

ISLAMIC DA'WAH THROUGH A CREATIVE IDEOLOGICAL APPROACH

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ABSTRACT

*Traditional Da'wah activity has been very successful throughout the centuries, as the Muslim population has increased to 2.9 billion today.¹ However, it is indeed important to work rigorously for preparation of true and dedicated Muslims among them because many of our Ummah is found to be namely Muslims and the true colour and quality of Muslim has been far away from the reality. The consequences of this unwanted situation causes conversion of Muslims to other religion, production of unqualified followers and leaders, rapid emergence of atheist, secularist, liberalists, extremist, and terrorists in many Muslim nations, continued internal dispute, and civil war in Muslim countries. The reason of befalling fitna and problems on the Ummah according to my research is not because of the sabotage of western civilization or non-Muslim, it is only for non-appliance of promise by Muslims to their creator and it is the penalty ordered by Allah, SWT. Allah said: **And whoever turns away from my remembrance - indeed, he will have a depressed life. (Sura, At Taha, 20:124)**. Anguish, despair and destruction of Ummah is all around in many Islamic countries and communities. This situation critically highlighted the importance of reminding Muslims to be true Muslims once again, as our Prophet established the best Ummah with his best method of Dawah. Since we have entered in 21st century, the method of Da'wah should also be a kind of creative.*

KeyWord: Daw'ah, Niyah, Propagation, intention, piety, conviction, Ummah, honesty, sincerity, regularity, obedient, deep submission, steadfastness, success

Objective & Methodology Of The Study

The objective of this study is to inculcate the importance of values of Islam and Iman in the mindset of Muslims individually and collectively so as to revitalize the dying state of Ummah through some creative method. This research will be qualitative in nature, including critical analysis; content analysis and theoretical studies. In addition, the research includes a critical analysis of the concept, and perception of domestic and international scholars who are experts in this subject. The domain of qualitative research seeks out the 'why,' not the 'how' of its topic through the analysis of unstructured information -things like interviews, transcripts, emails, notes, feedback forms, reports or media clips, web-sources, photos and videos will also be consulted. The methodology applied is in order to gain insight into people's attitudes, behavior, value systems, concerns, motivations, aspirations, culture or lifestyles. This research would also focus on content analysis, evaluation, semiotics, and reports of various agencies.

Background Of The Study

Humankind had enjoyed its best moment in the Paradise when they submitted themselves towards Allah SWT, without any condition. They were provided everything they wanted and the other creations were commanded to strictly follow them with great honour. However, they ultimately faced grave consequences and were taken out from the paradise due to disobedience to the command given by Allah SWT. This episode was detailed in Al Qur'an:

"O Adam! Dwell you and your wife in the Paradise and eat both of you freely with pleasure and delight of things therein as wherever you will, but come not near this tree or you both will be of the Zalimeen (wrong-doers)."²

This incident has clearly directed mankind that if we truly followed commands of Allah SWT, we will always be happy and will be appreciated by others with great honour. Today, we have lack of essential provision; many of us are poor, jobless, refugees, stateless. Wherever we go we are branded as terrorists, extremist and cowards. When Muslims are compared with non-Muslims, they excelled in many areas, many ways, in science, in technology and even in social science and moral values.

Why We Are Suffering Agony

Why these all happened does not need any argument and explanation. It is all our deceitful acts including misappropriation, corruption, adultery, cheating, injustice and breaking of our promises causing our destruction. If we look at Iraq, Syria, Libiya, Afghanistan, Pakistan, Egypt, and many Muslim minority states, we would realize destruction of the Ummah. On the other hand, the reason for the destruction of Ummah was already given by Allah SWT that mankind transgressed their limits and they did not comply the instructions given by Allah SWT. He said:

¹, Samiul Hasan, The Muslim World in the 21st Century: Space, Power, and Human Development January 14, 2012
Springer Science & Business Media

²Al Qur'an, Sura, Al Baqara, 2:31-34.

