

THE EFFECTIVENESS OF DA'WAH VIA COUNSELLING APPROACH AMONG EMPLOYEES IN ISLAMIC ORGANIZATIONS

Kesan Da'wah Melalui Kaedah Kaunseling dalam Kalangan Pekerja di Organisasi Islam

Khairunneezam Mohd Noor^{a1} & Norsyafiqah Mohd Nasir^{a2}

^aUniversiti Sains Islam Malaysia

¹neezam@usim.edu.my (corresponding author)

²fiqahafra96@gmail.com

Abstract

This is a conceptual paper aims to study the effectiveness of da'wah by using the Islamic counselling skills towards Muslim society. This paper will elaborate deeply about how can Islamic counselling approach give impact to da'wah. The study will be carried out to propose the positive ways in applying the counselling skill in da'wah to upgrade the effectiveness of da'wah itself. According to scholars, counselling approach will help individual preacher to deliver da'wah more perfect by following Quran and sunnah guidance. Scholars asserted that an ideal counselling approach in da'wah will result in the development of individual self-esteem which will provide huge impact towards target group. The study will be conducted among employees in several Islamic based organizations in Klang Valley, Malaysia. This research will use the quantitative approach by using a questionnaire. The past researches were analyzed and discussed throughout the paper in the context of role and importance in counselling skill that will be disclosed to enhance the effectiveness of da'wah. The findings in this study are expected to help in measuring the relationship between effectiveness da'wah with counselling approach and the importance to acquire counselling skill in any preachers.

Keyword: Counselling skill, effectiveness of da'wah, preachers.

Abstrak

Kertas kerja ini bertujuan untuk mengkaji keberkesanan da'wah dengan menggunakan kemahiran kaunseling Islam terhadap masyarakat Islam. Kertas kerja ini akan menghuraikan secara mendalam bagaimana pendekatan kaunseling Islam dapat memberi kesan kepada da'wah. Kajian ini dilakukan untuk mencadangkan cara-cara positif dalam menerapkan kemahiran kaunseling dalam da'wah sebagai penambah keberkesanan dalam da'wah itu sendiri. Mungkin, pendekatan kaunseling akan membantu penda'wah untuk menyampaikan da'wah dengan lebih sempurna dengan mengikuti panduan Al-Quran dan sunnah. Kajian ini akan dilakukan di kalangan pekerja di beberapa organisasi Islam di Lembah Klang, Malaysia. Penyelidikan ini menggunakan pendekatan kuantitatif dengan menggunakan soal selidik Kajian lalu dan penyelidikan dalam talian dianalisis dan dibincangkan di seluruh makalah dalam konteks peranan dan kepentingan dalam kemahiran kaunseling yang akan diungkapkan untuk meningkatkan keberkesanan da'wah. Penemuan dalam kajian ini akan membantu mengukur hubungan antara keberkesanan da'wah dengan pendekatan kaunseling dan pentingnya memperoleh kemahiran kaunseling dalam diri mana-mana penda'wah.

Kata kunci: Kemahiran kaunseling, keberkesanan da'wah, penda'wah

INTRODUCTION

Islamic counselling is not only an approach to assist in resolving crisis, but it is also regarded as social service to guide people in all aspects of human life. The guidance is set up based upon the rules that have been determined by Islam in the Holy Quran and al-Sunnah. In counselling, every individual will be assisted and guided to make decision base on faith (Tengku Sarina Aini Tengku Kasim Faridah Binti Che Husain, 2017).

Islamic counselling is defined as an effort to help individuals to prevent deviation possibility of their religious development and

make the individual aware their role, finally they could create a good relation with The Almighty Allah, with the other human beings, and with the environment. In addition, Islamic counselling emphasizes spiritual solutions based on love and fear of Allah and the duty to fulfil our responsibility as the servants of Allah on this earth (Hallen, 2002: 17-21). Islamic counselling aim to leave the good attitude and solve the religious problem among mad'u in order to prevent them from involve in misbehaviour act and false decision.

