

Da'wah for Social Justice: Creating Awareness of Social Issues through a Religious Approach

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Keywords

Da'wah, Social Justice, Social Issues, Social Awareness

Abstract

This study analyzes the critical role of da'wah in building social awareness, encouraging concrete actions, and empowerment in achieving social justice through a religious approach. The literature research method with a literature analysis review is used in this study as an approach that focuses on extracting, reviewing, and evaluating various literature sources that are relevant to the topic of study. The study's findings stated that da'wah is integral in advancing social awareness, encouraging concrete actions, and forming continuity in the struggle to achieve social justice through a religious approach. Through an approach based on religious values, da'wah can potentially change society's paradigm toward social issues. However, to achieve significant results, da'wah must be seen as an integral component in broader social efforts, focusing on partnerships, local understanding, and patience in overcoming challenges.

Kata kunci

Dakwah, Keadilan Sosial, Isu Sosial, Kesadaran Sosial

Abstrak

Kajian ini menganalisis peranan penting dakwah dalam membangun kesadaran sosial, mendorong tindakan konkret dan pemberdayaan dalam usaha mencapai keadilan sosial melalui pendekatan keagamaan. Metode penelitian keperpustakaan dengan tinjauan analisis literatur digunakan dalam kajian ini sebagai suatu pendekatan yang berfokus pada penggalan, penelaahan, dan evaluasi berbagai sumber literatur yang relevan dengan topik kajian. Temuan kajian menyatakan bahwa dakwah memiliki peran integral dalam memajukan kesadaran sosial, mendorong tindakan konkret, dan membentuk kesinambungan dalam perjuangan mencapai keadilan sosial melalui pendekatan keagamaan. Melalui pendekatan berbasis nilai-nilai agama, dakwah memiliki potensi untuk mengubah paradigma masyarakat terhadap isu-isu sosial. Namun, untuk mencapai hasil yang signifikan, dakwah harus dilihat sebagai komponen integral dalam upaya sosial yang lebih luas, dengan fokus pada kemitraan, pemahaman lokal, dan kesabaran dalam mengatasi tantangan.

Introduction

In an increasingly complex and diverse world, social challenges involving inequality, injustice, and other social problems dominate public conversation. In this context, the role of religion as a means of fostering awareness of social issues and promoting justice has enormous potential. Social justice is a principle that underlies society's harmonious and fair structure, in which everyone has equal rights and responsibilities to obtain appropriate treatment and equal opportunities (Muhajir, Nisa, Munawar, & Karimullah, 2023).

In Islam, the concept of justice is one of the central values championed by religious teachings. Islamic teachings teach values such as justice, equality, and partisanship to marginalized people. The concepts are rhetorical and offer a concrete foundation for formulating strategies to create a more just and inclusive society (Sugitanata, Karimullah, & Al Hamid, 2023). One of the tools that can be used to achieve this goal is da'wah.

Da'wah, in this context, can be interpreted as an attempt to convey religious messages to the broader community to build awareness and inspire actions that contribute to positive social change (Karimullah, 2022). By integrating religious messages with actual social issues, da'wah can stimulate collective understanding and action focused on creating a more just and equal society. Therefore, this study seeks to bridge the gap between religious values and actual social issues, to combine religious messages with understanding and action that can produce positive social change. Of course, this study is not the only study ever conducted about da'wah and social issues.

Many studies have described the role of da'wah in shaping the attitudes, behaviors, and social consciousness of individuals, as well as how da'wah can be used as a means to address various social issues (Alam, 2016; Asmaya, 2020; Haqqi, 2022). In addition, it is essential to identify studies that focus on the role of religion in creating awareness of social issues and justice. Some previous research conducted by Akhmad Sukardi (2018), Muhammad Qorib (2018), and M. Ikhsan Ghozali (2017) has described how humanist religious values, such as compassion, justice, and togetherness, conveyed in da'wah messages can be integrated into the context of social issues. In addition, the study carried out by Komenská (2017) discussed how religion can be a source of motivation for humanitarian action and social care. Komenská suggests that religious teachings, such as compassion, justice, and the well-being of humanity, can be the basis for sustainable social efforts. However, the critical difference distinguishing this study from previous research is that its approach focuses on exploring how religious messages, which often have a strong influence on society, can be used effectively to raise social issues and encourage concrete actions that lead to positive change.

Previous studies may have explored the concept of da'wah in various contexts. Still, this study seeks to understand how religious messages can be applied to promote awareness of pressing social issues. Thus, this study aims to illuminate how a spiritual approach through da'wah can effectively stimulate social awareness and action that

contributes to more just and equitable change. Through this approach, the study hopes to build bridges between religious spaces and social issues, bring about fundamental differences in people's views and actions, and make valuable contributions to create a better world for all walks of life.