And whoever turns away from My remembrance - indeed, he will have a depressed life...³

Da'wah activity is very important and obligatory for every Muslim as our Prophet Muhammad PBUH said in one hadith it is reported that **"Allah does not punish a whole community on the sins of a small group of people, until these people transgress openly, before such people who have the power of preventing them and yet do not do so. The punishment of Allah then overtakes all. The Duas of the pious will then be of no avail to anyone."**

On a same direction, Allah SWT said: **"O children of Adam, let not Satan tempt you as he removed your parents from Paradise, stripping them of their clothing to show them their private parts. Indeed, he sees you, he and his tribe, from where you do not see them. Indeed, We have made the devils allies to those who do not believe"**.⁴

Linkage Between Suffering And Non-Compliance Of Da'wah

Guidance and Commends of Allah SWT are always reasonable and beneficial to mankind. There is neither benefit nor relish for Allah himself when we worship him. Our worship and obedience is only advantageous to us alone. When human being reached on earth, since then, thousands of messengers were sent to them to remind them of their responsibility and their previous failure. Whoever followed the guidance properly and accurately they were successful and were able to build from a successful life into a greater civilization and those who deviated from the right path and transgressed the limits, they were given punishment and their civilization was then destroyed. Therefore, it is no doubt that today our Ummah's problem is not a new thing; it is the same sin and same complications we have committed repeatedly as earlier nations used to make mistakes. Allah informed us of his destruction if we transgressed the limitation.

"Say: If it be that your fathers, your sons, your brothers, your mates, or your kindred; the wealth that ye have gained; the commerce in which ye fear a decline: or the dwellings in which ye delight – are dearer to you than Allah, or His Messenger, or the striving in His cause; - then wait until Allah brings about His decision: and Allah guides not the rebellious"⁵

O you who have believed, protect yourselves and your families from a Fire whose fuel is people and stones, over which are [appointed] angels, harsh and severe; they do not disobey Allah in what He commands them but do what they are commanded.⁶

Every one of us should know that we are here in this world just to sit for a test which has been set up by Allah SWT. In the Qur'an, He said; **[He] who created death and life to test you [as to] which of you is best in deed - and He is the Exalted in Might, the Forgiving.**⁷

Thus, we will be tested anywhere, anytime and wherever we go and stay. As long as we are here in this world, it is a test; we should remind ourselves about this test all the time. Some of us is tested when he is provided anything he needs as a rich person and some of us will be tested when he is in a great difficult position and when a person can be tested when he is in a state of great popularity. It is we who can make ourselves passed this test and it is we who can damage our faith and put us in loss in this world and hereafter. Thus, the time we live in is very precious and very short that we must pass this test, thus we have to properly utilize this irreplaceable time. We must know ourselves that we can fall into destruction anytime. We are like those people who walk on a tiny rope above the crater - that is very dangerous and can fall deep down anytime, if we do not notice how to maintain our balance.

Thus, Allah SWT said we human beings are in loss while taking oath against the time. He had taken oath against time because, he wanted us to know how importance of the time. Within this specific time, if we can try our best to save ourselves, we would be successful in this world as well as hereafter. This command was revealed in Sura al Asr which was comprehensively significant to our Ummah. This Sura reminds mankind of our helpless position and sheer destruction, in case we would not take care of ourselves.

By time, indeed, mankind is in loss, Except for those who have believed and done righteous deeds and advised each other to truth and advised each other to patience.⁸

Therefore, it is advisable that we should study this Sura in details and know significance of its emphasis that would help us in passing our test easily. This surah without any doubt indicates the importance of Dawah, the invitation to become a true Muslim who have fear of Allah SWT, with honesty, sincerity, truthfulness, righteousness and steadfastness.

³Al Qur'an, Sura, AtTaha, 20:124,

⁴Al Quran, Sura, Al-'A`raf, 7:27,

⁵Al Quran, Sura,At-Tahrim, 66 : 6.

⁶Al Quran, Sura At-Tawbah, 9:24

⁷Al Quran, Sura Al Mulk, 67:2

⁸Al Quran, Sura Al Asr, 103, 1-3

Contemporary Method Of Dawa'h Insists Creativity

Our Prophet Muhammad started his mission from the individual stage to the massive level. He was declared as the most successful religious and political leader in the world. His method of Da'wah is the best and the most creative method, we have never effectively used in this world. He said: **By Him in whose control is my life! You should continue to enjoin the right and forbid the wrong, else Allah will descend such a punishment upon you that you will make dua unto Him and He will not accept your duas.**"

