Ethics of Da'wah Based on Communication Inspired by the Sunnah of the Prophet in the Qur'an

Sabil Mokodenseho[1], Muh. Idil MS[2], Sahara Yarbo[3], Fatmawaty Toani[4], Liliana Korompot[5], Fadlun Pakelo[6], Elvi Dotinggulo[7]

[1-7]Institut Agama Islam Muhammadiyah Kotamobagu

Article Info

ABSTRACT

Communication-based Da'wah ethics, inspired by the Prophet's Sunnah in the Quran, represents a vital aspect of Islamic outreach efforts. This literature review analysis explores the theoretical foundations, practical applications, challenges, and opportunities in ethical communication for Da'wah endeavors. Drawing on Islamic teachings and contemporary scholarship, the review highlights key principles of sincerity, truthfulness, empathy, and respect as guiding principles for effective communication. Practical strategies, including the integration of Prophetic communication models and engagement with diverse audiences, are examined alongside challenges such as ethical dilemmas and misconceptions about Islam. Despite these challenges, opportunities for innovation abound, particularly with advancements in technology and evolving societal norms. By embracing ethical communication principles, practitioners can navigate complexities, promote dialogue, and foster greater understanding and empathy in their Da'wah efforts.

Corresponding Author:

Name: Sabil Mokodenseho
Institution: Institut Agama Islam Muhammadiyah Kotamobagu
Email: sabil.mokodenseho@gmail.com

1. INTRODUCTION

In the realm of Islamic faith, Da'wah, the dissemination of religious teachings, is a core obligation rooted in the Quranic directive to spread Islam's message. Da'wah embodies outreach, inviting others to embrace the faith's principles. The ethical dimension of Da'wah is crucial, emphasizing sincere, integral, and compassionate communication. The Prophet Muhammad's Sunnah serves as a profound model for effective communication, showcasing ethical principles in conveying the message of Islam. Various studies highlight the evolution of Da'wah strategies, from historical approaches by Sufi Ulama [1] to modern adaptations utilizing the internet for Cyberdakwah [2]. Additionally, the application of Da'wah through institutions like Tapak Suci emphasizes prayer, discipline, and moral education [3]. These diverse approaches underscore the importance of ethical communication in Da'wah efforts.

In contemporary society, the task of Da'wah faces challenges like cultural poverty [4], necessitating innovative strategies. Da'wah now emphasizes preacher ethics and activities for community welfare [3]. Understanding the millennial generation's communication preferences is crucial,

requiring effective strategies and digital engagement [5]. Modern communication dynamics demand adapting Da'wah to ethical/moral values on social media while considering cultural contexts [6]. The Tapak Suci institution exemplifies Da'wah through physical and non-physical activities, emphasizing prayer, discipline, and moral education [7]. To navigate diverse cultural landscapes and technological advancements, Da'wah must integrate ethical principles into communication strategies, leveraging digital platforms and tailored approaches to engage effectively with contemporary audiences [8]–[10].

This literature review analysis endeavors to explore the intersection of communication, ethics, and Islamic teachings in the context of Da'wah. Drawing inspiration from the Prophet's Sunnah as depicted in the Quran, this research seeks to elucidate communication-based Da'wah ethics – a framework that integrates Islamic principles with contemporary communication strategies. By conducting a comprehensive review of existing literature, this study aims to discern theoretical foundations, practical implications, and contemporary relevance of communication-based Da'wah ethics.

The imperative of Da'wah finds its roots in the Quranic injunctions to convey the message of Islam with wisdom and good manners (Quran 16:125). The Prophet Muhammad's mission of spreading Islam was characterized by a commitment to ethical conduct in communication, exemplified by his interactions with diverse audiences. His Sunnah provides a timeless blueprint for ethical engagement, emphasizing sincerity, truthfulness, empathy, and respect.

In the realm of da'wah, the utilisation of modern communication platforms such as the internet and social media has significantly expanded the reach of Islamic teachings [2], [3], [6], [11]. However, this expansion has also given rise to ethical challenges, such as the potential spread of misinformation and reinforcement of stereotypes [12], [13]. Experts emphasise the importance of adapting da'wah strategies to uphold ethical

and moral values while taking into account the social and cultural context [14]. Islamic ethics play an important role in guiding communication strategies in da'wah efforts, emphasising role models, ethics, and activities that improve people's well-being. In addition, the use of platforms such as YouTube for da'wah has shown a positive impact on audiences, leading to changes in mindset, attitude and behaviour. To address these challenges, a strategic approach that integrates philosophical-anthropological elements is recommended to effectively tailor da'wah strategies for cultural transformation.