This study is directed to explore and analyze the role of da'wah in creating awareness of social issues and promoting justice through a religious approach. This study emerged as a response to social challenges that are increasingly complex and need holistic treatment. The gap between pressing social issues and spiritual understanding necessitates combining religious messages with actual social contexts. Complex issues such as inequality, injustice, and other social problems can no longer be ignored in an increasingly connected and diverse contemporary society.

Social justice is a goal fought to achieve harmony and well-being in society (Islam, 2023), thus making this study very relevant to examine how da'wah can contribute substantially to create awareness and actions that support this goal. In the Islamic view, social justice is the main goal in building a harmonious and sustainable society (Abdullah, Al-Amin, Ur-Rahman, Baharuddin, & Ahmad, 2017). Islamic teachings have a solid ethical foundation, teaching the importance of treating all individuals fairly and prioritizing the common good. However, implementing these concepts in social reality often becomes complex and requires more in-depth collective efforts.

This study is relevant in dealing with the complexity of social issues that develop in contemporary society. Social justice is the main foundation in building harmony and prosperity, so this study is critical to understanding how da'wah can effectively create awareness and actions that support this goal. Through a religious approach, this study responds to the need for a deeper understanding of how religious values can be applied in concrete actions to create social change. By bridging the space between religion and social issues, this study can help build bridges for positive social transformation and make a real contribution to building a more just, equal, and sustainable world.

Method

Literature analysis is an approach that focuses on extracting, reviewing, and evaluating various literature sources that are relevant to the research topic (Wang, Zhang, & Li, 2022). In the context of this study, this method is used to examine the role of da'wah in creating awareness of social issues and promoting justice through a religious approach. This approach provides a comprehensive way to understand and explore diverse aspects of the relationship between religion, da'wah, and social issues affecting society. The library research method involves several critical stages. First, the researcher identifies and collects relevant literature from various sources such as academic journals, books, research reports, online articles, and other sources. Then, this literature is evaluated to assess the credibility, relevance, and methodology used in previous studies. This process helps the researcher ensure that the literature used is of adequate quality and can make a valuable contribution to the study.

After the literature is selected, a literature analysis is performed. It involves an in-depth review and understanding of the concepts, findings, and viewpoints that previous researchers have put forward about the role of da'wah, social issues, and justice. This analysis helps researchers identify previous research results' patterns, similarities, differences, and practical implications. Using carefully verified and analyzed literature sources provides a solid foundation for this study. It provides a solid empirical and theoretical basis for understanding the complex relationship between religion, proselytizing, and social issues. By summarizing the findings from various literatures, this study can develop a more comprehensive conceptual framework on how religious messages can be effectively applied in the context of social issues to promote more equitable and equitable social change. The study can bridge the gap between religious values and actual social problems through this approach. By blending spiritual understanding with contextual analysis of social issues, the study helps identify opportunities and challenges in using da'wah to create awareness and actions that contribute to positive social transformation. Thus, the method of literature research with literature analysis review provides a solid foundation to support the development of ideas and findings in this study, as well as providing valuable insight into the complexity of the relationship between religion, proselytizing, and social issues in the context of more equitable and equal social change.

Results and Discussion

The Role of Da'wah in Raising Social Awareness

Within the framework of ever-evolving social dynamics, the role of da'wah has excellent potential to be a key driver in shaping a deep social consciousness, which can contribute significantly to more equitable and sustainable social change (Bensaid, 2013; Saputra, Ghazali, Mukmin, Wiranto, & Yanti, 2021). Bringing together religious messages with actual social issues, this approach provides a solid footing for a more comprehensive understanding of society's social challenges. In this context, da'wah is a transmitter of religious teachings and a bridge that connects religious values with complex social realities.

One of the most prominent aspects of da'wah's role in raising social awareness is its ability to integrate religious messages with ongoing social issues (Rosidi, 2022; Setiawati, Rolando, & Sari, 2022). The ethical and moral messages carried by religion are closely linked to many aspects of human life, including social problems such as poverty, inequality, human rights, and environmental sustainability (Herlihy, Hermann, & Greden, 2014; Kolk, 2016). By bringing these messages into the context of social issues, da'wah produces a deeper perception of how religious values can guide dealing with the complexities of modern social challenges.