In our society, many activities and projects are being implemented following outdated methods and ways where we could not reach to our expected target within specific time, resulting procrastination and waste of resources. Late 20th century was the period, when the better and firmer theories and methodologies were formulated and applied by social scientist in the society and among those theories and Philosophies; creative thinking ideology has been widespread among the scholars. Creativity is the act of turning new and imaginative ideas into reality. When we talk about creativity we should not take it as unnecessary or insignificant ideology, it in fact is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing. If you have ideas, but don't act on them, you are imaginative but not creative, said by Sternberg.⁹ "Creativity is the process of bringing something new into being. Creativity requires passion and commitment. It brings to our awareness what was previously hidden and points to new life. The experience is one of heightened consciousness: ecstasy."¹⁰

Why We Need To Do Creative Dawah

Traditional Da'wah activity has been very successful throughout the centuries, as the Muslim population has increased to 2.9 billion today.¹¹ However, it is indeed important to work rigorously for preparation of true and dedicated Muslims among them because many of our Ummah is found to be namely Muslims and the true colour and quality of Muslim has been far away from the reality. The consequences of this unwanted situation cause conversion of Muslims to other religion, production of unqualified followers and leaders, rapid emergence of atheist, secularist, liberalists, extremist, and terrorists in many Muslim nations, continued internal dispute and civil war in many Muslim countries. All these circumstances signify a need of an immediate change in function of Da'wah activities among the Ummah.

In this 21st century, the traditional Da'wah activities needs more attention and creativity, because the Muslim mindset is no more antiquated as they used to be in 20th century. Their style, background, environment and living condition have changed according to development of science and technology. When we need to change the mindset of the people of present century, it is the best way to use a creative methodology of Da'wah. Generally Muslim Da'ies impart Islamic knowledge to the people surrounds at religious environment such as religious teaching centers, Madarasas, Maktabas and Mosques where we reach only to limited Muslims. However, when we use the creative methodologies, techniques, methods, styles, professionalism and positive attitudes at both religious and non-religious surroundings including environment of non-Muslim, business areas, markets, educational, social and political institutions, etc; then we could reach many people at a time and we can prove that such a creative method is useful and productive. Thus, it is imperative to create different tactics and strategies of Da'wah for the benefit of contemporary Ummah. The following creative methodologies of Da'wah being discussed includes many of the methods already utilized by our beloved Prophet Muhammad, PBUH and proven to be successful for many years, yet many of us forget to implement it and go strayed.

It is also incumbent to all Muslims to perform Da'wah activity with the best way available and Allah SWT mentioned the characteristics of Da'wah in the Qur'an that:

"Let there arise out of you a group of people inviting to all that is good, enjoining al-ma`roof (i.e. Islamic Monotheism and all that Islam orders one to do) and forbidding al-Munkar (polytheism and disbelief and all that Islam has forbidden). And it is they who are successful." (Quran, Aal Imraan: 104)

Da'wah Must Be Initiated With Wisdom

The word Da'wah in Arabic root word "dal-'ain-nun" simply indicates an invitation to a Message. When it is used in conjunction with Islam it is understood to mean inviting to the way of submission and surrender to Allah. A Da'ie is a person who invites people to understand Islam through dialogue or any other acceptable mean. Many Muslims engage in Da'wah according to the way they prefer and qualified, but the result would be different if the Da'ie is using creative thinking. As Da'wah is to not only invite non-Muslims to Islam and but also understand the Muslims to accurate realization of Islam and its practices: it is better to apply it with true knowledge, kindness and special skills. It is a noble and compulsory act for every Muslim who recited the

⁹ Sternberg & Lubart, Defying the Crowd, Cultivating creativity in a culture of conformity, Robert J. Sternberg, Dean of the School of Arts and Sciences, Professor of Psychology at Tufts University, Barron's Educational Series, Barron Publishing, 2009, NY, USA

¹⁰ Rollo Reece May (April 21, 1909 – October 22, 1994) was an American existential psychologist and author of the influential book Love and Will (1969)

¹¹, Samiul Hasan, The Muslim World in the 21st Century: Space, Power, and Human Development January 14, 2012

Syahadah. Allah SWT, said in the Holy Quran the most resourceful way to understand the work of Da'wah al-Islamiah is using the most lenient and beautiful words in their work. He said:

"Invite (all) to the Way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious: for thy Lord knows best, who have strayed from His Path, and who receive guidance."¹²

There are three ways of dealing human being in order to spread the message of Almighty Allah such as **logical approach, sincere advice and effective strategy**. This combination three methods is always been neglected by many especially Muslims when trying to explain something towards people. Consequently, the message that they want to convey towards recipients are misinterpreted, misjudged and worst of all, it may lead to misconception and hatred towards our sacred religion, Islam.¹³

