'wah* communication in the digital age and the advancement of artificial intelligence, including:

Firstly, Shifts in the meaning and practice of *da'wah*. Contemporary *da'wah* practices are often interpreted as primarily disseminating Islamic messages to the public through technology-based platforms. This interpretation differs from the conventional notion of *da'wah*, which was initially perceived as a call to follow Allāh's teachings and the Prophet's guidance in its early stages, and the construction of a virtuous Islamic society in its later stages (Syalaby, 2000; Ismail & Hotman, 2011). Present-day *da'wah* practices also extend beyond the confines of specific media or venues such as *tabligh* (outreach) and sermons in mosques or designated Islamic places of worship. Instead, contemporary *da'wah* is predominantly executed through the creation of digital *da'wah* content distributed across diverse digital technology-based platforms (Kholili, 2023; Ermayani, Nurhadi, & Masykuri, 2021; Leiliyanti & Larasati, 2020).

Secondly, digital technology-based *da'wah* content. Research findings indicate a significant transformation in *da'wah* practices concerning format and platform. Numerous religious figures, preachers, and content creators (third parties) employ various digital technology-based applications, including social media, podcasts, and video-sharing platforms, to propagate Islamic messages. However, this shift has also led to changes in the duration and format of messages, which tend to be shorter and more visually oriented. This phenomenon poses a challenge in maintaining the depth and coherence of Islamic teachings in *da'wah* communication. An exemplification of such digital *da'wah* content can be observed in various YouTube channels featuring recordings

of lectures by specific preachers such as Gus Baha, *ustaz* Adi Hidayat, *ustaz* Abdul Somad, *ustaz* Salim Fillah, *ustaz* Khalid Basalamah, Buya Yahya, Habib Ja'far, Habib Bahar bin Smith, among others (Rustandi, 2022).

Thirdly, the influence of social media in *da'wah* practice. The findings also underscore the pivotal role of social media in disseminating Islamic messages. Various social media platforms such as Instagram, Twitter, TikTok, and Facebook have emerged as the primary conduits for *da'wah* communication. However, the use of social media also introduces the risk of oversimplification and the loss of the essence of religious teachings. *Da'wah* content designed to garner likes, views, and positive reactions often leads to the reduction of messages into more popular forms, sidelining the intricate, rich, and contextual elements of Islam (Syeed, 2022; Octaviani, 2021; Hilmi, 2021). For instance, in a content piece discussing the ethics of animal care, the material presented might feature a snippet of a specific preacher's opinion with a narration such as, "I've heard of someone spending three million a month on caring for a cat. Imagine if that sum was used to support orphaned children. Think of the abundant rewards." Such brief video excerpts lacking context and elaboration can inadvertently lead people to believe that caring for animals is insignificant and discouraged in Islam.

Fourthly, the reduction of *da'wah* content through Artificial Intelligence. Research indicates that Artificial Intelligence (AI) has contributed to the presentation of *da'wah* content to the public. Despite its potential to enhance information access, AI often generates content that is not always accurate and aligned with the context of Islamic teachings. The use of AI in processing and delivering religious information may also lead to a shallower understanding of religious principles. Another issue is that the information provided by AI often lacks accuracy, clear sources, and fails to capture the richness of Islamic intellectual heritage (Khoirunnisa et al., 2023; Sucipto et al., 2023; Andriansyah, 2023). However, religious education emphasizes the importance of "sanad" or source clarity due to the normative nature of Islamic teachings. For instance, when querying AI about a hadith as the basis for a particular Islamic law, the generated hadith often differs in wording from the accurate hadith.

Fifthly, normative dynamics in *da'wah* communication. This research identifies normative shifts in *da'wah* communication in the digital era. Shorter and visually appealing message formats can lead to the loss of context and accurate interpretations of Islamic teachings. Preachers face the challenge of remaining relevant in popular communication formats while preserving the integrity and complexity of Islamic messages (Wibawa, 2019; Rustandi, 2020; Ermayani et al., 2021). Consequently, *da'wah* communication might lean more towards being profane rather than prophetic. Content creators, in particular, often disregard the prophetic nature of *da'wah* communication, resulting in end products that might contain inappropriate content.