One significant leverage of proselytizing is its ability to inspire empathy and collective action. Religious messages often emphasize the importance of respecting, helping, and empathizing with fellow human beings (Bercovitch & Kadayifci-Orellana, 2009). Da'wah brings this message to life through a more personal and relevant approach to social situations and conditions (Hamid & Uyuni, 2023; Rosyidi, 2015). By delivering real-life stories and examples of how good deeds and caring can bring about

change, da'wah awakens the spirit for real action in addressing social problems. Not only that, da'wah can also potentially change the behavior of individuals and society collectively (Azizy, Sihabussalam, & Desmaliza, 2022). When individuals understand that their actions align with religious values, this encourages them to change their behavior according to religious ethics. In this case, da'wah does not only speak to the mind but also the heart and actions. These behavioral changes can have far-reaching societal impacts, generating positive patterns and supporting sustainable social change.

Da'wah has a strong appeal in forming a society that is aware, caring, and responsible for social issues (Hartono, Rosidi, & Romadi, 2020; Hidayat, 2013). The religious messages introduced through da'wah maintain the values of humanity, equality, and justice (Ihsani, Febriyanti, & SK, 2021). When these values are translated into concrete actions in everyday life, they form individuals who are more sensitive to the needs of others and the surrounding environment. In a world filled with the complexity of social issues, the role of da'wah as the introduction of religious values into the social environment has profound implications. Da'wah's ability to integrate spiritual messages with modern social issues and inspire empathy, collective action, and behavior change is a powerful tool for raising social awareness and advancing more just and sustainable social change. Therefore, the role of da'wah in raising social awareness has potential and becomes an essential foundation for efforts to create a better world for all (Affandi *et al.*, 2022; Aslati, Saputra, Masduki, Triantoro, & Silawati, 2022; Hasan, 2012). However, as with any social change effort, the role of da'wah in raising social awareness also faces challenges and raises implications that need to be considered.

One is the diversity of religious understanding and interpretation of spiritual messages. Proselytizing must be done carefully to avoid inciting false or extreme societal performance. Therefore, an approach based on deep knowledge and experience of religious values and social issues is necessary to minimize the risk of disagreement and conflict. In addition, to raise social awareness, it is essential to recognize that change will not happen instantly. The process of building awareness requires time, dedication, and consistency in delivering religious messages that are relevant to social issues. In addition, behavioral changes also take longer to occur. Therefore, patience and perseverance in the approach to da'wah are essential.

To achieve a more just and sustainable social transformation, the role of da'wah has infinite potential. By integrating religious messages into social issues, da'wah is aware of the urgency and impact of these social problems. The inspiration for collective action and positive behavioral change propagated by da'wah can seep into different walks of life. In the long run, this can affect how people interact, participate in social initiatives, and respond to needed change. Da'wah can integrate religious values with social issues, inspire empathy and collective action, and shape behavior that supports positive change. However, challenges such as diverse spiritual understandings and ongoing change processes must also be acknowledged. With determination, deep learning, and consistency, the role of da'wah in raising social awareness has the

potential to become one of the leading forces in a more just and sustainable social transformation. Therefore, proselytizers need to understand their impact and responsibility in advancing better change in society.

In summarizing the role of da'wah in raising social awareness, it is essential to understand that this role is not only momentary but also has profound implications and long-term impacts on social transformation. To communicating religious values, da'wah has a solid power to change the perception, attitude, and behavior of individuals and communities towards complex and challenging social issues. As the endpoint of this exploratory journey, here is a comprehensive overview of the significance of the role of Da'wah in the context of sustainable social awareness.

The role of da'wah in raising social awareness is a long-term investment that profoundly influences people's views, understandings, and responses to pressing social issues. Da'wah focuses on conveying religious messages and building a deep understanding of the relationship between religious values and the social context and issues society faces (Rifat, Ilham, Bayani, & Asfahani, 2023). It is important to note that the role of da'wah in raising social awareness is not of an isolated nature. This should be considered part of an integrated approach linking religious messages to real social contexts. This integrated approach makes it possible for da'wah to be an effective tool in guiding communities in overcoming social challenges while remaining true to the underlying religious values.

The sustainability of the role of da'wah in raising social awareness requires commitment from various parties, including preachers, religious institutions, social institutions, and the wider community. Cross-sector cooperation is needed to ensure that the messages of da'wah can be translated well into concrete actions. This collaboration enriches perspectives, generates more effective strategies, and broadens their impact. The world is constantly changing and evolving. Therefore, the role of da'wah in raising social awareness needs to keep abreast of developments and changing times. Adapting creatively to emerging trends, technologies, and new challenges is essential. By keeping hold of fundamental religious principles, da'wah must find new ways to convey spiritual messages that are relevant and appealing to different generations.

