



Reinterpreting Prophetic Communication for Ethical Islamic Da'wah in the Era of Generative AI

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Abstract

The rapid advancement of Generative Artificial Intelligence (Generative AI) has transformed Islamic communication and digital da'wah while raising ethical concerns regarding authenticity, religious authority, algorithmic mediation, and the reliability of religious content. This study aims to reinterpret prophetic communication as an ethical and analytical framework for evaluating Islamic da'wah practices in the era of Generative AI. Using a qualitative library research approach, the study reviews scholarly literature on prophetic communication, Islamic communication ethics, digital da'wah, religious authority, social media, and artificial intelligence. Data were collected through documentation and analyzed using the interactive model of Miles, Huberman, and Saldaña. The findings reveal three major transformations: (1) Generative AI reshapes the production and dissemination of Islamic messages; (2) digital platforms and algorithms increasingly influence religious authority and audience engagement; and (3) the ethical values of humanization, liberation, and transcendence remain essential for safeguarding authenticity, accountability, and public trust in digital da'wah. Based on these findings, this study proposes the Prophetic-AI Communication Model, which integrates prophetic communication values with AI-assisted communication. The model functions not only as a normative ethical guide but also as an analytical framework for evaluating digital da'wah practices, ensuring that technological innovation remains aligned with Islamic ethical principles and public benefit.

Keywords: Prophetic communication; Generative AI; Islamic da'wah; Digital communication; Religious authority

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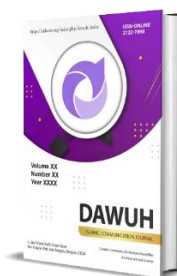
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INTRODUCTION

The emergence of Generative Artificial Intelligence (Generative AI) has fundamentally transformed the practice of Islamic communication and digital da'wah. Beyond functioning as a new technological tool, Generative AI is increasingly used to produce sermons, religious explanations, visual materials, translations, and other Islamic content with unprecedented speed and scale. While these capabilities expand opportunities for disseminating Islamic messages, they also introduce ethical challenges concerning authenticity, religious authority, algorithmic mediation, and the credibility of AI-generated religious knowledge. Consequently, the rapid integration of Generative AI into digital da'wah requires a renewed ethical framework capable of balancing technological innovation with Islamic communication principles. (Hasanah, 2023 ; Mubasyaroh, 2024).

Changes in the media ecosystem have also led to the emergence of new forms of da'wah communication that better adapt to the characteristics of a digital society. Platforms such as YouTube, Instagram, TikTok, and various other social media platforms have become primary platforms for disseminating Islamic messages. The presence of digital media has not only expanded the reach of da'wah but also shaped patterns of religious information consumption, increasingly dependent on platform algorithms and audience preferences. This shift has led to a transformation of religious authority, previously centered on clerics and religious institutions, toward a more open and participatory digital space (Maulana & Syukri, 2024). This phenomenon demonstrates that Islamic communication is no longer solely influenced by communicators, but also by the media logic and digital algorithms operating behind the platforms (Fauzan, 2025).

The development of Generative AI represents a fundamental shift from conventional digital media because it does not merely distribute information but autonomously generates new content based on large-scale data processing. In the context of Islamic da'wah, Generative AI can automatically produce sermons, religious explanations, translations, visual illustrations, and multimedia content with remarkable efficiency. However, these capabilities also introduce unique challenges absent from ordinary social media technologies, including the creation of synthetic religious narratives, AI hallucinations that generate inaccurate religious information, deepfake religious media, and the opacity of AI-generated sources that makes verification increasingly difficult. These characteristics distinguish Generative AI from previous communication technologies and require a more comprehensive ethical evaluation within Islamic communication. (Hasan et al., 2024 ; Nurhidayat, 2024).

The ethical implications of Generative AI in Islamic da'wah can be categorized into five interrelated dimensions. First, authenticity risks emerge when AI-generated religious content cannot be fully verified against authoritative Islamic sources. Second, authority risks arise because AI-generated materials may weaken the traditional role of qualified scholars by enabling anyone to produce religious content with minimal expertise. Third, misinformation risks increase through AI hallucinations and synthetic narratives that may unintentionally distort Islamic teachings. Fourth, algorithmic risks occur because digital platforms prioritize engagement, popularity, and personalization rather than theological accuracy, thereby amplifying potentially misleading religious messages. Finally, accountability risks remain unresolved because responsibility for inaccurate AI-generated religious content may be shared among users, preachers, religious institutions, technology providers, and platform operators. These interconnected risks demonstrate



that ethical challenges extend beyond technological capability to encompass the governance of digital religious communication. (Rahman, 2024 ; Syaifuddin, 2024).

This transformation poses new challenges for Islamic propagation. Changes in digital communication patterns have led to a shift in interpretive authority and the increasing phenomenon of religious mediatization. Younger generations, particularly Generation Z, tend to acquire religious knowledge through digital platforms and social media, making religious authority increasingly fluid and open (Ridwan, 2024). Consequently, digital spaces have become not only a means of spreading Islamic preaching but also an arena for contesting authority, producing meaning, and shaping religious opinion. In this context, social media algorithms have a significant influence in determining content that is more readily accepted by society, sometimes reducing substantial religious values to merely popular and viral content (Nabila & Fikri, 2024).

Another critical issue concerns the increasingly blurred boundaries between human and machine involvement in producing religious messages. Although Generative AI can efficiently generate sermons, religious advice, and educational materials, it raises fundamental questions regarding moral responsibility when AI-generated religious content is inaccurate or misleading. Responsibility may rest with multiple actors, including the prompt writer who formulates the instructions, the preacher who validates and disseminates the content, the religious institution that authorizes its use, the digital platform that amplifies its visibility, and the AI developer whose system produces the responses. Because accountability is distributed across this socio-technical ecosystem, the adoption of Generative AI in Islamic da'wah requires ethical governance that clearly defines human responsibility throughout the entire communication process. (Aminah, 2024).

