Transformation of Islamic Communication and AI in Increasing the Accessibility of Da'wah Through Technology

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ABSTRACT

The development of technology, especially artificial intelligence (AI), has a significant impact on communication transformation, including in the context of Islamic da'wah. One important innovation that has emerged is using AI-based interaction automation to improve the accessibility and effectiveness of da'wah. In this context, content personalization is one of the important approaches that can increase the effectiveness of Islamic da'wah through technology. With the utilization of AI, Islamic da'wah can be delivered more efficiently, more targeted, and more inclusively, reaching a wider and more diverse audience. This article discusses the various forms of AI application in da'wah communication and the challenges and opportunities that arise from this technology. This article discusses the application of AI technology in the automation of da'wah interactions, as well as how this technology can increase the accessibility of da'wah through digital media. The main focus of this article is to explore the potential of AI in helping preachers reach a wider audience, as well as the challenges and opportunities arising from applying this technology in Islamic communication.

Keywords: AI, technology, Da'wah

INTRODUCTION

Through the paradigm of history and civilization, Islamic communication has a long historical trail and through various dynamics, transformation in the study of Islamic communication is a form of the development of a very fast era, of course, has a high impact on the models, strategies and methods used in carrying out Islamic communication activities, especially in preaching. Especially in the use of technology and adaptation to social, cultural, economic and political conditions that can change at any time. Technological advances through social media also affect the delivery of Islamic communication messages to a wider audience, specifically targeting the younger generation because they are a large population that accesses digital platforms.

Traces of the development of communication began with writing and oral, such as God's Revelation through the Qur'an delivered orally by the Prophet Muhammad SAW which was then recorded again by his followers through writing, this time the spread of Islam was very dependent on oral da'wah. The Prophet Muhammad SAW had a very important role in conveying Islamic communication, oral methods that were exemplified were speeches, lectures, dialogues. (Weny, et al, 2024: 731). Through this method, the spread of Islamic teachings carried out by the Prophet Muhammad SAW was very effective and was able to attract the hearts of the companions and other communities. Including the Prophet's letters sent to the rulers and regions, and this became the pinor of the form of political communication.

Along with the development of the times and the advancement of Islamic civilization through various sciences one, of them is through communication studies, for example, the use of paper, which then began to appear in various kinds of printing and publishing of religious books, for example, the Qur'an, hadith, and the works of scholars. Moreover, it is a guide in broadcasting the teachings of Islam.

Artificial Intelligence (AI) in carrying out da'wah activities is an interesting topic when the digital world is growing very rapidly, especially with the offer of easy access, interaction with mad'u and the expansion of da'wah messages delivered by da'is. Surely, this will be more inclusive and effective from various circles. From time to time technological developments are inevitable from various sectors of human life, da'wah activities that were previously carried out conventionally switch through various choices of digital platforms. Artificial Intelligence is one of the solutions offered by the current state of the times because of the convenience offered.

AI plays an important role in increasing the accessibility of da'wah, making it more accessible, more effective, and more inclusive to various groups. The use of these technologies allows da'wah to reach a wider audience, even in areas or groups that were previously difficult to reach. The accessibility of da'wah refers to the extent to which the message of Islam can be reached, understood and accepted by human beings from different backgrounds, cultures and geographical locations. This accessibility covers many aspects, ranging from access to religious information, ease of learning Islamic teachings, to opportunities for people to engage in da'wah activities.

Da'wah is an important part of Islam that has a function to spread goodness and invite people to get closer to the truth in accordance with Islamic teachings and this is a responsibility and commitment that must be carried out by humanity based on the instructions of Allah SWT through the Qur'an and hadith. Today's da'wah activities are able to reach audiences globally without the limits of space and time.

In addition, the emergence of artificial intelligence (AI) provides an opportunity to facilitate the process of spreading and understanding Islamic teachings, as well as ensuring that da'wah can be accessed by a wider and more diverse community.

