

THE USE OF PROMPTING-BASED META AI IN PRODUCING QUR'AN ESSAY CONTENT ON THE NGAJITAFSIR.COM WEBSITE: SOME OPPORTUNITIES AND CHALLENGES

Cholid Ma'arif¹, Hamdan al-Masruri², Nila Chusbyah³, Mariska Nirmala Dewi⁴

Darul Ulum University of Jombang

cholidmaarif@gmail.com

ABSTRACT

Advances in artificial intelligence technology are increasingly reaching a broader target audience. Most recently, the emergence of Meta AI, a sophisticated communication feature integrated into the WhatsApp social media platform, has captured attention. In this case, the NgajiTafsir.com website management community aims to innovate by utilizing the Meta AI application to create Islamic content based on the interpretation of the Qur'an. This research intends to examine the opportunities and challenges of applying AI both theoretically and practically in managing the creation of Qur'anic interpretation website content, utilizing Meta AI prompting on the WhatsApp application. The method employed is a mixed-method approach, incorporating experimental data collection and data analysis grounded in literature studies. The findings indicate that the WhatsApp-based Meta AI prompter made significant errors in quoting verses of the Qur'an in 3 out of 10 essays and incorrectly cited the identity and reference details of the book of tafsir in 4 instances. This presents opportunities to use it as: a) an effective and efficient medium for accessing information, b) an interactive educational tool offering a new learning experience for users, and c) a means for personalized interaction with users naturally and intuitively. Meanwhile, challenges include the risk of errors that necessitate skilled human resources, the fundamental nature of the WhatsApp application as the home of Meta AI, and the limitations of its monotonous and simplistic programming language. Therefore, researchers argue that the use of WhatsApp-based Meta AI prompting is vulnerable to scientific interaction and in-depth.

Keywords : *AI prompting; Meta Whatsapp; Website Content; NgajiTafsir.com; Scientific Essays; Tafser on Digital*

PRELIMINARY

Background

In the latest digital era, artificial intelligence technology or familiarly known as *Artificial Intelligence* (AI) continues to metamorphose towards perfection. (Rachmat & Kesuma, 2024.) A study notes that AI can open wider access to learning the Quran,

provide flexibility to learn anytime and anywhere, and encourage the development of technological skills. (Sukmawati, 2024). It can be seen from the many Qur'an-based platforms and tafsir such as the Ministry of Religion's Qur'an and

Maktabah Shamilah, which are in the form of applications, as well as Tafsir.web.id and Tafsiralquran.id in the form of websites. (Surani, 2023).

On the other hand, as a contemporary interpretation, Tafsiralquran.id website presents thematic interpretations of the Qur'an with an attractive appearance and ease of searching for themes. Not only does it contain narratives or treasures of interpretation, this website is also equipped with audio-visuals that can be played and listened to at any time. (Harun & Umar, 2024). This website presents tafsir in the form of an essence of various tafsir works that are summarized from classical, medieval, and contemporary scholars, that produce a high level of validity of tafsir. (Azizah dkk., 2024). In this case, the integration of AI in increasing understanding of the Qur'an, both including aspects of knowledge, soft-skills, and general information as well as studies, research, interpretation, and so on, needs to experience rapid progress.

One of the latest AI technologies that is accessible to people at large is Meta AI based on the WhatsApp application. Meta AI is one of the platforms that is the latest breakthrough from Meta Platforms Inc., the parent company of Facebook, Instagram, and WhatsApp (Koch dkk., 2024). Based on the latest data, it shows that active users of social media reach more than 60% of the population in developed countries

and more than 50% in developing countries (Fauziah dkk., 2024). The data shows that the open access space is getting wider for users around the world to interact with AI directly, especially for WhatsApp users.

Context of Research

In the context of tafsir study and research, the East Java Hadith Tafsir Communication Forum (FKMTH) at the end of last year established a website called NgajiTafsir.com. One of the purposes of holding this digital site is as a forum to express the expression of study and thoughts of students of Qur'an interpretation, especially its management students who serve as administrators. Time with content publication deadlines that must be met.

