

## DA'WAH, PROPAGATION OF ISLAMIC MESSAGE THROUGH MARSHALLING CONSTRUCTIVE BEHAVIOURS AND POSITIVE ATTITUDES

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### ABSTRACT

*Being Muslims, many of us are willing to participate in Dawah activity at our respective community. However, we complain that it is not an easy job. One of the reasons is said to be lack of integrity and reliability in our dealing. Most of the times, our honesty is questioned for our reliability is hard to be acceptable. Sometimes, people are straightforward, then they are not successful for their approaches are not welcoming. People value humbleness, punctuality, gentleness, good communication, but the environment we live today does not encourage us to be balanced personality for they are most of the time teaching us deceit and lying. Then many of us surrender before the deceitful in most of the cases. Nevertheless, still the truth is that good attitude always wins the hearts of many. Therefore, we must make sure that we are serious about our good attitudes, particularly for those who involves in Da'wah. Allah SWT said: "O you who believe! Fear God, and be with those who are true (in word and deeds)." (Quran 9:119). Our prophet said: "Honesty descended from the Heavens and settled in the roots of the hearts of men (faithful believers), and then the Quran was revealed and the people read the Quran, (and learnt it from it) and also learnt from the sayings and traditions. Both the Quran and the traditions strengthened their honesty. (Saheeh Al-Bukhari). This paper emphasizes importance of positive attitudes essential for uplifting of righteousness with that a person is successful in all his assigned task particularly Daw'ah activity.*

Key-Word: Attitude, Humbleness, Cleanliness, Punctuality, Good Communication, Gentleness, Honesty,

### Introduction-Da'wah through the Positive Attitude

Obviously, a person becomes stressed and restless when he is plunged into anxiety and worry. When people involves in a situation, beyond their scope, then they become nervous. Same thing apply to those who involve in a sinful activities, they are worried and nervous mentally all the time. Why it is happened because committing sin is against the fitrah or nature of one's psychosomatic situation. In fact, nature of sin is such an element haunting to those who attain it intentionally. Human being is created to be responsible for his action while observing disciplines being guaranteed to their security. This action is keep in themselves away from corruption, sinful acts and every single activity leading to their destruction. They should always try to maintain a peaceful and a manageable life that is only possible when they uphold positive attitudes. In this regards Allah SWT said:

**"Say: "In the bounty of Allah. And in His Mercy, - in that let them rejoice": that is better than the (wealth) they hoard."<sup>1</sup>**

Therefore, having rejoice or joy in a life needs a positive attitude. Positive attitude is one of the great winning elements for Da'ie when they really want to have a success in their work. When we look at the nature of human being, majority of them are literally busy in finding luxurious life and its supportive materials such as a land, money and beauty. It does not necessarily means that man should not find luxurious life, they should do it but with flexibility and positive attitude that make them helpful and easy to have their life joyful. Having positive attitude sometimes is quite difficult to attain, but one can try himself starting with certain things in their life paving a way to attain positive attitude.

When a man know his reality of nothingness, it is what he becomes humble, it is a sign of positive attitude. It search for maturity urging you to equip yourself with knowledge. Then, learn some technique, how to make yourself smart when you deal with others. To receive people support and love, you must make yourself good, while appreciating for others. We will never thought about others' negative tracks and we are busy in learning how to forgive others, while we live with gratitude. You can do all these good attitudes when you are strong enough, then you need to start your day strong and this attitude keeps yourself healthy. In this regards, Allah, SWT said:

**"Good is (the reward) for those who do good in this world, and Allah's earth is spacious, those who patiently persevere will truly receive a reward without measure!"<sup>2</sup>**

Being patient is the father of all good attitude. To have positive attitude in you, you need to check yourself that you are ready to stop negative thoughts about others or not, if you say yes, then some good attitude has grown in you that when you see others you start smiling at them. And also remember that don't get dragged into other people's complaints and try to avoid that type of situation. Try to be humble all the time for humbleness is a good moral quality by which people are successful. Here are some

<sup>1</sup> Al Quran, Surah Yunus, 10:58

<sup>2</sup> Al Quran, Sura Az Zumar 39:10

others positive values and qualities, particularly, Da'ies should adopt them in their life as noble attitudes: cleanliness, punctuality, honesty and good communication skill, etc.

