

CHATGPT FROM THE PERSPECTIVE OF SURAH AL-IMRAN: 19 TECHNOLOGY, AND DA'WAH MEDIA: A CASE STUDY ON YOUTUBE

Nabila Khairunisa

UIN Raden Fatah Palembang

khairunisanabila642@gmail.com

Abstract: ChatGPT (Chat Generative Pre-Trained Transformer) is an advanced learning tool designed to provide information across a wide range of topics, including science, culture, education, customs, and religious matters such as Islam. Developed by OpenAI in the United States, this tool offers significant benefits, but it also carries potential drawbacks. One of the noteworthy aspects of ChatGPT is its role in facilitating dialogue on philosophical and religious questions, including those posed by non-Muslims regarding Islam. This phenomenon can provide an opportunity for da'wah (Islamic outreach), particularly in educating those who may lack knowledge of the religion. The purpose of this research is to explore how ChatGPT is being used as a medium for da'wah, especially in the context of addressing questions from non-Muslims about Islam. This study adopts a qualitative research approach, gathering observational data from YouTube content related to these interactions. A key point in the discussion is derived from the Quran, specifically from Surah Al-Imran: 19 which states, "Indeed, the religion in the sight of Allah is Islam." This verse underscores the belief in Islam as the true and final religion in the eyes of Allah (SWT). The research calls for further in-depth examination of how Islamic teachings, as articulated in the Quran and Hadith, align with other verses and how they are presented in platforms like ChatGPT. By critically engaging with these sources, the aim is to foster a deeper understanding of Islam and its teachings in the face of modern technological challenges.

Keywords: ChatGPT, Da'wah, Surah Al-Imran: 19

INTRODUCTION

Artificial Intelligence (AI) or artificial intelligence is a rapidly developing technology that permeates many aspects of life and cannot be separated from or avoided by humans (Sobron & Lubis, 2021). According to John McCarthy, Artificial Intelligence is a computer system used to understand and model human thinking processes or those requiring human intelligence and design machines to mimic human behavior. AI has the potential to change various aspects of human life, including in the field of da'wah. Da'wah is understood as an effort to convey religious teachings by inviting people to

goodness and the safety of both this world and the hereafter, as well as helping them understand and practice the teachings of Islam (Purwanto et al., 2017). One of the information technologies that can be used in the delivery of da'wah information is AI technology, using ChatGPT. Therefore, ChatGPT is considered a modern media technology for da'wah.

Research on ChatGPT in the context of Surah Al-Imran: 19 as a media for da'wah on YouTube has been conducted by several previous researchers. Among the most recent reports is by (Mukaromah et al., 2023) "Challenges and Opportunities for Da'wah amidst the Presence of Artificial Intelligence: 'ChatGPT' Case Study". This study discusses how the development of Artificial Intelligence (AI), such as ChatGPT, presents both opportunities and challenges for Islamic da'wah. This research uses a qualitative method, with data collected through literature study, observation, and documentation. The findings show that ChatGPT offers opportunities for Islamic da'wah by providing quick and easy access to Islamic information, ensuring that the information delivered is valid and accountable. Then, (Muji & Saifuddin Zuhri, 2023) in "Hybrid Culture and New Media in Empowering Islamic Society: The Role of Artificial Intelligence (AI) for Da'wah in the VUCA Era" discusses how AI can be used to spread religious messages, emphasizing that technology should be seen as a tool to support the primary goal of da'wah, which is the dissemination of religious messages, deeper understanding, and positive change in society. The research method used is library research, which is qualitative. The results indicate that AI technology can be an effective tool in da'wah, and AI should not be considered the main goal, but a supportive tool to achieve the mission of da'wah. Furthermore, (Ramiedi & Afril, 2023) "The Relationship of Religious Moderation to Artificial Intelligence in the Era of Society 5.0" examines the relationship between religious moderation and the development of AI. The research uses a qualitative method. The results show that AI has the potential to support religious moderation by helping to reduce extremism and violence in religious practices.

The results of previous studies and current research have similarities in discussing how AI can support Islamic da'wah and spread religious messages more effectively. However, the differences lie in the focus of each study. Mukaromah focuses more specifically on ChatGPT and the validity of information, Muji & Saifuddin Zuhri focus on the VUCA era and AI's role in da'wah, while Ramiedi & Afril primarily discuss AI in relation to religious moderation in Society 5.0. ChatGPT encourages people worldwide to recognize the wonders of AI, which provides an intellect that surpasses human understanding, including knowledge and information that we do not possess, particularly in da'wah. Da'wah can be carried out using various techniques such as teaching, spreading information, and more. Information technology can play a role as a supporting tool to ensure that the goals of da'wah are easily achieved (Ai et al., 2023).

