



Artificial Intelligence for Da'wah: Investigating AI Applications in Promoting Ibn Arabi's Sufism in the Digital Age

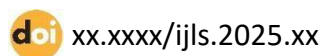
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ABSTRACT

The use of Artificial Intelligence (AI) in Islamic da'wah, particularly to introduce the teachings of Ibn Arabi's Sufism, offers a strategic opportunity to bridge the complexity of spiritual concepts to ordinary people. This study aims to explore the potential application of AI technology in conveying the teachings of Sufism in an interactive, straightforward, and adaptable manner. Using a descriptive qualitative approach, data were collected through a literature study of relevant literature in the fields of AI technology, digital da'wah, and Ibn Arabi's tasawwuf thought. The results show that AI can provide a more personalised da'wah experience, allowing audiences to interact directly with technology-based systems tailored to their individual levels of understanding. This creates a new da'wah model that is more dynamic and effectively reaches the digital generation. However, the main challenge lies in ensuring the authenticity of AI-based da'wah content remains true to the deep values of Sufism. The contribution of this research is to provide a new direction in the development of technology-based digital da'wah and encourage collaboration between scholars, technologists, and da'wah application developers. Ultimately, AI has the potential to become an innovative da'wah medium that supports the widespread and contextual dissemination of Sufism teachings, as long as it continues to prioritise the accuracy of Islamic teachings in every development.

Keywords: Artificial Intelligence, Da'wah, Ibn Árabi, Sufism.

ABSTRAK

Penggunaan Artificial Intelligence (AI) dalam dakwah Islam, khususnya untuk memperkenalkan ajaran tasawuf Ibnu Arabi, menawarkan peluang strategis untuk menjembatani kompleksitas konsep spiritual seperti *Wahdah al-Wujūd* kepada masyarakat awam. Penelitian ini bertujuan untuk mendeskripsikan potensi penggunaan teknologi AI dalam menyampaikan ajaran tasawuf secara interaktif, sederhana, dan adaptif. Dengan menggunakan pendekatan kualitatif deskriptif, data dikumpulkan melalui studi literatur terhadap literatur-literatur yang relevan di bidang teknologi AI, dakwah digital, dan pemikiran tasawuf Ibnu Arabi. Hasil penelitian menunjukkan bahwa AI mampu memberikan pengalaman dakwah yang lebih personal, memungkinkan audiens untuk berinteraksi langsung dengan sistem berbasis teknologi yang disesuaikan dengan tingkat pemahaman individu. Hal ini menciptakan model dakwah baru yang lebih dinamis dan menjangkau generasi digital secara efektif. Namun, tantangan utama terletak pada keaslian konten dakwah berbasis AI untuk tetap setia pada nilai-nilai sufisme yang mendalam. Kontribusi dari penelitian ini adalah memberikan arah baru dalam pengembangan dakwah digital berbasis teknologi dan mendorong kolaborasi antara ulama, ahli teknologi, dan pengembang aplikasi dakwah. Pada akhirnya, AI berpotensi menjadi media dakwah inovatif yang mendukung penyebaran ajaran tasawuf secara luas dan kontekstual, selama tetap mengedepankan keakuratan ajaran Islam dalam setiap pengembangannya.

Kata Kunci: Artificial Intelligence, Dakwah, Ibn 'Arabi, Tasawuf.

INTRODUCTION

The use of Artificial Intelligence (AI) in Islamic da'wah, particularly to introduce the teachings of Ibn Arabi's Sufism, offers a strategic opportunity to bridge the complexity of spiritual concepts such as *Wahdah al-Wujūd* to ordinary people (Marlina and Yaza Azahra Ulya 2024). This study aims to describe the potential use of AI technology in conveying the teachings of Sufism in an interactive, simple, and adaptive manner. Using a descriptive qualitative approach, data were collected through a literature study of relevant literature in the fields of AI technology, digital da'wah, and Ibn Arabi's tasawwuf thought. The results show that AI is able to provide a more personalized da'wah experience, allowing audiences to interact directly with technology-based systems tailored to individual levels of understanding (Moh. Mauluddin 2024). This creates a new da'wah model that is more dynamic and effectively reaches the digital generation. However, the main challenge lies in the authenticity of AI-based da'wah content to stay true to the deep values of Sufism. The contribution of this research is to provide a new direction in the development of technology-based digital da'wah and encourage collaboration between scholars, technologists, and da'wah application developers (Ahmad 2023). Ultimately, AI has the potential to become an innovative da'wah medium that supports the widespread and contextual dissemination of Sufism teachings, as long as it continues to prioritize the accuracy of Islamic teachings in every development (Raidatul Umanah 2024).

