

Integration of the Da'wah of Tawhid in the Economic Activities of Muslim Communities: Challenges and Strategies

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Abstract

The integration of monotheism in economic activities will undoubtedly significantly impact the socio-economic well-being of Muslim societies. While a large body of literature discusses the relationship between religion and economics, few studies specifically explore the effective integration of the concept of tawhid into the economic practices of Muslim societies. This research aims to bridge this gap by examining a comprehensive approach to incorporating the principles of tawhid into economic activities. The aim is to create a strong synergy between faith and economic practices in daily life. A systematic analysis of secondary data sources, including journal articles, books, conference reports, and dissertations, identified key themes and practical methods for implementing the values of tawhid in various aspects of business operations, such as financial management, investment decisions, and employee relations. The findings are clear: Integrating tawhid strengthens the spiritual foundation of Muslim societies and contributes to more ethical, transparent, and sustainable business practices. However, implementing the strategy has encountered some challenges that must be addressed with suitable strategies, which are also outlined in this study. This research offers practical recommendations for economic actors and religious leaders, contributing to the growing knowledge of the intersection of religion and economics. It provides innovative solutions to contemporary challenges in the field.

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INTRODUCTION

The preaching of monotheism is the core teaching of the prophets and apostles (Mujibullah, 2014). Likewise, the Prophet and his companions delivered da'wah about monotheism. They invite people to worship Allah alone and abandon all forms of worship other than Allah (Musahadi, 2017). This means that preaching tawhid is like following in the footsteps of the Prophets and Messengers. The discussion of monotheism is about worship and various aspects of life, such as social activities, economics, politics, and so on (Choudhury, 2018). This means that whatever human activities on earth must always be based on the values of tawhid.

In terms of economics in recent decades, the integration of religious values, especially the value of tawhid with economic activities, has become a significant concern to increase humanity's understanding of the existence of Allah Subhanahu Wa Ta'ala, which is expected to increase faith and provide happiness, tranquility, and prosperity for people in this world and also in the hereafter. It is understood that as one of the basic principles of Islam, tawhid regulates the theological aspects of people's lives and includes social and economic dimensions (Hilmiyah et al., 2016). The preaching of tawhid, which focuses on strengthening belief in the oneness of God, has the potential to influence various aspects of life, including the economy.

However, while many recognize the link between religion and economics, few have explicitly explored how tawhid can be effectively integrated into people's economic activities (Aprianto & Nazilah, 2023). This integration is essential, given that the economy is one of the main pillars that support the social welfare and sustainability of Muslim communities. Therefore, there is a need for research that can bridge this gap. This research should examine approaches that combine da'wah tawhid with economic activities to create a strong synergy between faith and economic practices in daily life.

The community can essentially feel the potential of da'wah tawhid in influencing the socio-economic life of Muslim societies. However, there are significant challenges in integrating the concepts of tawhid into real economic practices (İsa & Ismail, 2022). The main problem is the lack of a systematic approach that combines the values of tawhid with the financial activities of the community. Many economic activities among Muslim communities today are still separated from the principles of tawhid, which should be the primary foundation (Khan, 2014). This misalignment leads to inconsistencies in implementing religious teachings and hinders the full potential achieved through this integration.

Without a clear strategy to integrate the preaching of monotheism into economic activities, there is a risk that religious values will only become symbolic without any tangible impact on the economic well-being of the community (Sany, 2019; Hakim, 2017). Economic activities in Muslim societies will become capitalist and socialist, so people will become materialistic (Mardani, 2021). They no longer understand what they were created for in this world. The satanic economic system will triumph, no longer thinking about where they get their income, from halal or haram, and where they will use it (Tylchyk et al., 2018; Adkins, 2016). Therefore, there is a need for research studies to explore methods that are expected to solve this problem, which can provide practical guidance for Muslim economic actors to implement tawhid more comprehensively in their economic activities.

