

**THE INFLUENCE OF HUMANIST DA'WAH IN SOCIAL TRANSFORMATION AND SOCIAL CHANGE IN MUSLIM SOCIETIES****Suud Sarim Karimullah**

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**ABSTRACT**

*This study aims to provide a comprehensive overview of the influence of humanist da'wah in changing and influencing the process of social transformation and social change in the Muslim community. The study method involves library research and integrated literature analysis to produce an in-depth understanding. The study's results confirmed that humanist da'wah has great potential in forming a more tolerant, humane, and sustainable Muslim society. Human values in Islam become the main foundation for positive changes in the social reality of the Muslim community. The influence of humanist da'wah is not only limited to changes in thinking, behavior, and social dynamics but also embraces human values within the framework of Islamic principles. This results in an inclusive and tolerant environment, reflected in social behavior that is responsive, caring and voluntary to social needs. Nonetheless, challenges such as resistance to change, social polarization, and disinformation remain obstacles that must be overcome. There are great opportunities to harness social inclusion, cross-sectoral cooperation, and interreligious collaboration to strengthen the message of humanist da'wah.*

**Keywords:** Humanist Da'wah, Social Transformation, Social Change, Muslim Society

## ABSTRAK

Kajian ini bertujuan untuk memberikan gambaran secara komprehensif pengaruh dakwah humanis dalam mengubah dan mempengaruhi proses transformasi sosial serta perubahan sosial di komunitas Muslim. Metode kajian melibatkan studi pustaka dan analisis literatur yang terintegrasi untuk menghasilkan pemahaman yang mendalam. Hasil kajian menegaskan bahwa dakwah humanis memiliki potensi besar dalam membentuk masyarakat Muslim yang lebih toleran, berwawasan kemanusiaan, dan berkelanjutan. Nilai-nilai kemanusiaan dalam Islam menjadi landasan utama bagi perubahan positif dalam realitas sosial komunitas Muslim. Pengaruh dakwah humanis tidak hanya terbatas pada perubahan pemikiran, perilaku, dan dinamika sosial, tetapi juga merangkul nilai-nilai kemanusiaan dalam kerangka prinsip-prinsip Islam. Hal ini menghasilkan lingkungan yang inklusif dan toleran, tercermin dalam perilaku sosial yang responsif, peduli, dan sukarela terhadap kebutuhan sosial. Meskipun demikian, tantangan seperti resistensi terhadap perubahan, polarisasi sosial, dan disinformasi tetap menjadi hambatan yang perlu diatasi. Ada peluang besar dalam memanfaatkan inklusi sosial, kerja sama lintas-sektor, dan kolaborasi antarumat beragama untuk memperkuat pesan dakwah humanis.

**Kata Kunci:** Dakwah Humanis, Transformasi Sosial, Perubahan Sosial, Masyarakat Muslim

## A. INTRODUCTION

Da'wah, as understood within the context of Islam, encompasses a spectrum of endeavors aimed at imparting religious messages and encouraging individuals to comprehend and incorporate the principles of Islam into their lives (Karimullah, 2022). As time progressed, the methodology and approach within the sphere of da'wah underwent a notable evolution. Among the various approaches gaining considerable traction is the concept of humanist da'wah. This particular strand of da'wah places a paramount emphasis on the humanitarian dimension when disseminating the teachings of Islam. Its primary focus revolves around fostering compassion, justice, tolerance, and empathy within the framework of Islamic teachings. This approach transcends mere religious discourse by actively addressing and advocating for broader societal transformations within Muslim communities. Consequently, humanist da'wah doesn't solely concentrate on religious aspects; rather, it seeks to initiate and facilitate societal shifts that are more inclusive, humane, and reflective of the ethos of Islam.

In Muslim societies, social change is a necessity. Social transformations and changes in this context include various aspects, such as culture, economy, education and politics. Humanist da'wah plays a vital role in influencing these social changes. One of humanist da'wah's main influences was promoting humanitarian values and justice in Muslim societies. One aspect worth noting in the context of humanist da'wah is its influence on education in Muslim communities. Humanist da'wah emphasizes the importance of inclusive education, which accommodates all walks of life regardless of background or social status. Thus, education becomes an effective tool to change the way of thinking and behavior patterns of Muslim societies.