Besides, according to Zeinab Hassan Ashry (n.d) the literal meaning of “Da’wah” in Arabic is to invite or call to something. When it is used in combination with Islam it means to invite mankind to submit to Allah willingly, meaning to worship Him alone, follow His Straight Path, and keep away from all sorts of disbeliefs and evil. In this research, perhaps Islamic counselling will give the guidance to an individual to deliver da’wah effectively by following the counselling skill. Da’wah should be effective because there are many verses of the Qur'an that explain the da’wah approach by Prophet Muhammad SAW to the target so that the target is affected by the teachings of Islam and practice it. Hence, M. Quraish Shihab, mentions da'wah is a call or a call to seek for Allah's forgiveness or attempt to change the situation to a better situations, good and perfect, both personal and public.(Munir Amin, 2009) as being said in Quran.

Background of the Research

The research will be carried out at University Sains Islam Malaysia, Nilai Negeri Sembilan. Universiti Sains Islam Malaysia (USIM) is an Islamic university which is fully owned and funded by the Malaysian Government. Being the 12th Public Institution of Higher learning, it aims to spearhead knowledge and be the global reference centre for Islamic Science. To fulfil the religious and spiritual element of society at high positively condition, Islamic counselling skill is essential in order to absorb the message of da’wah in life. According to G. Hussein Rassool, 2016 psychology professor at the Islamic Online University, In Islamic Counselling, it establishes respect for Islam and its major beliefs and practices as the greatest factor in treating Muslims teenagers.

According to Hamdan Bakran adz- Dzaky, Islamic guidance counselling is an activity which provides guidance, lessons, and guidelines to individuals who ask for guidance (client) in terms of how it should develop his ration and mind, soul, faith and belief, as well as tackling the problem of life well and true individually, which use the paradigm to the Quran and as-Sunnah of the Prophet. In simply, da'wah and Islamic counselling are related to each other to create a better person.

Every people in this world are being surrounding by a problem and definitely they want to seek for the other help. Simply meaning, an individual need a support and companion for each other. Besides, the need of da'wah in Muslim's life is highly priority. In quran, Allah says:

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَأُولَئِكَ هُمُ الْمُفْلِحُونَ
(Ali-Imran: 104)

Means: And let there be [arising] from you a nation inviting to [all that is] good, enjoining what is right and forbidding what is wrong, and those will be the successful.

Perhaps, counselling approach will help individual order to deliver da'wah more perfect by following Quran and guidance. The issue in this research is to investigate that counselling skill can give a better impact especially in effectiveness of da'wah.

In purpose of da'wah, there are many ways and method that have been done by preacher but there still exist the lack of effectiveness of da'wah itself. A study has also indicated that religious approach can be used as treatment as well as preventing the involvement of teenagers in delinquency (Zahn, 2009; Saadah, Salwan & Roslee, 2008). The development of religious module in this study is hoped to assist counselling practitioners in carrying out interventions related to the issues of misbehaviour among society.

In this research, the researchers will highlight the role in Islamic counselling towards the effectiveness of da'wah. According to Wan Abd. Kader & Ismail Ghani, 2006; Yatimah & Tajudin, 2008;

Sapora, 2009 Islamic counselling is important because spiritual and religious counselling in Malaysia, especially with Islamic perspective, has illustrated its development. However, the studies and practices related to it are still quite isolated. The efforts of strengthening this new perspective in psychological counselling approach with Islamic base need to be increased.

In addition, the implementation of Islamic counselling is a bit infrequently used by preachers towards the Mad'u. Because of that, the researchers initiated this research to disclose the important of Islamic counselling. Hence, this paper will deliberate the importance of counselling approach in da'wah to achieve its effectiveness. Tengku Sarina Aini Tengku Kasim, Faridah Binti Che Husain (2017) asserted in their article an ideal counselling approach in da'wah will result in the development of individual self-esteem which will provide huge impact towards target group.