Some forms of technological innovation that have significant potential in the field of da'wah are Artificial Intelligence (AI). Artificial intelligence provides the ability to present more personalized, responsive, and adaptive da'wah through analyzing user preferences and presenting da'wah messages that match the audience's level of understanding (Husain and Hodge 2016; Ibtasam 2021). In the context of Sufism da'wah, Ibn Arabi's teachings that contain

deep philosophical concepts such as *Wahdah al-Wujūd* require a delivery approach that is not only informative but also contemplative and systematic. Research by (Mirbagheri Fard and Reisi 2023) shows that the teachings of Sufism have high relevance in answering the spiritual crisis of modern society, but require innovative and in-depth delivery methods.

Several studies conducted previously have discussed the digitalization of da'wah, but the majority are still limited to the use of social media, websites, or podcasts, without involving advanced technologies such as AI (Boulos, Maramba, and Wheeler 2006; Gachago, Livingston, and Ivala 2016; Nwosu et al. 2017). In addition, the complexity of Sufism's teachings makes its delivery ineffective if it is not packaged interactively and according to individual needs (Al-Kaisi 2021; Hatta 2009; Ibrahim 2023). The gap shows that there is no AI-based approach specifically designed to convey the teachings of Ibn Arabi's Sufism systematically and educationally. So a new approach is needed that does not only rely on digital media as an information channel, but also as a technology-based spiritual interaction space.

The excellence of this research lies in exploring the integration of Artificial Intelligence in conceptual and applicative da'wah of Sufism. Unlike previous studies that only touched on the aspect of digital da'wah media, this research proposes a framework for utilizing AI to deliver personalized and interactive da'wah content. The main contribution of this research is to offer a high-tech da'wah approach capable of conveying deep spiritual concepts to the younger generation who are accustomed to digital interfaces. As such, this research not only bridges the gap between technology and spirituality, but also supports the preservation of Sufism through a relevant approach in the era of technological disruption.

This research aims to formulate a conceptual approach in the utilization of AI for da'wah of Sufism, especially the teachings of Ibn Arabi, through descriptive qualitative research methods. Data were obtained from a literature study that included literature on AI, Sufism, and digital da'wah. The main focus of this research is to simplify the delivery of complex Sufism teachings in a way that is more interactive and adaptive to the needs of digital audiences. The contribution of this research is to provide an initial foundation for the development of AI-based da'wah applications that can be used by preachers, application developers, and religious institutions to spread the spiritual teachings of Islam in a broader, measurable, and meaningful way.

METHOD

The type of research used in this study is descriptive qualitative research with a library research method, which aims to explore information and data from various literature sources relevant to the focus of the research. This method was chosen because it allows researchers to deeply understand theories, concepts, and approaches related to digital da'wah, the use of Artificial Intelligence (AI), and the teachings of Ibn Arabi's Sufism (El-Sherbini et al. 2023; Munandar 2022). This approach is considered valid to examine issues that are conceptual and philosophical in nature, as well as to examine the possibility of integration between Islamic spiritual values and modern technology.

Data collection techniques were carried out through a process of identification, critical reading, recording and classification of relevant scientific literature. Literature sources include academic books, reputable journal articles, proceedings, and trusted digital documents that discuss Islamic da'wah, the development of AI technology, and Ibn Arabi's thoughts in Sufism. To

ensure data reliability, only academically verified primary and secondary sources were used. Each data was analyzed to explore key themes such as the challenges of contemporary da'wah, the concept of *Wahdah al-Wujūd*, and the potential of AI in interactive da'wah delivery.

Data processing is done with an analytical descriptive approach, which describes, interprets, and analyzes various phenomena or ideas that emerge from the literature. With this method, researchers can formulate a mind map, identify opportunities, challenges, and integrative strategies that are relevant for the development of AI-based da'wah. The analysis is done by linking classical Sufism literature with contemporary literature that discusses digital technology, in order to produce a synthesis that is applicable and contextual to the needs of modern da'wah.

RESULTS AND DISCUSSION

1. Artificial Intelligence as Digital Da'wah Media

The use of Artificial Intelligence (AI) in the context of digital da'wah marks an important transformation in the dissemination of Islamic values, especially in the context of Sufism, which is full of spiritual and philosophical meaning. AI is not just a tool, but has developed into a medium of da'wah that allows real-time interaction between digital preachers and audiences. Through technologies such as chatbots, voice assistants, and intelligent da'wah platforms, religious messages can be delivered in an efficient, structured, and targeted manner. Studies by (Khalili 2024; Malik 2023; Niam 2024) confirm that AI is able to answer religious questions automatically and contextually, including deep Sufism topics such as *Wahdah al-Wujūd* taught by Ibn Arabi.