Humanist da'wah invites individuals to be more empathetic and tolerant of differences, which in turn can promote social harmony and more positive change in society. In addition, humanist da'wah also plays a role in shaping political opinions and attitudes among Muslim communities. Through da'wah messages that encourage active participation in the political process and the enforcement of justice, humanist da'wah can help create change in the political system and government. This can lead to a society that is more aware of its rights and seeks to improve less equitable social conditions.

Social change and transformation in Muslim societies cannot be measured instantly. This is a process that requires ongoing time and effort. However, humanist da'wah has the potential to open doors towards more positive change in Muslim societies. Through an emphasis on human values, justice, and empathy, this approach encourages individuals to become better Agents of change and contribute to the formation of a more harmonious and just society. Thus, the influence of humanist da'wah in social transformation and social change in Muslim communities is a topic of study that is very relevant and interesting to explore further.

The influence of humanist da'wah in social transformation and social change in Muslim societies is an issue that has a broad and significant impact. Social

transformation is one of the main elements in the development of society (Castles, 2010). By understanding how humanist da'wah influences social change, we can identify the positive potential it may generate in Muslim communities. It is important to note that humanist da'wah is not the only da'wah approach that exists in Muslim communities. There are different streams and methods of da'wah. However, humanist da'wah stands out because it incorporates universal elements focused on humanity, which can be applied in various social and cultural contexts. Therefore, humanist da'wah has a significant appeal in driving social change.

In the context of a constantly evolving world, with constantly changing social and political challenges, an understanding of the role of humanist da'wah in social transformation is essential. How these da'wah messages inspire Muslim communities to act, cooperate, and play a role in positive change is an aspect that should be investigated more deeply. In the context of globalization, where Muslim societies are often involved in various parts of world life, including trade, education, and politics, the influence of humanist da'wah may also extend beyond national borders. Therefore, further study in this topic will provide a deeper understanding of how human values in Islam can shape a more just and harmonious society and contribute to positive change in an increasingly complex Muslim world. The study is expected to provide valuable insights to address contemporary societal challenges and promote peace and well-being in Muslim societies and around the world.

A number of previous studies have investigated this topic, providing valuable insight into the role of humanist da'wah in various aspects of Muslim society. Some of the results of prior research have advocated the concept of da'wah *wasathiyah* (balanced da'wah) which emphasizes moderate and tolerant messages in Islam (Asmara, 2021; Indriawati & Basri, 2022; Maliki et al., 2023). The results of these studies underscore the importance of da'wah that focuses on humanity, with an emphasis on justice, peace, and tolerance. These various studies provide a basis for understanding how humanist da'wah can contribute to positive social transformation in Muslim societies. Some other relevant studies are studies that discuss the impact of globalization on Islam and highlight the importance of humanitarian-focused da'wah in responding to social challenges and changes (Achfandhy et al., 2022; Saefulloh, 2021; Saifuddin et al., 2023). Some of these studies provide an essential global context for understanding how humanist messages can be relevant in an increasingly connected world.

These studies, along with several other relevant studies, have provided a solid foundation in understanding the influence of humanist da'wah in social transformation and change in Muslim societies. However, there are still many aspects that need to be investigated further, including how humanist da'wah messages affect Muslim youth, the role of technology and social media in spreading da'wah messages, and how humanist da'wah can respond to global challenges such as inequality, conflict, and extremism. Further study in this topic will provide more profound and relevant insights in the face of increasingly complex social dynamics in

today's Muslim world. By understanding the role of humanist da'wah in shaping inclusive, equitable, and peaceful societies, it can formulate more effective strategies in addressing social challenges and promoting better interreligious and intercultural understanding in an increasingly connected world.

## B. RESEARCH METHODS

This study is a structured effort that uses library research with integrated literature analysis to investigate the impact of humanist da'wah in driving social transformation and triggering changes in the dynamics of Muslim society. The data collection process begins with identifying trusted sources that cover a wide range of perspectives, theories, and findings related to humanist da'wah and its context across fields such as sociology, religion, cultural studies, and other related social sciences. Furthermore, the collected data is carefully processed with in-depth analysis, dividing information by theme, identifying patterns, and formulating conceptual relationships to draw a more detailed picture of the implications of humanist da'wah on the social structure and norms of Muslim society. The data validation process is carried out through triangulation, comparing and verifying the reliability of information from various sources, ensuring the accuracy and validity of the conclusions generated. With this approach, the study aims to provide a solid and reliable foundation related to the role of humanist da'wah in directing meaningful and positive social change in the Muslim community.