From an Islamic communication perspective, communication ethics are a primary foundation in the process of conveying messages. Islam positions communication as an activity oriented not only toward effectiveness but also toward truth, honesty, wisdom, and social responsibility (Nasrullah, 2024). Therefore, the development of artificial intelligence technology must be balanced with a communication paradigm capable of maintaining the moral and spiritual dimensions of da'wah activities. One relevant paradigm to address this challenge is prophetic communication.

Prophetic communication is rooted in the prophetic values of humanization, liberation, and transcendence, which provide an ethical foundation for evaluating AI-assisted *da'wah* communication. Humanization emphasizes respect for human dignity through truthful, empathetic, and inclusive communication that avoids manipulation or dehumanization. Liberation encourages communication that empowers audiences by preventing misinformation, reducing algorithmic bias, and promoting critical digital literacy. Transcendence ensures that religious communication remains firmly grounded in Islamic teachings, moral accountability, sincerity, and devotion to Allah. Operationalizing these three values enables prophetic communication to function not only as a normative ideal but also as practical criteria for evaluating and producing AI-assisted Islamic *da'wah* content. (Lubis, 2023).

Various previous studies have discussed prophetic communication in social media, digital da'wah strategies, the transformation of religious authority, and the use of artificial intelligence-based technology in Islamic communication. Research on prophetic communication in social media demonstrates that prophetic values can serve as an ethical foundation for building communication oriented toward the public good (Rahim et al., 2023). Other research also explains that the use of AI in Islamic da'wah communication opens up opportunities to convey Islamic messages more

comprehensively through the integration of technology and Islamic values (Nurdin et al., 2024). However, most of this research still positions prophetic communication and artificial intelligence as two separate entities.

Despite the growing body of literature on prophetic communication, digital *da'wah*, and artificial intelligence, significant gaps remain. Existing studies generally examine these themes independently, focusing either on prophetic communication as an ethical paradigm or on AI as a technological innovation in religious communication. Few studies have systematically integrated prophetic communication values with the ethical challenges created by Generative AI. Addressing this gap is essential for developing a coherent framework that responds to contemporary transformations in digital Islamic communication.

Based on this description, this study aims to reinterpret the ethics of prophetic communication in the face of the development of Generative Artificial Intelligence in the digital era. This study is crucial because the development of artificial intelligence technology not only presents new opportunities in *da'wah* communication but also raises issues regarding religious authority, message authenticity, and moral responsibility in the digital space. Therefore, prophetic communication is seen as relevant as an ethical paradigm capable of integrating Islamic values with modern technological developments, so that *da'wah* remains oriented toward humanity, liberation, and divinity.

Various previous studies have examined prophetic communication and *da'wah* transformation in the context of digital media from various perspectives. Research on prophetic communication as a *da'wah* strategy in the new media era confirms that the values of humanization, liberation, and transcendence are relevant in addressing changing communication patterns in modern society (Lubis, 2023). Other research also shows that prophetic communication can be applied in social media and *da'wah* community activities as an approach that emphasizes moral and humanitarian values (Ananda, 2024; Asnawi et al., 2024). Meanwhile, studies on artificial intelligence-based *da'wah* communication explain that artificial intelligence has the potential to expand the effectiveness of conveying Islamic messages through the integration of digital technology with contemporary *da'wah* activities (Ahyani et al., 2024).

Other studies focus more on the transformation of digital *da'wah*, shifts in religious authority, and the influence of social media algorithms on audience behavior. Research on religious authority in the new media era explains that social media has changed the structure of religious legitimacy and given rise to new actors in the digital *da'wah* space (Mubasyaroh, 2020). Research on the phenomenon of Muslim influencers and the mediatization of religion also shows that the popularity and logic of platform algorithms increasingly influence the process of establishing religious authority in digital society (Abdullah, 2024; Irawan, 2024). Furthermore, several studies have discussed digital *da'wah* strategies, typologies of social media preachers, and developments in *da'wah* research trends in the digital era (Fakhruroji et al., 2024a; Fakhruroji et al., 2024b).

Current scholarship can be grouped into three major streams. The first examines prophetic communication, emphasizing the values of humanization, liberation, and transcendence as ethical principles for Islamic communication. The second investigates digital *da'wah* and the transformation of religious authority, highlighting the influence of social media platforms and algorithmic mediation on religious communication. The third explores artificial intelligence in Islamic communication, focusing primarily on technological opportunities and digital innovation. Although these studies provide important insights, none offers an integrated framework that

systematically combines prophetic communication values with the ethical implications of Generative AI. This absence constitutes the primary research gap addressed by the present study.

To address this gap, this study proposes the Prophetic-AI Communication Model, an analytical framework that integrates the prophetic values of humanization, liberation, and transcendence with the ethical governance of Generative AI in digital *da'wah*. Unlike existing Islamic communication ethics frameworks, which primarily provide normative guidance, or general AI ethics principles, which often overlook the theological dimensions of Islamic communication, this model offers practical analytical criteria for evaluating AI-assisted religious communication. Its primary contribution lies in extending prophetic communication theory into the emerging ecosystem of Generative AI, thereby providing a distinctive conceptual framework for future research and ethical practice in Islamic communication.

