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PRELIMINARY INVESTIGATION FOR A DA'WAH MODEL TO SPREAD THE MESSAGE OF ISLAM IN A PLURAL SOCIETY

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ABSTRACT

Objectives this paper reports on the investigation conducted using qualitative research method to determine the best da'wah model to spread Islam to non-Muslim in the plural society. Methodology this research was conducted by interview technique using one of da'wah organization, Yayasan Pendidik Kami (YPK) The research was focus on YPK da'wah activities which also involved as an alternative da'wah organisational structure in order to spread the da'wah process and realizes the teachings of Islam among the non-Muslim members. Research findings this investigation is an effort to formulate new da'wah programme which can be utilized to succeed in the strategies outlined in the objectives. A comparison from previous studies on model da'wah before embraced Islam and after convert to Islam were compared to determine the effectiveness of dissemination of information to the target groups. Contribution this research can be used for academic purposes in term of developing a model for teaching and learning Islamic studies.

Keywords:dawah model, non-Muslims, target groups

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Introduction

As an introduction, we will discuss the basics of da'wah (preach) works, including da'wah methodologies, da'wah strategies and da'wah models that are related to the study. We will be able to understand the research core ideas, to study the common methods of da'wah and the best way to attract the non-Muslim to embrace Islam. The methodologies of da'wah are to choose Islam as the way life, and believe Islam is the one and only true religion from Allah SWT. The da'wah strategy is a set of actions that will be implemented in context of da'wah, aiming to prove the target audience of the truth of Islam. The da'wah model is an exemplary form that is proposed to convey the target of the truth of Islam, the true religion from Allah SWT. The meaning of da'wah in the context of Islam is to preach people to obey all the commands of Allah SWT and avoid all prohibitions. According to Surah An -Nahl 16:125 'Invite mankind (oh Muhammad to the way of you Lord (i.e islam) with wisdom and fair preaching and argue with them in a way that is better. Truly, your Lord knows better who has gone astray from his path, and he is the best knower of those who are best guided '. In many surahs Allah SWT tells our prophet is only a warner or controller, but not a person who can convert or revert other people to Islam, Surah Al-Ghashiyah 88: 21 'Therefore do thou give admonition, for thou art one to admonish'. Surah Al-Ghashiyah 88: 22. 'Thou art not one to manage (mer's) affairs. Therefore it is advisable to respect those who are interested in Islamic way of life than those who continue to be not interested in Islam

Research problem

This study was conducted to determine the best da'wah model to the influence the target group so they choose Islam as their religion and continue to practice as good muslims

Research question

This research will focus specifically to answer the main question:

1. Is it possible to compile da'wah models so that Islam can be spread to non-muslims?
2. What is the appropriate da'wah model to spread islam?

Research objectives

To determine the best model dakwah to spread the message of islam to non-muslim

Previous studies

Study no 1;

Research conducted by Dr Nawi Yusoh Why Embrace Islam (2000 to 2003) sponsored by Selangor Islamic State Department. This research had focus on factors why the converts embrace islam and also the studies highlighted on the following are ;

- 1 The beauty of the muslim religion
- 2 Miracle of the Al-Quran
- 3 Unsatisfaction with their past religion
- 4 Explore more about the creator, Allah SWT
- 5 Oppurcunity and facilities
- 6 Conducive environment
- 7 Religion beliefs and to find the true religion
- 8 Research for spiritual satisfaction
- 9 The true information about Islamic religion
- 10 Background factors and beliefs of various religion



The results of the research concluded that the converts after accepted the religion of islam they finally they practiced as good muslims

Study no 2 ;

Mr Muhammad Sharif Kamal Mohr Mushawah ,2014 Thesis PhD in Dakwah ,faculty of Islamic science,Al-Madinah International (MEDUI), Malaysia Research Topic FIGH CALL FOR FOR NON-MUSLIM TO ISLAM AND TO TAKE CARE THE CONVERTS The research had successfully develop dakwah model to call for non-muslim to islam and at the same develop dakwah model for the convert to continue practice as good muslim.

Organisational Da'wah Structure in Malaysia. There are many da'wah organizations in Malaysia. Among them are 'Yayasan Pendidikan KAMI' (YPK), 'Yayasan Da'wah Islamiah Malaysia' (YADIM) and 'Pertubuhan Kebajikan Islam Malaysia' (PERKIM), 'Pertubuhan Penyebaran Islam Antarabangsa' (IPSI) and others. Their main role is to da'wah and call people to do things- who was commanded by ALLAH SWT and died of all prohibitions. According to Nawi (2009) Islamic da'wah for non-Muslims is necessary for a basic study and these preachers are very important for the comparison of religions.