The sustainability of the role of da'wah in raising social awareness cannot be separated from persistent and persistent efforts. Changing views, stimulating empathy, and encouraging behavior change don't happen overnight. Proselytizers must have a strong determination, a spirit that never fades, and consistency in delivering relevant messages. Through an integrated approach, cross-sector cooperation, creative adaptation, and persistent effort, da'wah can become a force that drives society towards more equitable, inclusive, and sustainable social change. Therefore, proselytizers must understand and appreciate this role's impact in shaping a better future. With commitment and dedication, the da'wah can continue to inspire positive action, address social challenges, and build a society that is more aware, caring, and accountable to pressing social issues.

In the context of rapidly occurring social change, responsiveness is critical. The role of da'wah must be able to recognize trends in social change, new challenges, and societal developments. This responsiveness is limited to understanding evolving social issues and embracing varied views and aspirations in the community. Thus, da'wah can position itself as the proper guide in the face of growing social problems. In the age of information and technology, effective communication is also constantly changing. Da'wah needs to continue to innovate in conveying religious messages. Visual solid narratives, the use of social media, and modern communication techniques can provide more significant appeal to a diverse audience (Mutia, 2022). It is an attempt to bridge the gap between the fundamental religious message and how it is delivered that is relevant to the Times.

The role of da'wah in raising social awareness cannot be optimally translated if it is carried out in isolation. Collaboration with various parties, including religious institutions, educational institutions, governments, and civil society organizations, is essential. This collaboration brings diverse perspectives, enriches strategies, and results in a more comprehensive understanding of social issues. Through responsiveness, innovation, and cooperation, the role of da'wah continues to be responsible for the future. By aligning religious values with social issues, da'wah can shape a society that is more aware, caring, and responsible for social change. It is not only about changing views but also about encouraging concrete actions that generate positive impact.

Social issues that continue to evolve and social changes that never cease to be a call for da'wah to continue to adapt, innovate, and collaborate (Prabowo & Muhamad, 2023; Saefudin, Santyaningtyas, Lubis, & Mokodenseho, 2023). With responsiveness to change, innovative communication approaches, and collaborative efforts, the role of da'wah remains relevant. It positively impacts shaping a society that is aware, caring, and responsible for social issues. Thus, the part of da'wah is not only limited to religious messages but also a bridge that connects religious values with social changes that are more equitable, inclusive, and sustainable.

Religious Approach in Encouraging Social Action

The religious approach in da'wah, as an effort to encourage social action, is an approach that connects spiritual aspects with a positive contribution to society and the environment. This approach views religion as a source of inspiration and moral guidance that moves individuals and communities to engage in beneficial and socially impactful actions. In this context, the religious approach in Da'wah is a means to invite individuals to understand, internalize, and apply spiritual teachings in various aspects of life, including building a better society.

The importance of religious approaches in encouraging social action arises from the belief that religion can potentially motivate positive change in society. Some of the key elements in this approach include 1) religious moral and ethical teachings, 2) concern for others, 3) social justice, 4) community empowerment, 5) respect for the

environment, and 6) spiritual awareness in social action. Religions generally contain strong moral and ethical values, such as compassion, justice, honesty, and empathy. The religious approach in da'wah highlights the importance of reviving and applying these values in everyday interactions, including various social actions.

Da'wah, with a religious approach, teaches the importance of having empathy and concern for the difficulties and suffering of fellow human beings. It encourages individuals to engage in social actions that help ease the burden on others in need, such as assisting people experiencing poverty, orphans, and other vulnerable people. In addition, many religions emphasize the importance of social justice. The religious approach in da'wah encourages the eradication of injustices, including the uneven distribution of resources and opportunities. It could promote social actions such as human rights advocacy, education for all, and the creation of equitable economic opportunities. This approach can also focus on community empowerment. Religions often teach the values of good leadership, collaboration, and responsibility for the common good. With this approach, da'wah can encourage forming a solid and empowered community to overcome social challenges together (Ali & Hasan, 2019).

Many religions have views on the importance of preserving the natural environment. Religious approaches in da'wah can encourage social actions to maintain environmental sustainability, such as waste reduction, the use of renewable energy, and nature protection. Also, this approach emphasizes the importance of maintaining a spiritual connection in any social action. By understanding that social movements are performed as a form of devotion to God, individuals can gain deep satisfaction and maintain a spirit of contributing to society. However, it is essential to remember that applying religious approaches in proselytizing to encourage social action can also face some challenges. Sometimes, diverse interpretations of spiritual teachings can lead to differences of opinion about the steps to be taken in social action. In addition, excessive emphasis on spiritual aspects can also ignore social, economic, and political factors that play a role in social problems. It connects religious values with the obligation to contribute to common well-being and sustainable social development. With a deep understanding of spiritual teachings and an awareness of social issues, individuals and communities can jointly build a better world through social actions inspired by spiritual values.

