

UNVEILING THE LINKAGES: ISLAMIC DA'WAH, ECONOMIC ETHICS, AND LEGAL NORMS

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ABSTRACT

This article aims to explore the integral role of da'wah in mediating the application of economic ethics and legal norms in the context of Islam, highlighting how Islamic principles can be applied in transparent and fair economic and legal practices. Through an in-depth analysis of the interaction between da'wah, economic ethics, and legal norms, this study reveals that da'wah not only serves as a means of spreading Islamic teachings but also acts as a regulator and guide for economic behavior and legal compliance among Muslims. The interconnection between these three aspects is key to creating harmony between Islamic values and the demands of modern law and economics. The findings of this research provide practical and insightful guidance for stakeholders in designing policies that support inclusive and sustainable socio-economic development. However, this study is limited to literature analysis, which may not fully reflect actual practice. Therefore, future research should involve empirical studies to assess the real impact of dakwah in various social and economic contexts, and provide more concrete data for policy-making and community development

Keywords: Islam Da'wah, Economic Ethics, Legal

INTRODUCTION

In the context of increasing globalization and interconnectivity, a deep understanding of the dynamics within Islamic societies becomes crucial (Abshar et al., 2021; Pimay & Savitri, 2021). Da'wah, as one of the fundamental pillars in disseminating the messages and values of Islam, plays a crucial role in shaping the attitudes and behaviors of Muslims worldwide. As an effort to spread and deepen the understanding of Islam, da'wah not only focuses on spiritual and ritual aspects but also encompasses social and economic dimensions.

In the economic context, ethics serve as an essential foundation that guides economic behavior and decision-making. Islam, with its unique economic ethics, offers guidance that differs from secular economic systems. Values such as justice, honesty, and transparency are at the core of Islamic economic ethics and are reflected in various aspects of economic life, from trade to finance and business management (Mugni Muhit et al., 2023; Samad & Bukido, 2021).

On the contrary, Islamic legal norms, often referred to as Sharia, provide a detailed legal framework for regulating the personal and public lives of Muslims (Hidayati et al., 2022; Prayitno & Setyowati, 2020). These norms not only govern worship and moral behavior but also the transactional and contractual aspects of the economy, thereby creating a structure that supports Islamic economic ethics (Hannani, 2023).

The interaction between da'wah, economic ethics, and legal norms in Islam forms a complex mosaic that influences how Muslims understand and fulfill their economic responsibilities. Although these three aspects individually play significant roles, their interconnection is often not fully explored. Analyzing this interconnection can provide new insights into how Islamic principles are applied in daily life and how they can influence economic policies and practices at local, national, and global levels.

The urgency of this research lies in the importance of understanding the integration of Islamic principles in economic practices to address inequality and global economic crises. By focusing on Islamic economic ethics and Sharia law, this study aims to explore how Islamic values can offer sustainable alternative solutions to modern economic challenges, while also providing broader social and economic benefits.

METHOD

In this research, the author adopts a qualitative method with a constructivist paradigm to delve into the understanding of the relationship between Islamic da'wah, economic ethics, and legal norms (Creswell & Poth, 2018; Weyant, 2022). The constructivist paradigm allows this study to explore the subjective perceptions and interpretations of individuals directly involved in these practices, and to understand how social and cultural constructions influence the interaction between these three elements (Olsen & Pilson, 2022; Pilarska, 2021). Primary data sources were obtained through direct observation of da'wah activities and economic practices adhering to Sharia principles, while secondary data were obtained from a literature review, including books, journal articles, and online documents related to the research topic.

The data collection techniques in this research include two main methods: observation and literature review. Observation is conducted to record real interactions and practices in the context of da'wah and Islamic economy. This observation aims to gain a direct understanding of how Islamic principles are applied in daily life. Additionally, the literature review is used to gather in-depth information about theories and previous research related to da'wah, economic ethics, and Islamic law, providing a theoretical framework for data analysis.

The data analysis technique used is content analysis, where data collected from both observations and literature are coded and analyzed to identify key themes, patterns, and relationships between variables (Krippendorff, 2022). This process involves searching for frequently occurring keywords, phrases, and concepts, and interpreting the meanings behind the data to uncover deeper insights into the topic (Crano et al., 2023). To ensure the validity of the data, this research employs source triangulation, comparing information from diverse data sources, including primary data from observations and secondary data from literature reviews, to verify findings and enhance the credibility of the interpretations made. This triangulation helps minimize bias and improve the reliability of the research results (Flick, 2020).