### Humbleness

Humbleness is the sweet by-product of self-recognition and an individual's mysticism-is an Islamic, humans and moral state. A person who considers himself to be a servant of God, and recognizes that God is the source of all the blessings he has: considers others to be superior to him, considers the people to be God's servants and knows that he is nothing in this vast universe, is deeply involved in humbleness.<sup>3</sup>

Da'wah is an act that usually performed by Muslims referring to spread the message of Islam. It is encouraged that Muslims would practice noble attitudes and values in their activities of Da'wah as they shows the beauty of Islam and it can be good attraction to Muslims as well as non-Muslims towards the essence of Islam. Being humble is one of the attributes of the believers and it is directed by Allah, SWT in the Qur'an:

**“Verily, those who believe (in the Oneness of Allah - Islamic Monotheism) and do righteous good deeds, and humble themselves (in repentance and obedience) before their Lord, they will be dwellers of Paradise to dwell therein forever.”<sup>4</sup>**

This verse indicates importance of humbleness by which we can attain pleasure and success from Allah, SWT. Being humble is a good quality by which Da'ie can influence the audience. Audience may be Muslims or non-Muslim, the fact is how they are treated when we do Da'wah. If we treat them equally and gave some chance to interact during the process of Da'wah, the audience would provide some idea and their own perceptions about Islam from where Da'ie can attain many ideas for improvement of his programme.

Allah, SWT directed us to be humble when we talk and when we walk, why this direction is given to us, many still remained unnoticed. In fact, there is a rationale, if we look at it carefully for humbleness creates intimacy and understanding of familiarity in the heart of people. Although one may be quite upset or angry, but he encounter any person being humble, his anger and helplessness can disappear and he can regain normalcy and become happy again. Therefore, Humbleness is an essential attitude to a successful Da'wah process as Allah SWT said:

**The (faithful) slaves of the Beneficent are they who walk upon the earth modestly, and when the foolish ones address them answer: Peace.<sup>5</sup>**

Therefore, we should never be arrogant and think that we are better than anyone else while conducting Da'wah as arrogance and egotism is a nature of Iblis. Iblis once refused to prostrate and respect Adam, because of arrogance, thinking he is more honourable. We should always remember that in Da'wah, our duty is only to convey Allah's messages, and then Allah is the one who will guide them. Hence, we should be humble and not overestimate our ability to change others. In fact, being humble is a sign of a true Muslim and it can change the heart of many. One should always remember that humbleness goes along with personal cleanliness in both physical and spiritual aspect.

### Cleanliness

Cleanliness defines as a stage of being clean, or the act of keeping things clean.<sup>6</sup> Cleanliness is one of the basic tenets of the Islamic faith. In Islam, cleanliness is called 'Tahara' or 'Nazzafa' which indicates a higher degree of purity including physical parts and spiritual stage. Al Qur'an repeatedly expresses cleanliness as a characteristic of true believers and Allah, SWT love those who keep themselves clean.<sup>7</sup>

**“Indeed, Allah loves those who are constantly repentant and loves those who purify themselves”.<sup>8</sup>**

Act of Da'wah can be more effective and attractive when Da'ie keeps himself neat and tidy. Whoever keep themselves clean, they are successful wherever they go for people love those looked neat and orderly. Cleanliness is part of piety. Piety is manifested as God consciousness, fear of God or Amana to God, thus whoever maintains piety they will be peaceful and successful in both life as Allah said:

**O you who have believed, fear Allah and speak words of appropriate justice He will [then] amend for you your deeds and forgive you your sins. And whoever obeys Allah and His Messenger has certainly attained a great attainment.<sup>9</sup>**

Muslims must keep a clean record in their financial matter and handling properties of others. When one becomes liable to look after the properties of others, it is Amana which has to be maintained detail as he is accountable for every single thing, otherwise

<sup>3</sup> Husayn Anshariyan, The Islamic Family Structure: Qum, Iran, Ansariyan Publication, 2003, P.240

<sup>4</sup> Al Quran, Surah Hud, 11:23.

