

Human-Machine Communication In Sacred Space: The Philosophical And Ethical Challenges Of AI-Based Interactive Da'wah For Generation Z

Jumiati Nurahma^{1*}

¹Islamic Religious Education Study Program State Islamic University Datokarama Palu, Indonesia

*Corresponding Author: Jumiati Nurahma, E-mail: jumiatinurahma@gmail.com

ARTICLE INFO	ABSTRACT
Volume: 4 ISSN: 2963-5489	This research discusses communication between humans and machines in sacred space, focusing on philosophical and ethical challenges in interactive da'wah using Artificial Intelligence (AI) technology, especially for Generation Z. With the development of technology, traditional sacred spaces are now increasingly widespread through digital media, which involves interaction between humans and machines. By using a qualitative approach with literature studies to analyze philosophical challenges to the meaning of sacredness in virtual space and ethical aspects in the use of AI for da'wah. The results show that while AI allows for more personalized and interactive da'wah, there are several ethical issues such as humanity, authenticity of sacred experiences, and the risk of spiritual communication that feels mechanical. This research emphasizes the importance of developing an ethical and philosophical framework that is able to maintain sacred values and human dignity in a digital context, while meeting the needs and communication styles of Generation Z. This research also contributes to the development of human-machine communication theory in sacred space and ethical digital da'wah practices.
KEYWORDS Artificial Intelligence (AI), Human-Machine Communication, Da'wah, Philosophy, Islamic Ethics, Generation Z.	

1. Introduction

The development of AI technology has brought many innovations in various fields, including in the world of religious communication and da'wah. Generation Z, who live in the midst of the digital age, more often access religious information and experiences through digital media and AI-assisted learning. This makes traditional sacred spaces now not only limited to the real world, but also open up in virtual spaces through interaction between humans and machines. This phenomenon triggers philosophical questions about the meaning and significance of sacred spaces in the context of da'wah, as well as various ethical challenges related to the use of AI in the religious field that strongly uphold spiritual values and human dignity. In addition, to answer this need, various AI-based applications and chatbots have emerged that are designed to issue fatwas, answer questions about fiqh, or offer spiritual advice. This phenomenon can be categorized as AI-Based Interactive Da'wah.

2. Literature Review

A. Human-Machine Communication (HMC) Concept

*Jumiati Nurahma is a Student of Islamic Religious Education Study Program at Postgraduate School, State Islamic University Datokarama Palu, Indonesia. This paper was presented at the 4th International Conference on Islamic and Interdisciplinary Studies (ICIIS) 2025, as a presenter, held by the Postgraduate School State Islamic University Datokarama Palu, Indonesia.

HMC is a form of interaction between humans and intelligent machines, where machines act as partners or agents in the communication process (Guzman, 2019). In the context of da'wah, HMC occurs when the Gen z generation consults with an AI chatbot about religious issues. These interactions change from a linear communication pattern, i.e. the sender of the message to the recipient, to a more adaptive and personalized interaction, which challenges the understanding of traditional communication theories (Nass & Sundar, 2018).

Sacred Space and Virtual Religious Experiences: Research shows that sacred spaces are not only limited to physical places, but also include digital spaces. This digital space can create new sacred experiences through technology and digital media (Wahyudi & Sukmasari, 2023).

B. AI Philosophy, Authority, and Truth in Da'wah

The philosophy of AI raises questions regarding the ability of machines to have awareness, subjectivity, and wisdom. In the context of Islam, truth (al-Haqq) is often associated with abstract things such as the mind (dzat) and natural objects (qalb). Moreover, truth cannot be considered just as data that algorithms process. The main issue in this context is "AI Authority": Does the AI's answer have the same epistemological and legal weight as the fatwa of scholars who have sanad and local wisdom? Philosophically, AI has the potential to reduce revelation to data and wisdom to output.