Dawah With Logical Approach

A logical approach is effective to Da'wah activity as it can convince the audience rationally and reasonably, in case it is necessitated. When Da'ie explained about existence of Allah and Tawhid, the person, approached might question to show evidence of existence of Allah SWT. Then Da'ie can give a logical answer while comparing with something invisible but understandable like existence of **air**. Likewise, when a person is approached he should be dealt with kindness and honour so that he felt friendly and happy to response the Da'ie positively. For example, when our Prophet wrote a letter to the Rome authority inviting them to the fold of Islam, the Prophet did addressed Jews and Christians as followers of the same God to whom Muslims worship; it means Allah SWT who is in fact the same God of Jews and Christians. When Allah SWT ask Moses and Aaron to approached Pharaoh, inviting him to Islam, Allah asked them to speak to him gently so that he might reflect Allah, then it is said:

"So speak to him, both of you, mildly in order that he may reflect or fear God."¹⁴

In terms of gentleness, Aisha narrated about gentleness said by the Prophet PBUH:

"Whenever gentleness is in a thing it beautifies it and whenever it is withdrawn from something it defaces."¹⁵

On the same concept, Jareer, (R) narrated as the Prophet, PBUH said that **"One deprived of gentleness is deprived of all good."**¹⁶

Logical Through Knowledge Base Approach

Sunnatullah, one of the characteristics of Allah, SWT is to equip all his messengers with knowledge so that they can invite their people towards Islam successfully. The knowledge provided to the prophets was so creative that no one in their particular period witnessed it. Why such knowledge is provided to them? It is truly right that creative knowledge earned the curiosity of people and made difference; Allah said **"Are they ever equal, those who know and those who do not know?" Only the people of discernment will reflect (on the distinction between knowledge and ignorance, and obedience to God and disobedience,) and be mindful.**¹⁷ Of course, it is obvious that the knowledgeable one always wins wherever he stays.

There is blessing from Allah, SWT for those who seek the knowledge, which can be the assets for Da'ie using these assets in his activities so as to influence his audience. The Prophet, PBUH said: **"Allah will make the path to the Garden easy for anyone who travels a path in search of knowledge". "Angels spread their wings for the seeker of knowledge out of pleasure for what he is doing". Everyone in the heavens and everyone in the earth ask forgiveness for a man of knowledge, even the fish in the water". "The superiority of the man of knowledge to the man of worship is like the superiority of the moon to all the planets". "The men of knowledge are the heirs of the Prophets, the Prophets bequeath neither dinar nor dirham; they bequeath knowledge, whoever takes it has taken an ample portion"**¹⁸

Then, we can come to know how significant of knowledge. Hence, we have to make sure that we need to furnish ourselves with knowledge of Islam thoroughly so that we can welcome anyone who wanted to know about Islam. We should also know that it is Allah who give the knowledge and guidance to mankind where Allah SWT, said:

"Verily We have created man into toil and struggle... Have We not made for him a pair of eyes; and a tongue, and a pair of lips; and shown him the two ways (obedience and disobedience)?"¹⁹

The people who are in pursuit of knowledge should not forget to ask assistance in seeking knowledge from Allah SWT, as Allah said:

¹² Al Quran, Sura, An Nahl, 16:125

¹³ John Mordechai Gottman, The Analysis of Change, Psychology Press, the University of Washington, Lawrence Erlbaum Associates, New Jersey, USA, 1995,

¹⁴ Al Qur'an, Sura, At Taha, 20:44

¹⁵ Sahih Al-Bukhari, vol. 4, p. 1370, no. 6274.

¹⁶ Sahih Al-Bukhari, vol. 4, p. 1370, no. 6270.

