

Contribution of Artificial Intellegance (AI) in Language Studies: Opportunities and Challenges of Islamic Preaching

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Abstract. This study discusses the challenges of the role of language of an Islamic preacher amidst the rise of artificial intelligence (AI). Progress in AI-based tools has profoundly transformed educational practices, including Islamic Da'wah. AI technologies such as machine learning, chatbots, and augmented reality (AR) can improve the quality of learning through tailored and dynamic materials aligned with societal demands. This article evaluates the role of AI in the language variety of an Islamic preacher, including the potential for application, challenges, and impacts on learning, da'wah and the development of religious competence. AI is advancing swiftly across disciplines, even in theology and Islamic propagation, where sacred texts serve as the cornerstone of ethical and spiritual guidance. This research explores AI's potential in linguistic research within Islamic preaching via a systematic review of credible literature including peer-reviewed articles, scholarly publications, and digital resources. The methodology involves synthesizing existing studies on AI's role in da'wah oriented language analysis. Findings indicate AI's capacity to enhance religious literacy by facilitating information retrieval, sophisticated textual interpretation, customized pedagogy, immersive learning, and archival conservation. The study highlights innovations in leveraging AI driven text mining and algorithmic models to augment linguistic research in da'wah contexts. Library research methods were used to collect data from various sources. The results show that AI can enrich the learning process but also faces challenges such as technology dependency and privacy issues. With wise application, AI can significantly support and enhance the language skills of an Islamic preacher.

Keywords: Contribution of Artificial Intelligence (AI); Language Studies; Islamic Preaching

INTRODUCTION

In today's technological era, technological developments are utilized to facilitate work and meet human needs. In addition, technological advances are also utilized in the field of education (Tjahyanti, Saputra, & Gitakarma, 2022). Especially Artificial Intelligence (AI), has had a significant influence on the world of education (Sarinda, Martina, Noviani, & Hilmin, 2023). The implementation of Artificial Intelligence (AI) can include various technologies such as machine learning, chatbots, augmented reality (AR), virtual reality (VR), and other technologies. This innovation unlocks novel possibilities in education, enhancing learning experiences both within and beyond traditional classroom settings while elevating

overall instructional standards. Artificial intelligence (AI) enables customized educational approaches, adapting to individual learners' unique requirements. By leveraging AI, teachers can deliver targeted academic support aligned with each student's cognitive preferences, skill levels, and personal interests (Fauziyati, 2023). However, on the other hand, there are challenges that need to be considered. AI interpretation may not always be accurate and objective, especially in the contextualization of complex verses. Additionally, there are ethical issues associated with the development and use of AI in religious events, such as the potential for bias in algorithms and sensitivity to religious values.

Artificial Intelligence (AI), a specialized field within computer science, is dedicated to creating technologies capable of executing functions typically reliant on human cognitive abilities (Eriana & Zein, 2019). The importance of Artificial Intelligence (AI) in the digital era cannot be underestimated. AI is the main driver of innovation and efficiency in various sectors, from health, education, to business and entertainment. In an effort to maintain its relevance in the future, the challenges and opportunities of Islamic da'wah media, along with other challenges and opportunities, are starting to adopt AI in their operations (Kumalarani et al., 2024). Suryawati & Alam (2022) characterize mediamorphosis as the evolution of media platforms, driven by multifaceted interdependencies among societal demands, market and policy-driven constraints, and advancements in both technology and social systems. The challenges and opportunities for mass media must transform from analog to digital to achieve productivity, efficiency, and speed (Respati, 2014).