To produce the expected writing through Meta AI, expertise in compiling prompts is required. Prompting has the meaning of leading. Meanwhile, AI-prompting is a mode of interaction between humans and AI systems to guide machines in producing the desired output. (Maulana & Hapsari, 2024). To get the desired writing results, the writer must create an effective prompt, which must be clear, focused, and relevant. (Anggraini & Saptorini, 2024). Through Meta AI that is easily accessible anytime, anywhere, and under any condition when the idea appears, a special prompting is needed to produce writing that is in line with the guidelines in making

study essay articles or research on the interpretation of the Qur'an.

Based on the background above, the author formulates several questions to be discussed in this article. There are: 1) What are the steps to use AI meta prompting in creating an interpretation essay on the Ngajitafsir.com website? 2) What are the opportunities and challenges of using AI meta prompting in making interpretation essays on the NgajiTafsir.com website?. The purpose and benefits of this research are to find out the steps in using meta AI prompting in creating interpretation essays on the NgajiTafsir.com website and describe the opportunities and challenges as a basis for evaluating the process and results.

Several studies with the concept of digital interpretation and AI prompting can be easily found. Among them is highlighting the credibility of presenting digital interpretation with a comparative approach (Surani, 2023), the use of AI as an application for learning the Qur'an and other models by Anis Sukmawati in 2024 (Sukmawati, 2024), mapping the contribution of AI in the study of the Quran (Moh. Mauluddin, 2024), the role of AI in library management metadata (Harianto dkk., 2024), the use of meta AI in the literature review process in colleges and universities (Zahra Salsabilla dkk., 2023), and AI meta validity measurement and

development (Zuhri dkk., 2024). So it can be concluded that the title that the author researches here has never been done before.

RESEARCH METHOD

In this case, the research conducted by the author uses mixed methods and experiments. Mixed research is a research method that combines qualitative research methods and quantitative research methods at the same time. (Khairunnisa, 2021). This method is the application of a combination and integration of two research methods, namely a qualitative method to answer the question "what" and a quantitative method to answer the question "how" in one research project. (Yam, 2022.). This method was chosen because this study aims to explore qualitative data related to the opportunities and challenges of using WhatsApp-based Meta AI prompting and quantitatively measure its effectiveness in the production of essay content on NgajiTafsir.com website.

In the experimental aspect, this study also involves exploring prompting-based research objects as part of the main data collection. Experiment is a study in which the researcher deliberately manipulates one or more variables in a certain way to influence those variables lainnya. (Setyanto, 2013). Meanwhile, AI prompting is a mode of interaction between humans and AI systems to

guide machines in producing the desired output. (Maulana & Hapsari, 2024.) In this step, the writing team conducted a series of experiments by prompting Meta AI to generate an essay with several selected titles designed as content for NgajiTafsir.com. This experiment aims to analyze the appropriate prompting steps to produce essays that meet Qur'ani content guidelines and meet the set quality standards.

Based on the description of the research, the author positions the research object into two, namely: the content of the interpretation essay as a formal object and the prompting of the Meta AI application as a material object. Formal objects are a careful and gradual approach according to the aspects possessed by material objects based on a person's competence. Material object is the material object of an investigation, thought or scientific research (Suaedi, 2016). The basis for creating essay titles offered in the prompting aspect starts from the screening of 10 selected essay titles, which were previously collected from 30 titles randomly from three available team members. The simplification of this title sample is solely for the sake of research time efficiency.

DISCUSSION AND RESULT

Meta AI Prompting

Meta AI is an artificial intelligence technology developed by Meta Platforms, owned by Mark

Zuckerberg. (Maulana & Hapsari, t.t.). In this case, Meta AI continues to develop AI tools such as photo editing, facial and object recognition, interactive chatbots, language translation, voice use, text editing, Real-Time search, and follower management to be very fast and easy. (Floridi, 2024). As for the WhatsApp application, Meta AI is more focused as a chatbot that can answer questions, translate text, create images, and provide recommendations according to the description provided by the user. (Soffya Ranti, 2024).