This research endeavors to achieve several objectives. Firstly, it aims to delve into the theoretical underpinnings of communication-based Da'wah ethics, drawing inspiration from the Prophet's Sunnah in the Quran. Secondly, it seeks to examine practical applications of ethical communication strategies in Da'wah endeavors, leveraging insights from existing literature. Additionally, it endeavors to pinpoint challenges and opportunities in implementing communication-based Da'wah ethics, particularly within the context of contemporary sociocultural dynamics. Lastly, it strives to assess the relevance and effectiveness of these strategies in engaging diverse audiences and nurturing mutual understanding.

2. LITERATURE REVIEW

2.1 Theoretical Foundations of Communication-based Da'wah Ethics

Scholars have extensively explored the theoretical underpinnings of communication-based da'wah ethics, emphasising the important role of sincerity (Ikhlas) [12]. They argue that sincere intentions and sincerity are essential for effective outreach, drawing inspiration from Prophet Muhammad's sincerity in spreading Islam [15]. In addition, the concept of honesty (Siddiq) in da'wah is also underlined, emphasising the importance of conveying accurate information about Islam without distortion [2]. This is in line with Islamic teachings on honesty and integrity, which

emphasise the ethical imperative to be honest in communication [16]. In addition, empathy (Tawadu') is considered important in da'wah ethics, as it enables practitioners to understand the audience's perspective and encourages meaningful dialogue [17]. Respect (Adab) is also integral, with a focus on honouring others regardless of their beliefs, as exemplified by the Prophet Muhammad.

2.2 Practical Applications of Ethical Communication Strategies in Da'wah Efforts

Studying Prophet Muhammad's communication model can guide da'wah practitioners in developing effective and ethical strategies [7], [12]. Understanding the diverse cultural, social and religious backgrounds of audiences is essential for ethical da'wah outreach, fostering trust and credibility [2]. Utilising digital platforms such as social media for da'wah presents new opportunities, emphasising the importance of maintaining authenticity, transparency and relevance while upholding Islamic principles [6], [18]. By integrating insights from the Prophetic Sunnah with contemporary communication theory, practitioners can enhance their communication approaches, ensuring ethical and impactful da'wah efforts in today's interconnected world.

2.3 Challenges and Opportunities in Implementing Communication-based Da'wah Ethics

Scholars have highlighted challenges in implementing communication-based Da'wah ethics, emphasizing the need for sensitivity and cultural appropriateness while conveying the truth [6], [19]. Addressing misconceptions and stereotypes about Islam is a significant challenge for Da'wah efforts, requiring countering misinformation with knowledge and wisdom, and challenging stereotypes through positive engagement and exemplary conduct [16]. To navigate these dilemmas, practitioners must exhibit discernment and a profound understanding of Islamic ethics [3]. This underscores the importance of innovating strategies to uphold ethical standards while effectively communicating Islamic teachings in a diverse and evolving social landscape [4].

3. METHODS

The selection of sources for the literature review encompasses a wide array of scholarly materials, such as academic journals, books, conference proceedings, and online databases, with a focus on works that contribute to understanding communication-based Da'wah ethics, Islamic teachings, and ethical communication theory. Both classical and contemporary sources are considered, utilizing key search terms like "communication-based Da'wah ethics," "Islamic outreach," "Prophet Muhammad's Sunnah," and "Quranic principles." Various databases including PubMed, Google Scholar, JSTOR, and ProQuest are utilized to ensure comprehensive coverage. The data collection process involves systematic searches using selected keywords, with inclusion and exclusion criteria applied to screen literature based on relevance, quality, and alignment with research objectives. Primary sources such as Quranic verses and authentic Hadiths are consulted alongside secondary sources like scholarly analyses and empirical studies. Thematic analysis is employed to identify recurring themes and concepts related to communication-based Da'wah ethics, with thematic coding used to categorize data according to key themes such as sincerity, truthfulness, empathy, and respect. Data synthesis is then conducted to develop a coherent narrative elucidating theoretical foundations and practical implications, with comparative analysis employed to contrast different perspectives and approaches.

4. RESULTS AND DISCUSSION

This section presents the results of the literature review analysis on communication-based Da'wah ethics inspired by the Prophet's Sunnah in the Quran. The findings are discussed about theoretical foundations, practical applications, challenges, and opportunities in ethical communication for Islamic outreach efforts.

