The Role of Artificial Intelligence in Developing Inclusive and Adaptive Islamic Journalism

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ABSTRACT

This article examine the role of Artificial Intelligence (AI) in advancing inclusive and adaptive Islamic journalism through a qualitative library research method. Drawing upon interdisciplinary sources from Islamic media ethics, communication studies, and AI technology, the study explores how AI can be utilized to enhance accessibility, content personalization, fact-checking, and ethical moderation in accordance with Islamic values such as amanah (trust), adl (justice), tabligh (truth), and rahmah (compassion). The research identifies both the opportunities and risks posed by AI, including algorithmic bias and the potential erosion of human editorial authority.The novelty of this study lies in its proposal of a Shariah-based ethical framework for AI integration in Islamic journalism, bridging the gap between modern digital innovation and traditional Islamic communication ethics. This framework provides practical guidance for media practitioners to ensure AI deployment supports the spiritual, social, and ethical goals of Islamic journalism in a diverse and rapidly evolving digital landscape.

Keywords: Artificial Intelligence, Inclusive, Islamic Journalism

INTRODUCTION

In the age of rapid technological transformation, journalism is experiencing a paradigm shift driven by digital innovation—particularly through the adoption of Artificial Intelligence (AI). From automated

content generation to audience analytics and personalized news delivery, AI is reshaping how information is produced and consumed. For Islamic journalism, which is rooted in principles of truth (tabligh), justice (adl), trust (amanah), and compassion (rahmah), this technological evolution presents both challenges and opportunities. The pressing question is how AI can be integrated into Islamic journalistic practices without compromising these core ethical foundations.

In the study by (Aziz, 2025), it was found that AI increases the efficiency and accuracy of news production, but raises ethical challenges such as bias, accountability, and changes in the role of journalists.

In the increasingly digital era, artificial intelligence (AI) is not only revolutionizing the way news is produced and disseminated in modern journalism, but also opening new opportunities for Islamic journalism to become more inclusive and adaptive. A global literature review shows that AI is being used in various stages of journalism—from automating content creation and data analysis to detecting misinformation—which overall strengthens media operational efficiency. (Aziz, 2025)

In the realm of Islamic journalism, the context of inclusivity and adaptability is highly relevant. AI has the potential to expand access to information to diverse audiences—including those with physical disabilities, those with different languages, or those living in remote areas. However, equally important is an approach that maintains ethical values and religious sensitivity in the process of presenting Islamic news. Meanwhile, the adoption of AI in journalistic practice faces complex challenges, such as algorithmic bias, system opacity, and potential public distrust of automated news.(Sualman, 2025)

Therefore, adaptive Islamic journalism must be supported by a strong ethical framework, technological literacy among journalists, and adequate regulations.

Islamic journalism plays a vital role in shaping public understanding, preserving religious and cultural identity, and promoting ethical narratives within Muslim communities. However, traditional approaches often struggle to keep pace with the expectations of a digital-savvy audience, particularly youth, minorities, and marginalized voices. The increasing demand for more inclusive, responsive, and accessible content has created a need for adaptive strategies—ones that leverage technology while upholding Islamic values.

AI offers potential solutions to these needs by enabling content personalization, automatic translation, inclusive design, ethical content moderation, and misinformation detection. Yet, its deployment must be approached cautiously to avoid unintended consequences such as algorithmic bias,

data privacy violations, or dehumanization of moral judgment. This requires a thoughtful, ethics-based integration strategy that aligns with the objectives of Islamic media.

METHODS

This article uses the library research method to examine the role of AI in developing inclusive and adaptive Islamic journalism. By analyzing scholarly works, religious texts, and current research in AI and media ethics, this study aims to construct a conceptual framework that guides Islamic media practitioners in ethically adopting AI. The study also explores the novelty of proposing a Shariah-based framework for AI usage—bridging Islamic ethical traditions with modern technological tools—to serve the informational and spiritual needs of the diverse global Muslim ummah.