DISCUSSION

The Concept of Da'wah in Economic Ethics and Legal Norms

Da'wah is intrinsically linked to the educational function in Islam, playing a vital role in disseminating understanding of Islamic economic ethics and legal norms (Machendrawaty et al., 2022; Muchtar & Alam, 2019). The conceptualization of da'wah as a tool for information dissemination extends not only to the spiritual and ritual realms but also includes educating Muslims about the economic and legal principles that must be adhered to according to Islamic law. In this context, da'wah aims to build a strong ethical and legal foundation among Muslims, thereby influencing both individual and institutional behavior within society.

Economic ethics in Islam, emphasized through da'wah, are rooted in the concepts of justice, transparency, and responsibility (Bahoo et al., 2019; Grassa et al., 2020). These values are manifested in various economic rules within Sharia, including the prohibition of *riba* (interest), the obligation of *zakat* (religious tax), and the avoidance of excessive speculation. Da'wah provides a platform to educate the Muslim community on how these principles not only shape fair economic transactions but also promote broader social welfare. Thus, da'wah acts as a catalyst that strengthens the connection between religious values and ethical economic practices (Firdaus, 2024; Maliki et al., 2022).

In the context of legal norms, da'wah educates Muslims on the importance of adhering to Sharia law, which governs not only religious worship but also various aspects of daily life, including economics and finance. The legal norms taught through da'wah help ensure that economic activities are conducted within a framework that meets the requirements of justice and religious compliance (Fudhail Rahman, 2021). This creates an ecosystem where law and

economic practices are interrelated and mutually supportive, leading to the development of a society based on Islamic values (Akhtyamova et al., 2015).

Furthermore, da'wah in economic ethics and law also accommodates broader local and global contexts. In the era of globalization, da'wah becomes crucial in navigating and explaining how Islamic principles can be applied in economic and legal contexts that are often dominated by secular norms. Thus, da'wah helps bridge the gap between classical Islamic principles and contemporary challenges, providing relevant guidance for global economic transactions and legal interactions.

The importance of da'wah in facilitating the understanding and application of economic ethics and legal norms also reflects the concept of tawhid, which emphasizes unity and consistency in all aspects of life. In this regard, da'wah aims to integrate economic and legal views with Islamic teachings, leading to a holistic and unified understanding that all aspects of life, including economics, must align with Divine will.

At this level, da'wah plays a strategic role in ensuring that ethics and law are not only understood but also internalized by Muslims. This process involves more than just the dissemination of information; it requires active dialogue, debate, and discussion, allowing Muslims to ask questions, seek clarification, and ultimately apply these principles in their lives. Therefore, in this context, da'wah serves not only as an educational tool but also as a platform for the exchange of ideas and community capacity building in Islamic ethics and law.

The Prospects of Da'wah in Converting the Interrelation of Economic Ethics and Legal Norms

Islamic da'wah, as an important instrument in the dissemination and understanding of Islamic teachings, plays a crucial role in shaping the interaction between economic ethics and legal norms. Both elements are key components in ensuring that economic activities not only comply with existing laws but also uphold deep-seated ethical principles. Through da'wah, there is great potential to strengthen the synergy between ethics and law, leading to more equitable and transparent economic practices.

Here are the prospects of da'wah in the context of converting the interrelation between economic ethics and legal norms:

Table 1. Aspects of Da'wah in the Effort to Convert Opportunities of Economic Ethics and Legal Norms

Aspects	Conversion Efforts
Community education	Da'wah facilitates the dissemination of understanding about the principles of Sharia economics, such as the prohibition of riba, the importance of zakat, and the avoidance of gharar in contracts (Fitri, 2022).
Legal Compliance	Through da'wah, increasing awareness and understanding of Sharia law can inspire higher compliance in everyday economic practices (Moqbel & Ahmed, 2020).
Norm Development	Da'wah has the potential to develop and adapt legal norms to meet the needs of modern economics without disregarding ethical and Sharia principles (Bahri et al., 2022; Purwanto et al., 2022).
Ethics-Law Synergy	Strengthening the synergy between ethics and law through da'wah can help create more fair and transparent economic practices (Sarib et al., 2023).
Inclusivity	Da'wah can help ensure that Islamic economic teachings are inclusive, reaching various groups in society, and prioritize social justice (Mariyono et al., 2023).

