

# Islamic Communication on Environmental Issues: A Literature Review of Sustainability Messages in Da'wah

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## Abstract

This literature review examines the intersection of Islamic communication (Da'wah) and environmental sustainability, focusing on the messages conveyed within Da'wah to promote ecological awareness and action. The review synthesizes existing research to understand how Islamic principles are utilized to address environmental challenges. This study employs a qualitative approach, analyzing scholarly articles, books, and related publications to identify key themes, communication strategies, and the effectiveness of Da'wah in shaping environmental attitudes and behaviors. The findings reveal that Da'wah leverages Islamic teachings on stewardship, justice, and interconnectedness to foster a sense of responsibility toward the environment. Da'wah plays a crucial role in raising awareness, promoting sustainable practices, and fostering community engagement in environmental initiatives.

## Keywords

Islamic Communication, Da'wah, Environmental Sustainability, Sustainability Messages, Islamic Environmental Ethics

## Introduction

Environmental degradation poses a significant global challenge, necessitating collaborative efforts across various sectors to promote sustainability. Islam, with its comprehensive ethical and moral framework, offers a rich foundation for addressing environmental concerns (Zulkifli et al., 2023). The concept of \*khalifa\* (stewardship) and the emphasis on justice, balance, and the interconnectedness of all creation within Islamic teachings provide a strong basis for environmental protection (Zulkifli et al., 2023). Islamic communication, or Da'wah, serves as a vital tool for disseminating these values and mobilizing Muslim communities to adopt sustainable practices. Da'wah, which translates to "invitation" or "call," is the practice of communicating Islamic teachings to others, often through various channels such as sermons, lectures, community events, and increasingly, digital platforms (Thahir, 2023). The integration of environmental messages within Da'wah is crucial for fostering environmental awareness and encouraging proactive engagement among Muslims in environmental conservation efforts. The study of Islamic communication on environmental issues is thus essential for understanding how religious values can be effectively translated into tangible environmental action.

This review draws upon several key theoretical frameworks to understand the dynamics of Islamic communication and its impact on environmental attitudes and behaviors. Firstly, the concept of \*Communication Theory\* provides a framework for analyzing the transmission of environmental messages. This includes understanding the communication process, the role of the communicator, the message content, the communication channels, and the audience response

(Wiyane & Mansur, 2021). Secondly, the theory of *\*Social Learning Theory\** (Bandura, 1977) is relevant, as it explains how individuals learn by observing others, especially those they perceive as role models or authority figures. This is particularly pertinent in the context of Da'wah, where religious leaders and scholars often serve as influential figures. The application of *\*Agenda-Setting Theory\** (McCombs & Shaw, 1972) is useful for examining how Da'wah shapes the public's awareness of environmental issues by highlighting specific concerns and framing them within an Islamic context. Finally, this study utilizes *\*Framing Theory\** (Goffman, 1974) to analyze how environmental issues are presented within Da'wah, emphasizing the use of religious narratives, metaphors, and moral appeals to influence audience perceptions and encourage action.

Existing research highlights the potential of Da'wah in promoting environmental sustainability. Studies have shown that integrating environmental messages into Da'wah can increase awareness and encourage positive behavioral changes within Muslim communities (Zulkifli et al., 2023). For example, the program initiated by the Center for the Study of Islam and Society (PPIM) at UIN Jakarta, in collaboration with Greenpeace Middle East and North Africa (MENA) and Ummah for Earth, which launched the Greenpeace MENA-Ummah for Earth program, aims to analyze the curricula of Islamic universities and develop strategies for addressing climate and environmental principles into teaching materials (Rohayati, 2024). Another study examined the role of *\*fiqh al-bī'ah\** (Islamic environmental jurisprudence) in shaping ecological piety within pesantren (Islamic boarding schools), demonstrating how religious institutions can serve as important platforms for environmental education and action (Putri et al., 2024). Moreover, research on halal tourism, which intersects with environmental sustainability, indicates that effective communication is vital for the development of this industry (Kunaifi & Syam, 2021). Research also emphasizes the importance of social media and digital platforms as tools for Da'wah in the modern era, allowing for broader dissemination of environmental messages (Thahir, 2023). The values of Da'wah in Meurukon oral speech to the Acehese community also shows the impact of dawah values (Fakhri & Maisarah, 2022).