According to G. Hussein Rassool, 2015 said that Islamic Counselling is an introduction to theory and practice presents a basic understanding of Islamic counselling for counsellors and Islamic counsellors, and provides an understanding of counselling approaches congruent with Islamic beliefs and practices from a faith-based perspective. He also add In Islamic Counselling, it also establishes respect for Islam and its major beliefs and practices as the greatest factor in treating Muslims. According to Hamdan Bakran adz- Dzaky, Islamic counselling will improve emotial, mind and religious inner in individual life by paradigm Quran and sunnah.

Regarding to Da'wah, Muhammad Munir dan Wahyu Ilahi, Manajemen, (2017) in their articles said that, according to ShaykhAli Makhfudz, in his book Hidayatul Mursyidin gave the definition of da'wah as follows: da'wah Islam namely; pushing man to do good and to follow the guidance (guidance) calling them to do good and to prevent from evil, so that they will be happy in the world and in the hereafter.

Islamic counselling is related to spiritual and tends to improve the religious emotional and mind, it also followed with the guidance by

Quran and sunnah will give the positive effectiveness of da'wah. So, a preacher should have counselling skill to give more impact on da'wah.

LITERATURE REVIEW

The effectiveness of da'wah is very essential and important to mad'u. The researcher wants to enhance the impact of da'wah by using the Islamic counselling approach in da'wah. So, this chapter will explain about the definition and concept of counselling skills, types of counselling, counselling in perspective of islam, definition of Islamic counselling, the definition of da'wah, method of da'wah the effectiveness of da'wah and importance of counselling skill for da'wah with the previous studies that related in this topic.

Definition and Concept of Counselling

Dictionary Definition: "to counsel – is to give advice, recommend." This definition is unhelpful. "It begins by considering the process of change "which is part of all our lives. " "It is an opportunity for the client to explore his life and feelings and the counsellor to offer an understanding of the personal meaning of his experience conscious and unconscious. Both attempt to understand the client's inner world in relation to his past, present, and future and the aim is change."(Adrian Scott 2013). Rogers in Hendrarno (2003: 24), stated that counselling is direct contacts or relationships with individuals whose purpose is to provide assistance in changing attitudes and his behaviour.

Winkell (2005: 34), suggests that Counselling is a series the most essential activity of counselling in helping the counselee / client face-to-face with the goal of keeping the client up own responsibility against the various problems or special problems then the problems faced by the client can be solved all. Prayitno and Erman Amti (2004: 105) explain the definition of counselling as the process of providing assistance conducted through counselling interviews by an expert (called a counsellor) to an individual who is experiencing something problem (called the client) which leads to the top of the problem faced client.

Jones (Insano, 2004: 11) mentions that counselling is a professional relationship between a trained counsellor and client. This relationship is usually individual or individual, though sometimes involving more than two people and designed to help the client understand and clarifies his views on the scope of his life, so as to make a meaningful choice for him.

Types of Counselling

Individual counselling is a relationship involving a counsellor and a client. This relationship is associated with interaction process, help and encounter encounters between counsellor and client. In today's technology era, the use of electronic mail has also been accepted as an intermediary that can be used by troubled individuals to connect with those in profession counselling.(University Putra Malaysia). Interview is one of the main techniques employed in assisting the individual to understand himself. It is the fundamental operation in the counselling process. According to Bingham and Moore, interview is 'Conversation with purpose'. Irrespective of the nature of the interview, facts about the involved individual are gathered, inferred and sometimes judged and verified during the counselling process.

Group counselling in definition is a technique where a group of persons is counselled by applying group interaction method with the purpose of arriving at a solution to the problem common to the group. All the group members were provided with an opportunity to discuss their problem together, in a free atmosphere. Knowledge of reality, self-knowledge and self55 realization can be achieved through group interaction process. These help to modify certain faulty social learning and to relearn certain attitudes and dispositions which are essential for healthy adjustment. The counsellor initiates the session with the students chosen on the basis of common problem. Latipun (2006) said in his article group counselling give the benefit from the session to help and give the feedback and the experience of learning. It also uses the concept of group dynamic.