METHODS

This study employed a qualitative library research design with a conceptual approach to examine the ethical implications of Generative AI in Islamic *da'wah* through the lens of prophetic communication. The literature corpus was collected from Google Scholar, and SINTA-indexed journals to ensure broad coverage of international and Indonesian scholarship. The search was conducted using combinations of the keywords "prophetic communication," "Islamic communication," "digital *da'wah*," "religious authority," "Generative AI," "artificial intelligence," "AI ethics," and "Islamic communication ethics." Publications published between 2020 and 2026 were prioritized to capture recent developments in digital communication and Generative AI, although several seminal works published before 2020 were retained because of their theoretical relevance. The initial search identified approximately 100 publications, of which 42 peer-reviewed sources met the inclusion criteria and formed the final analytical corpus. The methodological quality of the selected literature was assessed based on source credibility, relevance to the research objectives, theoretical contribution, and publication quality. (Nugraha et al., 2024).

The qualitative approach was chosen because this study aims to understand the phenomenon of prophetic communication and the development of artificial intelligence in depth through interpretation of various literature sources. This approach allows the research to produce a descriptive and analytical understanding of changing patterns of *da'wah* communication in the digital era and the relevance of prophetic values in facing the development of Generative Artificial Intelligence. Qualitative studies in library research function to explain the relationship between concepts and build arguments based on the synthesis of various scientific sources (Siregar et al., 2024).

Research Design

This research employs a library research design with a conceptual study model. This design was used to identify, categorize, and analyze various concepts related to prophetic communication, Islamic communication ethics, digital *da'wah* transformation, digital religious authority, and the development of Generative Artificial Intelligence technology. The research was conducted through the stages of systematic literature collection, data reduction, theme categorization, data interpretation, and drawing conclusions.

This study also adopted the principles of systematic literature review used in various digital communication and media studies to obtain a more comprehensive conceptual mapping (Harahap



et al., 2024; Sari et al., 2024). Through this approach, various relevant research findings were synthesized to produce a reinterpretation of prophetic communication ethics in the context of artificial intelligence developments.

Data Sources

The data sources in this study consist of primary data and secondary data.

Primary Data

The primary data in this study consisted of scientific articles discussing prophetic communication, digital *da'wah* communication, the transformation of religious authority, social media, and the development of artificial intelligence in Islamic communication. These articles were obtained from various national and international journals relevant to the research theme. The primary literature used included studies on prophetic communication, Islamic communication ethics, digital *da'wah*, social media algorithms, digital religious authority, and the use of artificial intelligence in delivering *da'wah* messages (Nurdin et al., 2024).

Secondary Data

Secondary data consists of books, scientific documents, and various research findings related to Islamic communication, *da'wah* communication, new media, and digital technology developments. Secondary data serves to strengthen the conceptual framework and support the interpretation of the phenomena studied. Using these various sources allows researchers to gain a broader understanding of changing patterns of religious communication in the era of artificial intelligence (Hamzah, 2024).

Data Collection Techniques

Data were collected through systematic documentation of relevant scholarly literature. The collection process consisted of four sequential stages. First, publications related to prophetic communication, Islamic communication ethics, digital *da'wah*, religious authority, and Generative AI were identified through database searches. Second, the retrieved publications were screened based on predefined inclusion and exclusion criteria to ensure relevance and academic quality. Third, the selected studies were organized into thematic categories, including prophetic communication, AI-assisted communication, digital religious authority, algorithmic governance, and Islamic communication ethics. Finally, the selected literature was critically reviewed, compared, and synthesized to construct the conceptual arguments and develop the proposed Prophetic-AI Communication Model. (Siregar et al., 2024).

Literature Inclusion and Exclusion Criteria

The literature selection followed explicit inclusion and exclusion criteria to ensure methodological rigor.

Inclusion criteria comprised: (1) peer-reviewed journal articles, scholarly books, and selected conference proceedings relevant to Islamic communication; (2) publications discussing prophetic communication, Islamic communication ethics, digital *da'wah*, religious authority, artificial intelligence, or Generative AI; (3) studies published primarily between 2020 and 2026, with earlier seminal references included when conceptually essential; and (4) publications indexed in recognized academic databases or published by reputable academic publishers.

Exclusion criteria included: (1) non-peer-reviewed opinion articles, blogs, news reports, promotional websites, and social media content; (2) publications lacking direct relevance to Islamic communication or AI ethics; (3) duplicate records across databases; and (4) studies providing insufficient conceptual or theoretical contributions to the research objectives. These criteria ensured that the literature synthesis was based on credible, relevant, and academically rigorous sources.

Data Validity

Data validity was ensured through source triangulation. Source triangulation was performed by comparing various research findings with similar themes to obtain a more objective and in-depth understanding of the phenomenon being studied. The use of multiple sources from national and international journals enabled a more systematic concept verification process, thereby increasing the credibility of the research results (Mappanyukki et al., 2024). In addition to source triangulation, research validity was also ensured through diligent observation of various literature and repeated interpretation processes to achieve consistency of meaning. These steps aimed to avoid bias in interpretation and ensure that the research results had an adequate level of reliability.

Data Analysis

The study employed the interactive analysis model of Miles, Huberman, and Saldaña, adapted for conceptual library research. The analysis began with open coding, in which key concepts related to prophetic communication, Islamic communication ethics, Generative AI, digital da'wah, religious authority, algorithmic governance, and AI ethics were identified across the selected literature. Similar concepts were subsequently grouped through axial coding into broader analytical categories, including ethical values, technological challenges, communication practices, authority transformation, and governance issues. These categories were then systematically compared across different studies to identify patterns, conceptual convergence, and areas of disagreement. The final stage involved selective coding and conceptual synthesis, through which the relationships among the identified categories were integrated into the proposed Prophetic-AI Communication Model. Rather than merely summarizing previous studies, the analysis emphasized conceptual comparison, theoretical integration, and analytical interpretation to generate a coherent framework for evaluating AI-assisted Islamic da'wah.