This research aims to contribute to integrating the da'wah of tawhid with the economic activities of Muslim communities. It is expected to provide good ideas and understanding so that the values of tawhid can be implemented in economic practice to

create synergy between spiritual beliefs and economic activities. By focusing on how the concept of tawhid can be practically applied in economic activities, it is hoped that such studies can make a real contribution to building an economic model that is not only materially profitable but also in line with the principles of the Islamic faith. Another hope, of course, is to achieve a holistic improvement in community welfare, which simultaneously includes spiritual and economic dimensions (Ham, 2017). This research can provide economic actors and preachers insights to create a sustainable tawhid-based economy.

Although the literature on the role of religion in socio-economic life has been extensively reviewed, research that specifically addresses the integration of tawhid preaching with economic activities is still limited. Most of the existing studies focus more on individual aspects, such as Islamic business ethics or community-based economic empowerment, without exploring in depth how the concept of tawhid can be applied thoroughly in economic practices (Aprianto & Nazilah, 2023; Sarif & Ismail, 2017). This gap shows a lack of understanding of how the values of tawhid can be implemented practically and systematically in the context of community economics. In addition, previous studies have often overlooked the broader relationship between da'wah tawhid and economic dynamics, thus failing to offer a solid framework (Hamzani et al., 2022; Amri & Tulab, 2018). This research aims to fill this gap by examining a more comprehensive approach to integrating da'wah tawhid into community economic activities. So, in the future, it will make a significant new contribution to understanding and applying tawhid in the context of the growing contemporary economy.

This research emphasizes the novelty and importance of integrating da'wah of tawhid with economic activities as an approach that has not been widely explored in the literature. In addition, this research also justifies the importance of this integration in strengthening the spiritual and economic foundations of Muslims, which in turn can contribute to more sustainable and equitable economic development and can be an essential reference for academics and practitioners interested in the interrelationship between religion and economics, as well as offering innovative solutions relevant to contemporary challenges. However, this study has limitations as it was prepared based on a conceptual-literary approach without involving primary data collection. Therefore, all conclusions are theoretical and require further verification through empirical research

METHODS

The data used in this study were drawn from various secondary sources, including journal articles, books, conference reports, and dissertations published within a specific time frame. These literature sources were obtained through searches of major academic databases such as Google Scholar, Scopus, Web of Science, and others. The keywords used in the search included da'wah tawhid, Islamic economics, integration of religion and economics,' and other related terms. The inclusion criteria applied included publications on the relationship between tawhid and economics, relevance to the context of Muslim societies, and research published in reputable, peer-reviewed journals.

The collected data were analyzed using thematic analysis methods (Herzog et al., 2019; Nawi et al., 2015). Each article and relevant sources were reviewed to identify key themes related to integrating monotheistic preaching and economic activities. The analysis process included text coding, where content pertinent to the research objectives was labeled and organized into larger themes. Findings from different sources were then

compared and contrasted to identify the literature's similarities, differences, and gaps (Vazifehdan & Amjadiparva, 2016; Christoph & Johann, 2015). The synthesis of these findings is expected to provide a holistic view of the research topic and lead to recommendations for further research or practical applications in this field.

RESULT AND DISCUSSION

RESULT

In language, tawhid means to set something apart (Din et al., 2022). In shar'i terminology, tawhid is the unification of Allah Subhanahu Wa Ta'ala in rububiyah (Allah's actions), uluhiyah (worship of Allah), and asma wa sifat (the names and attributes of Allah) and denies all forms of shirk (Choudhury, 2020). Tawheed in Islam is a fundamental concept that affirms the oneness of Allah Subhanahu Wa Ta'ala, and understanding it is the main principle in the creed of every Muslim (Saputro, 2016). According to the understanding of Salafus Sholeh, tawhid does not only mean worshipping Allah in a general sense. However, it includes a deeper understanding of how a Muslim should interact with his Rabb in all aspects of life (Korneeva, 2021). The Salaf, consisting of three main generations, the Companions, the Tabi'in, and the Tabi'ut Tabi'in, viewed tawhid as the essence of Islamic teachings that encompassed three main aspects: Tawheed Rububiyah, Tawheed Uluhiyah, and Tawheed Asma wa Sifat. These three aspects are the basic framework to ensure one truly worships Allah as He intended, without deviating in understanding or practice (Muzammil, 2013; Meijer, 2014).