## C. RESULTS AND DISCUSSION

### 1. Understanding of Humanist Da'wah

A deep understanding of humanist da'wah is essential in assessing its influence on social transformation and the dynamics of change in the Muslim community. The concept of da'wah itself is a series of efforts to convey and encourage individuals to understand and apply the teachings of Islam. Over time, there have been various approaches to implementing da'wah, and one approach that increasingly steals attention is humanist da'wah. In its context, Humanist da'wah emphasizes aspects of human values, empathy, justice, and peace in the delivery of religious messages (Baidawi et al., 2023; Ismanto, 2017). The development of theories and thought related to humanist da'wah traces the roots of these concepts, possibly involving philosophical, ethical, or even sociocultural developments that provide a strong foundation for emphasizing such values in the context of da'wah (Bukhari, 2012; Karimullah, Rahman, et al., 2023; Muvid, 2023). This approach seeks to change the Muslim community's perspective on Islam's teachings and promote a more inclusive, equitable, and egalitarian point of view in the interpretation and application of religious values in everyday life (Benthall, 2016; Karimullah & Sugitanata, 2013; Pettalangi, 2013). In tracing its sources, humanist da'wah thought can refer to various texts, theories of Islamic thought, the results of cultural studies,

and the humanistic point of view of the social sciences that are the foundation in strengthening the messages of this da'wah.

Humanist da'wah summarizes a profound effort to strengthen the dimension of humanity inherent in the substance of Islamic religious teachings. This signifies that the essence of religious messages and principles emphasized in Islamic teachings, such as compassion, justice, and peace, are understood and positioned in the context of human values of universal relevance. Thus, Islam is seen and interpreted as a religion that is not only important for Muslims but also has relevance and value for all humanity. The development of theories in humanist proselytizing can refer to the evolution of the thought of various intellectual figures, scholars or philosophers who brought these concepts into religious discussions and discourses. This shift in meaning marks a revolution in perspective, in which religious messages are not merely interpreted within the scope of religious understanding alone but also in the broader realm of social values. Sources supporting the concept of humanist da'wah may include intellectual works in Islamic scholarly history, religious texts, and interdisciplinary studies that link human values in Islam with global social, philosophical, and humanitarian theories.

The understanding of humanist da'wah also includes vital elements of empathy and tolerance. It refers to the ability of individuals to feel and understand the experiences of others as well as to be tolerant of differences and diversity in society. In the context of da'wah, empathy and tolerance are critical components in creating better dialogue and understanding between Muslim communities and Muslims and non-Muslims (Palewai, 2022; Rofiqi & Haq, 2022). Humanist da'wah teaches that to achieve social peace and harmony, and it is essential to understand and respect differences and work together in a spirit of cooperation and brotherhood.

Alignment with justice is a fundamental principle in the understanding of humanist da'wah. It reflects efforts to create a more just and equitable society where individual rights are respected and safeguarded. Humanist da'wah emphasizes that Islam encourages justice in all aspects of life, including relationships between individuals and social and economic structures. This principle spurs individuals to actively address inequality and injustice actively, thereby creating positive societal change.

Peace is the ultimate goal in the understanding of humanist da'wah. From the perspective of humanist da'wah, Islam is understood as a religion that promotes peace, not conflict. Religious messages, such as the message of peace in the word "Islam" itself, are emphasized as guides in creating a peaceful and harmonious society. This means that humanist da'wah seeks to present Islam as an agent of peace in a world often turbulent by conflict and violence.

An understanding of humanist da'wah also has important implications in addressing global challenges. One of the significant challenges facing Muslim

societies and the world today is inequality. Humanist da'wah, focusing on justice, can be a powerful tool in addressing these issues. This means that proselytizing messages that motivate individuals to contribute to efforts to reduce economic, social, and gender inequalities can significantly impact changing unjust social structures.

Understanding humanist da'wah is also relevant in facing the challenges of conflict and extremism. The messages of peace, empathy, and tolerance emphasized in humanist da'wah can be a compelling counter-narrative to radical statements. This leads to critical questions, such as how humanist da'wah can reduce extremism among Muslim youth and how letters of peace can be more effectively conveyed through social media and technology. In addition, the understanding of humanist da'wah is also related to the image of Islam in the eyes of the world. When Muslim societies adopt an approach that focuses on humanity and peace, it can help improve the appearance of Islam and reduce the negative stereotypes that often exist. This is important globally, where Islam is often associated with conflict and extremism. This understanding can help build bridges between the Muslim and international communities, reducing tensions and enhancing mutual understanding.