The emergence of AI prompt engineering in this decade has become an important aspect in interacting with LLMs (Large Language Models). Prompt is an instruction given to LLMs to generate responses to specific tasks. (Raja Diky Dermawan & Herdianto, 2024). In producing more accurate and creative prompts, of course, the best techniques, tips, and tricks are needed. In terms of techniques, for example, prompting can be done with several techniques that will be described as follows. (Syed Aamir Aarfi & Nashrah Ahmed, 2024):

a) Prompt Zero-shot

Zero-shot prompting is the most basic approach, where LLMs try tasks based solely on the prompts that explain them, drawing on the extensive knowledge gained during pre-training.

b) Prompt One-shot dan Few-shot

One-shot prompting involves preparing a single instance before the test input. This prompting technique is perfect for simple tasks using a capable LLM model that only suffices in one instance. As for the Few-shot prompt, it must provide more than one example.

c) Prompt Chain of Thought

This prompting technique encourages LLMs to produce a systematic reasoning process before producing a final answer. By adding the "let's think step by step" instruction to the prompt, it brings up a chain of reasoning in the LLM so that it produces a more accurate answer. In addition, prompt engineering also has several popular approaches by utilizing a variety of systematic reasoning and exploration paths. It aims to improve the model's performance on tasks that require logical reasoning and problem-solving. Some of these types of approaches are (Syed Aamir Aarfi & Nashrah Ahmed, 2024):

1) Self-Consistency Prompt.

This approach is built on the push of the CoT (Chain of Thought) thought chain and results in diverse reasoning paths. This approach aims to improve performance on arithmetic and common sense reasoning tasks by exploring several CoT reasoning to then

vote (taking the most votes). Tree of Thoughts (ToT) Prompt to drive a strategy that guides LLMs in generating, expanding, evaluating, and deciding among various potential solutions.

2) Retrieval-Augmented

Generation (RAG) Prompt is an approach that allows LLMs to incorporate knowledge from external sources such as databases and documents into the resulting output. This approach involves three main steps, namely: retrieving relevant data from external sources, adding context to the prompt with the retrieved data, and generating responses based on the prompt and retrieved data using LLMs. RAG is a dynamic prompt that can be used for repetitive tasks. The disadvantages of this approach are chunking and retrieval processes that do not consider context, semantic searches, hallucinations, and require considerable costs.

3) Automated Prompt Engineering (APE)

APE focuses on reducing human effort involved in rapid engineering by automating various aspects of the process such as manufacturing, optimization, and rapid evaluation. The APE approach involves methods such as least to most prompting, i.e., the model is encouraged to generate its prompt by using as few prompts as possible, iteratively

adding more information until the desired output is achieved.

Essays on Digital Tafser

Meanwhile, the explanation of the term essay is an effort by a researcher to express ideas, ideas, and creativity in the form of text. Encyclopedia Americana (1977) outlines an essay's definition as a short literary essay on a limited topic (Sanjaya & Sanjaya, 2019). Some of the special characteristics of essays include being argumentative, in the form of prose, containing momentary impressions, the proportion of the essay is not in question, not presenting problem solving, and using the language of various journals or literary varieties. Essay writing itself aims to understand a problem based on the writer's lens or point of view. The types of essays themselves are very diverse, such as descriptive essays, expository essays, comparative essays, analytical essays, argumentative essays, causal and analytical essays (Bryan Greetham, 2023). The structure of the essay itself consists of 3 things: Introduction (this section consists of the reader's orientation and identification of the focus/purpose of the discussion), the body, and the conclusion.

Some of the steps to compose an essay in general include: determining the theme, exploring the issue, making an outline/outlining the writing, writing the background of the problem, and choosing

symbols/symbols that emphasize the issue. Choose a writing model, reread the writing, and then revise the language, sentences, paragraphs, spelling, and punctuation when necessary. By paying attention to the steps of writing, it is expected to be able to produce a systematic, communicative, original and creative essay.

Profile of Website “Ngaji Tafsir.com”

Websites serve as a platform for various types of content, ranging from writing, images, videos, to social interactions. In the Islamic view, the website can be seen as one of the embodiments of the learning principles emphasized in the Qur'an. Just as pens were used to spread knowledge in the past, today's websites are a tool used to disseminate knowledge more widely and efficiently. With its virtual reach capabilities, websites can be a very effective medium in Islamic da'wah and spread useful religious teachings, science, and ethics.