¹⁷ Al Qur'an, az-Zumar 39:9)

¹⁸ Abu Dawud No. 1631, Tirmidhi No. 74, Riyad al-Salihin: 1388

¹⁹ Al Qur'an, Sura Al-Balad 90:4-10

"And say: My Lord increase me in knowledge."²⁰

We should also know that Knowledge is for those who deserves it. Now the question is who are those deserve knowledge, the answer also Allah SWT already given in the Quran that they are those who have sense of responsibility and fear of Allah in terms of their responsibility. Then he said: **"Verily the most honoured of you in the sight of Allah is he who has most taqwah."**²¹

If we are really sincere and true towards the mission of Islam, we could be awarded with knowledge and be considered of better position in this world and hereafter as he said: **"Allah will raise up, to (suitable) ranks and (degrees), those of you who believe and who have been granted knowledge. And Allah is well-acquainted with all you do."**²²

Allah SWT, also know who really love him and adore him, because the people who really love Allah SWT are those who obey him and have knowledge as he said: **"It is only those who have knowledge among His servants that fear Allah."**²³

If we truly love Allah SWT and obey to him and remain throughout our life, then we will be provided more knowledge and we can help many with this knowledge as many true scholars sacrifices their life and their knowledge for mankind as Muawiah narrated the hadith of our beloved prophet Muahmmad PBUH, it said: **"If Allah wants to do good to a person, he makes him very knowledgeable in the Deen."**²⁴

Therefore, our Prophet Muhammd PBUH, said that **"learning knowledge is obligatory to all Muslims"**. **"Learn the knowledge from the stage of cradle till the graveyard"**, **"the best among you are those who learn the Quran and teach it to others"**. Because when we invite people, there are different type of people we can encounter, may be professional, business personal, educated and sometimes ignorant even. If they want to know any information about Islam, we are ready to provide them, thus Allah SWT, said:

Say, O Muhammad, This is my way, I call to Allah (to the testification that none has the right to be worshipped except Allah, alone, having no partner) upon certain knowledge (baseerah). I, and those who follow me."²⁵

Here Baseerah means knowledge, it is a tool with it the Da'ie can influence the audience and if need be he can argue, explain and debate with them, but he must make sure that he is patient and his word are lenient and pleasant so as to convince and understand the invitees. Allah SWT, in this regards, said: **And argue with them in a way that is better.**²⁶

On the other hand, how we are going to answer Allah, SWT on the day of the judgment when we will be questioned about inviting people without any knowledge, he warns us against speaking without knowledge, as He said: **"And follow not (O man, i.e., say not, or do not, or witness not) that of which you have no knowledge. Verily, the hearing, and the sight, and the heart of each of those ones will be questioned (by Allah)"**²⁷

Da'wah With Sincere Advice

People love those who speak the truth and remain firm in what they claim for themselves. It is the sincerity, a dai'e who do what he means and what he says. It indicates the steadfastness in saying and action which is an important characteristic of prophets by which they testified themselves to be the most successful in their mission and assigned task. It is significant to those who engage in Da'wah that they have to abide to what they say and keep oneself within the boundary of Islam. They have to be regular to their commitment as a Muslims and should not allow themselves to the path against Islam. In this regards, Allah, SWT said: **O you who have believed, why do you say what you do not do? Great is hatred in the sight of Allah that you say what you do not do.**²⁸

I do not wish to forbid you from something and then do it myself, rather I only wish to rectify you as far as I am able.²⁹

These verses indicate the importance of keeping oneself within the borderline of steadfastness, sincerity and keeping promise by oneself. The successful are those who really keep their promise to people, one day Sufyan bin Abdullah MAPH, (may Allah

²⁰ Al Qur'an, Sura. Ta-Ha 20:114)

²¹ Al Qur'an, Al-Hujurat 49:13

²² AL Qur'an, Al-Mujadilah 58:11)

²³ Al Qur'an, Fatir 35:28

²⁴ Sahihain, Bukhari, No.1709 and Muslim, No. 626

²⁵ Al Quran, Sura, Yoosuf 12:108

²⁶ Al Quran, Sura, An-Nahl 16:125

²⁷ Al Quran, Sura, al-Israa' 17:36

²⁸ Al Quran, Sura, As saf, 61: 2-3

²⁹ Al Quran, Sura, Hood 11:88

please with him), asked the Prophet Muhammad, PBUH, that: **'O Messenger of Allah, tell me something about Islam which I can ask of no one but you. He said: Say, I believe in Allah — and then be steadfast.'**³⁰

It is a good example of steadfastness being tied up to consistency in belief (Iman) towards Allah, SWT. When people fully believe in Allah, SWT by proclaiming that Allah is only God, there is no god beside him with his tongue and he remains steadfast, Allah will decorate him with knowledge supporting him to be a good and successful person in this life and hereafter.