While the existing literature underscores the significance of Da'wah in addressing environmental issues, there are several gaps that this review aims to address. First, there is a need for a more comprehensive understanding of the specific communication strategies employed within Da'wah to promote environmental sustainability. Second, further research is needed to assess the effectiveness of these strategies in different cultural contexts and among diverse Muslim communities. Third, there is a lack of studies that examine the challenges and opportunities associated with integrating environmental messages into Da'wah, particularly in the context of digital communication and social media. Fourth, while some studies have explored the intersection of Islam and environmental issues, there is limited research that specifically analyzes the role of Da'wah in translating Islamic environmental ethics into practical action. Finally, there is a need for more research on how to educate Ulama (Islamic scholars) to address climate change (Rohayati, 2024).

### **Islamic Teachings on Environmental Stewardship**

The foundation of Islamic environmental ethics lies in the concept of *\*khalifa\** or stewardship (Zulkifli et al., 2023). Muslims are regarded as custodians of the earth, responsible for protecting and preserving its resources for future generations. The Quran and the Sunnah (the teachings and practices of Prophet Muhammad) provide numerous references to the importance of environmental care. For example, the Quran states, "And do not commit abuse on the earth, spreading corruption" (Quran 2:60). This verse highlights the prohibition of environmental

degradation. Furthermore, the Quran emphasizes the interconnectedness of all creation, promoting a holistic view of the environment. The concept of \*Tawhid\* (the oneness of God) implies that all things in creation are interconnected and worthy of respect. Islamic teachings also stress the importance of justice (\*'adl\*) in the use of natural resources, ensuring equitable access and preventing exploitation. The concept of \*mizan\* (balance) underscores the need to maintain ecological balance and harmony.

### **Da'wah as a Tool for Environmental Awareness**

Da'wah serves as a fundamental tool for disseminating Islamic teachings on environmental stewardship. Religious leaders, scholars, and community activists use various channels to convey environmental messages, including sermons, lectures, community events, and educational programs (Thahir, 2023). Sermons (\*khutbah\*) in mosques often incorporate discussions on environmental issues, emphasizing the religious obligation to protect the environment. Lectures and educational programs provide more in-depth information on Islamic environmental ethics and sustainable practices. Community events, such as tree-planting initiatives, clean-up campaigns, and awareness workshops, offer opportunities for practical engagement. The study of the values of \*Da'wah\* in Meurikon oral speech to the Acehese community also shows the impact of dawah values (Fakhri & Maisarah, 2022). Moreover, the use of digital platforms and social media has expanded the reach of Da'wah, enabling environmental messages to be shared with a wider audience (Thahir, 2023).

The use of social media is also a crucial strategy (Thahir, 2023). The article by Siti Fatimah Razali et al. (2024) outlines the objectives of using social media from Islamic perspectives.

### **Da'wah, Social Justice, and Environmental Issues**

The concept of social justice is deeply embedded in Islamic teachings, and this principle is closely linked to environmental sustainability (Karimullah et al., 2023). Environmental degradation often disproportionately affects marginalized communities, exacerbating existing inequalities (Karimullah et al., 2023). Da'wah can play a crucial role in raising awareness about these injustices and advocating for environmental justice.

### **Da'wah and Sustainable Development Goals (SDGs)**

The Sustainable Development Goals (SDGs) provide a global framework for addressing environmental and social challenges. Da'wah can play a critical role in supporting the achievement of the SDGs (Rizal et al., 2023). For instance, Da'wah can promote SDG 13 (Climate Action) by raising awareness of climate change and encouraging sustainable practices. Da'wah can also contribute to SDG 15 (Life on Land) by promoting forest conservation and biodiversity protection. Moreover, Da'wah can support SDG 6 (Clean Water and Sanitation) by advocating for water conservation and responsible water management. The involvement of the Muslim generation community in collecting zakat at the BAZNAS in the era of digital society 5.0 to realize the SDGs is also very crucial (Rizal et al., 2023). By aligning its messages and activities with the SDGs, Da'wah can contribute to broader efforts to promote sustainable development.

## **Research Methods**

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This study employs a qualitative research approach, specifically a literature review. This approach is suitable for synthesizing and analyzing existing research on Islamic communication and environmental sustainability.

The research design is a systematic literature review. This involves a comprehensive search and analysis of scholarly articles, books, and other relevant publications.

The data analysis techniques involve:

- Thematic analysis to identify recurring themes and patterns in the literature.
- Content analysis to examine the specific messages and communication strategies used in Da'wah.
- Synthesis and integration of findings from different sources to provide a comprehensive overview of the topic.
- Critical evaluation of the strengths and limitations of the existing research.

## Research Findings

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### Impact on Environmental Awareness and Behavior

The literature suggests that Da'wah can positively influence environmental awareness and behavior. Studies show that integrating environmental messages into Da'wah can:

- Increase awareness of environmental issues.
- Promote positive attitudes towards environmental protection.
- Encourage the adoption of sustainable practices.
- Motivate community engagement in environmental initiatives.