DISCUSSION

In analyzing the relationship between Islamic da'wah, economic ethics, and legal norms, the use of Social System Theory and Communicative Action Theory provides a deep framework. According to Niklas Luhmann's Social System Theory (2022), society can be understood as a complex system consisting of various interconnected subsystems, including religion, law, and economics. In the context of Islam, da'wah acts as a mechanism within the religious subsystem that not only educates the community about spiritual values but also about how these values are integrated into economic and legal activities. Da'wah, in this regard, serves as a connector that coordinates norms and practices between the religious subsystem

and the economic and legal subsystems, ensuring that Islamic economic ethics and Sharia legal norms are applied consistently and effectively.

Jürgen Habermas' Theory of Communicative Action provides additional insights into how communication and rational discourse play a role in achieving social consensus on norms and principles (Habermas, 1984; Kakasur, 2022). In the context of da'wah, this means that the process of conveying and discussing Islamic economic and legal principles goes beyond mere information dissemination. Instead, da'wah is a platform for dialogue where the understanding and interpretation of norms can be discussed and interpreted collectively, allowing for consensus and adaptation of these norms according to the needs and social-economic conditions of the current time.

The integration of these theories in the context of da'wah, economic ethics, and legal norms suggests that the success of applying Islamic economic ethics and adherence to Sharia law depends on the effectiveness of da'wah in performing three critical functions: education, coordination, and communication. Education ensures that Muslims understand the fundamentals of economic ethics and Sharia law; coordination ensures that these principles are integrated into daily practices; and communication ensures that there is room for dialogue and adaptation of these principles according to the constantly changing social context.

At this level, the author conducted an analysis of previous literature related to "Da'wah," "Economics," "Law," and "Norms." These four keywords were combined to gather 1,000 previous articles and analyzed using network analysis and density analysis.

The results are as follows:

