

# Algorithmic Authority and the Commodification of Religion: A Literature Review of the Shifting Islamic Broadcasting Ecosystem in the Artificial Intelligence (AI) Era

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**Abstract:** This study examines the transformation of Islamic Communication and Broadcasting in the era of Artificial Intelligence by focusing on algorithmic authority, religious commodification, and ethical crises in post-truth digital media. Using a qualitative library research design and critical discourse analysis, this article analyzes recent academic literature on AI-based *da'wah*, digital religion, platform capitalism, religious authority, and Islamic communication ethics. The findings show that AI and platform algorithms do not merely function as technical tools for producing and distributing religious content; they also act as curatorial powers that shape visibility, legitimacy, and public trust in Islamic messages. This transformation shifts religious authority from sanad-based scholarly transmission toward algorithmically amplified popularity, creating risks of misinformation, sensationalism, and weakened epistemic responsibility. The study also finds that Islamic broadcasting is increasingly absorbed into the logic of digital commodification, where religious symbols, sermon clips, and preacher branding are repackaged as attention-based commodities. In response, this article proposes a critical-paradigmatic reconstruction of Islamic Communication and Broadcasting through AI literacy, ethical platform governance, *maqasid*-oriented digital infrastructure, and social-impact-based evaluation. The success of digital *da'wah* should therefore be measured not only by virality and audience reach, but also by truthfulness, moderation, verification, social cohesion, and spiritual responsibility.

**Keywords:** Islamic Broadcasting, Artificial Intelligence, Algorithmic Authority, Religious Commodification, Post-Truth.

## Introduction

The contemporary landscape of Islamic communication and broadcasting is being reshaped by the rapid expansion of Artificial Intelligence. AI no longer functions merely as a technical tool for producing and distributing religious messages; it also influences how Islamic content is created, edited, ranked, personalized, and consumed by digital audiences. In this environment, *da'wah* increasingly interacts with automated content production, algorithmic curation, voice synthesis, visual media, and platform-based recommendation systems. Recent studies show that AI can support Islamic communication by making *da'wah* more efficient, accessible, and adaptive to digital audiences, but it also raises serious

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concerns regarding authenticity, credibility, scholarly supervision, and the integrity of religious messages ([Aritonang et al., 2026](#)). Therefore, the central issue is not only whether AI can be used for *da'wah*, but how it should be ethically guided so that Islamic broadcasting remains truthful, contextual, and spiritually meaningful.

This transformation also creates a new ethical challenge because religious communication is increasingly shaped by platform logic. Digital audiences often encounter Islamic messages through recommendation systems, trending topics, short videos, and algorithmically amplified content rather than through structured religious learning. As a result, religious content may gain influence not because it is theologically deep, but because it is emotionally attractive, visually dramatic, or suitable for platform engagement. Research on the misuse of *da'wah* activities on social media shows that algorithm-driven visibility, monetization systems, and user-generated authority can encourage sensationalism, unauthorized religious claims, and sectarian discourse ([Abdulsalam & Abdulrasheed, 2026](#)). This condition indicates that Islamic broadcasting in the AI era must be evaluated not only from the perspective of technological efficiency, but also from the perspective of epistemic responsibility and moral consequence.

The ethical problem becomes deeper when Islamic broadcasting is absorbed into the logic of digital commodification. Social media platforms reward content that attracts attention, emotion, controversy, and repeated engagement; therefore, religious messages may be shortened, dramatized, or packaged as spiritual entertainment to fit algorithmic demand. From the perspective of Islamic AI ethics, this situation requires a value-based framework that places justice, accountability, public benefit, and moral responsibility at the center of technological use ([Elmahjub, 2023](#)). Thus, Islamic Communication and Broadcasting studies must critically examine AI not only as an opportunity for expanding *da'wah*, but also as a new technological power that can reshape religious meaning, public trust, and the spiritual integrity of Muslim communication.

## Methodology

This article uses a qualitative library research design to examine algorithmic authority, religious commodification, and post-truth Islamic media as conceptual-discursive phenomena that require theoretical interpretation rather than field measurement. The data are drawn from secondary sources, including books, journal articles, research reports, and digital academic publications published mainly between 2020 and 2026. The literature was selected through documentation techniques by tracing relevant works in academic databases and journal portals using keywords such as “algorithmic authority,” “commodification of religion,” “Islamic broadcasting AI,” “digital religion,” and “post-truth Islamic media.” The analysis applies qualitative data analysis and critical discourse analysis. Qualitative data analysis is used to organize, reduce, compare, and synthesize relevant texts, while critical discourse analysis helps reveal how power, ideology, visibility, and legitimacy are constructed in digital Islamic communication. This methodological choice is relevant because recent studies show that AI and digital platforms reshape Islamic

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discourse, religious authority, ethical responsibility, and the production of religious meaning in contemporary society ([Firdaus et al., 2025](#); [Ullah et al., 2026](#)). Through this procedure, the study connects critical media theory, Islamic communication ethics, and AI-related religious discourse to formulate a reflective framework for understanding commodification and algorithmic power in Islamic broadcasting.

