

## QATAR COUNTRY'S ISLAMIC PROSELYTIZING METHODS AT THE 2022 WORLD CUP

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**Abstract:** The 2022 FIFA World Cup is a new historical record for the Islamic world. For the first time since 1930, this most prestigious football match was held in the Islamic country, Qatar. The choice of Qatar as the host in the FIFA executive committee meeting has raised pros and cons since it was announced in 2010. But amid these pros and cons, the various positive reports regarding the 2022 World Cup show that Qatar is preparing its country well. This is also the case with the da'wah of Islam carried out by this country. Qatar is considered successful in spreading Islam rahmatan lil alamin, one of which is through the recitation of Q.s. Al-Hujurat: 13 by Ghanim Al-Muftah during the opening ceremony. Apart from these examples, many other Islamic da'wah will be discussed in this article. In Q.s. An-Nahl: 125, Allah swt. explains the methods of wisdom that can be used in preaching, including wisdom, Al-Mau'idzah al-hasanah, and good rebuttals. This article aims to analyze Qatar's da'wah methods in the 2022 World Cup. The formulation of the problem in this article is how is da'wah with wisdom, Al-Mau'idzah al-hasanah, and good rebuttals made by Qatar? This analysis concludes that the al-mau'idzah al-hasanah method is the most widely applied. In addition, the propaganda method used by Qatar has also succeeded in creating peace, joy, and love for Islam and the state of Qatar.

**Keywords:** Communication, Da'wah Method, Islam, World Cup.

**Abstrak:** Piala Dunia FIFA 2022 merupakan catatan sejarah baru bagi dunia Islam. Untuk pertama kalinya sejak 1930, pertandingan sepak bola paling bergengsi ini digelar di negara Islam, Qatar. Pemilihan Qatar sebagai tuan rumah dalam rapat komite eksekutif FIFA telah menimbulkan pro dan kontra sejak diumumkan pada tahun 2010. Namun di tengah pro dan kontra tersebut, berbagai pemberitaan positif mengenai Piala Dunia 2022 menunjukkan bahwa Qatar mempersiapkan negaranya dengan baik. Begitu pula dengan dakwah Islam yang dilakukan oleh negara ini. Qatar dinilai berhasil menyebarkan Islam rahmatan lil alamin, salah satunya melalui pembacaan Q.s. Al-Hujurat: 13 oleh Ghanim Al-Muftah pada saat upacara pembukaan. Selain contoh tersebut, masih banyak lagi dakwah Islam yang akan dibahas dalam artikel ini. Dalam Q.s. An-Nahl: 125, Allah swt. menjelaskan metode-metode hikmah yang dapat digunakan dalam berdakwah, diantaranya adalah hikmah, al-mau'idzah al-hasanah, dan bantahan yang baik. Artikel ini bertujuan untuk menganalisis metode dakwah Qatar dalam Piala Dunia 2022. Rumusan masalah dalam artikel ini adalah bagaimana dakwah dengan hikmah, al-mau'idzah al-hasanah, dan bantahan yang baik yang dilakukan oleh Qatar? Analisis ini menyimpulkan bahwa metode al-mau'idzah al-hasanah merupakan metode yang paling banyak diterapkan. Selain itu, metode dakwah yang digunakan Qatar juga berhasil menciptakan kedamaian, kegembiraan, dan kecintaan terhadap Islam dan negara Qatar.

**Kata Kunci:** Komunikasi, Metode Dakwah, Islam, Piala Dunia.

## INTRODUCTION

The 2022 FIFA World Cup is a new historical record for the Islamic world. For the first time since 1930, soccer's most prestigious match was held in the Islamic country of Qatar. The selection of Qatar as host of the FIFA Executive Committee Meeting has raised pros and cons since it was announced in 2010. The pros and cons vary, ranging from allegations of bribery for Qatar to be chosen as the host, the issue of human rights violations of migrant workers, Qatar's firm stance in rejecting LGBTQ, a ban on drinking beer, and so on.<sup>1</sup> But amid these pros and cons, various positive news related to the 2022 World Cup shows that Qatar is preparing its country very well.