Da'wah is a direct command from Allah SWT addressed to Muslims, some scholars even state that the law is fardhu 'ain and some argue fardhu kifayah. The urgency of da'wah can be seen from spiritual, social to historical angles. With the da'wah path, Muslims can spread positive values towards others in the form of compassion, tolerance and bring peace. In this way, it can also eliminate doubts, misunderstandings and inappropriate issues and become a topic of conversation among the general public.

The accessibility of da'wah in the Islamic context has undergone a significant transformation along with the development of information and communication technology. This change creates new opportunities to spread the teachings of Islam more widely and effectively, especially among the younger generation, who are increasingly connected to the digital world. The spread of Islamic propagation has undergone a major transformation along with the development of information and communication technology, especially with the emergence of artificial intelligence (AI). In this context, AI plays an important role in bridging distance and time, and overcoming geographical and social barriers that previously limited Muslims' access to religious knowledge. As a result of technological advancements, dawah can now reach more audiences around the world, whether through digital platforms, apps or social media.

Dawah accessibility refers to the extent to which Islamic teachings and dawah messages can be reached, understood and accepted by humanity, both among Muslims and non-Muslims, in various parts of the world with diverse backgrounds. This concept includes the ability of individuals to access religious information, participate in proselytization activities, and obtain spiritual guidance without being hindered by geographical, social, economic, or cultural constraints.

The importance of da'wah accessibility is increasingly felt in the context of modern digital times, where technology and social media allow for wider and more efficient dissemination of da'wah messages. The accessibility of da'wah is not only related to the ease of access to information, but also to the diversity of message delivery formats so that it can be understood by various groups of people. Therefore, this research is worth doing to find out how the transformation of Islamic communication and AI in increasing the accessibility of da'wah through technology? The purpose of the research is to dissect the development of da'wah with technological advances and AI on the dynamics of da'wah in the digital world.

METHODS

This research includes Content Analysis by analyzing da'wah content disseminated through social media, AI-based applications, or other platforms to assess how Islamic messages are conveyed and received by the public. The research method used is qualitative with descriptive analysis, where this research explains the findings and then analyzes them to obtain conclusions about the problems in this study. The theory used is Innovation Diffusion Theory. Innovation diffusion theory was first developed by Everett Rogers in 1962, which describes how an innovation, idea, or technology is introduced and accepted by society. According to Rogers, the diffusion of innovation occurs through five main stages: (1) knowledge, (2) persuasion, (3) decision, (4) implementation, and (5) confirmation. This process involves various groups of individuals who have different levels of adoption, ranging from innovators, early adopters, early majority, late majority, to laggards.

In the context of Islamic communication and the use of AI in da'wah, this theory helps to understand how Muslim communities accept and adopt new technologies that can improve the efficiency of da'wah. In addition, the theory also exposes factors that influence technology adoption, such as relative advantage, compatibility with cultural values, complexity, trialability, and observability of innovations.

The data taken from this research is Platform Analytics. After the data is collected, then data analysis is carried out, namely data reduction data reduction, data presentation, and conclusion drawing.

RESULTS AND DISCUSSION

Platforms like Instagram, YouTube and TikTok use algorithms that analyze user behavior to provide relevant content recommendations. Through these platforms, da'wah messages can be personalized based on user interests. For example, a user who frequently searches for content on fiqh will see more videos or articles on Islamic law that are relevant to his or her question. Da'wah apps can be designed to provide content recommendations based on user preferences and needs. For example, an app that provides material on Qur'anic tafsir can tailor the recitation of verses to the user's level of understanding, from beginner to advanced. Da'wah videos available on platforms such as YouTube can use metadata and user interactions to recommend lectures or studies that match the topics frequently watched by users, for example studies on family, child education, or Islamic economics.