Sixthly, ethical challenges and controversies in digital *da'wah*. Findings show that ethical challenges arise in the use of technology for *da'wah*. Digital *da'wah* content is often produced for the purpose of gaining popularity, without considering social implications and potential conflicts. This can undermine the intended purpose of *da'wah*, which should promote deeper understanding and peace within society. For example, provocative titles like "ustaz A's Perspective According to ustaz B" or content with a warning tone are used. In some cases, *da'wah* content displayed on certain platforms includes advertisements that are not congruent with the *da'wah* content, especially advertisements for games, gambling, or products featuring explicit images (Fakhruroji, Rustandi, & Busro, 2020; Rustandi, 2022).

Seventhly, the necessity for education and supervision. Research findings highlight the importance of a judicious approach to utilizing technology and artificial intelligence in *da'wah* practice and the dissemination of Islamic messages to the public. Education, especially directed towards content creators, preachers, and society, about the responsible and ethical use of technology, is crucial to avoid conveying erroneous or controversial messages.

### ***Reformulation Of Prophetic Communication Models Based On Artificial Intelligence: An Offer***

The development of artificial intelligence (AI) technology has introduced a new paradigm in various aspects of life, including communication. Amid the increasingly massive digitalization, reformulating prophetic communication models based on

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artificial intelligence presents an attractive opportunity to bridge prophetic values with technological advances (Raquib et al., 2022). This model emphasizes the effectiveness of message delivery, focusing on the ethical, spiritual, and humanistic aspects that form the foundation of prophetic communication (Rizal, Hirzi, & Gani, 2024).

Prophetic communication is inspired by the communication patterns of the prophets, who emphasize the values of truth, honesty, and usefulness for humanity. By integrating the principles of prophetic communication into an artificial intelligence system, it is hoped that a communication model can be created that is not only technologically intelligent but also sensitive to society's social, cultural, and spiritual contexts. This reformulation is urgent amid concerns about the degradation of human values in technology-mediated interactions, while also opening up opportunities to optimize the potential of AI in promoting constructive, prophetic values for civilization.

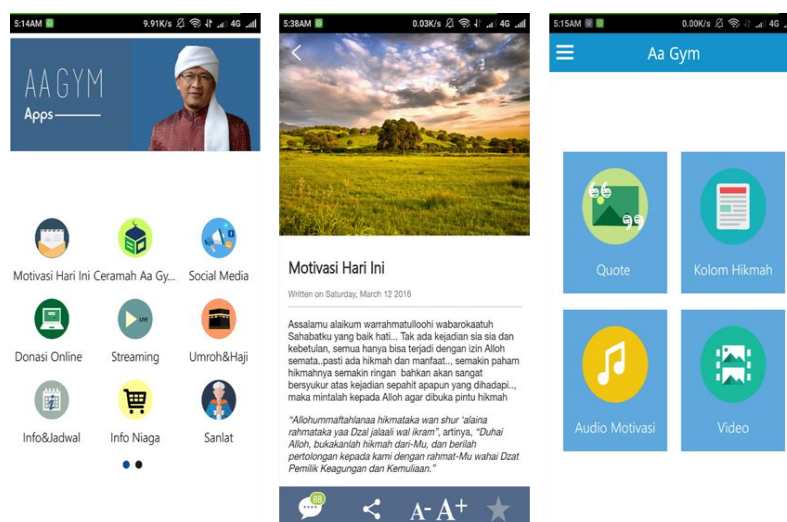
In this context, the effort to uphold prophetic communication within the practice of *da'wah* in the digital era and the era of artificial intelligence necessitates a holistic approach that combines technological sophistication with the essence of religious teachings. Education and awareness regarding the risks and impacts of communication changes must be integrated into modern *da'wah* strategies. Furthermore, preachers, particularly the content creators of *da'wah* messages, need to strike a balance between meeting the demands of new communication formats and preserving the profound and comprehensive essence of Islamic teachings.