First, Tawheed Rububiyah emphasizes that Allah Subhanahu Wa Ta'ala is the universe's sole creator, owner, and regulator. It is Allah who controls everything, and there is no partner for Him in the act of creating, providing sustenance, and bringing life or death. Thus, this belief denies creatures' influence in insignificant matters such as organizing natural events or determining Fate (Daulay et al., 2023). Tawheed Rububiyah is the cornerstone of all creeds, where a Muslim believes that there is no power other than Allah that is capable of doing anything independently. Allah says: "Allah created all things, and He maintains all things". (QS. Az-Zumar: 62).

Tawhid Uluhiyah or Tawhid Ibadah requires a Muslim to address all forms of worship only to Allah Subhanahu Wa Ta'ala (Sufyan et al., 2023; Qomari & Satria, 2023). This includes prayer, supplication, fasting, almsgiving, hajj, and any deeds that contain an element of servitude, all of which must be purified for Allah alone. This concept emphasizes that there should be no intermediary or intercessor that is made a counterpart to Allah in terms of worship. In the history of the prophets' preaching, the core of their call always pivots on the invitation to worship Allah alone and abandon all forms of worship of idols, thaghut, or worship other than Him. Therefore, Tawheed Uluhiyah demands total adoration of Allah and purification of intentions in every practice, so elements of riya do not taint that worship' (showing off), sum'ah (seeking popularity), or shirk in any form. "And indeed We have sent to every nation a messenger (to say): 'Worship Allah alone, and avoid the thaghut (things worshipped besides Allah)' (QS. An-Nahl: 36).

Tauhid Asma wa Sifat, which means believing that Allah Subhanahu Wa Ta'ala has beautiful names (Asma'ul Husna) and perfect attributes according to what has been mentioned in the Qur'an and Sunnah (Syifa'urrahman & Kusuma, 2022; Qomari & Satria, 2023). The Salafus Sholeh, in understanding the Tawheed of Asma wa Sifat emphasized a middle stance between exaggeration (ghuluw) and neglect (tafrith), namely establishing the names and attributes of Allah as they are, without doing tasybih (likening Allah to His

creatures), ta'wil (interpreting with distorted meanings), or ta'thil (negating the attributes of Allah). For example, when Allah mentions that He has the characteristics of 'hand' or 'face,' the Salaf establishes them as they are without asking 'how' or imagining creature-like forms. They accepted these attributes without adding or subtracting, believing that Allah is unlike any creature, as He said: 'There is nothing like Him, and He is All-Hearing, All-Seeing' (Ash-Shura: 11).

In a broader context, tawhid is not just a separate aspect of faith. However, it encompasses all dimensions of a Muslim's life, whether in morals, social behavior, or political and economic understanding (Wildan, 2022). For the Salaf, tawhid is the primary guide determining how a Muslim should act. They emphasize that all activities, from small to large affairs, must be based on true tawhid to create an orderly and blessed life (Hilmiyah et al., 2016). If one deviates from this tawhid by committing minor shirk (shirk khafi) or mixing up the understanding of Islam with philosophies and thoughts that contradict the Qur'an and Sunnah, then one risks falling into a deviation of belief.

The Salafus Sholeh was very firm in fighting every form of deviation from monotheism, including various forms of bid'ah (innovations in religion) that could damage the purity of a Muslim's faith. For them, maintaining the integrity of tawhid was not just an intellectual endeavor but also a practical endeavor that required the purification of intentions and actions. They teach that it is only by purifying tawhid that one can attain the highest degree in the sight of Allah and achieve salvation in this world and the next (Adeel, 2019). Tawhid is the mirror that reflects one's faith, and from it, every Muslim must endeavor to maintain the sanctity of his faith from various external influences that can pollute it.