Current technology integrates text, audio, and visuals in one device, supported by media convergence through the global Internet network. Artificial intelligence implementation generates beneficial outcomes in the form of reducing waiting time and improving the quality of process or service results (Kumalarani et al., 2024). AI tools are used to understand audiences, tailor messaging, evaluate buyer preferences, formulate marketing materials, and track outreach effectiveness (Aditya Nirwana et al., 2023). In radio and television, AI helps intelligent content production, recommendations, distribution, and audience interaction, increasing information dissemination and engagement (Jia, 2022). However, challenges related to privacy, bias, toxicity, misinformation, and intellectual property require ethical strategies (Lyu, 2023). AI applications also raise copyright concerns, requiring a balance between technology and creator rights. The potential of AI is great, but the risk of misuse emphasizes the importance of ethics and protection of AI content (Franganillo, 2022). Artificial Intelligence (AI) in Islamic preaching offers increased operational efficiency and reduced production costs (Nixon & Philipp, 2023). AI enables broadcasters to produce more relevant content through personalized recommendations and summaries (Ashfaq et al., 2023).

In addition, AI supports creative innovation by automating content creation, voice cloning, and deepfake videos, despite ethical challenges (Franganillo, 2022). AI technology also improves content planning, production, and distribution, increasing audience engagement and providing tailored news. Overall, AI streamlines operations, reduces costs, and drives creativity and audience engagement (Jia, 2022). In the challenges and opportunities of Islamic da'wah, large and high-quality data sets are essential to optimize digital content marketing. The ReTV project highlights the application of machine driven forecasting, artificial neural systems, and GAN based frameworks to automate theme curation, multimedia discovery, and summarization of videos (Mishra & Arunkumar, 2022). The effectiveness of machine learning, such as object and speech recognition, relies on large training data, prompting the development of data quality measures (Cho & Lee, 2021). The acquisition of reliable data in real time, with adaptability and cost efficiency, is indispensable for applications in critical infrastructure systems.

Advances in data quality and AI require specialized training and infrastructure investment to address ethical issues around data privacy and security (Nixon & Philipp, 2023). Research on the application of artificial intelligence (AI) in media and Islamic da'wah shows a growing interest in leveraging AI technologies to improve content creation, audience engagement, and personalization in public broadcasters (Fieiras-Ceide et al., 2022). AI has been shown to be beneficial in increasing audience engagement through personalized content recommendations, content creation automation, and increasing audience loyalty (Jia, 2022). However, challenges such as implementation costs, shortage of AI experts, and lack of AI application standards in companies are significant barriers (Marschlich, 2022). While existing research provides valuable insights, more in-depth research is needed to address these challenges and further explore the potential of AI in the challenges and opportunities of Islamic da'wah (Xue et al., 2022). This study aims to identify the challenges and opportunities of Bahasa events in supporting Islamic da'wah. Despite the fact that the efficiency and quality of content production could be elevated by AI, there is still a significant need

for a more systematic and in-depth research approach in the existing literature. A key focus of this paper is to explore the seamless assimilation of artificial intelligence systems in the development of religious outreach media. We will identify the opportunities available from the use of AI in these challenges and opportunities, as well as analyze the main challenges that need to be addressed. Consequently, the findings of this research aim to deliver significant guidance to linguistic specialists and da'wah challenges and opportunities to adopt and utilize AI technology in an effective, efficient, and ethical manner.

METHOD

The purpose of this study is to conduct a systematic review of the existing literature on the application of artificial intelligence (AI) in the production of syi'ar and da'wah content. The main focus is to identify the opportunities offered by AI in improving the efficiency and quality of content production, as well as to analyze the challenges faced in adopting this technology in the challenges and opportunities of syi'ar and da'wah. The literature search was carried out in a methodical manner by leveraging scholarly search engines including Google Scholar, Scispace, and related journals in the field of communication and information technology.