As the host, Qatar is well prepared to welcome football players and supporters from various countries. Thirty-two countries are competing in the 2022 World Cup matches.<sup>2</sup> According to reports reported by *Reuters.com*, the total number of visitors to Qatar during the two weeks of matches was 765 thousand people.<sup>3</sup> Although the number is still far from Qatar's expectations of 1.2 million visitors, the presence of 765k people has certainly enlivened Qatar. If we look closely, Qatar's preparations are on more than just the place's infrastructure, transportation, and accommodation. Qatar also prepares effective methods in preaching Islam that *rahmatan lil alamin* for its visitors.

Some of these da'wah will be reviewed in this article. First, a theatrical performance by Ghanim Al Muftah and Morgan Freeman at the World Cup opening ceremony. On that occasion, the two figures discussed unity above existing differences. Ghanim had the opportunity to recite Q.s. Al-Hujurat (49): 13. The verse means, "*O man, surely We created you from a man and a woman, and made you into nations and tribes, that you might know one another. Indeed, the noblest among you in the sight of Allah is the most pious among you. Verily, Allah is All-Knowing, All-Knowing.*" The recitation of Qur'anic verses at the opening ceremony was certainly an effective da'wah in introducing Islam, as millions of pairs of eyes in various parts of the world watched the event, both live and through the screen.

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<sup>1</sup> Editorial Team, "Qatar, Host of the 2022 World Cup Hit by Controversies," *Voi.id*, 2022, <https://voi.id/olahraga/178503/qatar-tuan-rumah-piala-dunia-2022-yang-diimpit-kontroversi>.

<sup>2</sup> Fifa.com, "FIFA President Congratulates 32 Participating Nations for Qatar 2022," *Fifa.com*, 2022, <https://www.fifa.com/fifaplus/en/articles/fifa-president-congratulates-32-participating-nations-for-qatar-2022>.

<sup>3</sup> Andrew Mills, "Exclusive: 765K World Cup Visitors Fall Short of Qatar's Expected 1.2M Influx," *Reuters.Com*, 2022, <https://www.reuters.com/lifestyle/sports/soccer-765k-world-cup-visitors-fall-short-qatars-expected-12m-influx-2022-12-07/>.

Furthermore, Qatar's firm stance against LGBTQ (lesbian, gay, bisexual, transgender, and queer) people. Qatar's stance has become controversial. LGBTQ is illegal, classified as a criminal crime under Qatari law, and punishable by up to 3 years. On the other hand, not all visitors, both players and supporters of the football team, can accept Qatar's attitude. Some who are pro-LGBTQ rights are unhappy with Qatar's stance, so several protests were made. For example, plans to use "*one love*" armbands by national teams from European countries to support LGBTQ rights. This plan was canceled after getting a warning from FIFA. Until November 30, 2022, Qatar allowed the LGBTQ community to watch matches at the 2022 World Cup. However, Saad Sheria Al-Kaabi, Qatar's Energy Minister, stressed that Western countries cannot dictate what Qataris should believe.<sup>4</sup> In other words, Qatar has expressed its stance that the country still considers LGBT illegal, even though it 'allows' such people to be present.