Data Condensation

The first stage involved reducing the various data obtained from the literature. At this stage, researchers selected, classified, and simplified the information based on themes related to prophetic communication, digital preaching, religious authority, social media algorithms, and Generative Artificial Intelligence. Data not directly related to the research focus was eliminated, resulting in more specific categories.

Data Display

The second stage involves presenting the data in descriptive narrative form. Various concepts and previous research findings are systematically organized to facilitate interpretation and identify relationships between concepts. Data presentation is based on the main themes that form the focus of the research: the transformation of da'wah communication, shifts in religious authority,



prophetic communication, Islamic communication ethics, and the development of artificial intelligence.

Conclusion Drawing and Verification

The final stage involves drawing conclusions based on the inter-concept relationships discovered during the analysis process. These conclusions are then continuously verified with various literature sources, resulting in a more comprehensive interpretation of the relevance of prophetic communication as an ethical paradigm in addressing the development of Generative Artificial Intelligence.

Schematically, the data analysis process in this study follows the model of Miles, Huberman, and Saldaña, which proceeds cyclically through the stages of data condensation, data presentation, and conclusion drawing, resulting in a conceptual construction regarding the reinterpretation of Islamic *da'wah* ethics based on prophetic communication in the era of artificial intelligence.

RESULTS AND DISCUSSION

Transformation of Islamic *Da'wah* Communication in the Era of Generative Artificial Intelligence

The development of information technology has transformed the landscape of Islamic *da'wah* communication from conventional face to face interactions into digitally mediated communication ecosystems. Earlier forms of digital *da'wah* primarily relied on websites, social media platforms, and streaming services that functioned as channels for distributing religious messages created by human preachers. Although platform algorithms already influenced the visibility and dissemination of Islamic content, message production, theological interpretation, and ethical responsibility remained largely under human control. The emergence of Generative Artificial Intelligence (Generative AI) represents a more fundamental transformation because the technology not only mediates communication but also actively participates in producing religious content, thereby altering the relationship between communicators, media platforms, and audiences.

Generative AI changes the mechanism of message production by enabling the rapid creation of sermons, religious explanations, translations, visual illustrations, and multimedia content through automated text generation. This capability significantly reduces the time, cost, and technical expertise previously required to produce digital *da'wah* materials, allowing Islamic communicators to respond more quickly to contemporary issues and audience demands. At the same time, however, the increasing reliance on AI-generated content shifts the production process from human-centered knowledge construction toward human AI collaboration, where the quality of religious communication depends not only on theological competence but also on the ability to formulate prompts, evaluate AI outputs, and verify their conformity with authentic Islamic sources.

The transformation also occurs in the mediation process through which religious messages reach audiences. Unlike earlier digital *da'wah* practices that mainly depended on social media algorithms to distribute existing content, Generative AI introduces an additional layer of algorithmic mediation by influencing the content itself before publication. AI systems can adapt language style, simplify complex theological discussions, personalize messages for different audience groups, and generate persuasive narratives tailored to platform characteristics. Consequently, digital *da'wah* communication is increasingly shaped by interactions between human communicators, AI systems,



and recommendation algorithms, creating a socio-technical communication ecosystem in which technological systems participate directly in constructing religious discourse.

These developments have important implications for audience trust. In conventional digital communication, audiences generally assumed that religious messages originated from identifiable scholars or religious institutions. With Generative AI, however, the origin of religious content becomes increasingly difficult to identify because AI-generated texts often resemble human-authored materials. This opacity may reduce audience confidence in the authenticity and credibility of Islamic messages, particularly when AI-generated explanations contain factual inaccuracies, fabricated references, or theological hallucinations. As a result, audience trust increasingly depends not only on the persuasive quality of the message but also on transparent disclosure of AI assistance, rigorous source verification, and continuous human supervision throughout the communication process.

Another significant transformation concerns the formation of religious authority. In earlier digital *da'wah*, authority was primarily negotiated through institutional legitimacy, scholarly credentials, and social media popularity. In the era of Generative AI, authority is increasingly influenced by technological capability, algorithmic visibility, and the ability to produce large volumes of attractive religious content within a short period. Individuals without formal religious qualifications may employ AI to generate persuasive Islamic materials that appear academically credible, thereby amplifying non-scholarly authority and challenging the traditional role of qualified ulama. Consequently, the criteria for religious legitimacy become more complex because audiences often evaluate religious messages based on accessibility, engagement, and algorithmic prominence rather than theological expertise alone.

These transformations demonstrate that Generative AI is not merely an advanced communication tool but an active actor that reshapes the production, mediation, reception, and authority structures of Islamic *da'wah* communication. Therefore, ethical governance becomes increasingly important to ensure that technological efficiency does not undermine authenticity, accountability, and the integrity of Islamic teachings. Within this context, prophetic communication offers a relevant ethical framework by maintaining human responsibility, scholarly verification, and Islamic moral values as the primary foundations for AI-assisted *da'wah* communication despite the rapid evolution of digital technologies (Nasrullah, 2024 ; Fauzan, 2025).

Shifting Religious Authority and Digital Platform Algorithms

The transformation of digital media has shifted the structure of religious authority from one previously centered on ulama (Islamic scholars), Islamic boarding schools (*pesantren*), and religious institutions to a more open and decentralized digital space. The presence of social media allows individuals to produce, distribute, and interpret religious messages without strict institutional boundaries. This phenomenon has given rise to a variety of new actors in digital *da'wah*, from Muslim influencers and content creators to independent preachers who gain legitimacy through popularity and audience engagement. This shift demonstrates that religious authority is no longer solely based on scholarly capacity but is also influenced by the visibility and appeal of digital media (Mubasyaroh, 2020; Fadli, 2024).