The keywords used include "Artificial Intelligence", "Broadcasting", "Content Production", "Machine Learning", and other relevant keyword combinations. Articles published in English and published between 2018 and 2024 are the main focus of this search. The inclusion criteria for articles are research that specifically discusses the application of AI in the production of Islamic propagation and da'wah content, both in the context of theory and practical applications. Articles that provide insight into the opportunities, challenges, or evaluations of the implementation of AI in Islamic propagation and da'wah events will be included. Exclusion criteria include articles that are not related to the application of AI in the production of Islamic propagation and da'wah content, paid articles that are not freely accessible, and articles that are not in English. Articles that meet the inclusion criteria will be selected based on the title, abstract, and main content. The extracted data includes information about the research method, main findings, conclusions, and recommendations provided by the researcher. This information will be used to compile a systematic synthesis of the application of AI in the production of Islamic propagation and da'wah content, with an emphasis on the opportunities available and the challenges faced. The qualitative research method with the Systematic Literature Review approach is expected to provide a deep and structured understanding of the role of AI in the transformation of Islamic propagation and da'wah activities, as well as provide a strong foundation for further development in this field.

DISCUSSION

The following is an analysis of the research results which I have grouped based on their field or focus:

Table 1. Research results and insights are based on the specified eligibility criteria.

No	Field or Focus	Author Name in Same Field	Insight or Variable Study
1	Predictive Analytics and Audience Interests	Nixon & Philipp (2023)	AI uses predictive analytics to identify topics of interest to audiences, enabling quick responses to trending preferences and interests.
2	Video Processing and Deep Learning	Fieiras-Ceide et al.(2022)	Deep learning techniques are used to compress and improve qualityvideos more efficiently, reducing timeproduction to maintain transparency in the video processing process.
3	Content Production Automation	R et al. (2018), Fieiras-Ceide et al. (2022)	AI automates content production based on keyword analysis and emotional responses, enabling the adoption of adaptive strategies to market dynamics and user preferences.
4	Personalization and User Engagement	Bazán-Gil et al. (2021), Fieiras-Ceide et al. (2023), Jiamanages et al. (2022)	AI personalizes content, verifies accuracy, and manages and optimizes news to improve accessibility and reuse of content across platforms, strengthening content distribution strategies.
5	AI Ethics and Responsibility	Bender (2023), Raj et al. (2023)	Implementation AI Whichresponsible and ethical behavior is emphasized through constitutional efforts to control risks. AI in creating contentdangerous and in competition with human works.
6	Challenge Economics and Technical	Raj et al. (2023)	Challenges in AI adaptation include high costs, difficulty recruiting AI experts, copyright issues, and the need for large data sets with uneconomical licensing terms.

7	Social and Editorial Impact	Raj et al. (2023)	The impact of AI on the role of journalists and editorial independence, homogeneity of voices, and challenges in India such as job losses, ethical issues, and lack of infrastructure to support AI in content production.
8	Creativity And Content Production	Atkinson & Barker (2023), Vinchon et al. (2023)	AI is changing the paradigm in the Islamic propagation and preaching industry, presenting new content and competing with human work, creating job opportunities and solving theoretical-practical challenges in media production.

In this table, the research results have been grouped based on the main focus of each study. Each field or focus is displayed along with the names of the authors involved and the insights or research variables discussed in their studies.

1. Contribution of AI in Increasing the Efficiency of Islamic Propagation and Preaching Content Production

Artificial Intelligence (AI) has an important role in the transformation of Islamic propagation and preaching activities by introducing various applications that increase the efficiency of content production. AI technologies such as predictive analytics are key to identifying the topics that are most interesting to audiences, allowing content producers to respond appropriately to trending preferences and interests (Nixon & Philipp, 2023). On the other hand, deep learning techniques provide the ability to compress and enhance video quality more efficiently, reducing production time while maintaining a high level of transparency in the video processing process (Fieiras-Ceide et al., 2022).