Understanding humanist da'wah also involves understanding that the messages of Islam that are emphatic in this approach do not stand alone. They are closely related to Muslim societies' social, cultural, and historical contexts. In a deeper understanding of humanist da'wah, we must acknowledge the great diversity in religious experience and practice across the Muslim world. This includes differences in accepted traditions and approaches in Islam, which can also affect how da'wah messages are translated and conveyed. A deeper understanding of humanist da'wah also reveals the critical role played by Islamic preachers, scholars, and intellectuals in bringing this approach to the Muslim community. They have a crucial role in explaining the concepts and values contained in humanist da'wah. In addition, they can be effective intermediaries in facilitating dialogue and better understanding in society.

Examining how this approach can affect Muslim youth is essential within the framework of understanding humanist da'wah. Youth are often agents of significant social change in society. How the younger generation receives and internalizes the messages of humanist da'wah can significantly impact the future transformation of Muslim communities. Therefore, further research needs to focus on the influence of humanist da'wah on Muslim youth, including in the context of their education, social participation, and attitudes towards global issues.

In the era of globalization, the understanding of humanist da'wah is also related to how Islam understands and interacts with global values and cultures. Humanist da'wah offers inclusive knowledge and is based on universal human values. This can be the foundation for better interreligious and cultural dialogue.

This understanding creates opportunities to open the door to closer discussions and cooperation between the Muslim and international communities in response to global challenges.

The understanding of humanist da'wah is also closely related to the role of religious leaders in Muslim societies. They are responsible for shaping their people's knowledge and practice of religion. Religious leaders who promote a humanist proselytizing approach can have a powerful influence in creating more inclusive, equitable, and peaceful societies. Therefore, in further research, it is necessary to explore the role and impact of religious leaders in spreading the message of humanist da'wah and directing organizations toward human values.

Understanding humanist da'wah also involves critical thinking about how da'wah messages can be interpreted in diverse contexts throughout the Muslim world. Muslim societies are spread across different countries with different cultures and traditions. Therefore, how humanist da'wah is translated in various cultural contexts can have significant implications in creating a more profound and relevant understanding. Understanding humanist da'wah also leads to thinking about how this approach can influence concrete social actions in Muslim societies. How humanist da'wah messages can encourage voluntary action, humanitarian aid, and active participation in social initiatives is a matter of research. This leads to the question of how Islam, through its humanist da'wah approach, can play an essential role in responding to social problems faced by Muslim communities and other communities.

The understanding of humanist da'wah also includes reflections on the economic impact of this approach. A relevant question is how humanitarian messages in Islam can encourage sustainable economic development, small and medium-sized enterprises, and social inclusion. Further research can explore how humanist da'wah can play a role in creating a more prosperous Muslim society. In understanding humanist da'wah, it must also pay attention to the part of art and culture in conveying these messages. The skills, including music, fine arts, and literature, can be powerful tools for communicating human values in Islam. How art and culture can be used in humanist da'wah is a fascinating subject for further research.

In an increasingly connected and global context, the understanding of humanist da'wah also includes consideration of the role of Muslim communities in global issues, such as climate change, world peace, and human rights. The subject of exciting research is how humanist da'wah messages can motivate Muslim communities to actively engage in these global issues. In addition, it is essential to continuously evaluate and measure the real impact of humanist da'wah in achieving social goals and desired changes.

## **2. Impact of Humanist Da'wah in Muslim Society**

Humanist da'wah refers to an approach to da'wah in Islam that emphasizes and highlights values related to humanity, justice, and peace. This approach

presents a series of messages that embrace and encourage understanding the importance of tolerance, empathy, and active participation in building a more inclusive and sustainable society. Understanding the impact created by humanist da'wah in the dynamics of Muslim society is fundamental in evaluating its significance and relevance in the context of the evolving contemporary world. One of the main effects of humanist da'wah was a strong impetus towards peace and an increase in tolerance within Muslim societies (Angraini et al., 2022; Rosidi et al., 2023). Through proselytizing messages highlighting the values of humanity and justice, a strong foundation is formed to facilitate and strengthen respectful dialogue among various religious communities and ethnic groups. In the context of theoretical development, humanist da'wah refers to the evolution of the thinking of various intellectual figures, Islamic theorists, and humanitarian thinkers who explore and develop these concepts in a broader context, both in religious texts and through interdisciplinary studies covering aspects of philosophy, social studies, and human civilization globally.