<sup>5</sup> Al Qur'an, Sura, Al Furqan, 25:63

<sup>6</sup> <http://dictionary.cambridge.org/dictionary/british/cleanliness>

<sup>7</sup> The lawful and the Prohibited in Islam, Yusuf Al Qaradawi, Islamic Book Trust, Kualalumpur, Malaysia, 2013, P.81

<sup>8</sup> Al Qur'an, Sura, al-Baqarah verse 222,

<sup>9</sup> Al Qur'an, Sura, Al Ahzab, Ayah, 33:71-72.

he will be looked down before others in this world as well as all of his good deed will be cut when his accounts are settled on the Day of Judgment. The Prophet Muhammad PBUH said:

**There are four things, if you attain them, then whatever you miss in this world will not matter: preserving trust, speaking the truth, being of good character and moderation in eating.**<sup>10</sup>

Da'ie is not only limited to personal hygiene but also he is responsible to direct his family members, his home, office and the places he associated clean for they are answerable to everything and everyone they are responsible, for it is Amana. Whoever is responsible to the people around and properties associated can expect blessing of Malaikah and Allah SWT.

This responsibility of striving for one's own welfare and that of the society in which one lives derives from the fact that, according to the Qur'an, **"humankind has boldly assumed 'the trust' that Allah had offered 'unto the heavens and the earth and the hills, but they shrank from bearing it and were afraid of it. And man assumed it. Lo! he has proved a tyrant and a fool"**.<sup>11</sup>

In addition, the words Da'ie uses, the clothes he wears, the places like Mosque and Musalla, they always attend should be kept clean all the time. This can give a good impression to the non-Muslim who pass by or visit the mosque. It also might be a good idea to have a voluntary group to clean not only inside the masjid but also its surrounding. When the mosque where Muslims pray every day is neat and clean it become a sight to be looked in providing delight to on looker. Cleaning of mosque is referred in Hadith of our Prophet Muhammad, PBUH: the mosques should be built among the houses (i.e., in each neighbourhood), and that they should be cleaned and perfumed."<sup>12</sup>

Da'wah activities can be more successful if Da'ie keep a clean characteristic because cleanliness represents purification of heart. Those with pure heart will have excellent personality. They would avoid harsh words. Da'ei can explain the concept of purification of heart establishing a gratified soul. For example, zikir, recitation of beautiful words of al-Quran and the special attributes of Allah, SWT and avoiding food, drink and sexual activities during day time, fasting. Since pure hearted person is free from hypocrisy and ill manners, they can attract those who search for the truth. Even non-Muslims can easily recognise those with pure heart. Da'ei have to practice good morals in their daily life considering that he is a role model would be followed by many.<sup>13</sup>

If we look at Omar, RA, a closed companion of our Prophet Muhammad, PBUH: he was influenced by a clean and smart appearance of Jibrail AS, which he could not keep himself silence but he narrated this hadith, Jibrail, collected in Sahih al Bukhari. How influenced he was that Jibrail came to the chamber of the Prophet, dressing a glowing white cloth, neat and tidy, jet-black hair, and such a polite manner. Here we can see how closely the relationship between tarbiyyah with cleanliness.<sup>14</sup> At the end, cleanliness is one of the assets of Da'ie and aspect of hygiene which should be utilized in spread of Islamic religion as Allah SWT said:

**"And thy garments keep free from stain. And the abdominal shun"**<sup>15</sup>

### Punctuality

One of the positive attitudes useful to spreading Da'wah is punctuality or often used synonymously with "on time". Punctuality is the characteristic of being able to complete a required task or fulfill an obligation before or at a designated time. It can also be referred to as being respectful of other people's time.<sup>16</sup> For example, as Da'ei we need to try our best to be on time when we have a class or a meeting. This is because our actions portray the truth of our inner self and as the ambassadors of our religion, Islam. Then, we must show others the best example of Akhlaq Islamiah, because whether we realize it or not, we are bringing the name of Islam with us. Islam is a perfect religion and we should at least try to show that perfection in our attitude. For example, every Muslims should be ready 5 minutes in advance before their action, task, school, work or job like Muazzin of a mosque. He always arrives at the mosque 5 minutes in advance so that he can announce the message to the community on time. Because prayer has to be performed on time as Allah SWT said:

**"Indeed, prayer has been decreed upon the believers a decree of specified times".**<sup>17</sup>

<sup>10</sup> Muhammad Saed Abdul-Rahman, The Meaning and Explanation of the Glorious Qur'an: Hern Hill, UK, (Vol 8), MSA Publication, 2009, p. 74

<sup>11</sup> Al Qur'an, Sura, Al Ahzab, 33:72).

<sup>12</sup> Al-Tirmidhi, 594; classed as saheeh by al-Albaani in Saheeh al-Targheeb wal-Tarheeb, p. 279).