This study employs a qualitative library research method to investigate the role of Artificial Intelligence (AI) in promoting inclusive and adaptive Islamic journalism. Library research, also known as literature-based research, involves collecting and analyzing existing written sources to build a comprehensive understanding of a particular subject. This approach is suitable for conceptual and theoretical studies, especially in exploring interdisciplinary topics such as the integration of AI within the framework of Islamic media ethics.

Data in this study were gathered from a variety of secondary sources, including Academic journal articles on AI and digital journalism, books and scholarly writings on Islamic communication ethics, reports and white papers from reputable institutions (e.g., UNESCO, Pew Research Center) on media technology trends, fatwas, Islamic ethical guidelines, and relevant interpretations from classical and contemporary Islamic scholars.

The research process included four main steps: *Fisrt*, Identification. Selecting relevant literature from trusted academic databases, libraries, and online repositories. *Second, Classification.* Organizing sources into thematic categories such as AI applications in media, Islamic journalism ethics, inclusivity in digital communication, and ethical concerns of AI. Third, analysis. Critically reviewing the content to identify concepts, trends, opportunities, and challenges related to AI and Islamic journalism. Synthesis: Developing a conceptual framework that integrates Islamic ethical principles with AI-driven innovations in journalism.

The library research method allows for a comprehensive and contextual exploration of the topic, enabling the formulation of an ethical and strategic perspective that aligns with the principles of Islamic

journalism. Through this method, the study also identifies the novelty of proposing a Shariah-based ethical framework for AI implementation in Muslim media contexts.

RESULTS AND DISCUSSION

3.1 Results

Based on the analysis of literature from various academic sources, religious texts, and expert reports, several key findings emerge regarding the potential role of Artificial Intelligence (AI) in developing inclusive and adaptive Islamic journalism:

First, AI Enables Content Personalization Across the Muslim Ummah. AI can help tailor journalistic content to different demographic, linguistic, and cultural segments of the global Muslim audience. Personalization algorithms allow Islamic media to remain relevant while respecting diversity in practice and belief.

Second, Enhanced Accessibility for Marginalized Groups. AI-powered tools such as speech-to-text, automatic translation, and screen readers improve media access for people with disabilities, non-Arabic-speaking Muslims, and those in underserved regions. This reflects the Islamic value of rahmah (compassion) and inclusion.

Third, Automation for Ethical Moderation and Verification. AI systems, including Natural Language Processing (NLP) and machine learning algorithms, can be used to detect hate speech, misinformation, or un-Islamic content in real-time. This supports the principle of amanah (trustworthiness) in conveying truthful and responsible journalism.

Fourth, Potential for Bias and Ethical Dilemmas. Despite its benefits, AI can also replicate existing biases present in training data, potentially marginalizing certain sects, ethnic groups, or opinions within Islam. Furthermore, automated decisions risk oversimplifying complex theological or moral matters that require human judgment.

Fifth, Lack of Shariah-Based Frameworks for AI Integration. The study identifies a gap in existing literature: most discussions on AI in journalism are secular and do not consider Islamic ethical principles. This highlights the need for a structured Islamic framework to govern AI usage in media.

3.2. Discussion

The integration of AI into Islamic journalism presents both a technological opportunity and an ethical imperative. As Islamic journalism seeks to preserve its foundational values in a rapidly evolving digital world, AI must be used not merely for efficiency, but for maslahah (public good). The findings indicate that AI, if used responsibly, can enhance Islamic media in at least three critical ways:

1) Inclusivity

AI tools expand reach and engagement with diverse audiences, aligning with Islam's universal message. From customizing content for youth to ensuring access for the disabled, inclusivity becomes a technological and theological priority.

AI enables accessible, personalized, and inclusive Islamic journalism, similar to its use in inclusive education. The use of adaptive and accessible technology, such as content personalization and interactive media—inspired by AI practices in Islamic education. An AI approach that supports diversity, including collaboration with the Muslim community in system development. Mitigating structural bias and filter bubbles through algorithm audits and transparency. An ethical approach based on Islamic values, with collaboration between scholars and technologists to maintain accuracy, spirituality, and public responsibility.