## Result and Discussion

### Deconstructing Religious Authority: From Kyai to AI Algorithms

The development of Artificial Intelligence has created a significant shift in Islamic broadcasting and religious authority. In classical Islamic tradition, authority is grounded in *sanad*, mastery of religious knowledge, moral integrity, and direct scholarly transmission. However, in the AI-driven digital environment, religious visibility is increasingly shaped by search engines, recommendation systems, platform metrics, and automated content production. Studies on algorithmic authority show that YouTube recommendation systems and digital visibility influence public trust in Islamic religious authority, making popularity and repeated exposure important factors in how audiences recognize religious legitimacy (Samudra et al., 2024). In this context, AI and algorithms do not merely deliver religious messages; they also act as curatorial forces that decide which voices become visible, searchable, and socially influential.

This condition becomes more critical with the emergence of AI-based religious applications and generative tools. Research on IslamGPT shows that AI can make religious information easier to access, but it also raises concerns about accuracy, credibility, doctrinal integrity, and the erosion of legitimate religious authority ([Niam, 2024](#)). Similarly, studies on Kiai-AI argue that artificial intelligence reopens negotiation over religious authority by positioning machine-generated responses beside human scholarly judgment ([Tarwiyyah, 2025](#)). International research also warns that generative AI may present moralistic interpretations of religion and may reproduce or amplify cognitive bias in religious education ([Tsuria & Tsuria, 2024](#); [Zhang et al., 2025](#)). Therefore, Islamic broadcasting in the AI era must not rely only on speed, accessibility, or algorithmic reach; it must be guided by scholarly verification, ethical supervision, and epistemic accountability.

### Mechanisms of Religious Commodification in the Algorithmic Ecosystem

From the perspective of media political economy, Islamic broadcasting in the AI-driven digital era faces a serious risk of commodification. Sacred messages that should function as guidance, reflection, and moral transformation are increasingly repackaged as attention-seeking digital products. This occurs when Islamic symbols, Qur'anic fragments, sermon clips, religious music, cinematic visuals, and preacher branding are arranged to attract clicks, shares, comments, and watch time. In this context, content commodification turns da'wah into spectacle: the value of a religious message is measured not by its theological depth, but by its ability to circulate within platform algorithms. Studies on Islamic-themed YouTube content show that religious values and teachings can be monetized through audiovisual production, while research on Islamic piety in Indonesian

public communication also demonstrates how piety can be converted into symbolic and exchange value ([Karman et al., 2024](#); [Syafuddin & Wibowo, 2023](#)). Therefore, AI-era Islamic broadcasting must be criticized when it prioritizes visibility and emotional attraction over sincerity, context, and spiritual substance.

Commodification also operates at the levels of audience and labor. Muslim viewers who consume *da'wah* content are not only religious audiences; their clicks, pauses, comments, viewing duration, and preferences become data that platforms can process for recommendation systems and advertising logic. At the same time, *da'wah* creators are pushed into algorithmic labor, where they must continuously produce content, monitor engagement metrics, adjust titles or thumbnails, and follow platform trends to remain visible. Studies on platform labor show that content creators depend on quantified visibility such as likes, views, subscribers, and shares, while algorithms and revenue systems influence how they behave, work, and adapt their creative production ([Duffy et al., 2021](#); [Hödl et al., 2023](#); [Liang et al., 2025](#)). Thus, Islamic broadcasting organizations risk shifting from a mission of spiritual enlightenment to a struggle for algorithmic survival, unless they develop ethical standards that protect religious integrity, audience dignity, and the welfare of digital *da'wah* workers.