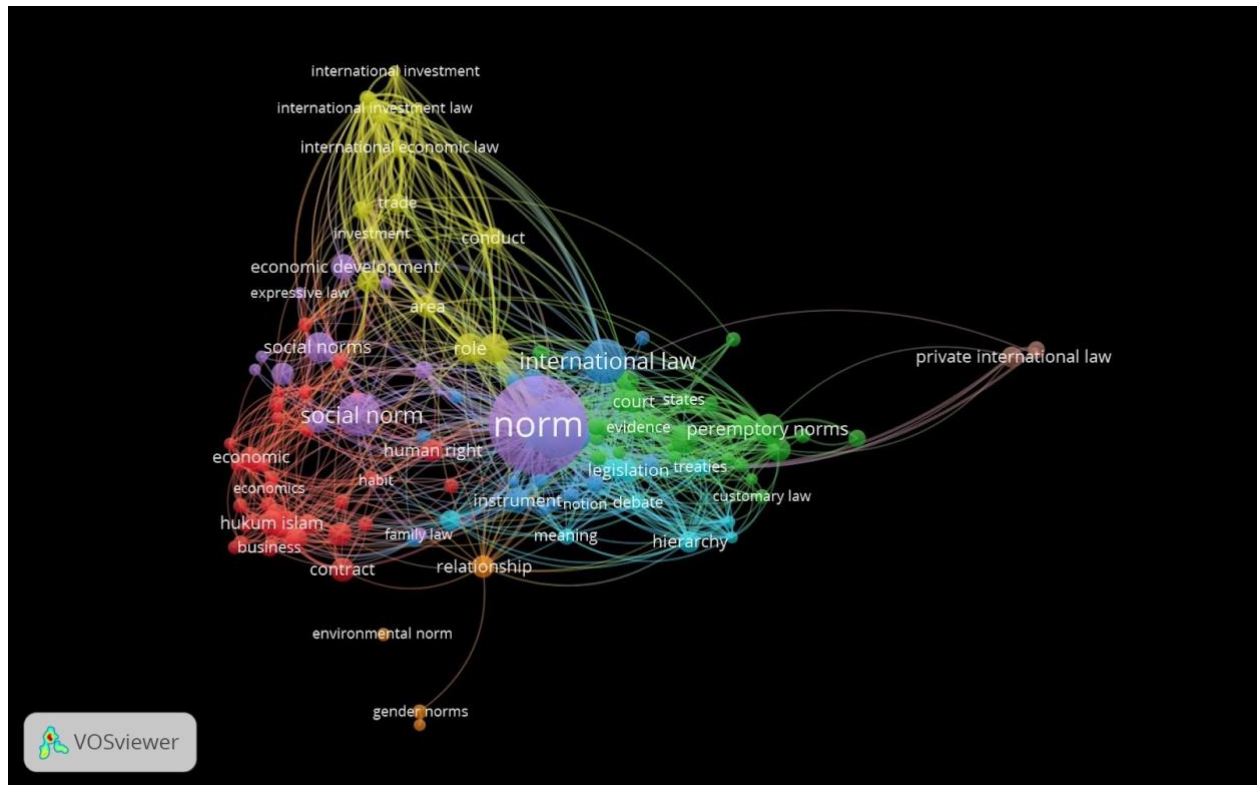


Figure 1. Analysis of Previous Research Networks

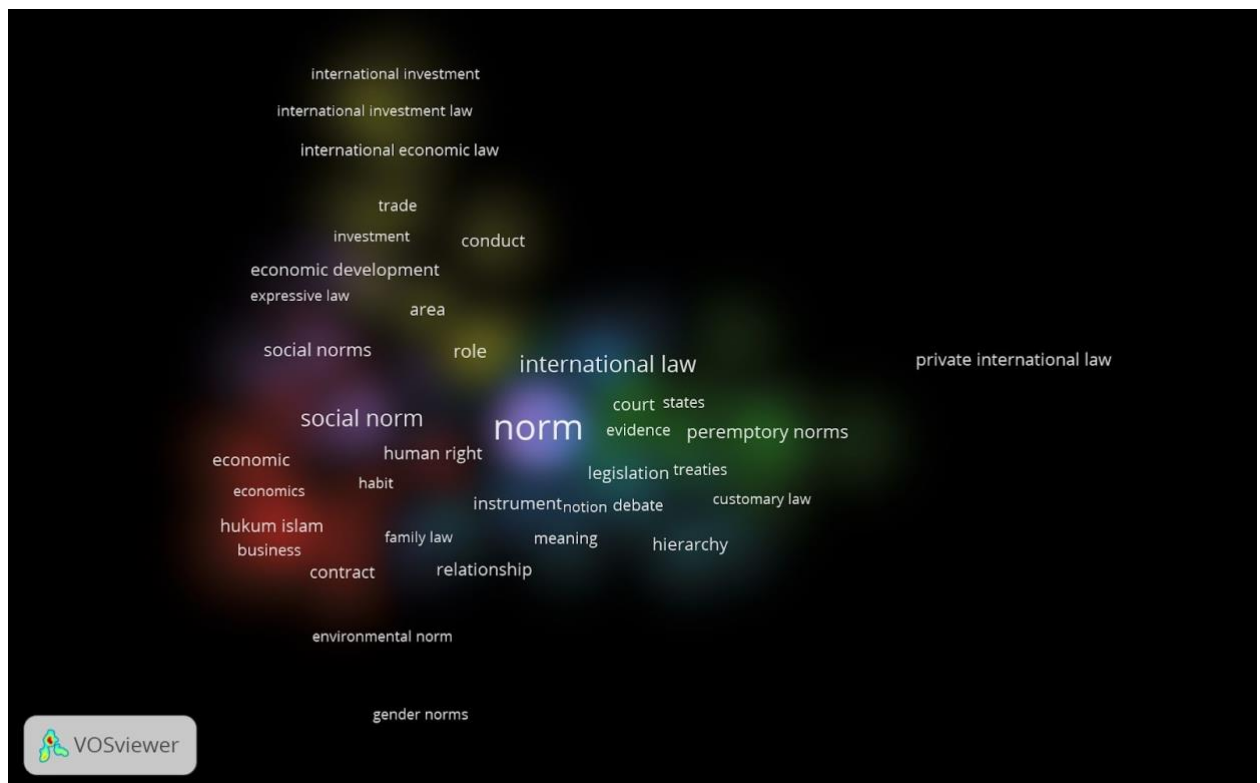


Figure 2. Analysis of Previous Research Density

The semantic network depicted in the first image highlights the complex relationship between social norms, Islamic law, and various aspects of international law, showing how social norms and Islamic law interact with principles of international law such as investment law and international economics. Connections between "norm," "social norm," and "Islamic law" with "international law" and "private international law" indicate intensive dialogue and exchange of concepts between domestic and international legal systems, underscoring how local norms such as Islamic law can influence and be influenced by global rules and conventions.

Previous research provides insights into how the construction of local and global laws influences each other, contributing to the formation of more inclusive and adaptive legal principles towards the diversity of economic norms and practices. Additionally, the author found that the role of da'wah in addressing the challenges of implementing legal norms and economic ethics is also crucial. For example, in facing globalization and global market integration, da'wah can help ensure that Islamic economic norms remain relevant and applicable in a broader context, by emphasizing the universality and adaptability of these principles. This is important to maintain the identity and integrity of Islamic economic practices on a global scale. On the other hand, in the second image, exploring the distribution and interconnection of various legal and economic concepts, emphasizing the significance of "norm" as the central point connecting various fields such as "social norm," "human rights," and "international law." This analysis reveals how social norms and justice in Islamic law (Sharia law) structurally and functionally interact with the principles of international law and investment. By providing a strong visual perspective on how social norms play a role in shaping international laws and policies, this visualization clarifies the complexity of the relationship between local compliance with norms and the necessity to adapt to global standards and regulations. The result is a deeper understanding of how global legal practices and international investment policies can be influenced by traditional and contemporary values, which is crucial for policymakers and legal practitioners in formulating strategies that accommodate the plurality of norms and ethics.

This research distinguishes itself from previous studies with its intensive focus on the role of da'wah as a connector between social norms, Islamic law, and international law, providing a deeper nuance of the interaction between these three domains. Unlike previous research that generally focuses on more static and separate legal analyses, this research