Building upon these findings, it can be observed that the shift in the meaning of *da'wah* practice, from a call to the teachings of Allāh and His Prophet to the mere dissemination of Islamic messages through technology-based platforms, reflects a change in focus from the spiritual and moral aspects within *da'wah*. This indicates that *da'wah* is increasingly influenced by market logic and popularity. This phenomenon raises questions about whether this shift aligns with the goal of *da'wah* as the propagation of comprehensive Islamic teachings or if it obscures the substantial meaning of *da'wah* itself. Confronting this change, preachers need to reexamine the essence of *da'wah* and ensure that the conveyed messages remain consistent with the rich and profound teachings of Islam while keeping pace with technological advancements (Novinggi,

2019; Syeed, 2022). Additionally, preachers and content creators should strive to strike a balance between the demands of new communication formats and the profound substance of Islamic teachings.

Regarding the evolution of *da'wah* communication formats and platforms, it essentially reflects the adaptation made by preachers to digital trends and audience preferences (Kovaitè, et. al., 2020). While these changes offer opportunities for Islamic messages to reach a broader audience, on the other hand, this shift also carries the risk of simplifying messages and reducing the depth of religious teachings (Kurniasih & Raya, 2022). The success of *da'wah* is not solely measured by how many individuals are reached by the message, but also by how deeply the message is internalized and how it influences societal behavior (Ahyyar & Alfitri, 2022). Hence, efforts are needed to ensure that *da'wah* messages retain their profound dimension within digital communication (Rustandi, 2020).

The development of *da'wah* in the digital era has given rise to innovations in technology-based *da'wah*. In this case, the *da'wah* ecosystem in the digital era constructs a techno-culture-based *da'wah* format. Namely, a *da'wah* activity that utilizes digital platforms and even creates new features that can facilitate access to religious ritual practices. Figure 1 below illustrates one form of techno-culture-based *da'wah*, where the development of digital *da'wah* features, such as the Umma application, AA Gym Apps, NU online super apps, and Muslim Pro, among others, demonstrates the opportunity for renewed *da'wah* in the era of artificial intelligence.



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Figure 1. One of the digital *da'wah* applications, AA Gym Apps Source: Plyastore, 2024

Based on a search through the Google Play Store, digital *da'wah* technology innovations have evolved through digital applications. Technological developments have facilitated significant transformations in the Islamic *da'wah* landscape, with the emergence of various digital applications that manifest techno culture in the *da'wah* ecosystem. Applications such as Muslim Pro, with 50 million downloads; Umma, with 10 million downloads, Salaam with 5 million downloads; NU Online, with 100 thousand downloads; and Islamic Times, with 5 thousand downloads, have become concrete evidence of how the digitalization of *da'wah* is not only accepted but also in great demand by the global Muslim community. These applications offer features that facilitate daily religious practices, ranging from prayer time reminders that are adjusted to the user's geographic location, digital reading of the Qur'an complete with translations and interpretations, directions to the Qibla, collections of prayers and dhikr, to educational content about Islamic teachings that are packaged in a modern and interactive way. This phenomenon shows how prophetic communication has adapted to the digital landscape, using artificial intelligence algorithms to personalize the religious experience and expand the reach of *da'wah* beyond conventional boundaries.

In the context of AI-based prophetic communication, these *da'wah* applications represent a synthesis between prophetic values and the ability of technology to adapt messages to the recipient's needs. The AI in these applications can analyze user behavior patterns and present *da'wah* content relevant to their spiritual needs, creating a personal religious experience while still adhering to the universal principles of Islamic teachings. This is in line with the essence of prophetic communication, which emphasizes delivering the message of truth in a wise manner (*hikmah*), good advice (*mau'idhah hasanah*), and constructive dialogue (*mujādalāh*), as exemplified by the Prophet Muhammad PBUH (Jamaluddin, et. al., 2020; Islamy, 2021; Ridho, 2021; Muhlis & Musliadi, 2022). However, the challenges that arise in this technology-based *da'wah* are ensuring that ease of access does not reduce the depth of understanding and appreciation of Islamic teachings and ensuring that artificial intelligence algorithms

continue to function as authentic prophetic communication facilitators without falling into the trap of reducing spiritual values to mere content that is consumed superficially in a fast-paced digital culture (Raquib, et. al., 2022).