The creation of the Ngaji Tafsir website begins with careful planning that involves research on the needs and interests of the target audience, namely the younger generation who are interested in deepening their understanding of the Qur'an and tafsir. Starting from a gathering of several students majoring in Qur'an and Tafsir with the writing team on June 18, 2024, discussed

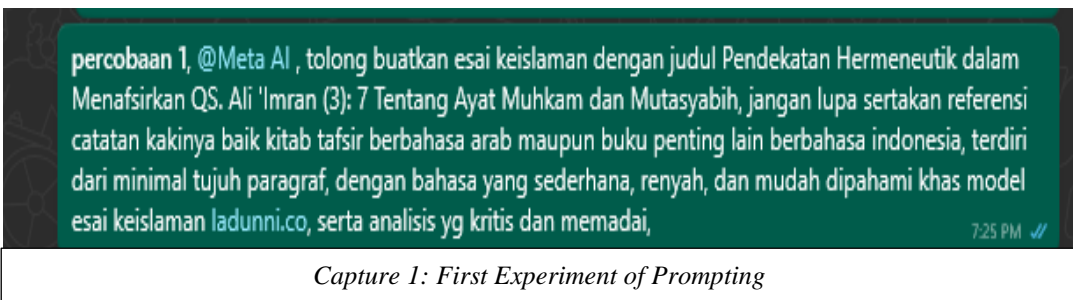
technological developments, especially around websites and digital-based Qur'anic interpretation. From there, the author came up with an idea to create a special website containing Qur'anic knowledge content and tafsir. The realization of this idea will only begin to be implemented on November 2, 2024, in the inauguration forum of the East Java Hadith Tafsir Communication Forum (FKMTH) management at Darul Ulum University Jombang.

The "Ngaji Tafsir" website is designed with a special menu feature to make it easier for readers to learn the knowledge of the Qur'an and tafsir by containing several content-based menus. For more see the link site:

interpretation of mufassir, especially tafsir al-Misbah by Quraish Shihab. 5) Article content in the form of writing in a scientific essay format using topics that are still related to the science of the Qur'an and interpretation. In this feature, those who are interested in creating articles and writing will be facilitated with a special account to manage a special website for article posts. At the end of each article, there is a space for you to respond and discuss. This website also has special social media accounts to further unite website users.

Steps to Prompt Essay via Meta AI WhatsApps

In optimizing the accessible



Capture 1: First Experiment of Prompting

<https://www.ngajitafsir.com/>. Among them are: 1) The content of Qur'an Science focuses on discussing the sciences of the Qur'an such as asbabun nuzul, nasikh mansukh, qira'at, i'jaz Al-Qur'an, interpretation rules, and so on. 2) The content of Mufassir contains biographies, histories, and works of interpretation figures. 3) The content of the book contains a special introduction to the books of tafsir. 4) Tafsir content which contains products of interpretation of verses based on the