In addition, the integration of AI with wireless pattern recognition enables the development of a unified framework to guide AI models in creating more relevant and customized digital content to suit user needs. Such an approach improves not just the overall user experience but also maximizes viewer interaction and contentment toward the delivered material (Murn et al., nd). The ability of AI to automate content production based on keyword analysis and emotional responses shows great potential in changing the traditional paradigm of media production, enabling the adoption of strategies that are more adaptive and responsive to market dynamics and user preferences (R et al., 2018). Artificial Intelligence (AI) has become a catalyst in increasing the efficiency of Islamic propagation and da'wah content production through various technologies and applications. AI enables the use of predictive analytics to identify topics of interest to audiences, proactively directing content production strategies. In addition, deep learning and image processing techniques in AI help in automatic video compression and quality improvement, reducing the human workload in the complex production process. The contribution of AI in increasing the efficiency of Islamic propagation and da'wah content production lies in its ability to automate tasks that require large amounts of time and human resources.

With advanced data analysis, AI is able to provide deep insights into audience behavior and content trends, allowing broadcasters to produce more relevant and engaging content quickly. In addition, AI facilitates content personalization based on individual preferences, increasing interaction and engagement with the audience. Although Artificial intelligence enhances the productivity of generating Islamic preaching and Islamic content, there are also challenges that need to be overcome. For example, implementing AI requires significant initial investment in infrastructure and training, as well as attention to ethical issues such as data privacy and security. In addition, AI does not completely replace the creative role of humans in the content production process, but rather as a tool that expands creative and analytical capabilities.

2. Increasing the Relevance and Competitiveness of Islamic Propagation and Preaching Content

Artificial intelligence (AI) plays a crucial role in increasing the relevance and competitiveness of Islamic preaching and Islamic propagation content through various innovative applications. AI adopts predictive analytics to prioritize topics of interest to audiences, enabling Islamic preaching and Islamic propagation to anticipate market needs more effectively (Nixon & Philipp, 2023). In addition, AI uses

algorithms to automate content production and improve engagement with audiences through content personalization and more accurate verification (Fieiras-Ceide et al., 2022). AI technology also facilitates rapid processing of large volumes of content, extracting structured information, and leveraging audience behavior to deliver personalized content (Jia, 2022).

In addition to its content management capabilities, AI is also capable of automatically categorizing and optimizing news to improve accessibility and reuse of content across multiple platforms, strengthening content distribution strategies (Bazán- Gil et al., 2021). Furthermore, AI recommendation systems implemented by public broadcasters can present more varied and relevant offerings to users, ensuring a more engaging and tailored viewing experience to individual preferences (Fieiras- Ceide et al., 2023). To answer the question of how AI can improve the relevance and competitiveness of Islamic propagation and preaching content, a descriptive, interpretive, evaluative, and synthetic approach is needed based on the research results that have been presented.

The description of the research results shows that AI plays a significant role in increasing the relevance of Islamic propagation and da'wah content through the implementation of various innovative applications. Predictive analytics adopted by AI allows Islamic propagation and da'wah to prioritize topics of interest to the audience, which helps in anticipating market needs more effectively. Interpretation of these results shows that AI not only optimizes the content production process but also increases the relevance of content by utilizing data and analytics to tailor content to audience needs more effectively. This contributes to a more satisfying and interactive viewing experience for users, increasing the competitiveness of Islamic propagation and da'wah in increasingly competitive activities. Evaluation of the implementation of AI in Islamic propagation and da'wah indicates that although there are significant benefits in increasing the relevance and competitiveness of content, challenges such as implementation costs, complex technology integration, and the need for skilled AI experts remain critical factors that need to be addressed. Further investigation is needed to optimize AI implementation strategies and overcome these obstacles in order to maximize the potential of AI technology in Islamic propagation and da'wah activities.