This research is expected to provide in-depth insights into how the da'wah principle of tawhid is integrated into various economic activities of Muslim communities and how this integration affects business practices and community welfare. One of the main findings from previous studies is that there has been an application of the principle of tawhid in business management, which is evident in business practices that prioritize honesty, transparency, and fairness (Fauziah et al., 2022; Nafiuddin, 2018). In addition, another study revealed how the principle of monotheism influences investment decisions and resource management in business (Farooq & Sajid, 2015).

Many businesses apply the principles of tawhid in choosing ethical investments and avoiding transactions that are considered haram or harmful to society (Mubarok, 2022; Nissa et al., 2022). This approach includes using transparent and fair accounting systems and prioritizing transactions that support social welfare. These findings suggest that integrating tawhid is a moral guide and a tool to build trust and a solid business reputation in the market.

Several related studies show that integrating da'wah of tawhid in economic activities also impacts managerial practices and the relationship between employers and employees. Companies that apply the principle of tawhid often show improvements in work ethics, employee satisfaction, and more harmonious working relationships (Sahraei et al., 2016). This can be seen in implementing fair wage policies, equal treatment of all employees, and attention to worker welfare, all of which align with tawhid's teachings regarding social justice and responsibility towards others (Sarif & Ismail, 2017).

Overall, it can be concluded that integrating the preaching of tawhid into people's economic activities is not just about complying with religious obligations but also creating added value through more ethical, transparent, and sustainable business practices. Indeed,

this suggests that applying the principle of tawhid can be an effective model to address challenges in the modern business world by offering an approach aligned with the moral and social values held by Muslim societies.

DISCUSSION

Implications of the Integration of the Da'wah of Tawhid on the Economy of Society

Integrating tawhid's values into society's socioeconomic life creates a significant spiritual transformation, impacting religious aspects and economic behavior dimensions (Benea-Popusoi, 2015). The internality of the value of monotheism encourages productive character traits such as discipline, responsibility, and perseverance, which in turn contribute to increased work efficiency and the establishment of a constructive business environment. Individuals based on the spirituality of tawhid tend to demonstrate economic behavior based on transparency and responsibility, thereby strengthening trust between business actors and reducing transaction costs caused by uncertainty or potential fraud (Kurniawan et al., 2022).

Furthermore, da'wah tawhid also fosters collective awareness of the importance of social contribution, which is implemented through Islamic philanthropy such as zakat, infaq, and waqf. These instruments not only represent aspects of worship but also function as effective wealth redistribution mechanisms, playing a role in reducing social inequality and strengthening inclusive economic structures (Abubakar, 2020). In the macroeconomic context, the preaching of tawhid gives impetus to the strengthening of the Islamic financial system, which rejects elements of uncertainty (gharar), usury, and speculation (Maisir) and emphasizes fair and responsible transactions (Budiantoro et al., 2021; Kusmanto & Sumarti, 2017). Thus, the values of tawhid form the basis of an economic system oriented towards sustainability and social justice.

Islamic social financial institutions, such as the Amil Zakat Institution (LAZ), Baitul Maal, and waqf institutions, have a strategic position in realizing the integration between the da'wah of tawhid and the economic empowerment of the ummah (Fikriyah, 2021; Shirazi, 2014). These institutions can direct people's economic potential in a more productive and competitive direction through skills training programs, business assistance, and sustainable financial literacy. The success of this effort requires synergy between stakeholders, including the government, Islamic financial institutions, and da'wah organizations, in mainstreaming the values of tawhid as a normative basis in the formulation of economic policies and regulations.

In public policy, the monotheistic approach can be used to design economic policies based on the principles of benefit and sustainability. Governments that integrate spiritual values into economic development strategies can create more inclusive business ecosystems, have integrity, and are friendly to social justice (Askari et al., 2014; Ham, 2017). Thus, the integration of tawhid preaching aims to create material welfare and build an economic society that is spiritually aware, ethical, and oriented towards holistic human values.