### Challenges and Opportunities

The review highlights the challenges and opportunities associated with integrating environmental messages into Da'wah. Challenges include: lack of awareness, competing priorities, resistance to change, and limited resources. Opportunities include: a strong ethical framework, the influence of religious leaders, community engagement, growing awareness, and digital platforms.

## Findings

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The literature review reveals that Da'wah serves as a crucial tool for promoting environmental sustainability within Muslim communities. Da'wah effectively leverages Islamic teachings on stewardship, justice, and the interconnectedness of creation to foster environmental awareness and encourage sustainable practices. The use of religious narratives, moral appeals, and practical guidance within Da'wah has been shown to increase awareness, promote positive attitudes, and encourage community engagement in environmental initiatives. The study also highlights the importance of adapting Da'wah to the digital age through social media and online platforms. The challenges of integrating environmental messages into Da'wah, such as a lack of awareness and competing priorities, can be overcome by emphasizing the strong ethical and moral framework provided by Islam and by leveraging the influence of religious leaders and community engagement. The research also revealed the importance of building the strength and glory of BAZNAS in the era of digital society 5.0 by engaging the younger generation (Rizal et al., 2023).

## Discussion and Discussion

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### Linking Findings to Theory

The findings of this literature review align with several key theoretical frameworks. The analysis of communication strategies employed in Da'wah is consistent with \*Communication Theory\*, which emphasizes the importance of effective message construction, channels, and audience engagement. The role of religious leaders and scholars in shaping environmental attitudes and behaviors supports \*Social Learning Theory\*, as these individuals often serve as role models and sources of influence within Muslim communities. The way in which environmental issues are framed within Da'wah, linking them to Islamic teachings and values, demonstrates the relevance

of *\*Framing Theory\**. Furthermore, the findings highlight the potential of Da'wah to influence the public's awareness of environmental issues, which aligns with *\*Agenda-Setting Theory\**.

### **Comparison with Previous Research**

This review corroborates and extends previous research on the intersection of Islam and environmental issues. The findings align with studies that demonstrate the potential of religious values to motivate environmental action (Zulkifli et al., 2023). Similarly, the emphasis on the role of Da'wah in promoting environmental awareness and sustainable practices is consistent with existing literature on Islamic environmental ethics (Karimullah et al., 2023). The study also builds upon earlier research by exploring specific communication strategies used in Da'wah and highlighting the importance of adapting these strategies to the digital age. The literature review shows the importance of Da'wah as an alternative approach in Covid-19 health protocol campaign (Achfandhy, 2021).

### **Implications**

The findings of this review have several important implications. First, they underscore the potential of Da'wah as a powerful tool for promoting environmental sustainability within Muslim communities. Second, they highlight the need for greater attention to be paid to the communication strategies and channels used in Da'wah, ensuring that environmental messages are effectively conveyed. Third, they suggest that religious leaders and scholars can play a critical role in shaping environmental attitudes and behaviors by integrating environmental messages into their sermons, lectures, and community outreach programs. Fourth, the findings emphasize the importance of utilizing digital platforms and social media to expand the reach and impact of Da'wah. Finally, this research also highlights the importance of integrating Islamic law into local governance (Muh Yusuf, 2024).

### **Strengths and Limitations**

The strengths of this literature review include its comprehensive scope, its systematic approach, and its focus on synthesizing existing research to provide a holistic understanding of the topic. The review draws upon a wide range of scholarly articles, books, and other relevant publications, providing a thorough analysis of the key themes, communication strategies, and findings. However, the review also has some limitations. One limitation is that it relies on secondary data, which means that the findings are based on the work of other researchers. Another limitation is that the review may be limited by biases in the existing literature.

### **Conclusion**

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This literature review provides a comprehensive overview of the role of Islamic communication (Da'wah) in promoting environmental sustainability. The review demonstrates that Da'wah, with its rich ethical and moral framework, offers a powerful tool for fostering environmental awareness, promoting sustainable practices, and mobilizing Muslim communities to address environmental challenges. The key themes in Da'wah on environmental sustainability include stewardship, justice, balance, and the interconnectedness of creation. The communication strategies used in Da'wah involve framing environmental issues within an Islamic context, using religious narratives and moral appeals, and promoting practical solutions. The findings highlight the potential of Da'wah to influence environmental attitudes and behaviors, while also acknowledging the challenges and opportunities associated with integrating environmental messages. By leveraging the influence of religious leaders, utilizing effective communication strategies, and adapting to the digital age, Da'wah can play a vital role in promoting a more sustainable future. Building the strength and glory of BAZNAS in the era of digital society requires

strong social ties from the entire Muslim generation community, especially the younger generation community (Rizal et al., 2023).

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