Likewise, with the ban on drinking beer. This ban also became controversial during the World Cup. Qatar is a country that has long banned the practice of buying and selling alcoholic beverages. An agreement on banning the circulation of alcohol around stadiums during the 2022 Cup has been agreed by FIFA. However, the enforcement of this rule only applies when supporters or spectators are watching in eight stadiums. Visitors can consume these drinks outside the stadium, such as in hotels, bars, and fan zones.<sup>5</sup>

Other Islamic da'wah in the form of Hadith Murals are scattered in various points of the city. Some of these hadiths, for example, read, "*All good deeds are alms*", "whoever does not love will not be loved," etc. Reporting from @Dohanews Twitter post, Qatar intends to express the beauty of Islam through the words of the Prophet Muhammad saw. The mural is written in Arabic and comes with an English translation. In addition, some hotels in Doha also put unique *barcodes* in rooms to introduce Islam. *This barcode* bears the logo of the Abdullah Bin Zaid Al Mahmoud Islamic Cultural Center and links to a Web page affiliated with Qatar's Ministry of Endowments. *The barcode* contains religious materials that can be translated into several languages.<sup>6</sup> The following form of da'wah is

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<sup>4</sup> Reuters, "LGBTQ Community Can Visit Qatar, but Don't Try to Change Us- Minister," Reuters.com, 2022, <https://www.reuters.com/world/middle-east/lgbtq-community-can-visit-qatar-dont-try-change-us-minister-2022-11-30/>.

<sup>5</sup> Neng Nurcahyati Sinulingga and Resti Oktriani Sinulingga, "The Values of Islamic Education in the Implementation of the 2022 FIFA World Cup Qatar" 7, no. 1 (2023): 1–14, <https://doi.org/10.30762/ed.v7i1.790>.

<sup>6</sup> Iqna.ir, "Qatar's Performance in Introducing Islam to the Audience at the World Cup," Iqna.ir, 2022, <https://iqna.ir/id/news/3477620/kinerja-qatar-dalam-memperkenalkan-islam-kepada-para-hadirin-di-piala-dunia>.

the provision of facilities for prayer in the stadium, da'wah activities in the *Guest Center*, and the attitude of Qataris, who are considered very glorifying to guests.

It should be realized that most participating countries in the 2022 World Cup are not countries with a Muslim majority. Likewise, visitors and supporters from various countries certainly bring diverse understanding. Therefore, only some Qatari visitors who enliven this quadrennial match are non-Muslims. It is exciting how Qatar prepares its da'wah for non-Muslim visitors—preaching Islam that *rahmatan lil alamin* is Qatar's task and challenge in the 2022 World Cup.

Some previous studies discussed the method of proselytizing against non-Muslims. First, Khairul Azhar Meerangani's article discusses the importance of da'wah with wisdom without coercion in the hope that non-Muslims can better approach and understand Islam's teachings.<sup>7</sup> Mahbub Hozali and Siti Khodijah Nurul Hall's article discusses da'wah's strategy against non-Muslims based on the views of Nawawi Al-Jawi. Both authors conclude that proselytizing against non-Muslims, in Nawawī's view, is not in the form of inviting them to Islam but instead conveying the message always to do good. In Nawawī's view, the question of faith is a guide that only God can give. Nawawi emphasized that the da'wah method used was not violent.<sup>8</sup>

As Muslims, Qatar's role in preaching Islam to the world community is exemplary because it successfully represents Islam that *rahmatan lil alamin* in front of *various mad'u*. The news about Islamic proselytizing in Qatar during the World Cup was marked by positive assessments, far from violence. In Q.s. An-Nahl (16): 125, Allah (swt) describes three methods of preaching, among which are preaching with wisdom, preaching with *al-mau'idzah al-hasanah*, and preaching with *al-mujakan al ahsan*. Therefore, this article intends to analyze how the State of Qatar carried out the da'wah method on the occasion of the World Cup in its country.

## METHOD

This article uses subjective paradigms, qualitative approaches, and descriptive analysis. The author gives a perspective on how the method of Islamic da'wah in Qatar is based on Q.s. An-Nahl (16): 125. In the verse, three methods of da'wah are explained, namely

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<sup>7</sup> Khairul Azhar Meerangani, "Challenges of Da'wah to the Non-Muslims in Malaysia," *Jurnal Maw'izah* 2 (2019): 14–22.