Definition of career counselling is according to Brown and Brooks (1991), career counselling is an interpersonal process designed to

help individuals in the face of developmental problems career. Career development is the process of selecting, entering, adapting, and advance the work. It is a lifelong interacting process dynamic with the role of other life tasks. Marriage and family counselling takes into account family life and developments that occur in the family. Stages of life the family is a significant event for the individual and cannot be separated. According to Wilcoxon (1985), marriage and family counsellors need to be sensitive to the different divisions of each family as well as identify the progress of the task every member of the family.

Counselling in Islamic Perspective

Elias (1997) points out six steps of therapeutic process known as Iman Centered Therapy (ICT). The six steps are: Create relationships; Explore client-defined values; Evaluate value compatibility; Evaluate the compatibility of Islamic values; Make decisions and implement actions; and Reviews and termination. Amir Awang and Iran Herman (2003) explain how to deal with stress at work through Islamic perspectives. Among the ways is with organizational policies, structures and systems, work characteristics, relationships / work environments, dual / multiple role, management practices and Islamic practices. According to them, Islamic practice can be practiced in ways to strengthen faith toward Allah SWT, to take ablution and to pray, to read and diligently to listen to the Qur'an, to recite and pray, to associate with the pious, to attend the event of knowledge, to reflect on self after *Maghrib*, to cultivate the prayers of the pilgrims, to regulate the divine provision and to put their trust, the teachings of Islam by doing good and virtue, forgiving others, doing leisure activities, avoiding alcohol and alcohol and intentions of working because Allah SWT. Mohd Fauzi (2003) also stressed the importance of *Tauhid* as a motivator of healthy living in a society. According to him, history proves the superiority of Islamic civilization is based on *Tauhid* which is the element of motivator and inner stimulation. The word tauhid refers to the oneness to Allah SWT in terms of the area, the nature and the deeds. This is what is implied in the syahadah spoken by every muslim. *Tauhid* means man put God s.w.t. as references to life whether it is a good practice or harm. Therefore, all bad practices can be eliminated

when humans change the unhealthy behavior to pure values through the supremacy of faith and faith in God.

Counselling according to Islam is "A face-to-face relationship between a professional counsellor and a person who needs help (client) to the extent that there is a relationship between a person in which the prospect of exploring the client's potential to re-develop all human resources to accept the truth (al Haq) and accountable to yourself towards God's pleasure "(Ishamuddin Hj. Ismail 2000). Besides, concept of Islamic counselling for the Muslim community, religion and world, both for God s.w.t. Islam is religion and state, *aqidah* and *syariah* in life, worship and *muamalat*, faith and social, economic and political systems (Ibn Taimiyah 1976, al Ghazali 1976). A concept of Islamic counselling is also a religion of mercy. Among the blessings: urging his followers to be helpful to those who need help in all aspects of life.

Concept of Islamic Counselling is a counsellor should have professional training, should be better than his client because they are a place of reference and model. The Prophet said: "The best of humanity is that which is more beneficial to mankind." (HR Thabrani). Referring to the Al-Quran and al-Hadith - there are all advice, guidance, corrections, instructions, warnings, guidance and exemplary examples.

Concept of Islamic Counselling as stated in Quran "And believers, men and women, some of them are the helpers of others. They are commanded to do good deeds, to prevent wrongdoing, to establish worship, to pay zakat and to obey Allah and His Messenger. Examples of most Islamic counsellors good, most ideal and most perfect and fulfilling the personality characteristics of a counsellor is the Prophet Muhammad.

Concept of Islamic Counselling is Islamic Guidance and Counselling is a service for professionally conducted human welfare. It is claimed by God SWT. Every human being is responsible for guiding one another.