The religious approach in da'wah as an effort to encourage social action involves integrating religious values with positive contributions to society and the environment (Alifuddin, Chaer, & Sukatin, 2021). This approach considers religion as a source of inspiration and moral guidelines that can encourage individuals and communities to engage in beneficial and socially impactful actions. The goal is to invite individuals to understand, internalize, and apply religious teachings in various aspects of life, including building a better society. Several things must be considered in using spiritual approaches in da'wah to encourage social action. First, it is essential to ensure that the interpretation of the religious teachings on which this approach is based is accurate and

balanced. Misunderstanding or misinterpretation can lead to actions incompatible with the original goal. Therefore, this approach should be based on a deep understanding of religious principles and guided by scholars or credible religious figures.

Second, the religious approach in da'wah must respect the diversity of religious views and beliefs. Encouraging religious values should not mean setting aside or undervaluing other opinions and ideas. Collaboration with different religions and understanding shared values can reinforce the positive impact of social action. Third, this approach must be implemented with an inclusive and non-discriminatory policy. Regardless of religious background, ethnicity, or social status, everyone should be respected and allowed to contribute to social action. This is in line with the principles of justice taught by many religions. Fourth, in encouraging social movement, the religious approach must pay attention to the role of government and other social institutions. Collaboration with relevant parties can strengthen the impact of social action and create an environment that supports the development of a better society.

Fifth, awareness of the social, economic, and political context is essential. Sometimes, structural factors can be obstacles in efforts to encourage social action. Therefore, it is necessary to understand the root of the problem and work to overcome these structural barriers. Finally, evaluating and monitoring the results and impact of social actions with a religious approach is also very important. This helps ensure that the desired goals have been achieved and that improvements or adjustments can be made as needed.

The religious approach in da'wah to encourage social action has great potential to bring about positive change in society. However, the success of this approach depends on deep understanding, sincere intentions, interreligious cooperation, and a commitment to contribute to the common good. Balancing the spiritual and practical dimensions and collaborating with all parties involved can be a powerful tool in shaping a more just, empathic, and sustainable society. Furthermore, in applying religious methods in da'wah to encourage social action, it is essential to prioritize the principle of voluntariness and active participation of individuals and communities. Social activities that arise from awareness and goodwill will have a more sustainable impact than those imposed forcibly. This approach must also recognize that social problems are often complex and do not have instant solutions. Therefore, it is necessary to develop long-term strategies that are sustainable and focused on changing people's culture and behavior. This approach requires patience and perseverance in the face of existing challenges.

Regarding religious approaches to proselytizing to encourage social action, it is essential to avoid narrow or extremist views that may harm the public good. Sometimes, erroneous or overly dogmatic interpretations of religion can lead to societal separation or conflict. Therefore, this approach must be carried out with common sense, tolerance, and respect for pluralism. In today's global and multicultural context, religious practices to da'wah can also contribute to efforts to defuse interreligious conflicts and promote

better understanding between different groups. It involves building interfaith dialogue and cooperation to address global issues together.

Furthermore, this approach should also consider the role of technology and social media in spreading religious messages and social actions. These platforms can be powerful tools for generating awareness and social mobility. However, it is also essential to avoid spreading false information and extremism that could harm the positive goals of this approach. Individuals and communities can become agents of meaningful change by integrating religious values to build a better society.

It is essential to recognize that the religious approach in proselytizing to encourage social action must also consider the dynamics of social evolution and societal change. The religious values underlying social action must be interpreted in the context of the evolving modern age. Therefore, flexibility in applying these values must be considered to remain relevant and practical. In furthering this approach, education and coaching are of crucial importance. Educating individuals and communities about religious matters and encouraging positive social action can build a more profound understanding and substantial commitment. Social skills training can help individuals plan and implement social measures more effectively. In addition, collaboration with non-governmental organizations (NGOs), educational institutions, governments, and the private sector can amplify the impact of religious approaches in da'wah. Cross-sector cooperation can open the door to more excellent resources and support and expand the reach of social action.