This situation is further reinforced by platform algorithms that operate based on user preferences and levels of content interaction. Social media algorithms tend to promote content that garners high engagement, making popular religious messages more easily accessible to the public



than those based on in-depth study and scholarly authority. In this context, platform logic has influenced people's consumption patterns of religious information and created a competitive environment among da'wah actors. The phenomenon of the mediatization of religion demonstrates that algorithms play a strategic role in determining the visibility and distribution of religious messages in the digital space (Rahman, 2024; Nabila & Fikri, 2024).

In the era of Generative Artificial Intelligence, the issue of religious authority has become significantly more complex because the production of religious content is no longer exclusively dependent on human expertise. AI systems are capable of generating sermons, religious explanations, fatwa summaries, question-and-answer responses, and persuasive Islamic narratives within seconds, allowing individuals with limited theological knowledge to publish content that appears authoritative. As a result, Generative AI has the potential to amplify non-scholarly authority by enabling content creators, influencers, or platform administrators to produce convincing religious messages without possessing adequate Islamic scholarly qualifications. The accessibility of AI-generated religious content therefore challenges the traditional foundations of religious legitimacy that have historically been based on recognized scholarship, sanad, institutional affiliation, and mastery of Islamic sciences.

Another important consequence concerns the growing opacity of authorship in digital religious communication. AI-generated content is frequently presented without transparent disclosure regarding the extent of machine involvement, making it increasingly difficult for audiences to distinguish whether religious explanations originate from qualified scholars, AI systems, or collaborative human AI processes. This obscured authorship weakens conventional mechanisms for evaluating credibility because audiences may assess religious messages based primarily on linguistic fluency and persuasive presentation rather than the competence and accountability of their actual authors. Consequently, transparency regarding AI assistance becomes essential for preserving trust and maintaining ethical standards in Islamic communication.

Generative AI also transforms persuasive communication by automating the production of highly personalized religious messages. Through prompt engineering and data-driven language generation, AI can rapidly adapt religious narratives to different audience characteristics, emotional preferences, and communication platforms. Although this capability may improve the effectiveness of digital da'wah, it also increases the possibility of persuasive messaging that prioritizes emotional engagement, popularity, or algorithmic optimization rather than theological depth and balanced religious understanding. When combined with platform recommendation systems that reward highly engaging content, AI-generated religious messages may unintentionally reinforce sensationalism, selective interpretation, or ideological polarization.

Furthermore, the extensive use of AI-generated religious content may weaken traditional verification practices that have long served as essential safeguards in Islamic scholarship. Classical processes such as tabayyun, consultation with qualified ulama, verification of Qur'anic verses and hadith, and scholarly review can easily be bypassed when AI-generated outputs are accepted without critical evaluation. AI systems may produce fabricated references, inaccurate interpretations, or hallucinated religious explanations that appear convincing because of their coherent language structure. If such content is disseminated without adequate human verification, misinformation can spread rapidly across digital platforms while simultaneously undermining public confidence in legitimate religious authorities.

These developments indicate that the transformation of religious authority in the age of Generative AI extends beyond technological innovation to encompass profound changes in legitimacy, credibility, accountability, and knowledge governance. Accordingly, the ethical challenge is not to reject AI as a communication technology but to establish governance mechanisms that preserve human scholarly authority while utilizing AI as a supporting instrument rather than a substitute for religious expertise. Within this framework, prophetic communication provides a normative foundation by ensuring that human responsibility, transparent authorship, rigorous source verification, and moral accountability remain central principles in AI-assisted Islamic *da'wah*. (Nurdin et al., 2024).

Reinterpreting Prophetic Communication in the Artificial Intelligence Ecosystem

Prophetic communication is a communication paradigm based on prophetic values and aimed at bringing about social transformation through the dimensions of humanization, liberation, and transcendence. This paradigm views communication not merely as a process of exchanging information, but as an instrument for shaping a civilization oriented toward divine and humanitarian values. In the context of digital *da'wah*, prophetic communication is a relevant approach to addressing various issues arising from the development of information technology and changing communication patterns in modern society (Lubis, 2023; Hasbi, 2023).

The development of Generative Artificial Intelligence (Generative Artificial Intelligence) presents a need to reinterpret prophetic communication within a broader context. The presence of artificial intelligence technology should not be viewed solely as a threat, but rather as an instrument that can support the effective dissemination of the message of Islam when used proportionally and responsibly. This reinterpretation of prophetic communication in the AI era positions technology as a tool that must be controlled by Islamic ethical values so that *da'wah* remains focused on the welfare of the community, rather than simply pursuing popularity or efficient content production (Nurdin et al., 2024).

Thus, prophetic communication in the era of artificial intelligence serves not only as a strategy for delivering messages but also as a normative framework guiding the use of technology so that it remains grounded in the principles of honesty, wisdom, and social responsibility. This reinterpretation demonstrates that technological development does not eliminate the role of humans as the primary subject of communication, but rather emphasizes the importance of the ethical dimension in utilizing digital technology. Therefore, prophetic communication can be positioned as a paradigm that bridges the relationship between modern technological developments and universal Islamic values (Rahim et al., 2023).

Humanization, Liberation, and Transcendence as the Ethics of Digital *Da'wah*

The ethical challenges introduced by Generative AI require prophetic communication to be interpreted not merely as a normative ideal but as an operational framework for governing AI-assisted Islamic *da'wah*. Within this perspective, the prophetic values of humanization, liberation, and transcendence function as practical ethical principles that guide every stage of digital religious communication, including content planning, AI-assisted production, verification, dissemination, and post-publication evaluation. These values ensure that technological innovation enhances rather than replaces human moral responsibility in conveying Islamic teachings.