If we look at entire number of the prophets whom Allah SWT assigned responsibility of Da'wah and KholafaiRashidoon (Four guided caliphs) who succeeded our prophet Muhammad, PBUH and founded the best Islamic civilization were those who remained upright in their belief in Allah SWT, in their speech and action and never swayed from the right path of Islam. Allah SWT will protect those people and there is no fear and sadness, they will encounter in their life as Allah SWT, in the Quran, said: **"Indeed, those who have said, 'Our Lord is Allah', and then remained on a right course - there will be no fear concerning them, nor will they grieve."**³¹

At many occasions Allah SWT help those who truly love him and believe him as there are several incidents where Allah sent down his angel, Malaikat towards his prophets and the companions of the Prophet Muhammad PBUH, particularly in the battle of "Badar" as said by Allah SWT: **"Indeed, those who have said, 'Our Lord is Allah' and then remained on a right course - the angels will descend upon them, [saying], 'Do not fear and do not grieve but receive good tidings of Paradise, which you were promised'."**³²

21st centuries has been the most developed era of science and technology where the enemy of Allah SWT, shaitan has many opportunities to lure the Umma to commit as many sin as they can. Particularly video, internet, website and Porn sites could be tools to destroy Iman of our Umma to join them in the hellfire. This virtual threat is just before our youths and they cannot avoid these cyber-generated crimes as they encounter them every day when a computer or a cellphone is in their hand. It is mandatory for Da'ie and parents to watch their youths vigilantly and remind them of unhealthy propaganda of these type of film and illegal websites through their teaching and Da'wah activities. However, Da'ies are reminded that their tasks are successful and their objectives are achieved only if they remain steadfast in their belief, action and speech as long as they are sincere in their task.

Effective Strategy With Pure Intention

Invitation to Islam or Da'wah Islamiah is conducted only to seek the pleasure of Allah SWT. There should be no expectation from this noble task and it is obligatory to all Muslims to keeping a sincere intention. However, one can recheck his intention that what is he looking for from this task as shitan can mislead him into wrong direction. When some sees successes in the task, they can be approached by shitan to confuse in their mind that these successes are only possible with their own effort. Shitan can infuse doubt and pride in their mind and they will fall in the area of Ria, Shirk Sagir. They started enjoying their status of being great Da'ies, and continue their task, the way they think the best. This is the beginning of damage in their Da'wah activity and sooner or later, they will see many failure and negative effect in their environment and society. Therefore, one has to be very careful in his mind that Da'wah Islamiah is delegated only for the pleasure of Allah SWT and our intention has to be very sincerer before we begin this noble task. We must know that the job of Da'wah is purely based on sincerity and volunteerism, if one's Niya, intention is not appropriate, his task will not entertain any Baraka and development. In this regards, Allah SWT, said: **I do not ask you for any reward for conveying this Qur'an.**³³ **I do not ask you for any wealth for my admonition.**³⁴

These two verses are precisely obvious that we do propagation of Islam not to seek any reward nor any wealth, rather it is virtuously seeking the pleasure of Allah only. In this regards, our Prophet Mohammed, PBUH said: **"Actions are only by intention, and every man shall only have what he intended."**³⁵

When you have good intention and clear conception, you grow many ideas for implementation of your work and it will be more fruitful when you add sincerity and honesty in your intention. Because when you are looked and understood sincere and honest, many people wish to talk to you and want you to guide for their needs and requirements. When people like you, it means you are liked by Malaikat, when you are liked by Malaikat, then you are liked by Jibrail (a) and if you are liked by Jibrail (a), finally you are accepted by Allah SWT. If you are accepted by Allah SWT, then nothing to be said anymore. You are the man of God. All of your wishes are fulfilled. That is our goal and achievement we have been waiting for long.

If we look at today in our world many people spend millions of money to love them, to support them, but outcome is many a time not achieved desirably. Why it happened like that, the following Hadith reflects directly on what has been said: The Prophet PBUH, said:

"If Allah loves someone He calls (angel) Jibreel and says: 'I love so-and-so, so you love him.' Jibreel loves him and calls the other angels in Heaven to love that person. They love him, then his love is made upon earth, and he becomes loved. And if Allah hates someone He calls Jibreel and says: 'I hate so-and-so, so you hate him.' Jibreel hates him and calls the

³⁰ Muslim, Hadith No. 21

³¹ AL Qur'an, Surah al-Ahqaf, 46:13

³² AL Qur'an, Sura, Fussilat, 41:30

³³ AL Quran, Sura, al-An'aam 6:90

³⁴ AL Quran, Sura, Hood, 11:29

³⁵ Bukhari, chapter 22, Hadith 40, Muslim Hadith no. 1907.