These changes indicate a shift from the conventional one way da'wah model to a more dialogic and digital native approach. If previously da'wah only relied on face to face lectures or printed texts, now da'wah materials can be accessed through applications and websites that are able to adapt to the characteristics of their users. According to (Islam and Chang 2021; Nguyen and Jung 2017; Tien 2017) state that AI can collect and analyze user behavior in real-time, such as the most frequently searched topics or responses to certain content. This allows the system to recommend da'wah material according to the psychological and spiritual needs of the individual, making the messaging process more relevant and personalized.

The main advantage of AI based da'wah lies in its ability to build adaptive spiritual relationships. In the context of Sufism, this is especially important as the understanding of Sufistic concepts is often personalized and multilevel. AI allows audiences to delve into spiritual teachings in stages according to their own level of understanding, creating a more meaningful learning experience. Through facilitating two way communication between the teachings and the seeker of meaning, AI becomes not only a tool for information distribution, but also a bridge to deeper spiritual awareness a transformation that traditional da'wah approaches have yet to touch upon.

2. *Personalization of Da'wah and the Role of Data in Increasing the Relevance of Sufism Teachings*

The personalisation of user experience is one of the key advantages of using AI in digital da'wah. Unlike traditional da'wah approaches that are uniform and one-way, AI can identify the unique characteristics of each user based on their behaviour on digital platforms. According to (Campbell and Evolvi 2020; Greenhow and Robelia 2009; Nisbet and Scheufele 2009) State that this technology allows the system to customize religious messages to individual backgrounds, ages, topic preferences, and interests. As a result, the proselytization content delivered becomes more relevant, contextualised, and has a deeper resonance with the users' spiritual needs.

According to (Bingley et al. 2023; Kushwaha et al. 2023) support this view by highlighting how AI can map users' preferences towards specific themes, such as interest in Sufistic topics like *Wahdah al-Wujūd*, Al-Haqiqah al-Muhammadiyah, or the values of zuhud and mahabbah. The AI system then suggests relevant content, such as articles, videos, infographics, or interactive Q&A sessions. This process creates a more personalized da'wah experience and makes users feel part of the process, not just passive da'wah objects. Thus, da'wah is no longer a monologue, but a lively dialogue that builds spiritual engagement.

For Sufism, the ability of AI to personalize the delivery of teachings is crucial, given the profound, philosophical, and symbolic nature of these teachings. Besides that (Nurita and Perawironegoro 2024; Wulandari 2022) underlines that the younger generation often has difficulty in understanding concepts such as *Wahdah al-Wujūd* because the approach is usually incompatible with their more digital and visual way of thinking. Thus, AI can be a facilitator to present such teachings gradually and progressively, tailored to the user's level of understanding. For example, someone new to Sufism is not immediately presented with heavy texts, but rather introduced through light illustrations, interactive narratives, or quotes that touch on everyday life.

Furthermore, the use of Natural Language Processing (NLP) as part of AI systems opens up the possibility of contextual and real-time da'wah interactions. This technology enables AI to comprehend questions or comments from users in natural language, then provide answers that are contextually relevant and Islamically valid. In addition (Black 2023; Graves 2017; Papakostas 2025) states that with this capability, AI is not just an answering machine, but is able to become a "spiritual dialogical partner." This is reinforced by (Alvin Dian Pramuja 2024; Sumpena and Jamaludin 2020) who emphasize the importance of an intimate and participatory da'wah experience. When users feel valued, understood, and guided according to their personal spiritual needs, da'wah is not only conveying knowledge, but also building a deeper inner connection between humans and divine values.

3. *Complex Concept Conversion of Sufism: Between Simplicity and Authenticity*

The application of AI in conveying the teachings of Sufism presents a significant challenge in striking a balance between simplifying concepts and preserving the authenticity of values. Technologies such as NLP and machine learning enable the processing of religious texts in various formats (text, voice, visual) to explain concepts such as Al-Haqiqah al-Muhammadiyah or *Insan Kamil* (Hisamatsu 2024; Lala 2023). However, challenges arise when profound concepts are packaged too simplistically, which can lead to distortion of meaning.

According to (Gomes and Sultan 2024; Johansson et al. 2024) reminded that digital da'wah has the risk of substance reduction, especially when the content is tailored to popularity algorithms, not scientific truth. Therefore, developers of AI da'wah systems need to involve Sufism experts as content creators, so that AI not only conveys information, but also maintains its spiritual depth.

In this way, AI acts not only as a conveyor of information but also as a manager of learning pathways. In this case, gradual learning adapted to the user's level of understanding (adaptive learning) is a key strategy in maintaining the balance between accessibility and authenticity.