The constant evaluation of the impact of social actions initiated through this religious approach is no less critical. It helps measure success, identify areas of improvement, and evaluate whether social goals have been well achieved. This evaluation can also help in directing future directions and strategies. However, while considering the positive potential of the religious approach in proselytizing, it is also essential to avoid any extremism or fundamentalism that could jeopardize social harmony and stability. Intolerant or dogmatic views can hinder efforts to encourage cooperation and inclusive social action. Finally, the success of religious approaches in proselytizing to promote social movement is measured by immediate impact and changes in culture and thinking in the long term. Changing how people think and respond to social issues through a religious lens is essential to sustainable social change.

The religious approach in da'wah must consider the long-term impact that can occur. Although social action can provide immediate benefits, real consequences may take longer to be seen. Maintaining passion and commitment over the long term is essential, even if the results are not immediately apparent. Social media and technology use is also critical to continuing this approach. Today's society is highly connected through online platforms, and this can be a powerful means of spreading religious messages that encourage social action. However, not getting caught up in empty rhetoric or applying false information is necessary. It is also essential to avoid "donor fatigue" in the context of fundraising or social action.

Applying a religious approach to proselytizing social action focuses on raising funds and fundamental societal change. Therefore, there must be variation in the way social action is implemented. Spiritual practices in da'wah encourage social activity. It is essential to consider that these efforts will continue to evolve as society changes and social developments. Therefore, flexibility and adaptability in strategies and approaches must remain relevant and practical. Thus, the religious system in da'wah to encourage social action is a combination of spirituality, spiritual values, and concrete steps that benefit society. Through social awareness, education, cross-sector cooperation, adaptability, and genuine intention, individuals and communities can engage in social activities that positively and sustainably impact society and the world.

Applying religious approaches in da'wah to encourage social action contains complexities that must be understood holistically. One of the critical elements in continuing this approach is recognizing and appreciating religious values in a natural context. It is not just about citing spiritual teachings but about understanding how these values inform and shape views on social issues. In this approach, education has a crucial role. Education on religious matters encouraging social action should touch on philosophical aspects, ethics, and practical application in various life situations. This kind of education helps individuals understand the urgency of religious values in responding to social challenges and provides tools to design and implement impactful social actions. Through in-depth education, cross-sector collaboration, a balance between the spiritual and practical dimensions, adaptability to change, and the wise utilization of social media, this approach has the potential to create positive and sustainable social change.

Continuity and Empowerment Through Da'wah

Da'wah has excellent potential to build sustainability in creating social justice. It is about spreading religious values and shaping the way of thinking, behavior, and actions of individuals and societies. Da'wah can create awareness about the importance of justice, sensitize social issues, encourage actual activity, form ethical leaders and activists, reduce egoism, invite participation and cooperation, remind social responsibility, and empower individuals and communities. In this way, Da'wah becomes a spiritual communication and an effective tool to inspire concrete actions toward a more just and sustainable society.

In a complex social context, da'wah shapes individual awareness and attitudes towards social justice issues (Thaib, 2020). Through teaching religion and moral values, da'wah helps to root values such as empathy, equality, and concern for others in individuals' minds and behavior. Thus, da'wah becomes a bridge that connects spiritual beliefs with social reality. Not only that, da'wah also plays a role in stimulating sensitization to social issues that exist in society. By linking religious values to issues such as poverty, inequality, and injustice, da'wah helps communities realize the urgency of addressing such issues. This opens the door to dialogue and joint action planning,

searching for better solutions. However, it is essential to remember that da'wah is not limited to delivering messages. Effective da'wah is that which inspires real action. In this respect, da'wah can provide concrete guidance on how individuals and communities can contribute to creating social justice. By teaching charitable practices, raising funds for social causes, or even through acts of environmental cleansing, da'wah directs spiritual energy toward a positive impact on social reality (Purwanto, Sarbini, Abdullah, & Qadafi, 2019). In addition, da'wah also plays a role in shaping the ethics and values shared by leaders and social activists. By applying religious values to their tasks, leaders and activists can ensure that justice becomes integral to their strategies and actions. It builds a strong foundation for inclusive policies and socially responsible decisions.

Da'wah also serves as a tool to free oneself from egoism, often an obstacle in creating social justice. Da'wah teaches the importance of sharing and helps individuals go beyond personal goals to achieve common well-being (Karimullah, Rahman, Rahmah, & Elmurtadho, 2023; Omar & Ismail, 2022). This stimulates the spirit of cooperation and collaboration necessary to achieve meaningful social change. In line with that, da'wah can invite active participation and collaboration across sectors. By emphasizing the values of unity, da'wah connects communities, NGOs, governments, and the private sector in a concerted effort toward social justice. This creates momentum to devise more sustainable and comprehensive solutions to social problems.