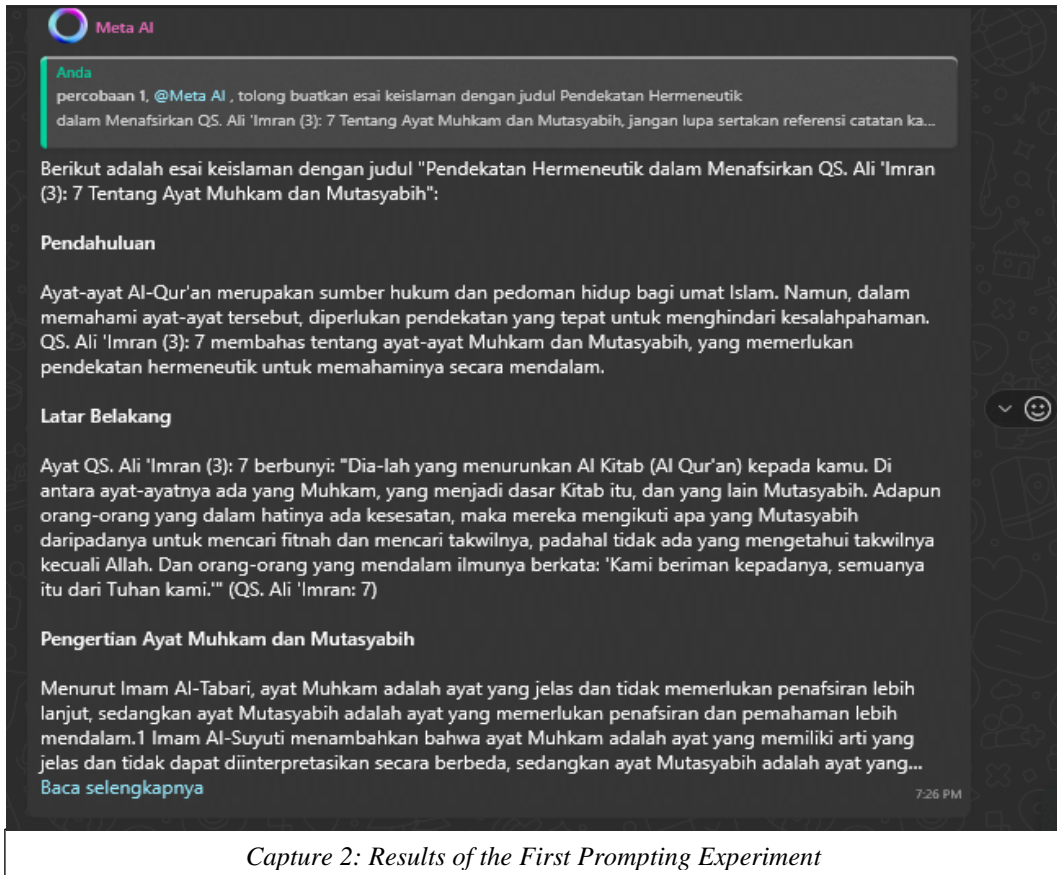
Meta AI function to generate essays for the content of the NgajiTafsir.com website, of course, special steps are needed during the prompting process. Some of the steps required by the author team in testing WhatsApp-based Meta AI prompting as part of this research experiment are as follows:

1. Three students searched for 30 ideas for topics and themes of essay titles that are relevant to the study of Qur'anic interpretation and compiled them as titles.

2. Select and take only 10 titles that meet the rules of essay writing with contextual characteristics, original, scientific, and simple.
3. Determining optional essay models that are used as content pilots on NgajiTafsir.com, selected website pages (Ladunni.co and Islami.co).
4. Create a template of the instruction language element that will be applied to the Meta AI WA prompting (title, number of paragraphs, citations, references, etc.).
5. Piloting selected titles one by one into Meta AI prompting practice in WhatsApp Group experiments by involving a blend of links, essay models and simple to professional instruction language.
6. Record and analyze the entire prompting process in each interpretation essay title that is tested, and then correct the results of the essay product. Finding the location of some of the interpretation essay products generated from Meta AI prompting through the *proofreading mechanism* and revising them substantively and technically according to the rules of conventional essay writing.
7. Documenting interpretation essay products that have gone through scientific examination and validation of sentence substance, reference source references, analysis models, and language styles, into the NgajiTafsir.com website

Regarding the prompting technique that the researcher compiles, it is to try as closely as possible to provide instructions based on the peculiarities of the essay writing model. Includes: writing concepts, writing complete titles, accurate references, number of paragraphs, language style, website link modeling, and adequate analysis.

In this first prompting experiment, it turned out that Meta AI could not provide the desired results. Namely by showing a rigid and very basic format like a robot, especially writing a model of sub-sections in the writing cage. In addition, he has not been able to quote the verses of the Qur'an, and only an incomplete

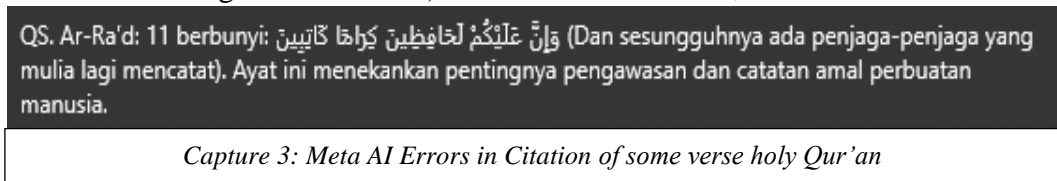


translation of the Qur'an because he did not translate the last two phrases of the whole verse which read: "*wa mā yadzdzakkarū illā ulū l-albāb*" (*No one can take a lesson, except ulul albā*). The first trial prompting can be seen as above.