3. Potential Influence of AI on Creativity in Creating Islamic Preaching and Islamic Propagation Content

The impact of AI on creativity in the creation of Islamic preaching and Islamic dakwah content varies widely. For example, AI has been identified in the literature as an agent capable of changing the paradigm in dakwah activities, presenting new content that competes directly with human work (Atkinson & Barker, 2023). This not only creates great benefits in media education by increasing employment opportunities for graduates, but also solves the challenges of the theory-practice relationship in the context of media production (Vinchon et al., 2023). In addition, the importance of the responsible and ethical application of AI in the creative process has been emphasized through legislative efforts to control the risks of AI in creating harmful content and in direct competition with human work (Bender, 2023). In this context, understanding the transformation of creative work becomes important to manage the impact of AI on the media ecosystem, with a focus on the integration of AI technology that is in accordance with existing creative practices (Raj et al., 2023).

The potential impact of AI on creativity in the creation of Islamic propagation and da'wah content is a complex and varied phenomenon. AI has become a major catalyst in changing the way media content is produced and consumed. Descriptively, AI enables more efficient content production that is responsive to audience needs by using predictive analytics to identify ongoing trends and preferences. This creates opportunities for broadcasters or preachers to explore new ideas and produce more relevant and engaging content. Interpretations of the impact of AI suggest that this technology not only automates routine production processes but also enhances human creative capabilities. AI can expand creativity by providing tools and resources for further experimentation in content creation, such as image processing, music creation, and story creation. However, evaluating its impact also presents challenges, such as the risk of replacing human jobs in media activities with technology, as well as concerns about the quality and authenticity of the content produced. In synthesis, the results of the study indicate that the impact of AI on creativity in the creation of Islamic propagation and da'wah content is a phenomenon that must be managed carefully. Although AI can expand the scope and efficiency of content production, it is important to consider its ethical and social implications. By understanding the impacts of AI in their entirety, both positive and negative, it can help media activities take appropriate steps to use this technology responsibly.

4. Key Challenges in Implementing AI in Islamic Propagation and Preaching Content Production

Implementing artificial intelligence (AI) in the production of Islamic propagation and da'wah content faces several significant challenges. One of the main challenges is the high economic cost of adapting AI systems to suit the needs of each company. In addition, the difficulty in recruiting and retaining AI experts is also a serious obstacle, due to the limited number of AI specialists available. Copyright issues related to the reproduction of protected material are another obstacle, complicating the integration of AI in the production of legally valid Islamic propagation and da'wah content. In addition, the adoption of AI requires large data sets that are often difficult to obtain with uneconomical licensing terms.

In addition to financial and technical challenges, social and editorial impacts are also major concerns in the application of AI to Islamic propagation and dawah events. The role of journalists and their editorial independence can be significantly affected, posing a threat to their work and the symbolic capital they hold. Other issues include the homogeneity of voice and mechanical speech flow often associated with the use of AI voice-overs, which can hinder innovative progress in content production. In India, media outlets face additional challenges including employment cuts, moral dilemmas, and insufficient comprehension, information, and foundational systems to support the adoption of AI in the production of Islamic propagation and dawah content. Overcoming these challenges is key to successfully introducing and implementing AI technology effectively in Islamic propagation and dawah events.

Implementing AI in the production of Islamic propagation and da'wah content offers many benefits, including increased efficiency, quality, content personalization, and audience engagement. However, the challenges faced in implementing AI should not be overlooked. Economic aspects, such as high costs and limited AI expertise, are major barriers. Technical issues, such as copyright and the need for large data sets with uneconomical licenses, also need to be addressed. The social and editorial impacts of AI implementation must be taken seriously. AI can threaten the role of journalists and editorial independence, and create a homogeneity of voices that stifles innovation. Additional challenges in Indonesia demonstrate the need for a careful and responsible approach to AI implementation. To address these challenges, collaboration between Islamic propagation and da'wah activities, government, and academia is needed to create supportive policies and appropriate regulations. Investment in the training and development of AI experts, as well as an ethical and responsible approach to AI implementation, are important steps to harnessing the full potential of AI in the production of Islamic propagation and da'wah content.