<sup>13</sup> By Hamza Yusuf, Purification of the Heart: Signs, Symptoms and Cures of the Spiritual, Diseases of the Heart, Translation of commentary of Imam Al Mawluds Matharatu Qulub, Sandala Publishing: California, USA, 2012, P. 20

<sup>14</sup> Al Bukhari, Islam, Iman and Ihsan: chapter 2

<sup>15</sup> Al Qur'an, Sura, al-Muddaththir, 74:4-5

<sup>16</sup> Amy Klooz. (2015, June 26). *Punctuality: The Norm of Muslim*. Retrieved June 27, 2015, from <http://www.new-muslims.info/featured/punctuality-the-norm-of-muslim/>

<sup>17</sup> Al Quran, Sura An Nisa, 4:103

We also learn that the Prophet SAW was a very punctual and a good time keeper. The character of Prophet Muhammad SAW was so perfect that the Prophet PBUH was supposed to meet with a man and that man forgot about the meeting. He remembered 3 days later, and the Prophet PBUH was in the exact place<sup>18</sup> why? Because the Prophet, PBUH held by his commitments. His life was the best example for us to follow in spreading the Da'wah. He did not waste even the smallest amount of time and admonished those who did and this method was used by the Prophet SAW when delivering the message of Islam. Therefore, a Da'ie should presents himself as a symbol of a well-disciplined life and as a person who always keep his words and time for all who come in contact with him so that the Muslims and the non-Muslims especially, will admire and be attracted to listen and to follow the teachings of Islam. Thus, we are obligatory to carry it out irrespective of whether we are at home or abroad, in a friendly environment or on foreign lands, for the blessings of Islam are open to all without any discrimination of color, race or language. Anyone can have it, practice it in its totality and reap the harvest of its blessings in every walk of life.

### Good Communication

Da'wah with positive attitude includes the way we communicate and how we socialize with others. Interaction between Muslims and non-Muslims is important and must be organized once for a while in order to make our process of Da'wah runs smoothly. It has been said that our tongue is sharper than a sword which means it is much more powerful and will give a greater impact than any weapon could ever done. Therefore, as a Muslim we use the medium of communication and interaction as our method of Da'wah.

Sometime we wish to make our meeting with our audience the best and but it ends with unhappiness for we have lack of communication skill that we could not convey our intended message. Thus, we need good communication skill which means our message is reached well to the receiver. Then how to send the message well, many thought it is easy, in fact it needs proper way of sending message. There are some advices form scholars which were summed up in the next paragraph.<sup>19</sup>

Communication is two-way street that what you speak is well understood by you and what is being heard by the listener is also well received and understood. It is better to understand intention and emotion of listener for it would assist Da'ie to understand what type of strategy he has to use to reach his message to the listeners. The speaker should also listen the responsive gesture of the listeners or the audience because he can be encouraged when he sees the good responses of the listeners.<sup>20</sup> The Da'ie must know who and what type of listener he is talking, so use the language and words according to the level of audience and know the different culture and tradition of different audiences. It includes nonverbal communication, it is communication with sign an symbol, shaking one's hand and head or body language. Harmony in your speech and body language is very important.

Speaker can encounter some sort of stress due to many reason, then he should know what the real cause of stress is and know how to solve the problem as soon as possible. In this case he must first cool down, bring your sense to relax, take a new breath, recall the point where stuck up, and rapidly continue to progress the speech. The speaker should know his own emotion and weakness, so that he can prepare what is necessary for his talk. The speech with the audience is a kind of team work, for both has to be benefited from the talk, therefore both help each other to understand what is being said. The speech is effective when it is spontaneously spoken by the speaker while it is well received and understood by the listener, because both the speaker and listener reached to a focal position. It means both have to effort to reach to the message. The most significant note for the speaker is that he must understand to create a friendly atmosphere where he gives his best speech.<sup>21</sup>

Interaction and communication must be initiated when we are in an open mode for conversation. We do not want to give off a reserved and uncertain image because we don't want our occasion turns into sorrow. So have more friends by communication for the more people we know, the easier it is to perform Da'wah. Our Prophet Muhammad, PBUH, surrounds himself with various kinds of people for a better flow of spreading Islam. However, we must know the limits in communication and avoid quarreling with others although you are right as said by Allah, SWT and his Prophets, PBUH:

**"If they pass by some vain speech or play, they pass by it with dignity"**<sup>22</sup>

**"He who gave up disputing while he is right, a palace of high rank in Paradise will be built for him. He who gave up disputing while he is a fabricator, a palace in the center of Paradise will be built for him."**<sup>23</sup>

**"The most hated person with Allah is the most quarrelsome person."**<sup>24</sup>

Islam encourages us to be friendly but at the same time, it also teaches us to be considerate and thoughtful before performing any action and that is the uniqueness of Islam.