explicitly explores the dynamics of da'wah in shaping and influencing legal and economic practices both at the local and international levels.

These findings indicate that da'wah not only influences compliance with local norms but also the adaptation and integration of Islamic principles into global standards, opening up new perspectives on how Islamic values can proactively contribute to global legal and economic discourses, in line with the need for more inclusive social and economic justice. This marks a significant shift in understanding and applying Islamic law and ethics on the world stage, proposing a more dynamic and interactive approach in the study of da'wah and its influence.

From the analysis of sources above, the author found that da'wah serves as a means of renewal and reform within the Islamic community. Through the communication and discourse that occur in da'wah, there is an opportunity to criticize, reassess, and if necessary, modify economic and legal practices to better reflect the principles of justice, honesty, and welfare upheld in Islam. This demonstrates how da'wah not only strengthens the connection between economic ethics and legal norms but also facilitates their evolution in accordance with Islamic principles and values.

The novelty of this research lies in the in-depth exploration of how da'wah, as a communicative and educational medium in Islam, integrates economic ethics and legal norms into the daily practices of Muslims. By applying Social System Theory and Communicative Action Theory, this study dissects how da'wah not only conveys information but also actively shapes and coordinates the interaction between religious teachings, economic practices, and legal compliance. It offers a new and more comprehensive perspective on the role of da'wah that goes beyond traditional spiritual aspects, proving its importance in consolidating Islamic economic ethics and legal norms in response to contemporary socio-economic challenges.

CONCLUSION

This research demonstrates the crucial role of da'wah in enhancing the implementation of Islamic economic ethics and legal norms, showing how da'wah functions not only as a tool for spreading religious teachings but also as a guide for economic behavior and legal compliance. The study asserts that the integration of da'wah, economic ethics, and legal norms is essential to create harmony between Islamic values and the demands of modern economics and law, providing practical insights for inclusive and sustainable socio-economic development. However, this research is limited to a literature study that may not cover

empirical insights from actual field practices. Therefore, further research is recommended to involve more comprehensive empirical studies to assess the effectiveness and real impact of da'wah in broader and more varied contexts, providing more concrete data for policymaking and community development.

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