C. Da'wah Ethics and Algorithmic Bias

AI-Based Da'wah, AI is able to strengthen da'wah methods with more adaptive interaction and reach the younger generation with relevant content. However, the application of AI raises ethical dilemmas such as violations of human privacy and dignity. Da'wah, at its core, is communication based on values (morals), wisdom (wisdom), and good advice (mau'izhah hasanah).

D. Characteristics of Generation Z in Digital Da'wah

Generation Z tends to be responsive to digital da'wah content, such as short videos, podcasts, and interactive social media. Therefore, the da'wah strategy needs to be adjusted to the communication style that suits the habits of this generation.

3. Methodology

This study uses a qualitative method with a literature study approach and concept analysis. Data were collected from scientific journals, articles, and research reports related to human-machine communication, sacred space, AI-based da'wah, and the characteristics of Generation Z. Concept analysis was carried out to identify philosophical and ethical challenges in this context.

4. Results and Discussion

The results of the analysis show that there are several fundamental aspects in Human-Machine Communication in Sacred Space: Philosophical and Ethical Challenges of AI-Based Interactive Da'wah for Generation Z

Human-Machine Communication in Virtual Sacred Space: Communication between humans and machines in virtual sacred spaces provides a great opportunity for interactive, personal, and digital-friendly da'wah transformation of Gen Z. In the daily life of Generation Z, Generation Z has now been integrated with virtual sacred spaces through prayer applications, Islamic chatbots, mosque VR, and live streaming recitations with real-time interaction. For example, a Gen Z student attends a recitation through VR of a virtual mosque, then dialogues with an AI-based Islamic chatbot that answers questions about daily fiqh (for example, whether it is permissible to fast on a certain day).

Philosophical Challenges from the Context of Sacred Space: sacred space is usually related to physical places (mosques, mushallas), but in the digital age the question arises whether virtual space can also be considered sacred.

Philosophical Challenges from the Context of Religious Authority: Where the questions arise whether AI can replace the role of preachers, clerics or religious teachers. Of course, not because Ai is just a technological tool or a tool to help convey information related to religion in a fast, interactive and personalized manner. However, it does not have a spiritual dimension, scientific sanad or religious authority owned by the preacher, ulama or teacher himself.

Ethical Challenges: The use of AI must pay attention to Islamic ethical principles. The use of AI in a religious context brings both opportunities and ethical challenges. The validity of information must be maintained so as not to mislead the people, strong filters need to be applied to prevent abuse and radicalization, and maintain the essence of religious practice. As such, AI should be placed as an auxiliary tool, not a substitute for the role of scientific authority and direct spiritual experience.

Da'wah Strategy for Generation Z: The da'wah approach must be interactive and relevant to digital culture with the use of social media such as Instagram, TikTok, and podcasts is highly recommended (Aini, 2023).

5. Conclusion

The integration of human-machine communication in a sacred digital space can help convey religious messages effectively and personally to Generation Z through an AI-based approach. However, this also poses philosophical challenges in terms of the meaning of sacredness and authenticity of spiritual experiences, as well as ethical issues in the use of AI technology. For this reason, it is necessary to develop a flexible and appropriate ethical and philosophical framework of rules and thinking so that interactive da'wah communication still upholds religious values and human dignity.

Acknowledgements: The author expresses his gratitude to all parties who have provided support, both intellectually and administratively, during the research process. Special thanks are addressed to the State Islamic University of Datokarama Palu for its contribution and support

Conflict of Interest: "the author states that there is no conflict of interest."

Reference

- Aini, N. (2023). The use of digital platform da'wah media in the era of generation Z. *Journal of Cross-Country Islamic Studies*, Vol.5 No.2.
- Laurens, J.M. (2013). The role of technology in the relationship of the form and meaning of the architecture of the Catholic church in the process of inculturation.
- Pabubung, M.R. (2023). The use of AI in da'wah and the ethics of its use. *Kiies Journal, Islamic University*.
- Wahyudi, H.S., & Sukmasari, M.P. (2023). Spirituality in the digital age: The influence of technology on virtual sacred experiences.