Besides, we must equip ourselves with adequate knowledge whether in religion or any other aspects. This is to ensure our conversation will be continuous and does not alternate with awkward pauses. Thus, the person will feel comfortable and will keep looking forward to have a conversation with us. Once the person is feeling attached, the process of Da'wah and the

<sup>18</sup>Sunan Abu Dawud, Vol. 2, Pg. 334, Baab fil-Idah narrated by Abdullah ibni AbulHamsa,

<sup>19</sup> Suzan Collins, Effective Communication, Improving Communication Skills in Your Work and Personal, Relationships, Jessica Kingslay Publisher, Philadelphia, 2009, p. 15-35

<sup>20</sup> Ibid., p.18

<sup>21</sup> Ibid., Suzan Collins, p. 20

<sup>22</sup>Al Qur'an, Sura, Al Furqan, 25:72)

<sup>23</sup>Sahih Bukhari / Volume 5, Book 59, Military Expeditions led by the Prophet,

<sup>24</sup>Sahih Bukhari, Vol 3, Book 43, Opression, 637

inculcation of Islamic moral values will be difficult as human tend to follow their friends' attitude. However, we should not make it recognizable to them that we are trying to influence their minds with Islam as they already have their own creeds and we will be perceived as someone who is forceful. Therefore, words uttered must be picked correctly to avoid any misunderstanding and misconception as Allah mentioned

**"O you who believe! Guard your duty to Allah, and speak words straight to the point".<sup>25</sup>**

### Gentleness

When we see people kind and gentle we feel at home and comfortable that we can do things easily and do not feel any stiffness and difficulty for we can read sense of leniency and reliability in him. That is the quality exist in those person who is kind and gentle. One of the sign of gentleness is that it always invites smile, happiness, kindness and cordiality.<sup>26</sup> The people who are gentle are always welcome wherever they go because it is the reward of Allah, SWT and whoever received this reward of kindness they are man of Allah and given priority. Our Prophet, PBUH said to Ummun Muminin Ashah, R that:

**"O Aisha, Allah is kind and He loves kindness in all matters."<sup>27</sup>**

This hadith guides our quest of why people with gentleness is appreciated. It is because they are loved by Allah, SWT decorated with gentleness, thus people love them. Gentleness includes every action where the sign of gentleness is involved. If we see the kindness, respect in a person, giving alm and charity, helping people and sacrificing others, they are the people working for the community as Fard Kifaya and that is the sign of gentleness and kindness.

Apart from that, it is crucial for us to inculcate gentleness and the feeling of respect for others. Sometimes it is the simplest thing that could make people attracted to the beauty of Islam. For an instance, giving seats to elders or disabled people in public transports may look like a petty issue but contrary to our belief, many of us lack of this common courtesy. Some of us are not well-informed that the seats in public transports are reserved for the disabled, the elders and pregnant women and they easily ignore those people's rights for the sake of themselves. Thus, this will give off a false image of Islam to non-Muslims when in reality; Islam encourages Muslims to be gentle and willing to sacrifice our wealth for the sake of brotherhood as in the Quran, Allah, SWT said:

**"You are the best nation produced [as an example] for mankind. You enjoin what is right and forbid what is wrong and believe in Allah...."<sup>28</sup>**

There are many ways to show the examples of Islam. It does not have to be a major measure because big scale of outcomes can be done with small changes and it could be as small as giving seats. By showing these values, we will be the epitome of Islam and that is the best kind of men in front of Allah SWT. And the Prophet Muhammad, PBUH said:

**"Whoever is given his portion of kindness has been given his portion of goodness, and whoever is deprived of his portion of kindness has been deprived of his portion of goodness."<sup>29</sup>**