<sup>8</sup> Mahbub Ghazali and Siti Khodijah Nurul Aula, "Da'wah Strategy Against Non-Muslims: A Study of Nawawi Al-Jawi's Views in Tafsir Marah Labid," *El-Buhuth* 5, no. 2 (2022): 137–50.

dakwah *al-hikmah*, *dakwah* al-mau'idzah al hasanah, and *dakwah* al-mujakan al ahsan. The several forms of da'wah that the author makes the object of study in this article are as follows:

**Table 1. Form of Da'wah**

No.	Forms of Da'wah
1.	Recitation of Q.s. Al-Hujurat: 13 at the opening ceremony of the FIFA World Cup
2.	Bans on Beer and LGBTQ
3.	Hadith Murals in Every Corner of the City
4.	Barcode Introduction to Islam in Hotels
5.	Facilities for Prayer at the Stadium
6.	Da'wah Activities at Guest Center
7.	Qatari Attitude to Glorify Guests

## RESULTS AND DISCUSSION

### The Method of Da'wah in Q.s. An-Nahl (16): 125

Da'wah, with the proper method, will be more pleasant and readily accepted by *mad'u*. Using the proper method can be essential in supporting a da'wah's success. The importance of this method is in line with the wise expression "*Al-Thariqoh Ahammu Min al-Maddah*" which means the method is wiser than matter.<sup>9</sup>Therefore, the method of da'wah needs to be a concern so that the purpose of da'wah can be achieved.

Borrowing Aliyudin's statement that da'wah must be packaged and developed in the right way and method so that it can be actual (solving hot problems in the community), factual (concrete and tangible), and contextual (relevant to the problems faced by society).<sup>10</sup> In the Big Indonesian Dictionary (KBBI), the method is an orderly way to carry out a job to achieve what is desired.<sup>11</sup> In simple terms, the da'wah method can be interpreted as how the *da'i conveys his da'wah message* to the *mad'u* to achieve the goal of effective and efficient da'wah.

In Islam, Allah (swt) describes the methods used in preaching. This is as discussed in Q.s. An-Nahl (16): 125, which is the normative basis when discussing the da'wah method.

<sup>9</sup> Fahrurrozi, Faizah, and Kadri, *Ilmu Dakwah* (Jakarta: Pranadamedia Group, 2019).

<sup>10</sup> Aliyudin, "Prinsip-Prinsip Metode Dakwah Menurut Al-Quran," *Ilmu Dakwah: Academic Journal for Homiletic Studies* 5, no. 16 (2010): 181–96, <https://doi.org/10.15575/idajhs.v5i16.360>.

<sup>11</sup> KBBI, "Big Dictionary of Indonesian (KBBI)," *Ministry of Education and Culture*, 2016.

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجِدِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ  
أَعْلَمُ بِالْمُهْتَدِينَ

Means:

"Call (people) to the way of your Lord with wisdom and good lessons and refute them in a good way. Verily, it is your Lord who knows better who strays from his way, and he knows better those who are instructed."

From this verse, it can be concluded that there are at least three methods in da'wah: preaching with *wisdom*, *preaching with al-mau'idzah al-hasanah*, and *preaching with al-mujakan al-ahsan*. The explanation of the three methods is as follows:

### Preach with wisdom

Masyhur Amin interprets this method as preaching in the right way, which is right in terms of delivery, sources used, and other knowledge.<sup>12</sup> Aliyudin explained the meaning of al-Hikmah based on several interpretations, such as the opinion of Muhammad Nawawi Al-Jawi, who interpreted al-Hikmah with hujjah (argumentation, accurate, and beneficial for the determination of creed or belief. There is also the opinion of Al-Zamakhsari, who interprets *bi al-hikmah* as an actual word, a postulate that explains the truth and removes doubts or vagueness.<sup>13</sup> Aliyudin concluded that da'wah *bi al-hikmah* is a call or invitation in a wise, philosophical, argumentative way, done relatively, complete of patience and fortitude, by *al-nubuwwah* and the teachings of the Qur'an or divine revelation.