This research will also make a study on the organizational structure (YPK) involved in establishing alternative organizational structures in order to speed up the da'wah process and realize the teachings of Islam among non-Muslims. This research will also examine the programs conducted by (YPK), in an effort to formulate new programs that can be

utilized to succeed in the strategies outlined in the objectives.

Our Education foundation (YPK)

Our Education Foundation was established on 23 September 2016. The word 'Kami' means an active group of Islamic societies and the objectives of the organization are:

- (1) To develop the study of the Qur'an and Islamic preaching in Malaysia.
- (2) To produce professional Islamic preachers.

The YPK has four important projects:

- (1) Completing infrastructure, construction of mosques, management buildings, toilets and canteens.
- (2) Da'wah Islamiah activities include the publication of four books for the purpose of dakwah;
 - (a) why did we return to Islam?
 - (b) Islam, Various Religions and Beliefs
 - (c) Islam- Christianity-A Calculation
 - (d). Psychology in Islamic Da'wah (seventy percent completed).
- (3) Special Research

The special research concentrated on the comparison of various religion and belief, research on psychology in islamic da'wah.

- (4) Reading, translation, Tafsir Al-Qur'an and hadith, this project God willing will be conducted in collaboration with Sultan Salahuddin Abdul Aziz Shah Mosque (Selangor State Mosque, Selangor Islamic Religious Department and also Bukit Cherakah Cooperative (KOCHERAH), YPK also focuses on da'wah activities to non-Muslims.

Negative perceptions factors of non-muslims towards muslim

According to Ab Aziz (2015), there are 28 negative perceptions factors of non-Muslims towards Muslims that can be used as a reference in analyzing the weaknesses of non-Muslims:

- 1 Islam is an ancient religion (Belief)
- 2 Punishment in Islam is very cruel (Criminal Fiqh)
- 3 Islam limits food choices (Muamalat)
- 4 Islam is a hard religion (Belief)
- 5 Islam encourages war (Fiqh crime)
- 6 True Islam Polygamy (Criminal Fiqh)
- 8 The God of the Muslims is very cruel (Belief)
- 9 Islam does not tolerate (Belief/Fiqh crime/Muamalat)
- 10 troublesome Islam (Belief/ Fiqh crime/ Muamalat)
- 11 Islam encourages its followers to fight (Worship, Fiqh crime)
- 12 Islam spread through violence (Worship/Belief)
- 13 Aggressive Muslims (Worship)
- 14 Islam is suitable for Arabs and other undeveloped countries only (Worship)
- 15 Muslims love war (Worship)
- 16 The Qur'an is not from God but a human creation (Worship/ Belief)
- 17 The Qur'an is only an imitation of the previous scriptures (Belief)
- 18 Islam for Arabs only (Belief)
- 19 Muslims worship the Kaaba (Belief)
- 20 Marriage can end through divorce (Belief)
- 21 It is not permissible to keep and touch the dog (Belief)
- 22 Pigs are forbidden to eat (Belief)
- 23 Women's clothing is restricted according

to certain rules (Belief)

24 Prohibition of gambling and drinking alcohol (Belief)

25 Silk and gold are not allow by men (Belief)

26 Women must cover certain part of the body (Belief)

27 Islam does not limit women but gives advantages to men (Belief)

28 Prophet Muhammad SAW is not mentioned in the previous book (Belief)

The above information should be known before designing a questionnaire for the interview to study the weaknesses of non-Muslims (target) In general, the questionnaire focuses on aspects of worship, faith, fiqh crime, muamalat and others.

Journey after death

Journey after death can be one of the strateg da'wah that can influence the target groups for conversion to correct religion. The following are excerpts from the Al-Qur'an verses related to the construction of the foundation of faith and belief in Allah SWT according to the teachings of Islam as well as threat and calamities that will continue after death for those who do not believe and disobey the command of the creator, Allah SWT. This groups can be classified under category strategy da'wah psychology (punishment), their final destination after death is hell. On the hand those believe and obey the command of the great creator, Allah SWT will be classified under strategy dawah psychology (rewards) their final destination after death is heaven. Category strategy da'wah psychology (punishment):

Surah Al-Ahzab 33: 64

Verily God has cursed the unbelievers and prepared for them a Blazed Fire

Surah Al-Ahzab 33 65

To dwell therein forever: No protector will they find, Nor helper

Surah Al-Ahzab 33: 66

The Day that their faces Will be turned upside down in the Fire, they will say: “Woe to us! would that We had obeyed God And obeyed the Apostle! “