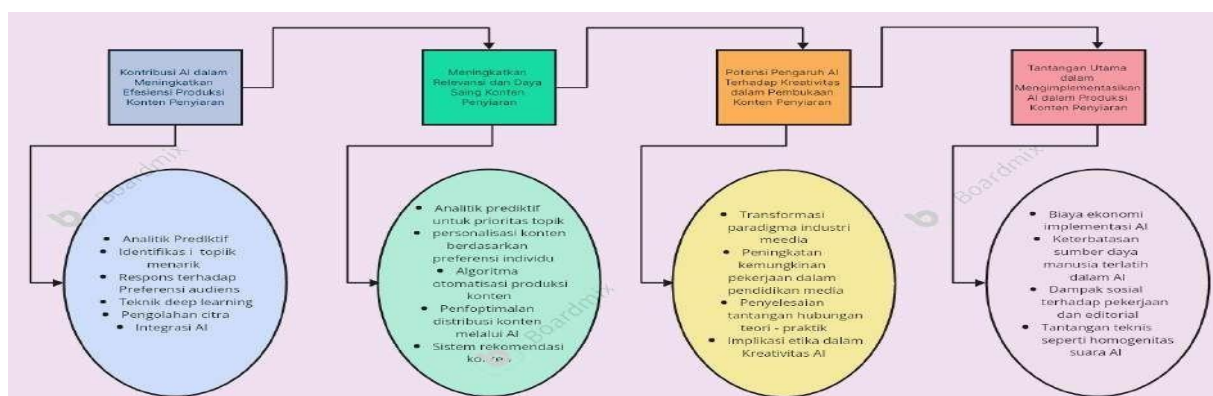


Figure 1. Mind Map

This mindmap can help systematically visualize the development of relevant research variables in research on the use of AI in Islamic propagation and preaching activities. Interpretation of keywords or research variables related to the contribution of AI in Islamic propagation and preaching activities reveals how this technology significantly increases the efficiency, relevance, and competitiveness of content, as well as influences creativity and faces various challenges in its implementation.

Challenges of AI Applications in Language Studies: While AI offers many opportunities to enhance language studies, it is important to consider some of the challenges associated with and its application. One of the major challenges is ensuring the accuracy and objectivity of AI interpretation of language meaning. AI is trained with data collected from humans, and this data may contain biases or misinterpretations. It is important to develop AI algorithms that can correctly understand the context and meaning of language, and

take into account the various interpretations that exist from scholars. Language contains meanings that have complex and multi-interpretable meanings. AI may struggle to capture the deep and contextual meaning of these meanings, which can lead to erroneous or misleading interpretations. To address these challenges, several solutions can be considered. First, AI algorithms need to be developed to better understand the context and meaning of language. This can be done by using advanced natural language processing techniques and by training AI with more diverse and high-quality data. Second, AI needs to be developed in close collaboration with language experts, such as scholars and academics. These experts can help AI better understand the context and meaning of language and ensure that AI interpretations are accurate and objective. Third, AI interpretation of language needs to be rigorously evaluated and validated by experts. This is to ensure that AI interpretation is free from bias or errors and is in accordance with Islamic teachings. AI interpretation of language is a complex and challenging area. With the development of better algorithms, collaboration with language experts, and rigorous evaluation, Artificial intelligence may evolve into a valuable resource for comprehending and analyzing linguistic data. Nonetheless, human involvement remains irreplaceable in the process of language interpretation. AI can only be a tool that helps humans understand this holy book better. Context Interpretation of language cannot be separated from the social, cultural, and historical context in which the meanings are derived. AI may not always be able to understand this context well, which can lead to erroneous or irrelevant interpretations. Understanding Language in the Social and Cultural Context of Indonesian Society.