4.1 Theoretical Foundations

The literature review revealed foundational principles that form the

theoretical framework of communication-based Da'wah ethics inspired by the Prophet's Sunnah in the Quran. Central to this framework are principles derived from Islamic teachings, including sincerity, truthfulness, empathy, and respect. These principles guide ethical conduct in communication and serve as the cornerstone of effective outreach efforts.

The concept of sincerity underscores the importance of genuine intention and purity of heart in conveying the message of Islam. Scholars emphasize that Da'wah efforts must be motivated solely by a desire to seek the pleasure of Allah and benefit others, rather than personal gain or recognition. The Quranic injunction to "invite to the way of your Lord with wisdom and good instruction" (Quran 16:125) emphasizes the need for sincerity in Da'wah communication, ensuring that the message is conveyed with utmost integrity and authenticity.

Truthfulness is a fundamental ethical principle in Islam, requiring communicators to convey accurate information about Islam without distortion or manipulation. The Prophet Muhammad is described as "Al-Amin," the trustworthy, underscoring his commitment to honesty and integrity in all aspects of communication. Da'wah practitioners are called upon to uphold the truth and refrain from misrepresentation or deceit, recognizing that trust is essential for effective communication and relationship-building.

Empathy plays a crucial role in ethical communication, enabling practitioners to understand the perspectives, concerns, and emotions of their audience. The Prophet Muhammad demonstrated empathy towards diverse individuals and communities, listening attentively to their needs and addressing them with compassion and understanding. Da'wah efforts guided by empathy seek to bridge cultural and social divides, fostering mutual respect and solidarity among people of different backgrounds.

Respect is a central tenet of Islamic ethics, encompassing reverence for Allah, His creation, and fellow human beings. The Prophet Muhammad exemplified respect in his interactions with people of diverse beliefs and backgrounds, treating them with dignity and kindness. In Da'wah communication, practitioners are encouraged to demonstrate respect for the beliefs, customs, and autonomy of others, fostering an environment of mutual understanding and cooperation.

4.2 Practical Applications

The literature review analysis illuminated practical applications of communication-based Da'wah ethics inspired by the Prophet's Sunnah in the Quran. These applications translate theoretical principles into actionable strategies for effective and ethical communication in Islamic outreach efforts. By integrating theoretical insights with practical wisdom, practitioners can navigate diverse cultural, social, and technological landscapes to convey the message of Islam with clarity, compassion, and relevance.

One practical application highlighted in the literature is the integration of Prophetic communication models into Da'wah practices. The Prophet Muhammad's Sunnah provides invaluable guidance on effective communication strategies, including clear articulation of the message, active listening, and addressing the specific needs and concerns of diverse audiences. By studying the Prophet's interactions with different individuals and communities, practitioners can derive practical insights into tailoring their communication approaches to resonate with the lived experiences and cultural contexts of their audience.

Effective Da'wah requires engagement with diverse audiences, encompassing individuals from different cultural, linguistic, and religious backgrounds. Practitioners are encouraged to adopt culturally sensitive and inclusive communication strategies that acknowledge and respect the diversity of their audience. By fostering dialogue, building relationships, and addressing common concerns, practitioners can cultivate empathy and

understanding, laying the groundwork for meaningful engagement and positive impact.

The advent of digital media presents new opportunities for ethical outreach, allowing practitioners to reach wider audiences and engage in interactive dialogue. Scholars emphasize the importance of leveraging digital media platforms, such as social media, websites, and multimedia channels, to disseminate accurate information about Islam, counter misinformation, and amplify voices of moderation and tolerance. However, practitioners must exercise caution in utilizing digital platforms, ensuring that communication efforts uphold ethical principles of authenticity, transparency, and relevance.

4.3 Challenges and Opportunities

The literature review analysis identified a range of challenges and opportunities inherent in implementing communication-based Da'wah ethics inspired by the Prophet's Sunnah in the Quran. These challenges stem from various factors, including cultural barriers, ethical dilemmas, and misconceptions about Islam, while opportunities arise from advancements in technology, evolving societal norms, and the potential for cross-cultural dialogue and understanding.