According to Sayyid Quthub (quoted from Nurhidayat Muh. Said), da'wah with the *bi al-hikmah* method will be realized based on three factors, namely:<sup>14</sup> The state and situation of mad'u, The level or size of the da'wah material delivered is manageable to mad'u. Formulate the suitable da'wah method according to the situation and conditions of mad'u.

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<sup>12</sup> Masyhur Amin, *Islamic Da'wah Methods and Several Government Decrees on Religious Activities* (Yogyakarta: Sumbangsih, 1980).

<sup>13</sup> Aliyudin, "The Principles of the Da'wah Method According to the Quran."

<sup>14</sup> Nurhidayat Muh. Said, "Metode Dakwah (Studi Al-Qur'an Surah an-Nahl Ayat 125)," *Jurnal Dakwah Tabligh* 16, no. 1 (2015): 78–89.

### **Preaching with *Al-Mau'idzah al-Hasanah***

Mahsyur Amin interprets this method as preaching by giving advice, warning others, and stirring the heart of *mad'u* in a good way.<sup>15</sup> Ibn Manzhur defines *al-mau'idzah* as giving advice and giving advice in a way that touches his heart and feelings. Therefore, this method contains a meaning far from violence, hostility, selfishness, and emotional actions.<sup>16</sup> According to Aliyudin, the principle in this method is more directed to *mad'u* whose intellectual capacity, thoughts, and spiritual experiences belong to lay groups.<sup>17</sup> Sayyid Quthub stated that good advice can enter the human soul and soothe the heart.

### **Preaching with *Al-Mujis al-Ahsan***

Aliyudin explained *al-mujdari al ahsan* as an effort to proselytize through rebuttal, discussion, or debate in the best way: polite, polite, respectful, and not arrogant.<sup>18</sup> According to him, this method is intended as an alternative reaction in responding to challenges in the form of negative responses from *mad'u*, especially for targets who refuse, do not care, or even harass the call for da'wah.<sup>19</sup> Masyhur Amin interprets this method if a mistake among *mad'u* should be refuted or told in a good way, that is, with gentle words that do not hurt *mad'u*'s heart.<sup>20</sup> According to Quraish Shihab, *the jidal* in this verse consists of three kinds. First, what is wrong means that proselytizing is delivered harshly, which invites the anger of opponents and uses arguments that are not true. Second, what is good is that da'wah is delivered politely and uses arguments or excuses, even if only those recognized by the opponent. Third, the best means is that da'wah is delivered well, with correct argumentation, again silencing the opponent.<sup>21</sup>

Of the three methods above, Quraish Shihab explained that there is a view of some scholars who state that the method of da'wah must be adjusted to the target of da'wah, or in other words, the method depends on who the *mad'u* is. *According to the views of some of these scholars, preaching with wisdom will be suitable if conveyed to scholars who have high knowledge, where dialogue with wise words occurs according to their level of intelligence. As for preaching, applying mau'idzhah will be more suitable aimed at the laity. Finally, against*

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<sup>15</sup> Amen, *Islamic proselytizing methods and some government decrees on religious activities*.

<sup>16</sup> Said, "Metode Dakwah (Studi Al-Qur'an Surah an-Nahl Ayat 125)."

<sup>17</sup> Aliyudin, "The Principles of the Da'wah Method According to the Quran."

<sup>18</sup> Aliyudin.

<sup>19</sup> Aliyudin.

<sup>20</sup> Amen, *Islamic proselytizing methods and some government decrees on religious activities*.

<sup>21</sup> Quraish M. Quraish Shihab, *Tafsir Al-Misbah Message, Impression, and Harmony of the Qur'an*, vol. 07 (Jakarta: Lentera Hati, 2002).

the *Ahl al-Kitab* and adherents of other religions, what is commanded is *to jidal* / debate in the best way, namely with logic and subtle rhetoric, free from violence and swearing.<sup>22</sup> However, Quraish Shihab explained that scholars do not agree on this view, because these three methods may be used together, and it does not rule out the possibility that ordinary people are more suitable with *the jidal* method and vice versa.