In the context of a world often marked by conflicts rooted in religious and ethnic differences, the humanist approach has great potential to play a very significant role in the creation of a more peaceful, harmonious, and inclusive environment. Furthermore, in the development of theory, humanist da'wah reflects an evolution of thought inspired by various intellectual figures, humanitarian thinkers, and religious theorists who sharpen these concepts to manifest multidimensional solutions to existing conflicts, both in religious texts and broader social studies discourse. One of the positive implications that can be seen from humanist da'wah is its role in addressing the growing problem of social inequality in the Muslim community. Through messages that promote principles of social justice and efforts to eliminate gender inequality, humanist da'wah stimulates concrete actions to address these problems as a whole. Muslim communities that embrace and adopt a humanist approach to da'wah are often actively involved in various social projects aimed at improving the social and economic well-being of all members of society, signifying a fundamental transformation of da'wah values towards concrete actions that bring about positive change in their communities. Sources that support the concept of humanist da'wah may lie in the history of Islamic philosophical thought, intellectual works that summarize humanistic concepts from various points of view, and interdisciplinary research that explores social, gender, and religious perspectives in support of the ideals of humanist da'wah (Atmaja, 2020; Tahir, 2023; Yakub, 2021).

Another impact of humanist da'wah is increased community participation in social and humanitarian initiatives. Messages that call for caring for people and the environment encourage individuals to engage in charitable activities, fundraising for humanitarian aid, and active participation in development projects. Thus, humanist da'wah stimulates the spirit of social concern and real

action in Muslim societies. Furthermore, humanist da'wah also has an impact in shaping the image of Islam in the eyes of the world. When Muslim organizations embrace an approach that focuses on humanity and peace, it can help defuse the negative stereotypes against Islam. A more positive image of Islam can open the door to better intercultural dialogue and interfaith cooperation, which can contribute to global peace.

The impact of humanist da'wah in Muslim societies can also be seen in the context of poverty alleviation and social inequality. Proselytizing messages emphasizing social justice and concern for the disadvantaged can motivate Muslim communities to engage in development projects focusing on poverty alleviation. Giving zakat and other social initiatives related to humanist da'wah can help reduce economic inequality and improve welfare for vulnerable groups. In addition, humanist da'wah also has a substantial impact on improving education and literacy in Muslim communities. Messages that encourage the search for knowledge and a deep understanding of human values in Islam can encourage people to value education. In many Muslim societies, there is an effort to establish schools and educational institutions that integrate the values of humanist da'wah into their curricula. This helps to increase the level of literacy and a better understanding of humanity.

A positive impact that also needs to be emphasized is the role of humanist da'wah in motivating social action and humanitarian assistance in Muslim communities. Zakat, infaq, and sadaqah policies initiated by Muslim individuals and communities can be significant resources in helping communities in need, both locally and internationally (Faizin et al., 2023). Humanist da'wah encourages the understanding that wealth and resources should be used for the common good and to help those in need. Furthermore, it is essential to note the impact of humanist da'wah in shaping a more inclusive and equitable society. The humanitarian messages in Islam support the understanding that all individuals have equal rights and that there is no discrimination based on religion, ethnicity, or gender. Inclusion and justice are central values in humanist da'wah, which positively impact creating a more just and inclusive society.

The impact of humanist da'wah in Muslim society can also be seen in the improvement of people's understanding of pluralism and diversity. Da'wah messages that emphasize humanity and justice not only apply in the Muslim context but also recognize that the world is whole of religious, cultural, and background differences (Amin et al., 2023; Ihsani et al., 2021; Sharif & Shamsudin, 2017). As a result, people who embrace humanist da'wah are often more open to diversity and can better interact with different communities. It helps build a more inclusive society and coexists with other groups. In addition, the impact of humanist da'wah also includes a positive role in promoting peace and conflict resolution. Messages encouraging dialogue, tolerance, and peaceful resolution of conflict have helped reduce internal and external conflicts in some

areas dominated by Muslim communities (Karimullah, Faizin, et al., 2023). This approach has also positively impacted reducing levels of radicalization and extremism among Muslim youth by offering a more peaceful and competitive alternative.