4.4 Challenges

Ethical dilemmas often confront Da'wah practitioners as they navigate the delicate balance between conveying truth and respecting cultural sensitivity. Addressing sensitive topics and managing conflicting values demand careful ethical reflection and discernment. Concurrently, misconceptions and stereotypes surrounding Islam hinder effective communication, fueled by biased media portrayals and misinformation. Da'wah practitioners must counter these obstacles with patience, knowledge, and wisdom, aiming to rectify misunderstandings and promote an accurate comprehension of Islamic teachings. Moreover, cultural and linguistic barriers present further hurdles, necessitating adaptability in communication approaches to resonate with diverse audiences' norms, languages, and communication styles. Building trust and bridging cultural divides may require significant investment in cross-cultural competence and additional resources.

4.5 Opportunities

Advancements in technology offer new avenues for ethical outreach, enabling practitioners to utilize digital media platforms such as social media, websites, and multimedia channels to reach broader audiences and facilitate interactive dialogue. These platforms provide opportunities to disseminate accurate information about Islam, counter misinformation, and amplify voices of moderation and tolerance. Concurrently, evolving societal norms and attitudes towards religion foster opportunities for dialogue and engagement, with increasing interest in spirituality, interfaith dialogue, and social justice issues providing fertile ground for ethical communication in Da'wah efforts. Addressing contemporary concerns and demonstrating the relevance of Islamic teachings to societal challenges can help practitioners build bridges of understanding and foster positive relationships with diverse communities. Moreover, the globalization of communication facilitates cross-cultural dialogue and understanding, enabling practitioners to engage with individuals from diverse cultural, linguistic, and religious backgrounds. By embracing diversity, promoting mutual respect, and fostering meaningful dialogue, Da'wah practitioners can cultivate empathy and construct bridges of understanding across cultural and religious divides.

DISCUSSION

The synthesis of findings from the literature review analysis underscores the dynamic interplay between theoretical principles, practical applications, challenges, and opportunities in communication-based Da'wah ethics inspired by the Prophet's Sunnah in the Quran. This discussion section delves deeper into the implications of the results, highlighting key insights and proposing avenues for further research and practical initiatives.

The integration of theoretical principles derived from Islamic teachings with practical applications offers a holistic approach to ethical communication in Da'wah efforts. By aligning communication strategies with principles of sincerity, truthfulness, empathy, and respect, practitioners can convey the message of Islam with authenticity and relevance. The integration of Prophetic communication models provides a timeless blueprint for effective engagement, guiding practitioners to communicate with clarity, compassion, and wisdom.

The challenges identified in communication-based Da'wah ethics, such as ethical dilemmas and misconceptions about Islam, underscore the importance of ethical reflection and discernment. Practitioners must navigate complex communication challenges with humility, seeking guidance from Islamic teachings and ethical principles. By cultivating ethical awareness and moral courage, practitioners can uphold integrity and resilience in their outreach endeavors.

Despite the challenges, the literature review highlights opportunities for innovation and impact in ethical communication for Islamic outreach efforts. Advancements in technology, evolving societal norms, and the potential for cross-cultural dialogue offer fertile ground for innovative communication strategies. By embracing digital media platforms, engaging with evolving societal norms, and promoting cross-cultural dialogue, practitioners can leverage opportunities to amplify their message and foster greater understanding and empathy.

The discussion calls for collaboration and dialogue among stakeholders, including scholars, practitioners, and community leaders, to advance the understanding and implementation of communication-based Da'wah ethics. By fostering interdisciplinary collaboration and dialogue, practitioners can benefit from diverse perspectives and expertise, enriching their communication strategies and enhancing the impact of their outreach efforts.

The literature review points to several areas for future research and practical initiatives in communication-based Da'wah ethics. Research efforts may focus on evaluating the effectiveness of communication strategies, exploring the impact of digital media on Da'wah outreach, and investigating the role of ethical leadership in promoting integrity and accountability in Islamic organizations. Practitioners are encouraged to engage in continuous learning and professional development, honing their communication skills and ethical awareness to meet the evolving needs of diverse audiences.

5. CONCLUSION

In conclusion, communication-based Da'wah ethics offers a principled approach to engaging with diverse audiences and conveying the message of Islam with integrity and compassion. The synthesis of theoretical insights and practical applications underscores the enduring relevance of Islamic teachings in guiding ethical communication practices. While challenges such as ethical dilemmas and misconceptions persist, opportunities for innovation and impact abound, particularly with advancements in technology and evolving societal norms. Moving forward, practitioners are encouraged to integrate ethical principles into their communication strategies, navigate challenges with ethical reflection, and seize opportunities for collaboration and dialogue. By upholding principles of sincerity, truthfulness, empathy, and respect, practitioners can fulfill the noble mission of Da'wah and contribute to building bridges of understanding and harmony in diverse sociocultural contexts.

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