Surah Al-Ahzab 33: 67

And they would say: “our Lord! We obeyed Our chiefs and our great ones, and they misled us as to the (right) path

Category strategy dakwah psychology (rewards);

Surah Al-Ahzab 33: 70

O ye who believe! Fear God and (always) say A word directed to the Right

Surah Al-Ahzab 33:71

That He may make Your conduct whole and sound and forgive you your sins: He that obeys God And His Apostle has already Attained the highest Achievement

Surah Al-Taubah 9: 72

God hath promised to believers Men Women, Gardens Under which rivers flow, to dwell therein, And beautiful mansions in gardens of everlasting bliss. But the greatest bliss is the good pleasure of God; that is the supreme felicity

Methodology

This section discusses the methodology used in the research. This include the understanding of the research methodology and selection of relevant research methods, The qualitative data were collected by means of interview Yayasan

Pendidikan (YPK), Generally the interview focus indepth studies of activities of YPK and the interview was conducted with Chairman of YPK who had wide experience research on da’wah works and he also wrote four books on series of da’wah for non-muslims

Findings and Discussions

The chairman of ‘Yayasan Pendidikan KAMI’ started the interview by explaining that YPK was established in 2017 to focus on Islamic preaching at the international level. The word ‘KAMI’ means a group that activates the Islamic community. Active here, the priority is given to the improvement of professional knowledge and the comparison of religions based on the Al-Qur'an. The spread of Islamic preaching to non-Muslims will be done psychologically based on guidance from the Al-Qur'an and hadith. The spread of information will use an ICT technology approach. This way has a big impact on non-Muslims to embrace Islam and is their migration from living in error to faith in Allah SWT in addition to the transfer of knowledge, experience, skills and economy. YPK's main vision is to give birth to a generation that worships the real creator. To achieve the goal YPK has outlined three main aspects:

1 Improvement and spread of knowledge and Islamic preaching

This is an effort to do Islamic da'wah based on psychology effectively which can bring change to the non-Islamic Islamic community so that it returns to the religion accepted by the creator. To help realize this gift, research will also be done by YPK from the moment on comparison of religion

2 Economic Improvement of Muslims

Guided by the concept of cooperation and the transfer of knowledge, expertise, skills shoulder to shoulder with Muslims can certainly develop various economic activities to further increase the economy of Muslims

3 Unity of Muslims

Islamic preaching is an effort to preach to non-Muslims so that they may find a religion that is pleasing to Allah SWT and choose Islam as the religion to follow. With this effort, we can increase the group of intelligent people to include and return to Islam. These people can provide services of expertise, skills and cooperate with Muslims to create the unity of Muslims and a strong economy.

Among the strengths of YPK in preaching activities, they have published four books under the title of religious preaching series. The opinion of the chairman of YPK is this effort to preach to the non-Muslim community. The Muslims here have been adherents of various religions that were followed by their grandparents who they do not realize that they are practicing a religion that is not pleased by Allah SWT. The following is a discussion with the chairman on 12/8/22 against the books that have been published by YPK. The books worked by YPK to convince non-Muslims to return to the religion approved by Allah SWT. These books are also published based on research carried out by the chairman himself among new others non-Islamic brothers. Among the positive perception factors they return to Islam is the purity of Islam, the miracles of the Qur'an, dissatisfaction with the original

religion, curiosity about the divine, opportunities and facilities, a conducive environment, loose grip on the original religion, awareness of the false presumptions of preaching about Islam. The methodology for non-Muslims must be based on the most appropriate method used for different state in Malaysia. As an important step that needs to be prioritized is to understand the race and religion that is followed. Therefore, YPK's supporters in producing a series of da'wah books to non-Muslims strengthen confidence by making religious comparisons. With this effort, you can learn the basics of different religions, the cultural customs of the nation can be identified before planning to do preaching work.

Following the chairman of the YPK, he began to identify in his books the various religions and beliefs of the people of various races in Malaysia. The books explain the comparison of important religions as a reference material to be distributed to people who have differentiating religious beliefs that are not perfect and not the religion that was sent to man. Continued from the interview with the manager of YPK this is about religion, what is followed by non-muslims is a religion that is not accepted by Allah SWT. To prove the truth of this statement, YPK managers have explained it in their books and also supported it with lectures in videos as well as verses from the Qur'an and hadith. The chairman of YPK explained the main formulation in his books which explains the confusion in the belief about the belief in the true religion. There are four religions that are classified as heavenly religions,