The accessibility of Islamic da'wah has also increased significantly with technology. Digital platforms provide opportunities for Muslims around the world to access da'wah messages anytime and anywhere. This is very important considering the social, cultural, and geographical diversity of Muslims

spread across various countries. Technology allows Islamic da'wah to reach a global audience without the limitations of time and space. Through platforms such as YouTube or podcasts, da'wah can reach Muslims who live in remote areas or who do not have direct access to mosques or clerics. Technology allows for two-way communication between the preacher and the audience. For example, through chat apps or live streaming, Muslims can interact directly with the speaker, ask questions, or discuss the topic at hand. This creates a more inclusive space for the audience to understand the da'wah message more deeply. By using technologies such as big data and artificial intelligence (AI), da'wah platforms can analyze audience behavior and provide more relevant da'wah content. The data collected can be used to tailor da'wah messages to individual needs, for example by providing da'wah materials based on geographic location, language, or trending topics among the audience.

Artificial intelligence (AI) provides many advantages in the context of Islamic communication, especially in producing da'wah content more efficiently. The use of AI in producing, distributing, and managing da'wah content can increase the overall effectiveness of da'wah. Some applications of AI in efficient da'wah content production include:

1. Automated Da'wah Content Creation

AI can be used to create da''wah content in the form of text, images, and videos. For example, natural language processing (NLP) technology enables automatic generation of articles or lecture summaries by processing data from various sources such as classical books or recorded lectures. In addition, AI can be used to create transcripts of lectures and translate them into multiple languages, expanding the reach of da'wah content.

2. Automated Video and Audio Creation

With the help of AI, the creation of effective and engaging proselytization videos can be done more quickly. For example, AI can be used to automatically edit videos, such as adding relevant text, visuals or background music. In the audio field, AI can be used to generate podcasts or lectures in multiple languages, allowing da'wah to reach a global audience that speaks different languages.

3. Chatbots for Da'wah Interaction

AI-based chatbots can serve as virtual assistants that provide answers to questions about Islam automatically. These chatbots can be used in da'wah apps or websites to provide explanations on Islamic law, history, Qur'anic interpretation, or other topics. Thus, AI can give audiences direct access to religious information at any time without having to wait for a specific time.

4. Data Analytics for Dawah Content Improvement

AI can help analyze user data, such as interactions on social media or dawah apps, to understand audience preferences. This analysis can be used to generate content that is more in line with audience trends and needs. For example, if many audiences are interested in the theme of Islamic education, the AI system can suggest this topic for the next da'wah material.

Accessibility of Da'wah Increased Through AI Technology

The accessibility of da'wah is becoming increasingly important in this digital era, especially in reaching a wider and more diverse audience. AI technology plays an important role in expanding access to da'wah and making it easier for Muslims to access religious messages anytime and anywhere. Some of the ways AI improves the accessibility of da'wah are as follows:

1. 24/7 Dawah Content Delivery

AI-assisted 24/7 dawah content delivery allows religious messages to be disseminated without time or place restrictions, providing access to dawah to Muslims around the world, including those in different time zones or who find it difficult to follow dawah in person. By automating content creation and distribution, AI can provide relevant and easy-to-understand da'wah material, whenever it is needed. This not only facilitates the spread of religious knowledge, but also expands the reach of da'wah, making it more inclusive and bringing people closer to a deeper understanding of Islamic teachings.

2. Global Access

Through AI technology, Islamic da'wah can overcome geographical boundaries and reach audiences around the world, expanding its influence without being limited by physical location. With the utilization of apps, websites, and social media, da'wah messages can be widely disseminated to different countries and communities. In addition, AI-based automatic translation technology allows da'wah messages to be adapted to different languages and cultures, making it easier for audiences from different backgrounds to understand Islamic teachings more easily and deeply. This opens up great opportunities for a more inclusive and equitable spread of da'wah in the era of globalization.