AI is used to monitor how minority groups—for example, women, ethnicities, non-mainstream speakers—are presented in the news and whether there is stereotyping or marginalization. AI support for automatic translation, transcription, and local language-friendly interfaces allows journalism to reach readers from diverse cultural and linguistic backgrounds—encouraging inclusivity among the wider community, including non-Arabic speakers of Indonesian, Sundanese, Javanese, and others.

AI as moderation of Islamic ethical values, therefore, news recommendation systems must adhere to Islamic values; for example, avoiding hate speech, sensational news, or content that could offend certain groups.

Responsible, culturally sensitive, and ethical use of AI technology, which increases accessibility, representation, and participation of diverse groups in the production and consumption of Islamic news, without compromising the diversity of cultural interpretations and values.

2) Adaptability

Through real-time analytics, language translation, and audience targeting, AI equips Islamic media outlets to respond swiftly to social changes without abandoning ethical standards.

a) Adapting Newsrooms to AI

According to a study on AI adoption in media organizations in Africa, this shift requires journalists to:

- Prioritize AI training and education to enable journalists to effectively utilize new technologies. (Adjin-Tettey et al., 2024)
- Adapt to AI-driven tools for content creation, fake news detection, and personalized audience engagement. (Adjin-Tettey et al., 2024)
- Develop hybrid roles, namely "journalist-programmer," and increase AI literacy among media professionals. (Sonni et al., 2024)

Islamic journalism institutions need to equip editorial teams with AI training so they can leverage the capabilities of automation while maintaining journalistic integrity and religious sensitivity.

Adapting Newsrooms to AI within the framework of inclusive and adaptive Islamic journalism includes:

(1) Integrated literacy and role training for journalists as digital natives and AI content developers.
(2) Implementation of internal policies and a controlled experimental environment for the gradual and responsible integration of AI.
(3) Structural collaboration between journalism and technology to prevent information silos and ensure transparency.
(4) Balance between efficiency and journalistic value: AI is used for routine tasks, while humans maintain the value, context, and depth of news content.
(5) An encyclopedia of adaptive practices such as AI sandboxes, human-in-the-loop, and disclosure of AI in content production.

b) Content Automation and Adaptivity

According to a global systematic review:

- AI is widely used in news writing automation (73%), data analysis (68%), and content personalization (62%) (Sonni et al., 2024)
- Despite its efficiency, there is a decrease in nuance and context in AI output (42% of related reports) (Sonni et al., 2024)

AI-based Islamic journalism must be able to adapt to maintain the depth of its message and integrate religious context—to ensure its content remains authentic and meaningful.

Within the framework of "Content Automation and Adaptivity," AI becomes a strategic tool in inclusive and adaptive Islamic journalism. Automation expands newsroom capacity, while adaptivity ensures relevance and engagement within cultural and theological contexts. However, true effectiveness is achieved when AI is integrated ethically and with human oversight—balancing efficiency, creativity, and spiritual and journalistic values.

c) Practical Challenges

In the case study of Al-Mamlaka TV (Jordan), some of the main obstacles to AI adoption include lack of knowledge and training, language barriers, lack of trust, and limited use in editorial tasks. (Al-Zoubi et al., 2025)

It's not enough to simply have the technology—Islamic media also need to build internal trust and capabilities to be adaptive, both technically and religiously.

d) Ethical Challenges and AI Governance

The adoption of AI in journalism presents challenges the need for transparency, accountability, and human oversight (human-in-the-loop) to ensure AI remains a supporter, not a replacement, for journalists.

AI must be applied adaptively, not automatically. While technology enables efficiency, ethical boundaries must be maintained, and journalists continue to play a key role in curation and verification.

The adoption of AI in Islamic journalism presents various practical challenges, such as: growing public trust in AI content; improving technological literacy and providing adequate infrastructure; balancing automation with a humanistic and creative touch; maintaining ethics, transparency, and privacy, while avoiding detrimental technological dominance; breaking down knowledge silos through collaboration between editorial, technical, and managerial teams.

Table 1.