In the Quran, Surah Al-Imran: 19 affirms that Islam is the true religion, without doubt. According to Asy-Sya'rawi, Islam is not only the teachings of Prophet Muhammad SAW, but also the submission of all creatures to the One Almighty God through the teachings brought by the prophets, supported by miracles and convincing evidence (Rafi, 2020). An example of such evidence is from a case where a YouTuber, after asking ChatGPT about Islam, was surprised to find that ChatGPT confirmed Islam as the true religion, as he had previously believed that Christianity, inherited from his ancestors, was the only true religion (Lutfi Dwi Puji Astuti, 2024).

This research applies the theory of da'wah communication to analyze the phenomenon of non-Muslims seeking religious truth through digital technology. Surah Al-Imran: 19 serves as the main foundation, emphasizing that Islam is the true religion in the sight of Allah, so technologies like ChatGPT can be a medium to introduce Islam to a global audience, including non-Muslims. Through the YouTube case study, this research explores how da'wah creators utilize ChatGPT to answer critical questions about Islam raised by non-Muslims (Khan, 2024). ChatGPT plays a role in delivering answers based on the Quran and Hadith, fostering constructive dialogue. This phenomenon shows the potential of technology in bringing people closer to Islam, while also affirming that Islam can address intellectual challenges posed by anyone. Therefore, this research connects the concept in Surah Al-Imran: 19, proving the truth that Islam is the true religion, which even ChatGPT acknowledges.

For the purpose of the study, it is necessary to establish a research framework. This research aims to discuss ChatGPT from the perspective of Surah Al-Imran: 19 as a media technology for da'wah, using a YouTube case study. The main issue addressed in this research is ChatGPT from the perspective of Surah Al-Imran: 19 as a media technology for da'wah, with a focus on YouTube. In line with this central issue, the research questions revolve around ChatGPT from the perspective of Surah Al-Imran: 19 as a media technology for da'wah, through a YouTube case study. The expected results of this study are to provide theoretical and practical implications. Theoretically, this research aims to offer insight into ChatGPT from the perspective of Surah Al-Imran: 19 as a media technology for da'wah, contributing to initial studies in this area. Practically, this research is expected to build trust and conviction in Islam, affirming that Islam is the true religion, as stated in Surah Al-Imran: 19.

METHOD

This study uses a qualitative research method. It employs a library research approach by critically and in-depth reviewing relevant literature such as books and journals that are appropriate to serve as references. A case study method is preferred for qualitative research (Assyakurrohim, 2023). This case study uses YouTube, where non-Muslims ask ChatGPT questions about Islam. The non-Muslim reactions are of surprise upon receiving the answer from the AI, which states that Islam is the true religion.

RESULTS AND DISCUSSIONS

ChatGPT is an artificial intelligence-based machine technology that is trained to mimic human conversation using Natural Language Processing (NLP) technology, which is capable of responding to questions asked by users in the form of text by typing a question into a chatbot platform (Setiawan & Luthfiyani, 2023). The chatbot's ability to provide the needed information is also more efficient than humans in general, and its writing skills surpass those of the average student.

The use of ChatGPT can be a great opportunity for Islamic da'wah, as it can influence the way da'wah is delivered, accessed, and received by the community or Muslim ummah. Muslims can easily access religious information, get answers to their questions, and receive spiritual guidance quickly and practically. However, along with its opportunities, there are also challenges that need to be addressed in presenting Islamic da'wah amid the presence of AI technology like ChatGPT.

Connection to Surah Al-Imran: 19

In the context of the opportunities for Islamic da'wah amid the presence of AI technology like ChatGPT, we can relate it to Surah Al-Imran: 19, which states:

إِنَّ الدِّينَ عِنْدَ اللَّهِ الْإِسْلَامُ ۗ وَمَا اخْتَلَفَ الَّذِينَ أَوْثَرُوا أَلْكَتَبَ إِلَّا مِنْ بَعْدِ مَا جَاءَهُمُ الْعِلْمُ بَعِيًّا بَيْنَهُمْ ۗ وَمَنْ يَغْفُرِ بَأْسَ اللَّهِ فَإِنَّ اللَّهَ فَانَّ اللَّهَ
سَرِيعَ الْحِسَابِ

"Indeed, the only religion in the sight of Allah is Islam." (Surah Al-Imran: 19)

This verse emphasizes that Islam is the true religion in the sight of Allah, and every individual, regardless of their background or status, has the opportunity to learn and accept the truth of Islam.