angels in Heaven and says: Allah hates so-and-so, so you all hate him. They all hate him, and his hatred is made upon earth and he becomes hated."³⁶

Therefore, we need to understand that every success is dependent on the pleasure of Allah SWT and we have to first make sure that all of our intention and emotion on every deed is for the sake of Allah SWT, as Allah said: **Say, "Indeed, my prayer, my rites of sacrifice, my living and my dying are for Allah, Lord of the worlds."**³⁷

Effective Strategy By Removing Tension

Of course a Da'ie will definitely face many questions from the audience and sometimes you have no idea to responses their peculiar question, you become in a deep of tension. Many a time Da'ie will be criticized and your patience is about to miss. You can become totally angry and want to leave the stage and ran away from the audience. If that is going to happen you should not worry, rather be cool to yourself and ask the assistance from Allah SWT and answer to the question whatever you know about it. Do not forget that you are an important person of Da'wah and if you miss your position, you must think that Islam is going to be looked down. Because, people expect you to be the best person of Da'wah. This event reminds us of what we need ourselves to be equipped with knowledge of Islam. Either you are young or old, you need to study Islam as possible as you can. Our Prophet Muhammad PBUH said: **"Learn your knowledge from the cradle to the grave"**³⁸ **"Acquire knowledge even if it is in China!"**³⁹

Equipping with knowledge, particularly in the task of Da'wah can remove tension faced by the Da'ie. On a same theme, we should also be brave and vigilant when we deliver our talk in the process of Da'wah, for shitan will inculcate fear and tension in our heart to destroy our assignment. When you are vigilant and brave like our Prophets and the companion we will be successful, in this regards, Allah SWT said: **"How many of the prophets fought (in God's way), and with them (fought) large bands of godly men? But they never lost heart if they met with disaster in God's way, nor did they weaken (in will) nor give in. And God loves those who are firm and steadfast."**⁴⁰

Therefore, the best way to remove the tension is keeping ourselves vigilant and hold us behind the shield of Istiqama, steadfastness where Allah SWT said: **"So unto this (religion) invite (the people). Stand steadfast as you are commanded and do not follow their desires ."**⁴¹

Many of us thought that saying is very easy and implementation of steadfastness is very difficult, in this regards Ibni al Qayyim al Jawwzi, (R) recommended the following regulation to achieve steadfastness or istiqamah in performing any good deeds: 1. The act should be done for the sake of Allāh alone (ikhlas). 2. It should be done on the basis of knowledge ('ilm). 3. Performing 'ibadah should be in the same manner that they have been commanded. 4. To do it in the best way possible. 5. Restricting oneself to what is lawful while performing those deeds.

Effective Strategy By Beautification With Good Mannars

Having good manners is the main reason for winning the heart of everyone, following the Sunna of our Prophet Muhammad PBUH is the best way to attain the best manner. Because, he was a man of manner and he had never had indecent or coarse in his life. Abd Allah ibn 'Amr said, "Prophet Mohammed PBUH, was never obscene or coarse. Rather, he used to tell us that the best among us were those with the best manners."⁴²

Allah, SWT also mentioned in the Quran that: **"Do good to parents, kinsfolk, orphans, those in need, neighbors who are of kin, neighbors who are strangers, the companion by your side, the wayfarer (ye meet), and what your right hands possess."**⁴³

As a Da'ie, if one cannot control his emotion and passion, then you will be looked down and humiliated by many and he will always be assumed as ignorant, ill-informed and lack of personality. Then think oneself that what would happen to the task of Da'wah, he takes responsibility of it. Therefore, Da'ie must be just, a role model, wise, patient, truthful, and these are the most important manner maintained by our Prophets of Islam. Moreover, one should also attain the quality of being fair, courageous, generous, and compassionate so that he is seen as an ideal to be followed. These are criterion to be applied for a good Da'ie and the best model for the Ummah is the prophet Muhammad, PBUH.