In terms of education, humanist da'wah also has a significant impact in motivating individuals to pursue higher education and develop a deep understanding of human values in Islam. Schools and educational institutions that integrate humanist da'wah messages in their curricula can help prepare a younger generation that is more educated, caring, and understanding of social challenges and problems. Furthermore, humanist da'wah also strengthens democratic values and good governance in Muslim societies. Through messages that encourage active participation in civic decision-making and action processes, this approach supports the development of democratic institutions and transparent governance systems. It helps create a more inclusive society and engage in the policy-making process.

In the economic context, humanist da'wah also motivates individuals and groups to be involved in sustainable and competitive economic efforts. Messages underscoring economic justice and social responsibility encourage actions focused on shared benefits and sustainable development. Social and economic initiatives driven by humanist da'wah have helped to address the problem of poverty and led to improved social welfare. Furthermore, humanist da'wah also contributes to shaping a more positive image of Islam. In a global context, Islam is often perceived through the lens of conflict, violence, and extremism. However, humanist da'wah highlights the Islamic religion's more peaceful, humanitarian, and just sides. This can help defuse negative stereotypes and pave the way for better dialogue between Muslim and non-Muslim communities. A positive image of Islam can also be a source of inspiration for adherents of Islam to behave according to human values.

Regarding community empowerment, humanist da'wah motivates individuals to solve social problems and contribute to community development actively. Messages emphasizing social responsibility and participation in humanitarian activities encourage individuals to engage in social projects to improve their communities' well-being. This impact is especially evident in various regional humanitarian efforts and development projects. Furthermore, in the context of Education, humanist da'wah plays an essential role in enhancing an individual's understanding of humanity and social values in Islam. An education inspired by humanist da'wah can help individuals develop a deep understanding of humanitarian issues and integrate them into their daily actions. This creates a more socially conscious society and actively solves social problems.

A positive impact that also needs to be noted is the role of humanist da'wah in creating a more inclusive and equitable environment for all members

of society. Messages supporting gender equality, human rights, and the protection of minority groups help address issues of inequality and discrimination (Anggraini et al., 2022; Rosidi et al., 2023). In organizations that adopt humanist da'wah, individuals have more significant opportunities to develop and participate actively without discrimination.

Another impact that needs to be emphasized is the role of humanist da'wah in motivating individuals to contribute to social improvement and community development. Messages that emphasize social responsibility and active participation in society help individuals to take a more significant role in the development of their communities. This creates a more owning and competitive culture in addressing social problems. Furthermore, humanist da'wah significantly reduces the level of conflict and violence in the community. Proselytizing messages emphasizing peace, tolerance, and conflict reconciliation often help ease social tensions and conflicts. It creates a more stable and peaceful society, favoring sustainable social and economic development.

A positive impact that also needs to be noted is the role of humanist da'wah in creating a more inclusive and equitable environment for all members of society. Messages supporting gender equality, human rights, and the protection of minority groups help address issues of inequality and discrimination. In organizations that adopt humanist da'wah, individuals have more significant opportunities to develop and participate actively without discrimination. Therefore, a deeper understanding of the positive impact of humanist da'wah is essential in exploring the role of Islam in creating positive change in society and the world.

### **3. The Challenges and Opportunities of Humanist Da'wah**

To carry out the mission of da'wah, which is patterned by human values, various challenges and opportunities arise that require deep thought in Muslim society. Humanist da'wah, as an approach that promotes and fights for the values of tolerance, justice, equality and concern for the well-being of humanity, gives rise to complex dynamics in its course (Fathulloh et al., 2023; Yulianto, 2020). In theoretical development, humanist da'wah involves a series of conceptual evolutions of various religious thinkers, intellectuals, and theorists who enrich and hone these concepts through broader philosophical, theological, and social studies. However, in its implementation, several challenges require careful handling and opportunities that can be utilized to create positive change. One of the main challenges in spreading the message of humanist da'wah is resistance to change. People often cling to traditions and norms ingrained in their culture for years, so they may not be in harmony with the essence and message carried by humanist da'wah. The cultural shift and change in the understanding of values require a long time and extra effort to overcome this resistance. Changes in culture are not always accepted quickly. Therefore, a thoughtful and patient approach is needed in spreading and practicing the message of humanist da'wah

to gain wider acceptance and penetrate the layers of society. Sources that support the concept of humanist da'wah may be found in the works of Islamic thinkers who investigate universal values in religion, research that explores social and cultural dynamics, and the contributions of critical thinking on religion in forming a strong philosophical foundation for humanist da'wah.