In the process of da'wah, it is also important to remember each individual's social responsibility. Da'wah Awakens awareness about the social implications of individuals' actions and decisions. It forms an understanding of the contribution to social justice in everyday activities, from small interactions to big decisions. Thus, da'wah has the potential to empower individuals and communities. By teaching religious values that encourage justice, da'wah gives individuals confidence that every effort has a meaningful impact, no matter how big. It stimulates a sustained spirit of participation and helps to overcome feelings of hopelessness towards change. In the face of criticism or obstacles to da'wah's efforts in creating social justice, it is essential to maintain an open attitude and constructive dialogue. Accepting various views and discussing better methods can help reinforce the approach and avoid blindness to potential improvements. By rooting religious values in everyday behavior and actions, da'wah helps shape awareness, sensitization, and concrete steps that bring about positive social change. Through education, empowerment, real action, and collaboration, da'wah can be a driving force toward a more just, inclusive, and sustainable society.

In a broader context, da'wah can change social and cultural paradigms. By disseminating religious values that promote justice, da'wah can change people's thinking and views on social issues. It can permeate layers of society, from individuals to families, communities, and even institutions. Thus, da'wah can be a motor of social change that leads to better justice. In addition, da'wah can also play a role in encouraging economic and social empowerment. By teaching values such as sharing, caring, and fairness in the distribution of resources, da'wah stimulates individuals to

contribute to alleviating poverty and economic inequality. This can trigger the establishment of small businesses, social programs, and more equitable economic cooperation.

It is important to remember that proselytizing in creating social justice is not about overriding the role of other institutions, such as governments or NGOs. On the contrary, da'wah can serve as an incentive or reinforcement for actions taken by other entities. Da'wah provides a solid moral foundation for these institutions to act with justice and shared interests. Da'wah also has the potential to form a young generation aware of its social responsibility. By incorporating the values of justice in religious education and teaching, da'wah helps create individuals who are oriented toward personal success and care about the community's well-being. A generation inspired by these values will likely become sustainable social change agents. However, it is essential to recognize that proselytizing in the context of social justice must be inclusive and respectful of differences. Each individual has a different background, culture, and outlook. Therefore, da'wah must value the plurality of society and seek to establish an open dialogue that allows a constructive exchange of ideas.

In facing challenges and obstacles, proselytizing that focuses on social justice requires perseverance and long-term commitment. Social change is not an instant process; through continuous efforts, society can achieve meaningful transformation. To measure the impact of da'wah in creating social justice, it is necessary to monitor the progress and results of the initiatives carried out. Data and concrete evidence of the changes can guide measuring the extent to which social justice goals have been achieved. Da'wah can form a caring and socially responsible generation in an inclusive context that respects differences. Although challenges exist, a commitment to continuing da'wah efforts can bring sustainable, positive societal change.

In the context of social justice, da'wah has a vital role in shaping people's mindsets and views on existing social issues. By referring to religious values that promote justice, da'wah can help change people's perceptions and understanding of the importance of addressing poverty, inequality, discrimination, and other social issues. Thus, da'wah opens the door to a more sensitive and proactive society towards these issues. In addition, da'wah is a tool to move real action towards social justice. Understanding religious values is not only limited to theoretical concepts but also has implications for actual actions. Through da'wah, the community is invited to take on positive activities such as assisting needy people, supporting social programs, and participating in movements fighting for justice.

Da'wah also has the potential to shape ethics and integrity in leaders and social activists. By basing their actions and decisions on religious values, da'wah ensures that justice takes priority in addressing social issues. This spares social development efforts from impure motives and ensures that the common good always takes precedence. Furthermore, da'wah can reduce the nature of egoism in society. Values such as sharing, caring, and empathy taught by da'wah help dampen the impulses of individualism and

materialism. Thus, individuals and communities are more likely to contribute positively to creating social justice.

It invites individuals to act, and da'wah encourages participation and cooperation across sectors to achieve social justice. Through da'wah, communities are called to work together in designing holistic and sustainable solutions to social problems. This creates an environment conducive to collaboration that brings a positive impact. In implementing da'wah that focuses on social justice, it should be noted that Da'wah must be inclusive and respect diversity. To reach all levels of society, da'wah must embrace differences in culture, community, and views. This requires a thoughtful approach and a deep understanding of the local context. However, challenges and obstacles may arise in proselytizing efforts for social justice.