The principle of humanization emphasizes that AI-assisted *da'wah* must always preserve human dignity, empathy, and ethical responsibility. Although Generative AI can accelerate the preparation of sermons, educational materials, and multimedia content, all religious messages should remain subject to human review before publication. Islamic preachers and religious institutions should critically examine AI-generated outputs to ensure that theological explanations are accurate, culturally sensitive, and appropriate for diverse audiences. Humanization also requires transparent disclosure whenever AI substantially contributes to content production, enabling audiences to understand the origin of religious messages and strengthening public trust through communicative honesty. Furthermore, AI should never be employed to manipulate emotions, exploit fear, or generate sensational religious narratives solely to increase digital engagement.

The principle of liberation requires AI-assisted *da'wah* to empower rather than mislead society. In practical terms, this value demands rigorous verification of Qur'anic verses, hadith, scholarly opinions, and historical references before AI-generated materials are disseminated. Every AI-assisted religious message should undergo the process of *tabayyun* through consultation with authoritative Islamic scholars and comparison with credible Islamic sources. Liberation also implies protecting audiences from misinformation, algorithmic bias, and persuasive manipulation that may reinforce intolerance or ideological extremism. Accordingly, Islamic communicators should prioritize educational content that encourages critical thinking, digital literacy, and responsible engagement with religious information rather than merely pursuing popularity or algorithmic visibility.

The principle of transcendence places spiritual accountability at the center of technological innovation. AI should function as a supporting instrument for communicating Islamic teachings rather than replacing human intention, sincerity (*ikhlas*), and moral judgment. Decisions regarding theological interpretation, religious guidance, and ethical evaluation must remain under the authority of qualified scholars and Islamic communicators who are accountable before both society and Allah. This principle also requires that AI-assisted *da'wah* consistently prioritize *maslahah* (public benefit), justice, compassion, and social harmony while avoiding content that may provoke hatred, sectarian conflict, or unnecessary polarization within Muslim communities.

Taken together, these three prophetic values establish an integrated ethical framework for AI-assisted Islamic communication. Humanization safeguards human dignity through transparency and human oversight; liberation protects society through verification, digital literacy, and resistance to manipulation; and transcendence ensures that every technological application remains oriented toward divine accountability and public welfare. Rather than rejecting Generative AI, prophetic communication therefore advocates responsible technological governance in which innovation is continuously evaluated against Islamic ethical principles. This operational interpretation enables prophetic communication to function not only as a moral philosophy but also as a practical framework for designing, evaluating, and governing AI-assisted digital *da'wah* within the increasingly complex ecosystem of artificial intelligence. (Hasbi, 2023 ; Samsuddin, 2023 ; Syarifuddin, 2024).

Prophetic Communication as a Response to the Crisis of Religious Authority

The development of digital media has given rise to a crisis of religious authority, marked by an increasingly open space for interpretation and a growing number of proselytizers on social media. This phenomenon has led people to acquire religious knowledge from various sources, many of which do not always possess adequate scientific competence. Furthermore, platform algorithms that



prioritize user engagement have fostered a tendency toward populist, viral-oriented proselytizing. Consequently, traditional religious authorities face challenges in maintaining legitimacy amidst the rapid flow of digital information (Rahman, 2024).

In this context, prophetic communication offers a more substantive approach than popularity driven approaches. Prophetic values place integrity, exemplary conduct, and moral responsibility as the primary foundations of communication. Religious authority is not established through the number of followers or the intensity of content distribution, but through scholarly credibility, moral character, and consistency in conveying Islamic values. Thus, prophetic communication is a crucial instrument for restoring the function of proselytizing as a means of fostering the community oriented toward the common good (Mubasyaroh, 2020).

Furthermore, prophetic communication can serve as an ethical mechanism in addressing the proliferation of Generative Artificial Intelligence-based religious content. Although AI can assist in the information production process, validity and moral responsibility remain with humans as the subjects of communication. Therefore, the prophetic paradigm emphasizes that technology should function as a supporting tool, while scientific authority and ethical accountability remain vested in Islamic scholars, academics, and communicators. This demonstrates the strong relevance of prophetic communication as a response to the crisis of religious authority in the digital age.

A Reinterpretation Model of Islamic Preaching Ethics Based on Generative Artificial Intelligence

The development of Generative Artificial Intelligence demands an ethical model for *da'wah* (Islamic preaching) that integrates technological advances with Islamic communication principles. Based on a synthesis of various literature, this study proposes a reinterpretation model for prophetic communication that positions artificial intelligence as a supporting instrument in conveying religious messages. This model is built on three main dimensions of prophetic communication: humanization, liberation, and transcendence, which serve as an ethical foundation for the use of digital technology. With this approach, AI is not positioned as a substitute for humans, but rather as a means to responsibly increase the effectiveness of *da'wah* communication.

Operationally, the Prophetic-AI Communication Model positions human agency as the primary source of theological authority, ethical judgment, and accountability throughout the entire process of AI-assisted Islamic communication. Rather than replacing religious scholars or preachers, Generative AI functions as an enabling technology that supports creative and technical tasks, including sermon preparation, language translation, visual design, multimedia production, and digital content adaptation for different communication platforms. The final responsibility for theological accuracy, source validation, contextual interpretation, and ethical decision-making, however, remains with qualified Islamic communicators and religious institutions. This distinction reinforces the principle that artificial intelligence should augment, rather than substitute, human scholarly authority in the production of religious knowledge.