Definition of Da'wah

Etymologically, the word da'wah is a form of *masdar* from the word *yad'u* (*fiil mudhari'*) and da'a (*fiil madli*) which means call (to call), invite (to invite), invite (to summer), calling (to propose), pushing (to urge) and begging (to pray). In addition to the word "*da'wah*", the Qur'an also mentions the word has a meaning similar to "da'wah", ie word "Tabligh" which means delivery (Pimay, 2006).

Da'wah in that sense can be found in several verses of al-Qur'an, among others: "O ye who believe! Fill the cry of Allah and cry out Apostle when the Messenger calls you to a giving life to you, and know that Allah is limiting between man and his heart will surely to Him you will be gathered." (Surah al-Baqarah: 186) (Department Religion of RI, 1990: 264). Then, "But Allah doth call to the Home of Peace: He doth guide whom He pleaseth to a way that is straight." (Surah al-Yunus: 25) (Ministry of Religious Affairs, 1990: 310) While the meaning of da'wah in terminology can be seen from opinions of some experts like A. Samsul Munir Amin (2009) who mentions that da'wah is a very essential part of a life of Muslim, where its essence is on impulse invitation (motivation), stimulation and guidance to others for accept the teachings of Islam with full awareness for the sake of profit himself and not for the benefit of his invitees.

Wahidin Saputra (2011) mentions da'wah is making Muslim behavior in running Islam as the religion of rahmatan lil alamin which must be preached to all human beings. Sayid Muhammad Noah (2011) mentions da'wah is not only limited to explanation and delivery, but also includes coaching and takwin (formation) personal, family, and community. M. Munir and Wahyu Ilaihi (2006) mentions da'wah is the activity of conveying the teachings of Islam, enjoining to do good and prevent the act of *munkar*, and give news joy and warning for humans.

Da'wah is a call or an invitation to conscientiousness or attempts to change the situation to more situations good and perfect, both to the person and society. (Munir Amin, 2009). Thoha Yahya Omar interpreted da'wah as an attempt to invite man in a wise way to the right path accordingly with God's command to benefit and happiness they are the world and the hereafter. Meanwhile,

according to researcher da'wah is a business that done deliberately and consciously by inviting others the right path, that is to do well and prevent deeds munkar.

Method of Da'wah

The definitions of method according to the language of the method comes from the language The Greek *methodos* are a combination of the word *meta* (via) and *hodos* (road), in English *method* means a meaningful method way. (John M. Echols, 2000) *Methods* in German *methodicay* means path, whereas in Arabic the method is called *thariq* (Wahidin Saputra, 2012). While the method definition by method term is the path that we go through to achieve goals. Many businesses cannot succeed or certainly not produce optimal results, if not used that way right (K.Berthens, 2005). There are many methods in da'wah such as Da'wah Bil Lisan, Da'wah bil Hikmah, Da'wah Al Mau'idhah Al-Hasanah, Da'wah Al-Mujadalah Bi-al-Lati Hiya Ahsan, and Bi al-Hal.

Effectiveness of Da'wah

Abd al-Karim Zaydan explained by likening preachers to doctors, da'wah approach by way of care, content of propagation with medicine to heal illness and target with the patient. He declared his doctorate first knows the disease later then the treatment is run. This is a correct approach in the treatment of the disease. The preachers must also carry out the same approach as a doctor is to know the disease first then just take care of him. Not so much as seeing the symptoms of illness and continue to care for the symptom by ignoring the true stem. Abd al-Aziz Barghus (1993) explained the da'wah approach of giving help and guaranteeing the will of the proselytizing principle with two causes. The first is because da'wah which is run without a clear da'wah approach will be difficult for preachers to achieve the goal of da'wah. In addition, the preachers will fail in teaching the doctrine Islam to the same target there are Muslims and not Muslims. Preachers can organize da'wah by systematic way, designing da'wah with a strategic and can carry out the design of da'wah that has been designed it by knowing the exact circumstances of a very complex target. Scholars also assrted that the da'wah approach is an important

element and play a big role in giving the impression to the target so as to bring glory da'wah.

