

## THE ROLE OF ARTIFICIAL INTELLIGENCE IN SERVING ISLAMIC ADVOCACY

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### ABSTRACT

*This study examines the role of artificial intelligence (AI) and its impact on the field of Islamic Dawah in light of rapid technological developments. The aim is to shed light on how these technologies can be employed to support and spread Islamic Dawah. The study reviews the concept and importance of AI, highlighting its most prominent applications in various fields and the potential for leveraging it to serve Dawah work. The importance of the study lies in its coverage of a modern topic directly relevant to contemporary reality, as well as the limited research that has addressed this aspect in the context of Islamic Dawah. The study relies on a descriptive, analytical, and inductive approach, reviewing specialized studies and research to identify the theoretical foundations of modern technology and analyze its role in enhancing Dawah work. The study concludes with several findings, most notably that AI contributes significantly to developing Islamic Dawah methods and increasing their effectiveness. It provides tools that facilitate communication between preachers and audiences, thus reducing the challenges facing preachers and enabling recipients to access Dawah content at any time and from anywhere. The study also emphasizes that the use of AI technologies in the field of Dawah enhances the integration of theoretical knowledge and practical applications, which contributes to improving the quality of Dawah efforts and increasing their impact.*

**Key words:** *modern technology; artificial intelligence; Islamic Dawah*