4. *AI-Based Da'wah Strategy: Integration of Technology and Spirituality*

One of the advantages of AI in the context of Sufistic da'wah is its ability to form adaptive and structured learning paths. In addition (Chen 2008; Xie et al. 2017) showed that users who were given learning paths based on quiz results or previous interactions showed a significant increase in understanding. AI can design da'wah paths ranging from the introduction of basic concepts to advanced philosophical understanding of spirituality in Islam.

According to (Chardonnens 2025; Lesinskis et al. 2023) also emphasised the importance of AI-based learning maps in reaching Generation Z and Alpha. With the integration of multimedia, interactivity, and adaptivity, the da'wah of Sufism can become more inclusive and relevant. This represents a significant advancement in the development of da'wah, one that is not only informative but also transformative.

The most significant contribution of this research is in the formulation of a framework for the utilisation of AI in Sufism da'wah that is personal, educative, and authentic. Thus, da'wah can touch the spiritual needs of modern humans who are no longer adequately served by monologue or rhetoric approaches.

Compared to conventional digital da'wah approaches that generally only utilize social media, video streaming platforms, or static visual content, the use of Artificial Intelligence (AI) offers a new dimension in da'wah communication. AI-based da'wah is responsive, interactive, and adaptive, allowing it to adjust to the unique spiritual needs of each user. Previous studies (Donders 2019; King, Hawe, and Wise 1998) have discussed digital content distribution strategies, but the approach is still limited to one-way message dissemination without taking into account the participatory aspects and real-time audience responses. This is the main difference in this study, where AI is not only a medium for delivering da'wah but also a spiritual partner that accompanies each individual's search for meaning.

This research provides an initial solution to the challenges of digital da'wah by emphasising the importance of cross-field collaboration, particularly between technologists, digital content developers, and Sufism scholars. This collaboration is viewed as a strategic step to ensure that the da'wah material delivered through AI-based technology remains authentic, valid, and adheres to the core values of Islamic teachings, particularly Sufism. In the context of Sufistic da'wah, which is full of symbolic meaning and deep spiritual understanding, the involvement of scholars and Sufism practitioners is significant so that the messages conveyed are not reduced to mere technical information. On the other hand, the role of content developers and technologists is needed so that the teachings can be packaged in a form that is attractive, interactive and easily understood by digital audiences, especially the younger generation.

This synergy between Islamic scientific tradition and technological innovation also answers methodological challenges in digital-era da'wah - namely, how to convey transcendental messages with a profane medium. Through a collaborative approach, da'wah is not only a knowledge transfer activity, but also a space for dialogue between text and context, between Sufistic wisdom and the spiritual needs of contemporary society. By building a bridge between classical scientific heritage and modern digital platforms, this research seeks to present a model of da'wah that is not only informative and educational, but also engaging.

CONCLUSION

The inclusion of Artificial Intelligence (AI) in Islamic da'wah, particularly in advancing the Sufistic doctrines of Ibn Arabi, marks a notable evolution in religious outreach. It provides a responsive, adaptive, and individualised spiritual experience that corresponds with the expectations and behaviours of the digital generation. The study confirms that AI can efficiently clarify and organise intricate metaphysical ideas, such as *Wahdah al-Wujūd*, based on each person's cognitive and spiritual preparedness. In this capacity, AI functions not only as a purveyor of knowledge but also as a spiritual ally, promoting profound introspection and connection.

This change presents obstacles. The reduction of complex Sufi ideas for widespread consumption through algorithms risks diminishing the depth and nuance intrinsic to these teachings. The study emphasizes the necessity for a purposeful collaboration of Sufism scholars, technologists, and digital content providers. This collaboration guarantees that the modernisation and accessibility of delivery do not compromise the authenticity, symbolism, and spiritual depth of the original messages. Moreover, the utilisation of sophisticated AI instruments—especially Natural Language Processing (NLP), facilitates dynamic and context-aware interactions that convert unilateral proselytisation into dialogical spiritual involvement.

The study emphasises the revolutionary potential of AI-driven adaptive learning pathways in da'wah. These technologies can record an individual's spiritual progression and customise da'wah content accordingly, from fundamental comprehension to profound philosophical insight. This is especially advantageous for imparting Sufistic teachings, which frequently necessitate thoughtful and gradual internalisation. Generation Z and Alpha, being digitally native, are more inclined to interact with educational content delivered via visual, interactive, and gamified platforms, features that AI can provide.

This study highlights the significance of AI as an innovative medium for da'wah and establishes it as a vital tool for preserving Sufistic spiritual principles in an era of digital acceleration. The suggested AI-driven da'wah approach reconciles ancient spirituality with modern technical frameworks, offering a durable and efficient spiritual guide for contemporary Muslim audiences. Future implementations must emphasise a collaborative, instructional, and ethically responsible strategy to guarantee that digital da'wah is rooted in Islamic epistemology and functions as a significant spiritual tool rather than merely an informational resource.

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