3. Personalization of Da'wah Content

The AI-based system allows personalization of da''wah content according to the preferences and needs of different audiences. By analyzing user interaction data and interests, AI can suggest the most

relevant content, such as video lectures, articles, or Q&A sessions tailored to the topic or issue faced by the individual. This personalization not only makes the audience feel more connected to the da'wah message, but also increases their deeper understanding and engagement, as the content delivered is more suited to their spiritual context and needs. Thus, da'wah becomes more effective in creating a positive impact on the lives of Muslims.

Challenges in the Application of AI in Islamic Da'wah

While AI provides many opportunities in improving the accessibility of proselytizing, its application also faces some challenges that need to be addressed:

1. Accuracy and Validity of Information

The use of AI in da'wah does bring many conveniences, but it also requires careful monitoring to ensure the accuracy and validity of the information conveyed. AI can process and disseminate da'wah messages quickly, but not all technologies, especially in terms of automated translation, can perfectly handle the nuances and specific contexts contained in religious texts. Religious texts, such as Qur'anic verses or hadith, have deep meanings and rely heavily on proper language context. Automatic translation often struggles to capture the correct meaning and can lead to misunderstandings if not carefully monitored.

Therefore, to keep the da'wah message in line with Islamic teachings, it is important to have control and validation from competent religious experts or scholars. They can ensure that the content delivered by the AI system does not deviate from the principles of Islamic teachings and maintains the authenticity of the da'wah message. This oversight also includes checking the sources of information, ensuring that the da'wah materials used are accurate and do not contain misconceptions. With the combination of advanced AI technology and wise human supervision, Islamic da'wah can be delivered effectively without compromising the integrity and accuracy of the information.

2. Ethical Issues and Data Privacy

In the development of AI applications for proselytization, such as chatbots or recommendation systems, there is potential to collect user data that includes preferences, interaction history, and other personal information. This data collection can improve the user experience by offering more relevant and personalized content, but it also raises serious privacy concerns. Without proper management, the personal data collected can be misused, traded, or even fall into the hands of irresponsible parties.

Therefore, it is imperative for developers of AI-based proselytizing apps to adhere to strict personal data protection standards and follow applicable regulations, such as GDPR or local data protection laws.

In addition, a clear and transparent privacy policy should be implemented to ensure that users know what data is collected, how it is used, and who has access to it. Users should also be given full control over their data, including the option to delete personal data or set their privacy preferences. In this way, AI applications in proselytization can not only improve the quality of information dissemination, but can also maintain trust and protect users' privacy, maintaining a balance between the benefits of technology and ethical responsibilities in its use.

3. Limitations of Understanding Religious Context by AI

Despite AI's remarkable ability to process and analyze large amounts of data, understanding the deeper context of religion remains a challenge that this technology struggles to overcome. AI works on data patterns that it has been taught, but it lacks spiritual understanding or the ability to sense complex religious nuances. In the context of da'wah, this means AI may struggle to capture the deeper meaning of Islamic teachings, especially when it comes to Qur'anic interpretation or providing religious advice that touches on the heart and real-life aspects. Without an understanding of the social, cultural and spiritual context, AI may produce inaccurate or even wrong interpretations, even if the data used is technically correct.

Therefore, to ensure that da'wah messages remain in line with Islamic teachings and avoid misunderstanding, it is imperative to combine the use of AI technology with guidance from competent religious scholars or experts. Ulama have in-depth knowledge of the context, principles of Islamic teachings, as well as wisdom in delivering religious messages. With the collaboration between technology and human guidance, da'wah delivered through AI can be more accurate, in line with religious principles, and still maintain the integrity of Islamic teachings. This also ensures that the da'wah message is not only delivered effectively, but is also relevant and builds true understanding among the Ummah.