Impact on Economic Welfare

Applying da'wah tauhid in the community's economic activities significantly impacts individual and collective welfare. The values of tawhid, which emphasize the principles of integrity and responsibility in business, play an essential role in building a business ecosystem free from exploitative practices such as corruption and fraud (Subekti, 2022). This clean economic practice allows businesses to create a positive reputation, increase

market confidence, and support more stable and sustainable income growth (Nafiuddin, 2018).

Not only has an impact on material aspects, but the preaching of tawhid also forms a new paradigm in economic decision-making that is more reflective and value-conscious. Business actors who understand tawhid deeply tend to avoid economic practices that harm society and pay more attention to their social responsibility. In this context, integrating spiritual values into economic activities is a moral compass that encourages productive actions that align with universal benefit values (Khaer, 2019). In other words, the preaching of tawhid increases income and strengthens a constructive business ethos within the framework of a civilized social order.

Strengthening Islamic Values in Economic Practice

Integrating da'wah tawhid in economic practice also strengthens the ethical and moral dimensions that are the primary foundation of Islam. The value of tawhid, which teaches divine awareness in every aspect of life, encourages business actors to carry out socially responsible and professional business practices. In this context, applying spiritual values contributes to creating more transparent business governance that is open to public audits and upholds the principle of accountability (Kamria & Ramlan, 2015).

Transparency in business transactions born from tawhid awareness is essential in avoiding potential fraud. Business actors who integrate the principles of spirituality into business management tend to be more honest in communicating internal policies and making decisions that have a broad impact (Garg & Yadav, 2023). On the other hand, applying the principles of proportionality and social responsibility enables economic decision-making that pays more attention to the balance of interests between businesses, consumers, and employees (Mair et al., 2016). By applying the principles of justice taught by tawhid, companies can ensure that economic benefits are not obtained at the expense of the rights of others, creating a more sustainable and harmonious business environment. These principles create a business environment that upholds human values and sustainability. Thus, strengthening Islamic values through da'wah tawhid in economic practice results in a more moral business order and encourages inclusive, fair, and harmonious economic growth.

Challenges in the Integration of the Da'wah of Tawhid with Economic Activities

Cultural and Social Resistance

One of the main obstacles to integrating Tawhid values into economic activities is the cultural resistance inherent in society. In many cases, the spiritual principles brought by the preaching of monotheism often collide with long-entrenched local economic norms or practices. The transformation of worldviews towards a monotheism-oriented paradigm demands a deep process of value internalization and involves behavioral changes that are not always easy to achieve. This process requires time, consistency, and the active involvement of various social elements to foster a holistic and sustainable understanding (Hutapea et al., 2021; Alkatiri, 2021).

Limited Resources

Implementing the principle of tawhid in the business world is often constrained by a lack of resource support, whether financial, human, or material. Socializing religious values in economic activities requires investment in educational and technical aspects. Small and medium enterprises, as the most vulnerable group, often face obstacles in accessing relevant training or literature. The unavailability of modules or concrete guidelines linking the theological dimension with business practices is a significant barrier to implementing

these values (Hilmiyah et al., 2016).

Practical Knowledge Gap

Another problem that arises is the limited understanding of how the principles of tawhid can be operationalized in the everyday economic context. Many business people perceive that spiritual values are abstract and have no direct relevance to business decision-making. The lack of literacy about Islamic economics and an applicative approach makes the application of the value of tawhid sporadic and less systematic (Nur et al., 2019; Yunus, 2017). Oleh karena itu, upaya penguatan pemahaman menjadi krusial agar nilai-nilai tersebut dapat diterjemahkan ke dalam tindakan konkret. Therefore, strengthening understanding is crucial to translating these values into concrete actions.