The time of the Prophet Muhammad (PBUH), as well as its historical background, is key to interpreting its verses on social issues such as marriage, divorce, and inheritance. Knowledge of the historical events and figures during the time the Quran was revealed also helps in understanding the meaning of the verses in relation to that historical context. Furthermore, understanding the purpose of the revelation of the Quranic verses is the main foundation for grasping the messages and guidance that Allah SWT wants to convey to humanity. While AI has the potential to improve the study of language, there are some limitations that need to be considered. The data used to train the AI may not include enough contextual information, which can lead to erroneous or irrelevant interpretations.

In addition, language contains many implicit meanings that can only be understood through a deep understanding of context, which can be a challenge for AI in producing accurate interpretations. Furthermore, AI also lacks the ability to think critically and analyze information like humans, which can make it difficult to understand the relationship between verses and reach the right conclusions. Given these limitations, the use of AI in language studies needs to be done carefully and accompanied by a critical assessment of the interpretation results produced. To overcome the challenges faced in the application of AI in language studies, several solutions can be considered. First, the development of better AI algorithms needs to be prioritized, with a focus on understanding the context of language meaning. This can be done through the use of advanced natural language processing techniques and training the AI with data that is richer in contextual information. Next, close collaboration with language experts is important, where they can help AI in better understanding the context of language meaning and ensure that AI interpretations are accurate and relevant. Finally, rigorous evaluation and validation of AI interpretations of the Qur'an is also needed, involving experts to ensure that AI interpretations are free from bias or error and are in accordance with Islamic teachings.

CONCLUSION

Based on the evaluation results of various studies related to the role of Artificial Intelligence (AI) in Islamic propagation and preaching activities, it can be concluded that AI has great potential to increase the efficiency of content production, relevance, and media competitiveness. AI technologies, such as predictive analytics and deep learning, have proven effective in identifying topics of interest to audiences and improving video quality by reducing production time. AI also facilitates content personalization, increasing user engagement and satisfaction. However, research also shows significant challenges, such as implementation costs, shortage of AI experts, and copyright and ethical issues in data use. Although AI can expand creative capacity and production efficiency, there are concerns regarding the potential replacement of human jobs and the quality of content produced, which can affect the authenticity and depth of creativity in media production.

However, it is important to consider the potential challenges and ethical issues associated with the application of AI in Islamic propagation and da'wah. One of the main challenges is ensuring the accuracy

and objectivity of AI's interpretation of the verses of Islamic propagation and da'wah. AI must be used in a way that respects religious and cultural values, and is inclusive and non-discriminatory. Justice and benefit must also be the main principles in the application of AI, so that AI can be used for purposes that benefit Muslims and do not harm certain individuals or groups. A strong ethical framework is essential to ensure that AI is used in a responsible, fair, and beneficial manner in Islamic propagation and da'wah. Experts in various fields need to continue to dialogue and collaborate to develop a more comprehensive and contextual ethical framework for the application of AI in Islamic propagation and da'wah events. AI has the potential to be a valuable tool to enhance the understanding and practice of Islamic propagation and da'wah for Muslims around the world. By addressing these challenges and applying ethical principles, AI can help Muslims better learn and practice the teachings of Syi'ar and da'wah, and live lives that are more in line with Islamic values. It is important to note that the application of AI in Islamic Syi'ar and da'wah is still in its early stages. There is still much to be learned and developed to ensure that AI is used in an effective, ethical, and responsible manner.

The main gap seen in this research is the lack of research on the integration of AI with social and ethical aspects, as well as its long-term impact on Islamic proselytization and creative work. In addition, research on how AI can better support the creative process without completely replacing the human role is limited. Therefore, the most urgent topics for future research are the development and application of a comprehensive ethical framework for the use of AI in Islamic sha'ar and da'wah, as well as research on AI integration strategies that can maintain and even enhance creative and cultural values in content production. In addition, research into AI technologies that can collaborate harmoniously with human creative workers to create more innovative and relevant content is also urgently needed. By filling this gap, it is hoped that Islamic preaching and propagation activities can optimally utilize AI, maintaining sustainability and authenticity in content creation.

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