The utilization of social media as the primary channel for *da'wah* communication has indeed brought significant impacts in reaching a wider audience to disseminate the messages of Islam. Social media platforms such as Instagram, Twitter/X, TikTok, YouTube, and Facebook provide spaces for preachers to interact with diverse audiences across geographical and cultural boundaries (Rohma, Sya'roni, Mufrihah, & Arafat, 2020). However, it is acknowledged that the use of social media also carries complex risks that need to be carefully considered. Content produced in short and visual formats to garner positive reactions from the public may result in the simplification of religious messages. In the pursuit of likes, views, and interactions, there is a possibility that the profound and complex essence of Islamic teachings could become fragmented and distorted.

Figure 2 below shows several social media-based *da'wah* activities as an integral part of the prophetic communication process. Social media and several other digital applications or features influence the *da'wah* process in the era of artificial intelligence. This certainly has a comprehensive impact on the reality of Islamic *da'wah*.

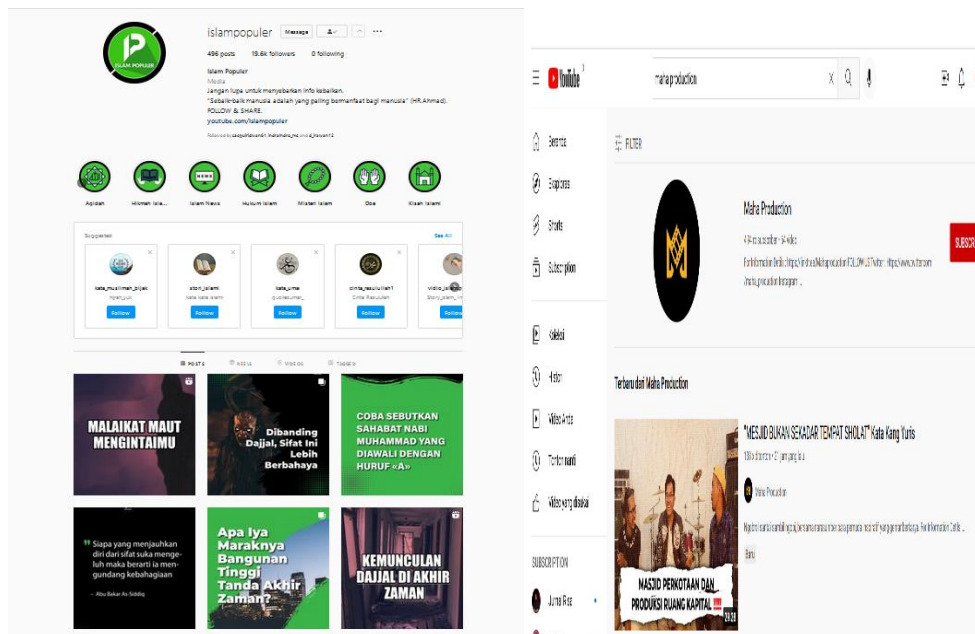


Figure 2. Social Media-Based *Da'wah*

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Source: Instagram Islam Populer and Mahaproductio Youtube Channel (2024)

Figure 2 is an example of social media-based *da'wah* activities. The dynamics of contemporary *da'wah* have been significantly transformed by the adoption of social media as a strategic instrument of prophetic communication. Platforms such as Instagram, YouTube, TikTok, Twitter, and digital podcasts are no longer just entertainment spaces but have become effective *da'wah* fields with a massive and diverse audience reach. *Da'is* and Muslim communities utilize artificial intelligence algorithms to adjust *da'wah* content to audience preferences, optimize broadcast time, and facilitate more personal and responsive two-way interactions.