The researcher conducted A comprehensive evaluation after the first stage of the experiment. Several aspects of the evaluation mainly considered things such a s:

a) the characters or around 250-350 words.
 b) more detailed prompting instructions, such as mentioning the 'verse' command with Arabic text, direct translation models in brackets, eliminating the mention of sub-sections, the number of sentences in each paragraph, details of points in references, switching website model links, and the desired language style.

From the variety of prompting instructions, it is evident that Meta AI



usage space of the WhatsApp feature, which is only limited to 700

cannot do some of the things requested. Such as imitating or

copying popular websites as essay writing models, as links filled in as templates, the quantity of sentences in a paragraph that are partly not implemented, especially for the last few paragraphs, and the use of language style or surroundings in its writing.

Among the series of technical deficiencies, in some other cases Meta AI in the WhatsApp application

QS. Ar-Ra'd: 11 and Its Implications for Social Change". Here it made a mistake in mentioning the verse by bringing up another verse, such as the third capture above.

In addition to the above errors, Meta AI still repeats fatal errors in the citation of verses as can be found in the process of prompting-based writing for essays 5 and 7. Added to this are errors in making inappropriate



Capture 4: Tenth Essay Prompting Attempts or the last one

has also made fatal errors in citing verses of the Qur'an. This is quite surprising for researchers considering that in several previous experiments it did not make substantial errors. The case was in the prompting experiment on the title of the 6th essay with the instruction title "Buya Hamka's Methodology in Interpreting

references, for example. For example, the explanation of the interpretation of Surah Yunus with Tafsir Ibn Kathir volume 4 published by Dar Kitab al-'Ilmiyah, even though in volume 4 the discussion is about the interpretation of QS. As-Shofat and An-Nas. Also, an error in citing the reference source of Al-Razi's interpretation, or called

Tafsir al-Kabīr volume 29, even though the interpretation with the same publication only consists of 16 volumes.

The prompting process found a little match with the researcher's intention when stepping on the experiment on the title of the 9th and 10th interpretation essays. This can be indicated by the researcher by only giving prompting instructions once, as fast as that, then Meta AI gave the results of an essay that was close to perfect as a simple scientific paper. The product can be seen below:

Thus, the author can underline that in the aspect of the prompting step, it was found that Whatsapp-based Meta AI made important mistakes in citing Qur'anic verses quoted in 3 out of 10 essays and citing the identity and reference details of the tafsir book in 4 of the tafsir books. So that the key to controlling the steps of writing a scientific essay of interpretation in substance lies in the mastery of the material of a prompter who does the prompting to Meta AI. Mastery in this case, of course includes a basic understanding of the science of the Qur'an and interpretation, as well as issues and insights related to current developments. Technically, he must also know the principles and basic knowledge of the format and method of writing essays. In this case, so that the results obtained are not only correct in content, but also pleasing in terms of the writing editorial.

Opportunities and Challenges

The analysis description of the first step in selecting the topic and title of the essay is to require the element of mentioning verses as a characteristic of the study of interpretation. In practice, this poses its challenges related to Meta AI's ability to mention the verses of the Qur'an in their entirety in writing essays.

The process as explained in the discussion above does not necessarily make Meta AI free from shortcomings in the same case. Because the challenge is how the prompting created can be answered by Meta AI according to what we expect. Namely, the writing model is more or less related to (1) relevance between topic and content, (2) organization, (3) originality, (4) elaboration, (5) clarity, and (6) accuracy of writing style. (Maryam, 2007). To create an essay that meets these criteria by optimizing the Meta AI feature on WhatsApp or Instagram, the command is in the form of a "self-consistency prompt". This is a category of prompts that are still basic and prone to repeating errors if not trained in reasoning.