The operational framework further emphasizes that every stage of AI-assisted *da'wah* requires structured ethical governance. During the planning stage, AI may be employed to identify communication trends, audience characteristics, and appropriate media strategies, while decisions regarding religious themes and theological objectives should be determined by competent scholars. During content production, AI-generated materials should be systematically reviewed to verify Qur'anic verses, hadith, scholarly opinions, and contextual interpretations before publication.

Following dissemination, Islamic communicators should continuously monitor audience responses, identify potential misunderstandings, and provide clarification whenever AI-generated content creates ambiguity or unintended interpretations. This cyclical governance process ensures that technological efficiency is continuously balanced by human supervision and ethical accountability.

The model also incorporates the Islamic principles of *tabayyun*, honesty (*sidq*), wisdom (*hikmah*), justice (*'adl*), and public benefit (*maslahah*) as operational standards for evaluating AI-assisted religious communication. These principles function as practical benchmarks for determining whether AI-generated content is suitable for publication, whether its sources are sufficiently verified, whether persuasive techniques remain ethically acceptable, and whether the communication contributes positively to social harmony rather than polarization. Consequently, the effectiveness of AI-assisted da'wah should be measured not only by audience engagement, platform reach, or algorithmic visibility but also by its ability to preserve authenticity, strengthen public trust, promote religious literacy, and maintain social responsibility.

To facilitate practical implementation, the Prophetic-AI Communication Model may be operationalized through four interrelated dimensions: ethical values, implementation indicators, ethical risks addressed, and practical responsibilities. These dimensions provide a systematic framework for evaluating how prophetic values are translated into AI-assisted communication practices by individual preachers, Islamic educational institutions, da'wah organizations, and digital content managers. The operational model is presented in Figure 1, which summarizes the relationship between prophetic values, governance indicators, ethical risks, and practical actions for responsible AI-assisted Islamic communication.

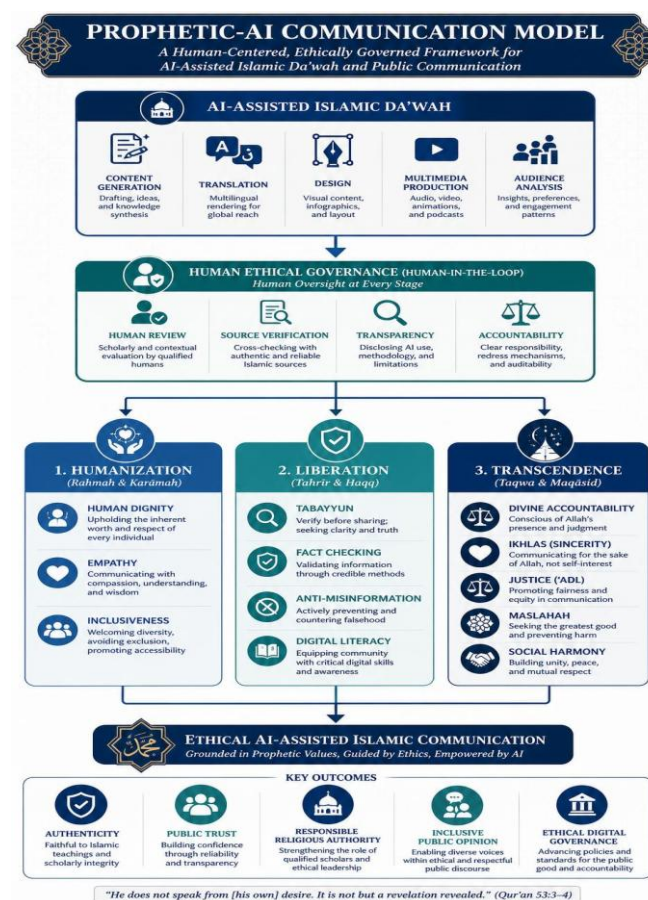


Figure 1. Prophetic-AI Communication Model

Implications of Islamic Political Communication in the Artificial Intelligence Ecosystem

The transformation of Islamic *da'wah* through Generative Artificial Intelligence extends beyond religious communication into the broader domain of Islamic political communication. In contemporary digital societies, religious messages increasingly influence public opinion, collective identity, political participation, and social attitudes toward governance. Consequently, AI-assisted *da'wah* should not be understood solely as a medium for disseminating Islamic teachings but also as a communicative force capable of shaping public discourse and influencing the political behavior of Muslim communities. This broader role demonstrates that Islamic communication and Islamic political communication have become increasingly interconnected within digitally mediated communication environments (Pratama, 2025).

Generative AI contributes to the formation of public opinion by enabling the rapid production and dissemination of religious narratives across multiple digital platforms. AI-assisted communication allows religious organizations, preachers, and digital influencers to respond quickly to political events, public controversies, and social issues through personalized and algorithmically optimized messages. While this capability may strengthen civic engagement and facilitate broader public access to Islamic perspectives on contemporary issues, it also increases the speed at which misinformation, selective religious interpretations, and emotionally persuasive narratives circulate within digital public spheres. Consequently, AI transforms religious communication into an important actor in the construction of political opinion and public deliberation (Nugroho, 2025).

The integration of AI into digital *da'wah* also has important implications for identity politics. Digital platforms frequently encourage the formation of online communities organized around shared religious identities, ideological orientations, and political preferences. Through personalized content recommendations and automated content generation, AI may reinforce group identity by continuously exposing users to similar religious and political narratives. Although such processes may strengthen communal solidarity and religious participation, they may also deepen ideological divisions by reducing exposure to alternative viewpoints and encouraging exclusive interpretations of religious identity. This dynamic illustrates how AI-assisted religious communication may unintentionally contribute to the politicization of religious identity within increasingly segmented digital environments.