This phenomenon creates a more inclusive *da'wah* ecosystem. The inclusivity of *da'wah* is related to efforts to display the spirit of *rahmatan lil 'ālamīn*. The inclusivity of *da'wah* is based on efforts to present Islam openly, aiming to disseminate the message of Islam universally, comprehensively, integratively, and transformatively, so that it becomes a force in realizing the narrative of Islam, which is *rahmatan lil alamin* (Rustandi & Kusnawan, 2023). Islamic content can be creatively packaged through infographics, short videos, discussion threads, and digital Q&A forums, allowing the spread of Islamic values without being limited by geographical boundaries. However, new challenges have emerged related to the authenticity of sources, fragmentation of religious understanding, and the potential for reduction of meaning due to the simplification of *da'wah* messages to accommodate fast and concise digital formats, thus demanding the formulation of AI-based prophetic communication ethics that can maintain the essence of Islamic teachings while still adapting to technological developments (Jamaluddin, et. al., 2020; Rustandi, 2022; Fadhillah, 2022; Rustandi & Kusnawan, 2023).

Religious messages presented in brief and limited forms may overlook the context and nuanced aspects inherent in Islamic teachings (Fakhruroji et al., 2020). More intricate or controversial topics might be overlooked or altered to align with preferences and general viewpoints. This could lead to a shallow understanding of the true richness and depth of Islamic teachings. For instance, complex messages concerning religious laws or moral values are often difficult to fully comprehend in a concise format, which can

potentially result in misunderstandings or superficial interpretations. Therefore, it is crucial for preachers and content creators to prioritize the integrity of religious messages while utilizing social media as a platform for *da'wah*. Creativity and adaptation of communication formats suitable for each social media platform can be pursued. Still, they must be balanced with efforts to maintain the substance and complexity of religious teachings. As a result, Islamic messages propagated through social media will retain profound meanings and provide an accurate understanding to a broader audience (Rustandi, 2022).

In conjunction with the use of artificial intelligence (AI) in delivering *da'wah* content, it is imperative to acknowledge that despite AI's potential to enhance significant information access, it also carries potential risks in the form of inaccurate or contextually inappropriate information related to Islamic teachings (Khoirunnisa et al, 2023; Sucipto et al., 2023; Andriansyah, 2023). The role of AI in processing and delivering religious information has the potential to oversimplify or even misinterpret the meanings of religious messages, considering that AI is based on algorithms and data that may not always grasp the contextual and spiritual aspects of religious teachings. Hence, the human role in supervising and curating the content presented by AI becomes increasingly critical. Humans possess the capacity to encapsulate the intellectual treasure trove of Islam, considering the nuances, interpretations, and diverse perspectives inherent in the religion. Faced with AI's limitations in comprehending the deep, contextual, and value-based aspects of Islamic teachings, a wise human approach can help ensure that the content presented remains aligned with the ethical and moral values upheld in Islam.

Furthermore, in the endeavor to uphold the profound dimension of prophetic communication, it is acknowledged that Islam embraces diverse perspectives and interpretations as an inherent part of its intellectual tradition. Within the context of *da'wah* communication involving technology, this diversity needs to be respected and recognized. It is essential to create an environment where various viewpoints can be fairly and accurately represented, without diminishing the core values of the religion. By integrating artificial intelligence with human wisdom in curation, *da'wah*

communication can proceed proportionally and profoundly, preserving the essence of prophetic communication that underpins religious teachings (Budiantoro, 2018; Azmi, 2019; Kholili, 2023).