namely Islam, Judaism, Zarathustra and Christianity. The common point for these religions is that they all initially agree that God is one. However, starting in 325 BCE, Christianity officially recognized God as a Trinity. Islam recognizes Prophet Adam as the first messenger of God and Prophet Muhammad SAW is the last messenger of God, but Judaism and Christianity do not acknowledge that Prophet Muhammad SAW is the messenger of God. While Zarathustra does not talk about Prophet Muhammad SAW. Other religions are also not included in the religion accepted by Allah SWT. According to the management of YPK, Allah SWT is angry with people who are negligent. Regarding this, there are three aspects that need to be explained, which are the laws of Allah SWT that are being changed, the mass of confusion in the Prophet Isa A.S and the Holy Spirit. The number of Jesus is not (111 evidence), nor is it the son of God (13 evidence) and 13 evidence is the messenger of God (Prophet). There are conflicting factors in the old testaments (old testaments) and (new testaments) This factor raises doubts about the authenticity of the bible which changes according to the passage of time. Islam from Prophet Adam, Prophet Ibrahim, Prophet Jesus, the basis remains the same.

The YPK chairman continued the conversation and to share his experience doing research on three hundred and sixty-five (365) converts in Selangor about the reasons they embraced Islam. He outlined five key words to build a formula to succeed in his mission; The Qur'an, Science, Personality, Psychology and Comparison of religions. He went on to state that the use of

this formula can prompt not only in the answers for his study sample but also that it exists significantly in the converts he met in the research of the reading materials not only among Malaysian citizens but also among other citizens in the world, especially among the scholars in developed countries such as America and Europe. According to the chairman of YPK, Indeed the more intelligent a person is, the deeper his research, the more likely he is to change from his original religion to Islam. The YPK Chairman continues the discussion about the da'wah strategy for non-Muslims, it is also necessary to pay attention to the aspect of efforts to fight for the sake of Allah SWT. In order to focus on the strategy, it is also necessary to pay attention to the characteristics that need to be lived by the preacher. The Islamic preacher must master the knowledge to change his attitude and also the attitude of his target group or individual. According to his opinion, there are seven aspects that need to be looked at and give emphasis to the da'wah strategy, namely know, understand, apply, analyze, synthesize, evaluate and appreciate. It is also necessary for Islamic preachers to train themselves to be skilled in solving problems. For this purpose, Islamic preachers need to give an example as a model of how to solve a problem. For the aspect of jihad for the path of Allah SWT, it is very important for Islamic preachers to focus on their philosophy of life based on the Al-Qur'an which is recorded in Surah Al-Fatihah, that is, towards the straight path instead of the wrong path. Following the straight path, which is to do what Allah SWT has commanded and stay away from



what Allah SWT has commanded. Next, focus on self-treatment with more emphasis on intrinsic factors or the afterlife than the world. This is not to reject the worldly aspect. Because of that, it is also necessary to pray to Allah SWT to always give success in this world and the hereafter and ask Allah SWT to always give guidance to non-Muslims so that they can open their hearts to embrace Islam as their eternal religion. The chairman of YPK went on to talk about the discussion about Islam-Christianity that empowers institutions with an Islamic da'wah pattern and according to him can improve the quality of Islamic da'wah materials, highlighting the challenges of the Al-Quran, the preparation of answers to common questions that are still Islamic about Islam, the reliability and validity of facts that poison Muslims. He also focused on the current activities of Islamic preachers as well as giving views on suggestions that can be made to increase the purity of Islam to bring about the positive change in perception that we hope for. Here also during the interview he wanted to share his experience doing research, writing a book titled why not return to Islam and the challenges in doing Islamic preaching. He focused on the challenges that need to be faced by Islamic preachers, especially among Christians. Here some Christian scholars question some questions of Islam. This question revolves around the importance of three aspects of God, the Qur'an and Prophet Muhammad SAW. According to the YPK management, the experience of doing da'wah work is very challenging. The purpose of YPK is also to correct their beliefs that are very far away

from the beliefs established by Islamic teachings

Conclusion

This research focus on the interview results with chairman on YPK. The findings of the qualitative research had identified that there are three strategies of da'wah are very suitable as da'wah model for non-muslim in plural society; methodology of da'wah to disseminate the knowledge of various religion and beliefs The findings and methodology to spread islam to non-muslims will done psychologically based on guildance from Al-Quraan and hadith. Thirdly the knowledge of journey after death can also classified as strategy of da'wah (psychology) to influence the target groups. This is an effort to give birth to new generation of non-muslims to find the real creator. At the same time the non-muslims should continuously inculcate the reading culture about other religions to find the truth of different religions and so they can have understanding and knowledge that can distinguish between good and evils

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