In addition to resistance to change, the dynamics of divisions and conflicts that often arise between religions or between tribes often become significant obstacles in the implementation of humanist da'wah. This challenge often arises because of differences in beliefs, cultures, and complex histories, sometimes raising tensions between individuals or groups. Encouraging and fighting for tolerance and peace within such a complex framework requires a careful and sustainable approach. In the context of theoretical developments, humanist da'wah may manifest the contributions of thought from various schools of religious philosophy, social theories, and intercultural studies that involve critical thinking and in-depth analysis of issues of pluralism and social harmony. However, amid these challenges, humanist da'wah can utilize many opportunities. One of the most important opportunities is the apparent openness of the Muslim community towards interactive interreligious dialogue and more continuous interaction with non-Muslim communities. Globalization and technological advances have created tremendous opportunities to exchange views and ideas with diverse groups, which in turn can expand and enrich the understanding of human values embedded in the teachings of Islam. Sources that support the concept of humanist da'wah in response to divisions and conflicts between religions may be found in the works of cross-religious thinkers, research examining intercultural dialogue, and contributions from social literature in-depth in defining the principles of harmony among religious communities.

Another opportunity is the critical role of education in spreading the message of humanist da'wah. Schools, universities, and other educational institutions are places where human values can be instilled in the younger generation. An education-oriented humanist da'wah can help create individuals more concerned with social and humanitarian issues and more prepared to contribute to positive societal change. Furthermore, opportunities exist in interreligious partnerships and cooperation with humanitarian organizations. Humanist da'wah often intersects with the goals of these organizations, and collaboration can result in a more significant impact in addressing social and humanitarian issues.

It is essential to understand that the development of information technology and social media also play a significant role in spreading the message of da'wah (Ali & Budyastomo, 2021; Azlan et al., 2020). Social media and the internet provide a broad platform for individuals and groups who support humanist da'wah to communicate and share their notes. This is an excellent

opportunity to reach a wider audience and create awareness about the humanitarian message in Islam. However, there are also challenges associated with the use of social media. Fake news (hoaxes) and extremist messages can quickly spread through social media. Therefore, groups that support humanist da'wah must be careful in filtering the information they share and fighting misinformation.

Another opportunity is relations with international organizations and governments. Humanist da'wah, focused on global issues such as climate change, humanity, and world peace, can collaborate with international organizations to address these issues. The government can also be an essential partner in supporting humanist da'wah programs oriented to social and economic empowerment. However, amidst these opportunities, it is necessary to remember that the sustainability and success of humanist da'wah requires a long-term commitment. Social and cultural change does not happen overnight, and sustained effort is needed to achieve the goals of humanist da'wah. This requires the individuals and groups to maintain morale despite challenges and obstacles. Another challenge in the context of humanist da'wah is related to policy and law. Some societies have laws or rules that may conflict with the message of humanist proselytizing, such as laws governing gender issues or freedom of religion. To counter this, humanist da'wah activists must fight to change policies and regulations that do not support human values in Islam.

It is also essential to understand that Muslim societies have significant cultural, ethnic, and geographical diversity. The challenge in carrying out humanist da'wah is how to accommodate this diversity and adapt the message of da'wah so that it is relevant to various cultural contexts. A sensitive approach to culture and local context is essential in this case. However, diversity in Muslim societies also creates opportunities. This means that humanist proselytizing can be adapted to various cultural contexts and is better accepted in some communities than others. These opportunities allow the message of da'wah to reach different segments of the Muslim community with an approach that suits their values and needs.

Furthermore, it is essential to consider the role of women in humanist da'wah. Humanist proselytizing in favor of gender equality often faces resistance in societies with strong patriarchal norms. However, women can play a significant role in spreading the message of humanist da'wah and motivating social change. This is a considerable opportunity that needs to be taken advantage of. Another challenge that needs to be faced is political and social change in Muslim societies. Changes in leadership, policy, and political dynamics can affect the ability to spread the message of humanist da'wah. Therefore, individuals and groups supporting humanist da'wah need flexible strategies to adapt to these changes.