Another crucial point that requires attention is the controversy within digital *da'wah*, revealing that ethical challenges can arise when religious messages are transformed into commodities for the sake of popularity. In the pursuit of popularity, certain *da'wah* content might even sacrifice the moral and ethical values that should be upheld in Islam. This phenomenon serves as a reminder that religious messages should not be compromised by the urge to attain popularity or personal gain. This dynamic is undoubtedly a complex issue, especially when the primary players in the digital realm are content creators rather than direct preachers. Content creators play a central role in designing, constructing, and refining *da'wah* content, which is then presented across various digital platforms (Andriansyah, 2023).

Furthermore, concerning the challenges arising from the use of technology and artificial intelligence in *da'wah*, this overall underscores the importance of education and supervision in the processing and dissemination of digital *da'wah* content. While creative and innovative content has its place, it must be executed in a manner that upholds the integrity of Islamic teachings and ethical norms (Rustandi & Kusnawan, 2023). Education for content creators, preachers, and the broader community needs enhancement to produce content that is accurate, correct, and in line with Islamic values (Khoirunnisa et al., 2023). In an era where information can spread swiftly and extensively, awareness of moral responsibility in disseminating religious messages becomes increasingly critical.

Figure 3 below is a reformulation of prophetic communication-based preaching in the era of artificial intelligence. This formulation aims to display the format and pattern of AI-based digital preaching. This is reviewed from the side of visual language, visual effects, and visual literacy, which are important to note as part of an effort to strengthen prophetic communication patterns.