**Therefore, gentleness is assumed by many as petty and ignorable, but Allah, SWT and the Prophet, PBUH take it seriously and advised the companions and their followers and follower to exercise practically in their life. As a result, we did see a civilization and expansion of Islam which existed for thousand years. Thus, Da'ies, particularly are required to decorate gentleness, one of the positive attitudes and characteristic of Islamic values in their life. People either Muslims or non-Muslims would appreciate and love them for mercy and bless is being poured on them.**

### Honesty

The next positive attitudes of Da'wah is honesty, an easy and simple way of living on the basis of truthfulness, but very difficult to attain it. It is a feature of moral character and connotes virtuous attributes such as integrity, truthfulness, and straightforwardness, including steadfastness of conduct, along with the absence of lying, cheating, theft, etc. Furthermore, honesty means being trustworthy, loyal, fair, and sincere.<sup>30</sup>

The highest quality of Da'wah activity is achievable when the policy of honesty is equipped by the Da'ies. When he talks, he does it always honestly all the time in every aspect of his life, he will be assumed by many as the man of faithfulness and they will respect him and listen to him and believe to his ideology. This value is conducted and shown by our prophet Muhammad, PBUH in his life. In fact, he was known as Al-Amin due to his honesty in managing many aspects of his life. He was honoured with the title "Al Amin" for his dedication and interest in honesty and welfare of his people. Our Prophet said:

**"Honesty descended from the Heavens and settled in the roots of the hearts of men (faithful believers), and then the Quran was revealed and the people read the Quran, (and learnt it from it) and also learnt from the sayings and traditions. Both the Quran and the traditions strengthened their honesty."<sup>31</sup>**

Not only to Da'ies, but it addresses to all Muslims that they can change the world with honesty as there was many incidents in the past by many Prophets and great scholars. They belong to different fields of study and many came from different areas of

<sup>25</sup>Al-Quran, Surah Al-Ahzab. 33:70

<sup>26</sup> Hugh Prather, How to Live in the World and Still Be Happy: York Beach, Canada, Conary Press, 2002, p.233

<sup>27</sup>Sahih Bukhari, Volume 8, Book 73, Good Manners and Form 6528

<sup>28</sup>Al Qur'an, Sura, Ali-Imran verse 110:

<sup>29</sup>Bukhari / Volume 8, Book 73 Good Manners and Form '

<sup>30</sup> Mary Elizabeth Salzmann, Honesty Counts: Minnesota, USA, ABDO Publishing Company, 2003, p.8

<sup>31</sup>Sahih Bukhari / Volume 9, Book 92, Holding Fast to the Koran and Sunnah

business. They were successful and their name are still remembered in their respective fields because they did serve their people with honesty, truthfulness and integrity. Because of their honesty, they were serious to find the reality of their study and became man of their particular study, some of them as doctors in medicine, engineering, architecture and so on. Many of them also became successful businessmen and contributing a lot of charity and good services to Islam and the suffering world.<sup>32</sup>

Taking the example of our Prophet Muhammad, PBUH, Da'ies can work in many fields of business areas. The Prophet had engaged in business transaction since 12 years of his age and became successful when he was 25 years. Then he settled his life with Ummun Muminin Khadija, (R) a rich and honest lady of Makkah. Each and every step of his dealing and speaking were recorded for they were full of success stories with honesty.

For example, in a situation where a Muslim seller is selling goods to a non-Muslim, the Muslim seller should sell only the best and finest goods and not selling goods which are off quality. Apart from that, a Muslim seller who is selling goods to his non-Muslim customers should also sell the goods at a reasonable price. The Muslim should not raise the price of the goods unreasonably. It is wise to just be honest and sell the goods at normal price because it will somehow make the non-Muslims to admire the Muslim seller for being honest in business as it is a nature for human to be attracted to other people with good attitude such as honesty. Inshaallah, the non-Muslims will sooner or later get attracted to learn and embrace Islam due to the honesty showed by the Muslims in their interaction. Besides, any kind of dishonest acts in interaction are discouraged by Allah:

**"Oh ye who believe! Eat not up each other's property by unfair and dishonest means"**<sup>33</sup>

**and "Woe to those that deal in fraud, - those who, when they have to receive by measure from men, exact full measure, but when they have to give by measure or weight to men, give less than due. Do they not think that they will be called to account- on a Mighty Day when (all) mankind will stand before the Lord of the Worlds."**<sup>34</sup>