### **Ethical Crisis in the Digital Era, Post-Truth, and Communication Effectiveness**

In contemporary Islamic broadcasting, digital platforms have created a new ethical tension in which religious messages are no longer circulated only through scholarly authority, institutional credibility, or face-to-face transmission, but also through algorithmic personalization and audience engagement. This condition may limit users' exposure to diverse interpretations because social media systems often reinforce content similar to previous preferences, thereby creating filter bubbles and echo chambers. As a result, the Islamic principle of *tabayyun* becomes increasingly important, since religious audiences need verification, ethical reflection, and dialogical openness before accepting or spreading digital *da'wah* messages ([Ahmmad et al., 2025](#); [Rachman et al., 2025](#)).

This ethical crisis becomes more serious when religious expression is commodified and combined with artificial intelligence technologies. Piety can be transformed into a digital performance, while AI-generated content, biased religious responses, and synthetic media may blur the boundary between authentic religious guidance and fabricated authority. Therefore, Islamic broadcasting institutions need to strengthen digital literacy, accelerate verification mechanisms, and develop ethical communication models grounded in *sidq*, *amanah*, *maslahah*, and *tabayyun*, so that digital *da'wah* does not merely pursue visibility and engagement but also protects truth, spiritual sincerity, and public trust ([A'yunin & Triastuti, 2022](#); [Malik & Hanapi, 2026](#); [Park & Nan, 2026](#); [Tarwiyyah, 2025](#)).

### **Synthesis: Reconstructing the Contemporary Islamic Broadcasting Paradigm**

Facing the growing dominance of algorithmic authority, Islamic Communication and Broadcasting should no longer be limited to the technical ability to use social media platforms, but must develop into a critical field that examines how digital systems shape

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religious visibility, authority, and public consciousness. AI literacy and algorithmic awareness are therefore important for preachers, academics, and Islamic institutions because they help users understand how platform design, recommendation systems, and engagement-based logic influence the circulation of religious messages. For this reason, Islamic higher education should integrate AI ethics, digital media governance, and the political economy of platforms into its curriculum, so that future da'i and communication scholars can use technology critically without being absorbed by the commercial logic of global digital platforms ([Noguera-Vivo & Grandío-Pérez, 2024](#); [Salhab, 2024](#)).

At the institutional level, Islamic broadcasting organizations need to redesign the digital da'wah ecosystem through ethical, transparent, and *maqasid*-oriented communication infrastructures that prioritize truth, moderation, sanad validity, and public benefit over click-based popularity. This transformation also requires a shift in performance indicators: the success of Islamic broadcasting should not be assessed merely through subscribers, views, or viral reach, but through its contribution to reducing religious misinformation, strengthening social cohesion, encouraging dialogical understanding, and protecting the integrity of Islamic knowledge. Through this critical-paradigmatic orientation, Islamic broadcasting can become a transformative force that cultivates ethical awareness and spiritual responsibility in the post-truth era ([Aritonang et al., 2026](#); [Habib, 2025](#); [Jia et al., 2024](#); [Larsson & Willander, 2025](#)).

## Conclusion

This study concludes that the development of Artificial Intelligence has fundamentally transformed Islamic Communication and Broadcasting from a conventional field of religious message transmission into a complex digital arena shaped by algorithmic authority, platform capitalism, and post-truth communication. AI and digital algorithms do not merely assist the technical production and distribution of da'wah content; they also influence which religious voices become visible, credible, and socially powerful. As a result, Islamic authority is no longer determined only by sanad, scholarly competence, and moral integrity, but is increasingly negotiated through platform visibility, engagement metrics, and automated recommendation systems.

The study also finds that the commodification of religion has become one of the most serious ethical challenges in contemporary Islamic broadcasting. Sacred messages, religious symbols, sermon fragments, and preacher identities can be transformed into attention-based commodities that are valued according to clicks, views, comments, and virality rather than theological depth, sincerity, and spiritual transformation. This condition creates the risk of sensationalism, misinformation, sectarian polarization, and the weakening of *tabayyun* as an ethical principle in Islamic communication. Therefore, the effectiveness of digital da'wah should not be measured only by audience reach, but also by its contribution to truth, moderation, public trust, and social cohesion.

In response to these challenges, Islamic Communication and Broadcasting needs a critical-paradigmatic reconstruction. Islamic higher education institutions, da'wah organizations, and religious broadcasters must strengthen AI literacy, algorithmic

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awareness, ethical supervision, and *maqāṣid*-oriented digital governance. Islamic broadcasting should develop communication infrastructures and evaluation standards that prioritize validity, *sanad* credibility, public benefit, and spiritual responsibility over superficial popularity. Through this transformation, Islamic broadcasting can remain relevant in the AI era while preserving its ethical mission as a medium of guidance, enlightenment, and moral responsibility in the post-truth digital society.

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