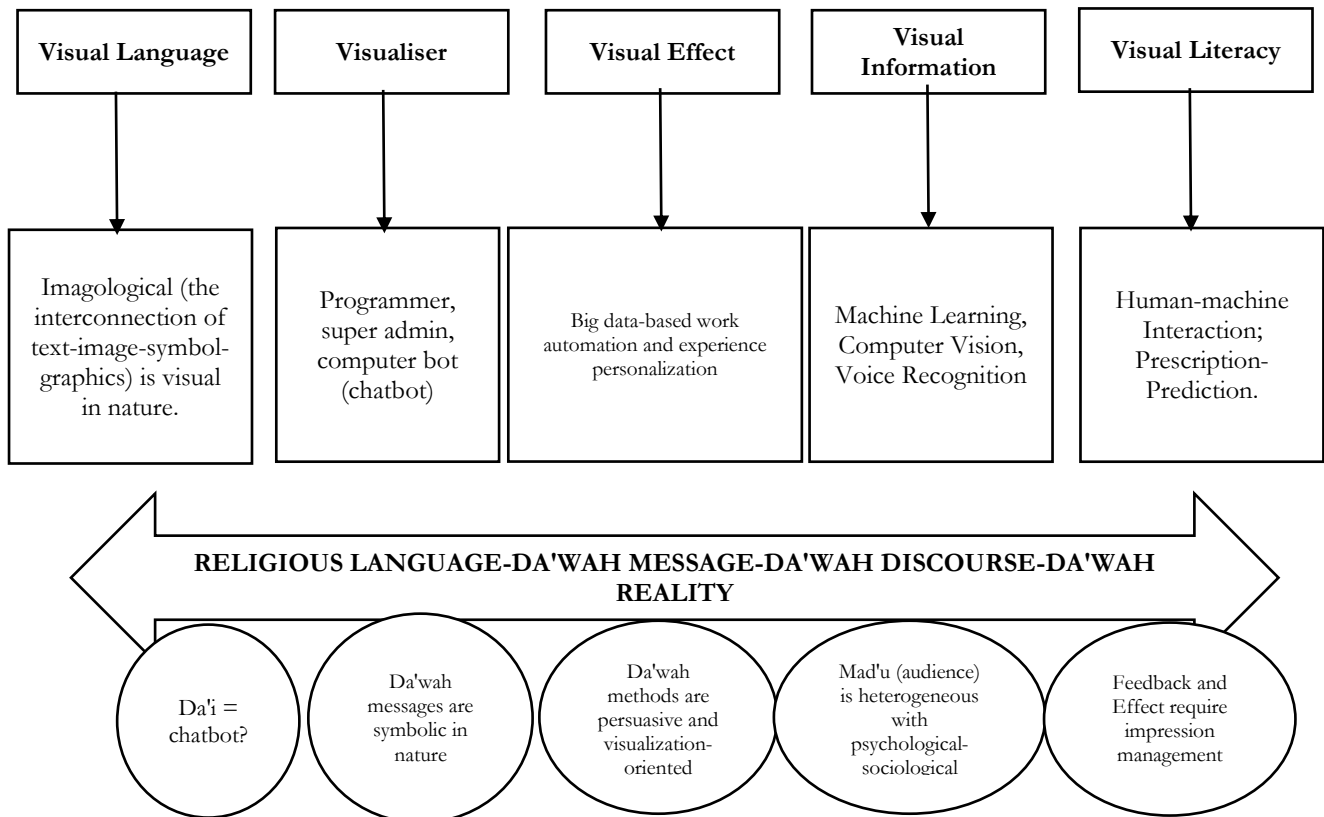


Figure 3. Digital *Da'wah* Format Based On Prophetic Communication In The Era Of Artificial Intelligence (Source: Author's Observation, 2025)

The chart conceptualizes the fundamental transformation in contemporary *da'wah* communication, which integrates visual technology and artificial intelligence to deliver religious messages. Analysis of the chart structure shows a systematic relationship between the five dimensions of visual technology (visual language, visualizer, visual effect, visual information, and visual literacy) with their practical implementation in digital *da'wah*, creating a complex yet structured *da'wah* ecosystem. The significance of this chart lies in its ability to identify a paradigmatic shift in Islamic *da'wah*—from a conventional communication model to a techno-religious format that utilizes artificial intelligence—with profound implications for the redefinition of the role of *da'i* (which can now be in the form of a chatbot), the reformulation of *da'wah* messages to be more symbolic and visual, the transformation of *da'wah* methods based on data and machine

learning, and the increasingly heterogeneous reality of mad'u with complex psychological-sociological problems. This conceptual framework provides a critical perspective on the dynamics of *da'wah* in the digital era, focusing not only on the technological aspect but also on the theological, sociological, and epistemological implications of the intersection between Islamic *da'wah* and advances in information technology and artificial intelligence.

The chart represents a significant transformation in the landscape of *da'wah* communication that can be analyzed through the perspective of prophetic communication in the context of the digital era. The conceptual framework that connects the five dimensions of visual technology with its practical application in AI-based *da'wah* reflects an effort to recontextualize prophetic values in contemporary media. Prophetic communication – which is based on the principles of *tablīgh* (delivery), *amānah* (trust), *fathānah* (intelligence), and *shiddīq* (honesty), as exemplified by the Prophet Muhammad PBUH – is now experiencing an epistemological expansion through integration with digital technology (Diansah & Setiawan, 2023).

*Da'wah* creates a digital ecosystem where visual language and information align with *tablīgh* through clear message delivery, visualizer and effects embody *fathānah* through intelligent design, while visual literacy fosters *amānah* and *shiddīq* by promoting critical understanding and authentic content. This integration demonstrates how prophetic communication principles are being technologically reimagined, allowing Islamic values to be conveyed with greater clarity, creativity, and credibility in digital spaces while maintaining the essential truth and ethical integrity that characterized the Prophet Muhammad's communication model.

The paradigm shift from conventional preachers to chatbots, the transformation of *da'wah* messages to be more symbolic and visual, and machine learning-based methods reflect the fundamental challenges in maintaining the essence of prophetic communication amidst technological disruption. The Imagological, personalization of experience, and prediction-prescription dimensions displayed in the chart illustrate how contemporary prophetic communication seeks to combine traditional wisdom with technological sophistication to achieve *mau'idhah hasanah* (the delivery of goodness) that

is relevant to digital audiences. The main challenge implied in the chart is to ensure that the essence of prophetic communication—which emphasizes social transformation based on divine values (humanization, liberation, and transcendence)—is not reduced to mere algorithm-based technical expression but instead maintains its ethical and spiritual dimensions amidst the massive flow of digitalization.