Diffusion of Innovations Analysis in AI Adoption for Da'wah

1. Knowledge and Awareness The process of innovation diffusion in Islamic da'wah begins with the dissemination of adequate knowledge about AI technologies and how they can improve the efficiency of da'wah. The Islamic community needs to be clearly informed about the potential of AI in expanding the reach of da'wah, making it easier to disseminate religious materials, and tailoring content to the needs and preferences of different audiences. AI technologies, such as

chatbots, recommendation systems and automated translation, can make it easier for Muslims to access religious knowledge anytime and anywhere, making da'wah more inclusive and equitable. Therefore, it is important to provide an in-depth understanding of the benefits and workings of these technologies so that people can see the added value that AI offers in the dissemination of Islamic teachings.

To realize this, preachers and religious institutions need to play an active role in introducing AI technology to the people. Through trainings, seminars and awareness campaigns, they can explain how AI can be used effectively in da'wah, while educating the public on how to utilize this technology wisely. With an informative and open approach, the public will be better equipped to accept these technologies as tools that can support the spread of da'wah, while ensuring that the adoption of AI technologies is done with proper understanding and in line with Islamic principles.

2. Persuasion Once knowledge is acquired, the next stage is persuasion, where individuals begin to evaluate the benefits that can be gained from adopting AI technologies. The relative advantages of AI in da'wah, such as the ability to reach a global audience, deliver more relevant and personalized content, and increase efficiency in the production and distribution of da'wah materials, can drive public acceptance.
3. The decision stage is where individuals or groups decide to adopt or reject AI technology. At this stage, factors such as the compatibility of the technology with Islamic religious and cultural values, as well as ease of use, will greatly influence the decision to adopt this technology. Preachers and religious institutions need to ensure that the use of AI does not contradict Islamic teachings and can support da'wah goals.
4. Implementation Once the decision has been made, the implementation stage is when AI technology begins to be applied in proselytization practices. At this stage, it is important to address technical challenges such as training on the use of technology, system maintenance, and provision of adequate resources to support successful implementation. AI can be applied in automated da'wah content generation, translation, or interaction with audiences through chatbots.
5. Confirmation After the implementation of AI technology in da'wah, the confirmation stage becomes an important evaluation moment to assess whether the technology has succeeded in increasing the accessibility of da'wah in accordance with the desired objectives. If the results achieved such as increased da'wah reach, time efficiency, and audience engagement meet

expectations, then AI technology will be increasingly accepted and considered as an effective solution. This success will encourage wider adoption, both in individual and group contexts, as the technology is proven to support the dissemination of da'wah messages in a more efficient and accessible way to a larger audience.

However, if the results obtained do not match expectations-for example, limited proselytization reach, inefficient time, or lack of audience engagement-then evaluation and adjustments in the use of the technology are necessary. In this case, feedback from users and audiences is essential to understand what needs to be improved, whether in terms of techniques, usage strategies, or understanding of the technology. This process enables continuous improvement, so that the technology can be optimally used to increase accessibility of proselytization and achieve the desired impact.

Conclusion

The transformation of Islamic communication through technology, particularly artificial intelligence (AI), provides a great opportunity to increase the accessibility of da'wah to Muslims around the world. By using AI for content personalization, interaction automation, and data analysis, da'wah messages can be reached more effectively and relevantly. This technology also allows da'wah to be conducted in a more inclusive manner, reaching a global audience and providing non-stop services. However, challenges related to information accuracy, ethics, and privacy must be carefully addressed. With the right approach, AI can be a highly effective tool to expand the impact of Islamic da'wah in this digital age.

Artificial intelligence (AI) plays a very important role in the transformation of Islamic communication, particularly in increasing the accessibility of da'wah to Muslims around the world. AI offers an effective solution to overcome geographical limitations that previously restricted the reach of da'wah. Through automated translation, chatbots, content recommendation systems, and content distribution through digital platforms, da'wah messages can be reached by Muslims in different parts of the world. However, challenges related to information accuracy, ethics, and understanding religious context must be carefully addressed. With proper implementation, AI can be a very effective tool in expanding the reach of Islamic da'wah in this digital age.

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