Strategies to Address Challenges

Inclusive Education and Training approach

Systematic education is a key foundation in bridging the gap in understanding monotheistic values in economics. Training programs that are designed in an applicable manner in the form of workshops, seminars, or short courses provide a clear framework for the application of Islamic principles in the business sphere. These activities must involve key stakeholders, such as entrepreneurs, MSME facilitators, academics, and scholars, to create a uniform and contextualized understanding (Kamad & Hidayatulloh, 2022; Rodrigue et al., 2022).

Institutional Collaboration

The strategic role of religious institutions and the government is needed in encouraging a tawhid-based economic ecosystem. Religious institutions can function as centers of spiritual literacy and Islamic business ethics. At the same time, the government is expected to create affirmative policies such as incentives or facilitation programs for businesses that uphold ethical principles. The synergy between these two actors is essential to accelerate the adoption of tawhid values at various levels of the community economy (Dieye, 2020).

Strengthening Islamic Economic Infrastructure and Networks

Developing collaborative platforms that connect businesses with supporting resources is essential to support the implementation of Tawhid values. Discussion forums, communities of practice, and mentoring systems between business actors can be effective means of sharing experiences and solutions. The digital and physical infrastructure that supports the tawhid-based economic ecosystem needs to be developed gradually to build connectivity and more equitable distribution of information (Fadilah & Mokhsein, 2019).

Awareness Raising and Campaign

Massive and sustainable awareness-raising efforts are integral to changing public perceptions of a monotheistic value-based economy. Through social media, popular scientific publications, and social-religious activities, campaigns can build collective awareness of the contribution of monotheistic values in creating a more just and civilized economic order (Ham, 2017). This communication strategy should be tailored to the audience's characteristics, both demographically and socioculturally.

Development of Tawhid-Based Business Models

The importance of developing business models that integrate the principles of tawhid is becoming increasingly urgent. Case studies of business practices that successfully apply spiritual values in management, marketing, and stakeholder relations can serve as inspiration and empirical evidence of the effectiveness of this approach. Such models serve as practical references, encouraging other businesses to replicate and adapt them in their

respective business contexts.

Overall, the integration of da'wah of monotheism in the economic activities of Muslim societies shows great potential for creating more ethical, transparent and sustainable business practices. Although the challenges are significant, with the right approaches, such as education, collaboration and the development of appropriate business models, the values of tawhid can be operationalised in everyday economic practices. This will not only improve material well-being, but also strengthen the ethical and moral dimensions of Muslim society, creating a more just and civilised economic order.

From the various sources reviewed, there is a consensus that the preaching of tawhid has significant implications for economic practices in Muslim societies. The concept of tawhid, which emphasises the oneness of God, serves not only as a spiritual foundation, but also as a moral guide in economic activity. This can be seen from the application of the principles of tawhid in business management, which include honesty, transparency and fairness. These findings are in line with those proposed by (Fauziah et al., 2022; Nafiuddin, 2018).

Further research is needed to explore the practical implementation of the values of tawhid in a broader economic context, including empirical analyses that can provide concrete evidence of the impact of this integration on community welfare. In addition, the development of concrete and applicable training modules is also urgently needed to support businesses in applying the principles of tawhid in their business practices.

CONCLUSION

This research aims to integrate da'wah tawhid with the economic activities of Muslim communities. This integration is essential to build an economic model that is materially profitable and in line with the principles of the Islamic faith. The results show that integrating da'wah tauhid into economic activities impacts business practices that are more ethical, transparent, and sustainable. This integration also has implications for increasing social awareness, implementing the Islamic economic system, and economic empowerment through Islamic da'wah institutions. The impact of this integration is seen in increased income, strengthening of Islamic values in economic practices, and positive social and economic changes. However, there are challenges in this integration, such as cultural and social resistance, limited resources, and lack of understanding and knowledge. Strategies to overcome these challenges include education and training, support from religious and government institutions, infrastructure and network development, counseling and awareness campaigns, and the development of a monotheism-based business model.

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