Technologies like ChatGPT can serve as a tool to facilitate the spread of Islamic messages to humanity, including those who may not be familiar with Islam. With its ability to provide quick and efficient information, ChatGPT allows anyone, both Muslims and non-Muslims, to get answers to their questions regarding Islamic teachings. In this context, AI technology can become a medium to introduce the truth of Islam as conveyed in Surah Al-Imran: 19.

Opportunities for Islamic Da'wah Amidst the Presence of AI Technology (ChatGPT)

Based on observations and literature studies, AI technologies like ChatGPT present significant opportunities for Islamic da'wah to spread knowledge and answer questions related to Islam, including:



1. **Faster and Wider Dissemination and Outreach of Da'wah Messages:** With the presence of ChatGPT, da'wah messages can be delivered faster and reach a broader audience. Da'wah content can be customized, and it can validate the information provided. However, challenges remain, such as the lack of personal interaction between the preacher (dai) and the community, and how to raise awareness among the public that ChatGPT is just a tool to facilitate the provision of information, not a replacement for the role of scholars in delivering da'wah.

ChatGPT offers significant potential for Islamic da'wah by enabling faster and wider dissemination of da'wah messages. Muslims can easily access the information they need regarding their confusion about Islamic teachings. ChatGPT can respond in real-time, according to individual preferences and needs, thus reaching people who were previously difficult to engage.

2. **Easy Access to Information:** Muslims can easily access information or ask questions related to their confusion about understanding Islamic teachings by typing questions through a chatbot platform.
3. **Quick Interaction and Response:** ChatGPT can provide quick responses to questions asked by users, making it easier to obtain information and religious teachings.
4. **Language Skills and Data Organization:** ChatGPT's ability to organize data into meaningful information or messages helps users understand Islamic teachings. It can even provide advice and fatwas according to religious guidance.
5. **Assisting and Speeding Up the Preparation of Da'wah Materials:** ChatGPT helps to quickly and easily prepare da'wah materials, though it still requires planning, organization, and validation by the dai or preacher. ChatGPT can be used as a tool to assist writers and Islamic content creators in generating ideas, overcoming writer's block, and automating the production of repetitive or time-consuming content tasks (Wahid & Hikamudin, 2023).

ChatGPT's language proficiency and ability to organize data into understandable information can assist in understanding Islamic teachings, help speed up the preparation of da'wah materials, and emphasize the importance of active participation by dai in delivering Islam's teachings in-depth. This is because ChatGPT is merely a tool to simplify the problems faced by humans.

CONCLUSION

In conclusion, ChatGPT, as an advanced AI tool, offers significant opportunities for Islamic da'wah, particularly in addressing questions and spreading knowledge about Islam. With its ability to respond quickly, efficiently, and at scale, it serves as a valuable medium for delivering religious messages and providing answers to both Muslims and

non-Muslims. The technology can facilitate the dissemination of Islamic teachings and help bridge the gap for individuals seeking knowledge, especially in the context of a rapidly evolving digital landscape.

As reflected in Surah Al-Imran: 19, Islam is affirmed as the true religion in the sight of Allah, and the use of technologies like ChatGPT can serve as a tool to help spread this truth. However, while ChatGPT offers vast potential, it is essential to recognize that it should not replace the role of scholars and religious leaders in delivering the depth and authenticity of Islamic teachings. Instead, it should be seen as a tool that assists in the broader mission of da'wah, providing quick access to information, answering questions, and offering insights based on the Quran and Hadith.

In addition, the use of AI in da'wah presents both opportunities and challenges. Opportunities include broader outreach, more efficient dissemination of knowledge, and personalized responses, while challenges involve maintaining personal interaction and ensuring the accuracy and depth of religious information. As such, ChatGPT can support the goals of da'wah, but it requires careful planning and validation by qualified religious authorities to ensure that the information it provides aligns with the core values of Islam.

Overall, ChatGPT represents a powerful tool for modern da'wah, fostering global dialogue about Islam and offering a practical means of making Islamic knowledge more accessible to a diverse audience. However, its use should be carefully managed to maintain the integrity and depth of Islamic teachings, as guided by the Quran and Hadith.

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