Importance of Counselling Skill For Da'wah

According to Tengku Sarina Aini Tengku Kasim and Faridah Che Husain (2017) mentioned that Islamic counselling is not only an approach to assist in resolving crisis, but it is also regarded as social service to guide people in all aspects of human life. The guidance is set up based upon the rules that have been determined by Islam in the Holy Quran and al-Sunnah. In counselling, every individual will be assisted and guided to make decision based on rasional and faith. Counselling can be considered as a technique in da 'wah because amongst the roles of counsellor is congruent to the role of "penda'wah" i.e. to encourage people toward rasional thinking before making any decision or taking any action. Both counselling and da'wah stress on the importance of guiding person towards any transformation concerning his behaviour and way of thinking in everyday life. Therefore, this paper will deliberate the importance of counselling approach in da'wah to achieve individual harmonious and ummah civilization. An ideal counselling approach in da'wah will result in the development of individual self-esteem which will provide huge impact towards ummah civilization. Hence, the questions arisen from the above literature for the current study are: What is the definition of Islamic counselling skill?; What is the meaning of da'wah?; and How can Islamic counselling approach give impact to da'wah.

RESEARCH METHODOLOGY

A study will be conducted in order to identify the effectiveness of da'wah by using Islamic counselling approach. The methodology utilized in this study is the quantitative approach. The researchers will use a questionnaire to collect findings and information for quantitative approach. The researcher also will use a secondary data such as secondary data such as library research, journal, articles, textbooks and others to collect findings in this study. This research begins by determining the objectives of the study after an extensive review on the effectiveness of da'wah by using the Islamic counselling approach. The process was followed by designing the questionnaire, population and sample were described, collecting

data, analyzing the data through the Statistical Package for Social Sciences (SPSS) and finally preparing the research report.

Research Design

Research methodology is a technique, way or procedure use by using a research in this effort to complete a survey, studies or research. This research is about to study the effectiveness of da'wah by using the Islamic counselling approach. This study used both secondary and primary data. The secondary data for this study are from other sources which are library research, journal, articles and book. While, primary data will be collected from respondents using questionnaire to carry out the study.

The selected respondents for the research is by randomization among students at University Sains Islam Malaysia, Nilai, Negeri Sembilan. These respondents will be given a self-administrated questionnaire by the enumerators. The selected sample size for the study will be chosen among USIM students using probability sampling technique. The researchers will proceed to do the data procedure in order to make the information completely relevant and significant. Moreover, all the data collection that given by respondents will be kept confidential. The items to be included in the questionnaire that will be included are the demographic background of the respondents, question upon to the use of Islamic counselling skill in order to measure the effectiveness of da'wah. All the data will be processed using the statistical measures of frequencies, percentages, mean values, *t*-test and ANOVA to look into the level and variability of all related variables.

CONCLUSION

This study is important for any individual to practice the counselling strengths in delivery da'wah especially for preacher. As a Muslim, da'wah is one of the most important responsibilities to carry in our daily lives, as Allah SWT mentioned in al-Quran

وَمَنْ أَحْسَنُ قَوْلًا مِّمَّنْ دَعَا إِلَى اللَّهِ وَعَمِلَ صَالِحًا وَقَالَ إِنَّنِي مِنَ الْمُسْلِمِينَ
[Fushshilat: 33].

And in hadis says مَنْ دَلَّ عَلَى خَيْرٍ فَلَهُ مِثْلُ أَجْرِ فَاعِلِهِ (Narrated by Muslim).

According to Ab. Aziz and Yusmini (2017) counselling is a mechanism for problem solving towards behavior change, to break emotional conflicts and to cause self-awareness, then counselling and da'wah have relevance which are very close to each other. According to scholars, counselling is one da'wah mechanisms and it is so important in da'wah method. The outcome of the study is expected to give the awareness to preacher and people that counselling skill is important in delivering da'wah to the society and should be one of the skills that must be acquired among the preachers.

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