AI-prompting is a mode of interaction between humans and AI systems to guide machines in producing the desired output. (Maulana & Hapsari, 2024.) In this case, Meta AI Whatsapp is still a very basic AI program and is still prone to misunderstandings, especially for

academic purposes such as creating interpretive content. On the other hand, one of the keys to success in using Meta AI technology is the ability to compose effective prompts. Given that Meta AI is based on an algorithmic system that enables it to make the best decisions and makes it work like a human.(Kurniawan dkk., 2016). In this context, it seems that Meta AI in the WhatsApp feature was indeed simply created to provide general and brief information such as the number of characters on the WhatsApp typing machine, not to interact in depth or commonly called deep-talk.

Even so, the use of prompting essay of Meta AI is at least able to grow and develop the fighting power of content creators in developing themselves and in prompting efforts. In the context of content creation on the NgajiTafsir.com website, this provides several opportunities as follows:

- a) Effective and efficient access to information in advancing Islamic preaching in the New Media era. The demographic bonus of the technology-literate generation must be directed to opportunities and strategies that have positive value, such as in the management of AI-based Islamic websites that are increasingly cheap and easy.
- b) The use of prompting essay interpretation of Meta AI provides a new and interactive learning experience for users. Especially

for students, WA-based Meta AI can be used to fill free time by actively interacting positively with it as much as possible, like chatting with their partner for those who are lonely. So that they avoid escaping activities that are not useful and costly.

- c) Meta AI can provide learning materials that are tailored to the needs and learning styles of individuals, so that learning objectives can be achieved easily.

In addition to bringing opportunities, of course, the use of prompting on Meta AI also has greater challenges and should be watched out for. Among them are:

- a) Dependence on technology sources that sometimes lack quality in data sources. This type of challenge can be overcome by improving algorithms, updating data sets, and user corrections. More important is the development of human resources in the field targeted in prompting.
- b) Meta AI often experiences misunderstanding of instructions given by users. This of course produces output that is not by user desires. This challenge can be overcome by using proper prompting through mastery of prompting skills, techniques, and tips.
- c) Generative AI systems with hallucinations produce convincing but incorrect output due to limited knowledge. Hallucinations

themselves are triggered by several factors such as inadequate training, lack of contextual understanding, and forced constraints. These systems often produce aesthetically pleasing but inaccurate answers. (Ghimire dkk., 2024) In this case, it can be overcome by a strict data verification and validation process by checking one by one from the original data source with a high level of accuracy so that authenticity is maintained.

- d) Meta AI is often trapped in previous learning patterns, making it difficult to improvise or adapt to new approaches. In this case, the use of relevant, accurate and specific prompting by users has no impact on the data collection process and results in the loss of user interest in learning due to the lack of creativity and innovation in updating the Meta AI platform.

CONCLUSION

From the research above, it can be concluded that in the steps of writing a scientific essay, the key control interpretation in substance lies in the mastery of the individual human resource material that prompts Meta AI. In the aspect of the prompting step, it was found that WhatsApp-based Meta AI made important mistakes in citing Qur'anic verses quoted in 3 out of 10 essays and citing the identity and reference

details of the interpretation book in 4 of the interpretation books.

Mastery in this case, of course includes a basic understanding of the science of the Qur'an and interpretation, as well as issues and insights related to current developments. Technically, he must also know the principles and basic knowledge of the format and method of writing essays. In this case, so that the results obtained are not only correct in content, but also pleasing in terms of writing an editorial.

The use of prompting meta AI in making interpretive essays on the NgajiTafsir.com website has the following opportunities: 1) As an effective and efficient information access media, 2) Interactive education, namely by providing a new learning experience for users, 3) Personalization, namely interaction with users naturally and intuitively. While the challenges are the risk of misquotes, misunderstanding of instructions, data accuracy, and monotonous discussions.

In this research, the author argues that the use of WhatsApp-based Meta AI prompting is still very vulnerable to being invited to interact scientifically and in depth. Especially for students or managers of tafsir websites who are still unfamiliar with knowledge and insight related to essay writing techniques and are also inadequate in terms of memorizing the Qur'an. The exception in this case

is human resources, who have mastered in-depth religious material as well as the operationalization of AI technology, and especially regarding

prompting techniques and development as the language of today's digital interaction.

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