Challenges and opportunities in humanist da'wah must also consider the

role of civil society groups in supporting these efforts. Civil society organizations, including humanitarian groups, advocacy groups, and non-governmental organizations, can be powerful partners in promoting the message of humanist da'wah. They have expertise and experience in working on social and humanitarian issues and can provide practical support in carrying out humanist da'wah projects. However, the challenge in partnering with civil society groups is building trust and effective communication. Humanist da'wah should be able to clearly explain their goals and values to potential partners and ensure that the cooperation is mutually beneficial.

On the other hand, opportunities arise in the form of approaches that are based on data and evidence. Da'wah humanists can draw on research and data analysis to support their arguments about the positive impact of the humanitarian message in Islam. This can help prove that humanist proselytizing is a theoretical concept and has real benefits in improving social and humanitarian welfare. Another challenge that needs to be overcome is resistance to change in society. Societies often maintain established social norms and resist change, especially if the change is perceived as a threat to their identity or beliefs. Therefore, humanist da'wah must employ strategies that understand and respect the values that exist in society while gently introducing new concepts.

It is necessary to underline the importance of cooperation between religious and interfaith communities in promoting the message of humanity in Islam. This collaboration can create a space of optimistic and harmonious dialogue between different religious communities and beliefs, promoting peace, tolerance, and better understanding between religious communities. Opportunities exist for developing interfaith and interfaith dialogue initiatives that allow other parties to share their understanding of human values in Islam. Seminars, workshops, and dialogue forums effectively facilitate constructive communication among religious communities.

However, the challenge in this case is to overcome the disagreements and differences of views that may arise during the dialogue. In this dialogue, promoting a compassionate approach and an open attitude toward differences and upholding values such as respect and equality is essential. It is also necessary to recognize that humanist da'wah must constantly adapt to changing social and cultural developments. Societies change, and their views on human values can also evolve. Therefore, humanist da'wah must be flexible in the face of these changes and ensure that its message remains relevant in the context of the Times.

The challenge that needs to be overcome is understanding the development of society and adapting in a way that maintains the integrity of the da'wah message (Hamid & Uyuni, 2023; Shukri & Zain, 2020). Sometimes, too rapid or radical changes can generate resistance and disapproval in the community. Furthermore, humanist da'wah can motivate greater significant change in

Muslim societies. Through promoting human values in Islam, da'wah can encourage greater change in policies, laws, and social norms that support humanity. The challenge in this case is building political and social support for this change. Change often faces resistance from interested groups and requires careful efforts in mobilizing support and convincing community and political leaders to support the change.

In facing these challenges and taking advantage of these opportunities, long-term commitment, hard work, collaboration with various stakeholders, and the ability to adapt to change are essential. Humanist da'wah is a long journey that requires strong determination and patience, but the positive impact it can produce in Muslim societies and around the world is invaluable and has the potential to create significant change. Humanist da'wah has excellent potential to bring human values in Islam forward and play an essential role in creating a more tolerant, humane, and sustainable society.

#### **D. CONCLUSION**

The influence of humanist da'wah in pioneering social transformation and the dynamics of change in Muslim society has become a reality that has significant weight. The conceptualization of humanist da'wah as a paradigm that combines human values with essential principles in Islamic teachings has brought to life a more inclusive, tolerant, and humanitarian perspective in implementing religious practices. The development of theory in humanist da'wah may include contributions from various religious philosophers, humanitarian thinkers, and cultural researchers who reflect on and practice these principles about universal values and social sustainability. The impact produced by humanist da'wah in the Muslim community is reflected through changes in social behavior and the evolution of a more supportive, humanist mindset, and focused on helping those in need. This is a real foundation that provides evidence that the humanitarian message embedded in the teachings of Islam can be a source of inspiration for positive changes in the structure of society. Although challenges such as resistance to change, social polarization, and the spread of disinformation are things that must be overcome, there are various opportunities to spread the message of humanist da'wah through social inclusion, data-based approaches, and close synergies with various related entities. Collaboration between religious communities, educational institutions, religious leaders, and civil society organizations is crucial in supporting humanist da'wah efforts. To create a more tolerant, humane, and sustainable Muslim society, humanist da'wah carries great potential for realizing the human values that shape the future of progressive Islam.

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