The findings of this research underscore that changes in the pattern of *da'wah* communication in the digital era and the evolution of artificial intelligence have complex and ambivalent impacts on the effort to convey comprehensive Islamic messages. While technology and digital media can expand the reach of religious messages, these changes also bring the risk of substance reduction and a decrease in the quality of understanding of religious teachings. Therefore, a wise approach, education, and stringent supervision are necessary to maintain prophetic communication within the context of modern *da'wah*.

This research, while offering valuable insights into prophetic communication in digital *da'wah* practices, acknowledges several limitations that future researchers should address. Our study primarily analyzed content from established Islamic organizations and popular preachers with significant digital presence, potentially overlooking emerging grassroots *da'wah* initiatives and marginalized voices within Muslim communities that may employ innovative prophetic communication strategies. The three-month data collection period may not have captured seasonal variations in content or longer-term evolutionary patterns in the integration of AI with Islamic preaching. Additionally, our methodology focused on content analysis rather than audience reception studies, leaving gaps in understanding how different Muslim demographics interpret and respond to digitally mediated prophetic communication.

Future research would benefit from longitudinal approaches tracking the evolution of digital *da'wah* practices over extended periods, comparative studies between different cultural contexts of Islamic preaching, deeper ethnographic engagement with both content creators and consumers, experimental designs testing the efficacy of various prophetic communication strategies in digital contexts, and interdisciplinary collaborations bringing together Islamic studies scholars,

communication theorists, and AI ethicists to develop normative frameworks for authentic prophetic communication in increasingly AI-mediated religious spaces.

## CONCLUSIONS AND SUGGESTIONS

### **Conclusions**

This study indicates that changes in the pattern of *da'wah* communication in the digital era and the advancement of artificial intelligence have significant and complex impacts on the effort to convey comprehensive Islamic messages. These findings illustrate the evolution of *da'wah* communication from conventional practices to more technology-based approaches, while also highlighting the challenges that need to be addressed. Firstly, the shift in the meaning and practice of *da'wah* reflects a transition of focus from spiritual and moral aspects to the dissemination of Islamic messages through technological platforms.

Secondly, changes in the format and platforms of *da'wah* communication reflect the adaptation of preachers to digital trends and audience preferences. While providing opportunities to reach a wider audience, this shift also carries the risk of simplifying messages and diminishing the depth of religious teachings. Thirdly, the influence of social media in *da'wah* practices has opened the doors for the spread of Islamic messages. However, the use of social media also presents the risk of reducing message substance for the sake of popularity.

Fourthly, artificial intelligence (AI) has contributed to the presentation of *da'wah* content to the public. However, it must be acknowledged that AI usage can result in content that is not always accurate or aligned with the context of Islamic teachings. Fifthly, the normative dynamics in *da'wah* communication in the digital era underscore the challenge of maintaining a balance between popularity and the integrity of religious teachings.

Sixthly, the ethical challenges and controversies in digital *da'wah* emphasize the need to uphold moral and ethical values in religious communication. Simplification of messages for popularity and the utilization of technology for commercial purposes can undermine the prophetic and lofty purpose of *da'wah*. Lastly, education and supervision are crucial keys to addressing the challenges of digital *da'wah*. Content creators,

preachers, and the community need to be equipped with a proper understanding of the responsible and ethical use of technology to ensure the accurate and substantial delivery of religious messages aligned with Islamic values.

### ***Suggestions***

Substantively, this study demonstrates that the transformation of *da'wah* communication in the digital era and the development of artificial intelligence present significant opportunities as well as challenges that must be addressed. A holistic approach that merges technology with the essence of religious teachings, education, and ethical awareness stands as the key to preserving prophetic communication in the endeavor to effectively and profoundly convey Islamic messages in this modern era.

### **CONFLICT OF INTEREST**

The author(s) of this article declare no conflict of interest.

### **DISCLOSURE STATEMENT**

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