



# PROMOTING ISLAM TO NON-MUSLIMS A STUDY IN *DA'WAH BI 'L-HIKMAH* AS A STRATEGY\*

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## A B S T R A C T

Is there a specific strategy to promote Islam to non-Muslims? The fact is, *Da'wah* approaches have been diverse and numerous. The stereotyping of one particular approach at the expense of other possible methods has resulted in lessening creativity in *Da'wah* work. The present writers feel that *Da'wah* approaches and methods need to be tailored to suit the needs of various localities taking full cognisance of the peculiar problems and prospects of each locality. This obviously calls for more accommodation with respect to adapting and adopting local customs and realities in promotion of *Da'wah* activity. The writers firmly believe that owing to dissimilarities of people(s) with respect to their commitment to and practice of Islamic teachings *Da'wah* work requires multilevel strategy using multiple fair means and thus feel that varying efforts made by various *Da'wah* organisations need to be given due recognition since together they fill the gaps necessary to be filled in to reform the society. Addressing such a wide spectrum of people with diverse socio-politico-religious orientations is a great responsibility, which demands prudence, diligence and experience; the essence of *Da'wah bi 'l-Hikmah*.

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\* Earlier versions of this article were presented in two conferences organised by the Muslim Converts Association of Singapore in 2000 and Abim Islamic Outreach in 2003. A chapter entitled "The Concept of *Da'wah bi 'l-Hikmah* and its Application in the Modern World," was also contributed in Ridzuan Wu, ed., *Readings in Cross-Cultural Da'wah* (Singapore: The Muslim Converts Association, 2001), pp. 3–30. The current paper is a part of the author's substantially revised and ever-expanding research on this aspect of *da'wah*, written in collaboration with an able colleague Asiah Binti Yaacob.

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