Another important implication concerns the growing risk of polarization. Platform algorithms generally prioritize highly engaging content, while Generative AI makes it possible to produce persuasive religious messages on a massive scale with minimal cost and effort. When these technological capabilities operate together, emotionally charged narratives, controversial religious interpretations, and divisive political messages can spread more rapidly than balanced scholarly discussions. The result is a communication environment in which algorithmic amplification may intensify ideological conflicts, reduce opportunities for constructive dialogue, and weaken social cohesion among Muslim communities. Therefore, the ethical governance of AI-assisted *da'wah* is not only a matter of theological responsibility but also an important strategy for maintaining democratic stability and social harmony.

These developments highlight the increasing importance of digital governance within Islamic political communication. Effective governance requires collaboration among Islamic scholars, religious institutions, technology developers, platform providers, and government regulators to establish ethical standards for AI-assisted religious communication. Such governance



should promote transparency regarding AI-generated content, strengthen mechanisms for source verification, encourage digital literacy among audiences, and develop institutional guidelines that prevent the misuse of artificial intelligence for political manipulation or religious disinformation. Rather than restricting technological innovation, digital governance seeks to ensure that AI contributes to responsible public communication while protecting religious integrity, democratic participation, and social trust.

Within this context, the Prophetic-AI Communication Model offers a normative and analytical framework for Islamic political communication by integrating technological innovation with the prophetic values of humanization, liberation, and transcendence. Humanization safeguards inclusive public dialogue by respecting human dignity and preventing manipulative communication practices. Liberation promotes critical public reasoning through verification, digital literacy, and resistance to misinformation and ideological exploitation. Transcendence ensures that political communication remains grounded in ethical accountability, justice, and the pursuit of public welfare (*maslahah*). Accordingly, the model extends beyond the ethical governance of digital da'wah to provide practical guidance for strengthening democratic communication, preserving social cohesion, and promoting responsible digital governance within the evolving ecosystem of artificial intelligence.

The Relevance of Prophetic Communication to the Future of Islamic *Da'wah*

The increasingly rapid development of digital technology indicates that the future of Islamic da'wah will be increasingly influenced by the integration of humans and technology. The emergence of artificial intelligence, social media algorithms, and changes in people's information consumption patterns demand a communication paradigm capable of maintaining a balance between technological innovation and Islamic values. In this context, prophetic communication holds a strategic position because it offers an approach that emphasizes not only the effectiveness of communication but also the ethical and spiritual dimensions of message delivery. This paradigm allows da'wah to remain relevant to current developments without losing the substance of the Islamic values that underpin its foundation (Lubis, 2023).

Amidst the growing use of Generative Artificial Intelligence, prophetic communication can serve as a guideline for building a healthy and responsible digital culture. The use of technology is not solely aimed at accelerating content production, but also at strengthening message quality, improving public digital literacy, and creating more inclusive and humanistic communication. Thus, technological developments can actually be a means to expand the reach of da'wah and increase the effectiveness of Islamic communication if accompanied by the strengthening of prophetic values oriented towards honesty, wisdom, and the common good (Nurdin et al., 2024).

Furthermore, prophetic communication has the potential to become a paradigm for future Islamic communication, adapting to global technological changes. The values of humanization, liberation, and transcendence are not only relevant in the context of da'wah communication but can also form the basis for building a civilized digital communication ecosystem. Therefore, reinterpreting prophetic communication in the face of Generative Artificial Intelligence has not only theoretical significance but also practical implications for the development of Islamic communication, Islamic political communication, and more ethical digital space governance in the future.



CONCLUSION

The findings demonstrate that the integration of Generative Artificial Intelligence has fundamentally transformed Islamic *da'wah* communication by reshaping the production of religious messages, algorithmic mediation, audience trust, and the formation of religious authority within digital communication ecosystems. These transformations indicate that AI is no longer merely a technological tool but an active component of religious communication that requires systematic ethical governance to ensure that technological innovation remains aligned with Islamic values, scholarly accountability, and public trust.

Theoretically, this study contributes to the development of Islamic communication scholarship by proposing the Prophetic-AI Communication Model, which integrates the prophetic values of humanization, liberation, and transcendence into the governance of AI-assisted Islamic *da'wah*. Unlike conventional Islamic communication frameworks that primarily emphasize normative ethics, this model provides an analytical and operational framework for evaluating AI-assisted religious communication through human oversight, source verification, ethical accountability, and the prioritization of public benefit (*maslahah*). The model also extends the discussion of Islamic political communication by demonstrating how AI-assisted *da'wah* influences public opinion, religious authority, digital governance, and social cohesion in contemporary Muslim societies.

Practically, the proposed model offers ethical guidance for Islamic scholars, preachers, religious institutions, digital content creators, and platform managers in utilizing Generative AI responsibly. The findings suggest that AI should function as a supporting technology rather than a substitute for scholarly authority, while decisions concerning theological interpretation, verification of Islamic sources, and moral accountability must remain under qualified human supervision. Such an approach enables technological innovation to improve the effectiveness of digital *da'wah* without compromising authenticity, transparency, and ethical responsibility.

Nevertheless, this study has several limitations. As a qualitative library research based on conceptual synthesis, the proposed Prophetic-AI Communication Model has not yet been empirically validated within real-world digital *da'wah* practices. The analytical framework therefore remains conceptual and should be interpreted as a theoretical foundation rather than a finalized implementation model. Future studies are encouraged to examine the model through empirical approaches such as case studies of AI-assisted *da'wah* platforms, digital ethnography of online Muslim communities, content analysis of AI-generated Islamic communication, and interviews with digital preachers, religious scholars, technology developers, and audiences. Such empirical investigations will strengthen the validity of the proposed model and contribute to the development of evidence-based ethical governance for Islamic communication in the evolving ecosystem of artificial intelligence.



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