Secondly, when it comes to honesty, it is often associated with speech. A true Muslim will never speak falsehood. If he does, then he is a hypocrite because speaking lie is one of the four characteristics of hypocrite. A person who speaks only truth will attract people around him to believe him. For example, when a non-Muslim asks something in which the Muslim can either be honest or lie and lying will be the best option, the Muslim should just tell honestly even though truth can sometimes be hurtful. That way, the non-Muslim will respect and look up at the Muslim because it is a norm for people to liking good attitudes. Therefore, a Muslim should practice honesty in their speech so that people around them especially the non-Muslims will put their trust on the Muslims and hopefully, they will believe the messages conveyed by the Muslims about the truth of Islam. Plus, righteous Muslims will be rewarded and non-righteous Muslims will be punished: as "Abdullah ibn Mas'ud reported:

**The Messenger of Allah, peace and blessings be upon him, said, "Verily, truthfulness leads to righteousness and righteousness leads to Paradise. A man may speak the truth until he is recorded with Allah as truthful. Verily, falsehood leads to wickedness and wickedness leads to the Hellfire. A man may tell lies until he is recorded with Allah as a liar."**<sup>35</sup>

In brief, honesty is one of the approaches by which a Da'ie can convey Da'wah message to people exclusively to the non-Muslims. Muslims are strongly encouraged to inculcate honesty as a value in themselves so as to draw the attention of other people in learning and understanding the real message of Islam. Embracing Islam by any individual is wish of Allah, SWT, but a Da'ie can at least attract the listener either Muslim or non-Muslim to the most truthful religion in the world.

## Conclusion

Calling people to the way of Allah is obligatory, delicate and must be unique. Allah demanded his prophets to be subtle in delivering the message. The prophets did their duty as per the command and they were successful. The style of the Prophet Muhammad, PBUH was unique and comprehensive, as he did call the people individually first and later collectively. The four guided Caliph followed him identically and made a big change in the history of Islam by building foundation of Islamic civilization. Muslim dynasties, like Umayyad, Abbasid, Islamic Spain and the Ottoman continued their best to build grand Islamic civilization for a thousand of years that is distinctive in its nature and no race in the history of mankind could do such achievement.<sup>36</sup>

Colonial administration intended to stop Da'wah activities, because they realized it is a method for unification of Muslim Ummah. They do not wish Dawa'h activity of Muslims developed. The West was successful in its attempt while Muslims lost their independence and civilization due to non-observance of Da'wah and Sunnah. Muslims must remember that they can only revive their civilization with the recuperating of Daw'ah activity as the Prophet of Islamic practiced starting from single unit to a successful majority.

In the later centuries, several Da'wah movements have been surfaced and some of the groups interpreted Islam according to their own understanding and went against the true path of Islam shown by the Prophet and his companions resulting undesirable division among Ummah like Islamic movement in some of the Middle Eastern countries and in Africa. The author believe that the best way of the method of Da'wah is what shown by our beloved Prophet Muhammad, PBUH and If need be one can add

<sup>32</sup> Ibid., Mary Elizabeth, p 22

<sup>33</sup> Al Qur'an, Sura, An-Nisa, 4:29

<sup>34</sup> Al Qur'an, Sura, Al-Mutaffifin, 83:1- 6

<sup>35</sup> Sahih Bukhari /Volume 8, Book 73, Good Manners and Form 2607

<sup>36</sup> M. Sukru Hanioglu, A Brief History of the Late Ottoman Empire, Princeton University Press, and Oxford: New Jercy, USA, 2008, p.6

some new creative method as the world has entered into the period of globalization, science and technology. While using the scientific devices and developing media tools, Islam continue to be the most appropriate religion illuminating the world to the success of this world and the hereafter. However, man being part of spiritual existence love beautiful sentiment, mental kindness, appreciation and good behaviour. This unique quality of psychological nature in man appreciates positive and constructive attitudes without any doubt.

Therefore, any Da'wah activity conducted through positive attitudes connected to the values of individual, family and societal level is the best method. People believe word of others when they trust them, the trust is received when they feel positive goodness and kindness form them. In return, one is whole-heartedly ready to accept their words and ready to help back. This is the way our Prophet created such environment in his time which is so closed and irreversible. His idea and concept was readily accepted by his companions when he talked to them, his Dawa'h mission was so successful to the extent, no one is found convert back to their old belief. That is the way increase a large number of Mulsim Ummah throughout the history become incredible.

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