Conflict of views, distrust of the motives of proselytizing, or resistance to change are some. Therefore, da'wah needs to be done with a gentle approach, listening to people's feelings and views, and being willing to explain and give strong reasons (Tahir, 2023). In this process, it is essential to remember that social change does not come quickly. It takes solid commitment and sustained action to achieve better social justice. Da'wah can drive lasting change, but the results require time and sustained effort. Thus, da'wah has excellent potential in building sustainability to create social justice. By changing the paradigm of society, encouraging real action, shaping ethics and integrity, reducing egoism, encouraging cross-sector cooperation, and facing challenges wisely, da'wah plays an essential role in shaping a more just and sustainable society.

Da'wah also has great potential in forming a generation that is more aware of its social responsibility. By incorporating the values of justice in religious education, da'wah helps create individuals committed to collective well-being. The generation that gets guidance from da'wah can potentially become an agent of sustainable social change. However, in proselytizing for social justice, it is essential to consider that proselytizing must be inclusive and respect diversity. Each individual has a different background, culture, and outlook. Therefore, da'wah must be carried out with understanding and adjustments that allow an open dialogue that respects each other.

In facing challenges and obstacles, proselytizing for social justice requires perseverance and patience. Social change is not an instant process; through continuous efforts, society can achieve meaningful transformation. During the implementation of da'wah, it is essential to continue measuring these efforts' impact. Measurement can help understand the extent to which messages and actions produced by da'wah have brought about real change in creating social justice. Ultimately, da'wah has excellent potential to build sustainability to create social justice. By spreading religious values that encourage Justice, da'wah can change mindsets, encourage concrete actions, shape ethics and integrity, promote economic and social empowerment, and form a generation that is more concerned with the common welfare. Although challenges exist, earnestness in continuing da'wah efforts can bring about sustainable positive change in society.

In a broader context, da'wah can also catalyze more significant social change. By spreading the messages of justice through various communication channels, including social media and public lectures, da'wah can reach a wider audience and influence the thoughts and actions of many people. It can create a mass movement focused on positive changes in society. In addition, Da'wah also has the potential to trigger innovation to build social justice. By encouraging creative thinking and innovative solutions, Da'wah can inspire the creation of new programs that address social problems more effectively. This could include new approaches to tackling poverty, improving education, and promoting equality.

Da'wah also plays a role in empowering communities in the context of social justice. By providing information, skills, and knowledge to the community, da'wah helps them to more actively participate in solving social problems. This creates a more robust and empowered society in overcoming existing challenges. However, proselytizing that focuses on social justice must also acknowledge the complexity of social issues. Not all problems can be solved with simple solutions. Therefore, da'wah needs to provide space for deep reflection and discussion about the root of the problem and complex ways to overcome it.

In the face of resistance or disapproval to proselytizing focused on social justice, it is essential to remain open and responsive. Listening to criticism, explaining intentions and goals, and engaging in constructive dialogue can help overcome possible obstacles. It is also worth remembering that social change is not an instantaneous process. Preaching that focuses on social justice requires patience, consistency, and commitment in the long run. In many cases, real change takes time to develop and produce a significant impact. Da'wah can shape a more just and sustainable society by spreading justice messages, fostering social change through mass movements, fueling innovation, and empowering communities. However, it is essential to acknowledge the complexity of social issues, remain open to criticism, and have the patience to see long-term change.

Conclusion

Da'wah has a central role in raising social awareness in society. Concerning religious values that promote justice and equality, proselytizing mobilizes individuals to understand existing social problems. It creates a foundation for understanding the impact of inequality, discrimination, and other social issues on society. Therefore, da'wah not only teaches spiritual values but also opens the eyes of individuals to the social reality around them. In addition, the religious approach in da'wah opens the door to encouraging concrete actions in the fight for social justice. Through teaching and examples from spiritual teachings, da'wah motivates individuals and communities to engage in social activity. By encouraging charity, participation in social movements, and assisting needy people, da'wah drives social change. It creates a concrete impact and allows individuals to feel actively involved in the effort towards more equitable

change. Then, the importance of continuity and empowerment in the context of da'wah cannot be ignored. Proselytizing that focuses on social justice should focus on establishing a solid foundation for sustainable change. This includes educating and empowering young people with the values of justice, motivating ethical and social leaders and activists, and encouraging active participation and cooperation across sectors. Continuous da'wah leads to a broader and integrated cultural transformation in society. By basing itself on religious values, da'wah can reshape people's views and actions on existing social issues. However, it is essential to remember that the role of da'wah is not the only aspect of pursuing social justice. Partnerships with other institutions, an understanding of the local context, and patience in the face of obstacles are vital to transforming the vision of social justice into a better reality.

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