Adaptability in AI-Driven Islamic Journalism

Adaptable Aspects	Summary of Key Points
Training & Hybrid Roles	Journalists need AI literacy and a new role as "journalist-programmer."
AI Optimization vs. Automation	Nuances must be balanced with the inclusion of religious context and message authenticity.
Practical Barriers	Effective adaptation requires training, language, and trust in AI.
Infrastructure & Policy	AI systems are only effective when supported by ethical infrastructure, training, and regulations.

Ethics & Humanistic Oversight	Adaptability means AI is used wisely—with transparency and human oversight.

The library research approach suggests that for Islamic journalism to be inclusive and adaptive:

- Media need to invest in AI education, expanding the role and literacy of journalism.
- Content automation must be balanced with the exposition of the Islamic context.
- AI adaptation must be distributed equitably, not centralized—with infrastructure and policy support.
- Human oversight must be present in the AI editorial cycle to ensure ethics and sensitivity are maintained.

AI systems must be adaptive to religious and digital contexts able to adapt presentation styles, engage with audiences personally, and be managed by ethical monitoring journalists. All this is done while upholding the principles of AI that are transparent, accountable, and inclusive of diverse audiences and interpretations.

3) Ethical Vigilance

Islamic journalism must avoid uncritical adoption of AI. *The maqasid al-shariah* (objectives of Islamic law)—such as protecting religion, intellect, and dignity—must guide AI use. Human editorial oversight remains essential, especially when dealing with sensitive theological topics. To ensure the ethical integration of AI, the study proposes a Shariah-based AI journalism framework consisting of four pillars. *First*, Islamic Ethical Governance. AI systems should comply with Islamic legal and moral standards. *Second,* Community Engagement. Muslim audiences and scholars should participate in shaping AI tools and policies. *Third*, Transparency and Accountability. AI processes must be explainable, auditable, and free from hidden manipulation. *Fourth,* Human-AI Collaboration. AI should support human journalists—not replace them—especially in spiritual or ethical decision-making.

In Islamic theological theory, AI must be assessed for more than just efficiency—but also for its moral and spiritual impact, through awareness of intention (niyyah), ijtihad, and maqasid shariah. (Abdelnour, 2025)

These pillars aim to prevent AI from undermining the spiritual objectives of Islamic journalism and instead encourage a more inclusive, adaptive, and morally grounded media ecosystem.

Ethical Vigilance in AI-based Islamic journalism involves three main pillars: *First*, alignment with Islamic Ethics — AI must be developed and used within a just, trustworthy, and moral framework in accordance with the maqāṣid al-sharīʿa. *Second*, Transparent and Responsive Oversight —

Implementing frameworks such as AFT and the human-in-the-loop model is key to maintaining accountability and preventing misleading automation. *Third,* Moral Awareness and Practical Regulation — Balancing technology and ethical responsibility requires upholding the values of niyyah (non-obligatory behavior), taklīf (religious responsibility), and contextual and effective regulation.

This approach ensures that Islam merges with digital innovation without compromising religious values and journalistic integrity.

CONCLUSION

This research examines the role of Artificial Intelligence (AI) in developing inclusive and adaptive Islamic journalism. AI is considered a potential tool to increase the effectiveness of information delivery, expand the reach of da'wah (Islamic outreach), and strengthen cultural identity in the context of Islamic journalism. Improved Communication Effectiveness: AI can facilitate the dissemination of Islamic values with dynamic strategies, assist in conveying moral messages, and strengthen cultural identity. Personalized Learning: In the context of Islamic education, AI enables more personalized and flexible learning experiences, thus more effectively meeting individual needs. Ethical and Social Challenges: The integration of AI into Islamic journalism presents challenges, including ethical considerations, cultural sensitivities, and the technological gap between urban and rural areas.

The integration of AI into Islamic journalism offers opportunities to create more inclusive and adaptive media. However, its implementation must be carried out with consideration of Islamic ethical and cultural values, and ensure that this technology is used to strengthen, not replace, the role of humans in conveying Islamic information and values.

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