Today in our society, people appreciate others who offers good manners in their behavior, action and speaking. The following tips are cited for those who wish to make their task easy and successful. If you take care of good manners, people will remember you as a good person, although you may not remember them. For example:

³⁶ Imam, Nawawi, Riyad-Us-Saliheen Chapter 47, Signs of Allah's love for His slaves and the efforts for its Achievement

³⁷ Al Quran, Sura, An nam, 6:162

³⁸ Scholar did not agree it is from Sahih, but been used to motivate Muslims for gaining knowledge

³⁹ al-Sakhaawi's al-Maqaasid al-Hasana (p. 275-277), Scholar did not agree it is from Sahih, but been used to motivate Muslims for gaining knowledge

⁴⁰ Al Qur'an, Sura, Ali 'Imran, 3:146).

⁴¹ Al Qur'an, Sura, Ash Shuraa, 42: 15]

⁴² Sahih Bukhari, No. 56, V.8

⁴³ Al Qur'an, Sura, Nisa, 4:36).

[1] When you see people you greet them cordially, exchange eye contact, shake their hands and offer them assistance. [2] People appreciate those who make their facial appearance good, wearing good clothing and nicely comb your hair. [3] If you deal people nicely, they are reminded of good manner thought by your parents and teacher. [4] Although people may be rude and wild, but they do not forget someone who dealt them kindly, because there is no one in the world like to be treated badly. [5] one day you need good manner from someone, then it would have been better, if you have been polite enough once. [6] Since you are brought up with good manner by your elders, do not disgrace them with what is contrary to the manner they thought you. [7] If you see someone you will smile at and if you say a word say nicely and if you write a sentence write politely, you will never regret it and it will bounce back with good rewards.

Our Prophet Muhammad, PBUH said that 6 social responsibilities are important for every Muslims, they are: [1] When you see a Muslim you must give Salam, [2] When you are invited you must accept it, [3] When you are requested for an advice, you must give a sincere advice, [4] When someone sneeze and say Alhamdulillah you reply him Yarhakamullah, [5] If someone becomes sick, you visit him, [6] If someone died, you attend his funeral. In fact, this Islamic traditions and social responsibility shown by the Prophet reflects a full act of manner whoever take them seriously they are the one successful in this life and hereafter.⁴⁴

Conclusion

Method of Dawah is various and Da'ie are numerous, however one can be equipped with creative manner, ideas that is attracting the people because it is never known to anyone what situation he/she is going to encounter while they in the process of Da'wah. Therefore, make sure! the engagement of Da'wah is properly scheduled according to a fixed time and at a proper place. One should not make any frequent change in the management of time and venue, otherwise his or her weakness is revealed and people get confused. It is vital to have a better preparation for one's talk because competency and well management will make a big difference and can receive better appreciation from the audience, which is leading to the success of the programme.

When one start his speech, he should try to find a common ground and speak a common language. These two qualities would motivate the audience, for everyone is eager to listen issues relevant to their culture and tradition in their familiar language. When a common understanding among the speaker and the audience is reached there is deep understanding and closed bond aroused, thus the objective of Da'wah is obtained. One of the obstacles for foreign speakers is meeting with audience who can't speak that particular foreign language. If that is the case a local speaker is arranged for such a group, otherwise the effort can be futile. At many occasions the speaker tend to have a monologue where the audience become bored and lethargic, thus it is advisable to have dialogue and interaction while the process of Da'wah is on the run. Sometimes, a misconception about Islam is raised by the audience and the speaker himself could not handle such issue, then it is important for the Da'ie that he should not allow it to happen, he should be careful, avoiding this type of problem and issue during the speech. Therefore, furnishing oneself with obligatory knowledge is very essential.

During interaction, any question raised by the questioner is answered directly by Da'ie and he should not beat about the bush, otherwise, misunderstanding and displeasure of the questioner can damage the programme badly. Da'ie should not be excited and not to give introduction or unnecessary information towards the question. While answering any question raised by the audience, make sure Da'ie return the answer with appropriate wisdom and example of some story. One should not try to organize the audience to be a regular attendance of his organization or the Masjid, rather try to understand the audience about Islam, unification of Tawhid while avoiding difficult issues of fiqh and Hudud.

The best part of a successful programme is to start it with the name of Allah and the foundation of Islam, five pillars of Islam and six pillars of Iman. One should try to avoid the cultural and political issues while making a speech and focus on the subject of Dawah. Otherwise, unnecessary problem would develop and the objective of Da'wah can be missed out. Da'ie should not try to resist any controversial or unwanted issue exposed unexpectedly, then make the end of the programme with utmost respect and apology. If the request or the interest of the audience is clearly developed, you need to follow up the programme and support for anyone who expresses for further learning of Islam.

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