Furthermore, when viewed from the delivery form, the da'wah method is divided into three.<sup>23</sup>: 1) *Da'wah bil oral*, namely da'wah with words. For example, debates, orations, lectures, etc. 2) *Da'wah bil kitabah* is da'wah through writing. For example, religious articles, books, etc., and 3) *Da'wah bil hal*, which is da'wah carried out by direct action or action.

### Islamic Da'wah at Qatar World Cup

Qatar as one of the countries with a majority Muslim population, and the concept of da'wah displayed in the 2022 World Cup is in the public spotlight. However, the rules and activities that last for 29 days make the worldview of Islam much better. So far, the image of Islam has been distorted in Western circles to cause *Islamophobia*. Therefore, this event is an excellent opportunity for the Muslim community to introduce Islam politely and kindly. Some of the things that became public highlights, including the opening of the World Cup with the chanting of Q.S Al-Hujurat: 13, hadith murals in every corner of the city, barcodes introducing Islam from various languages in hotels, facilities for prayer in stadiums, da'wah activities in *guest centers*, bans on beer and the use of LGBTQ attributes, as well as the attitude of Qataris who greatly glorify guests

Qatar applies all three methods in Q.s. An-Nahl (16): 125 in introducing Islam, which is friendly, courteous, peaceful, and *rahmatan lil 'alamin*. The *method of mauidzah hasanah* is considered appropriate and is most widely done to introduce ordinary people who do not know about Islam. However, methods with wisdom and good rebuttal are also applied by Qatar. To know more about the analysis, it will be discussed as follows.

1. Dialogue on Inclusion and recitation of Q.s. Al-Hujurat (49): 13 in the Opening of the World Cup

The opening of the World Cup on November 20, 2022, at *Al-Bayt Stadium in Al-Khor* became the first moment that stole the public's attention. World actor Morgan Freeman

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<sup>22</sup> Shihab.

<sup>23</sup> Fahrurrozi, Faizah, and Kadri, *Ilmu Dakwah*.



also appeared with a disabled person who became a World Cup Ambassador, Ghanim Al-Muftah to present his dialogue about diversity among humanity. Viewed from the perspective of da'wah, this dialogue uses the application of methods with wisdom, *mauidzah hasanah* and *mujakan* as an excellent way to introduce Islam to the world. It begins with Morgan's statement of anxiety about the chaos on earth.

I heard something new. Not only music but also a celebratory call. This is all new; I know a country is in turmoil with families. And I stopped here.  
Then, Ghanim continued his sentence: We sent a call because everyone was welcome. This is an invitation to the whole world.<sup>24</sup>

In the conversation, Morgan represents the current social reality. There is a lot of chaos, hostility, disputes between countries, disputes, and even wars because of differences in perceptions, ways, and egoism. It is as if a man forgets what has become his nature, namely difference. Morgan asked again about the diversity on earth, "How can so many countries, languages, and cultures come together if only one way is accepted?"

"We were raised to believe that we are spread on this earth as a nation, a tribe, so that we can learn from each other and find beauty in differences," Ghanim said at the opening of the 2022 World Cup. In his dialogue, Ghanim chanted Q.S Al-Hujurat:13 as a foundation, that this is a signal to all humanity to know each other, respect each other, and even make peace with all the diversity on this earth.

Judging from the principle of da'wah communication, this dialogue applies the principle of *qaulan karima* (good words) from using polite, calm, and respectful language and rhetoric. The conversation between Morgan and Ghanim, at least representing all of humanity from different backgrounds (races, tribes, religions, cultures and others), can provide peace and new insights in this one historic moment.

## 2. Beer ban, use of LGBTQ attributes

In the world cup, Qatar always upholds its cultural and religious identity. As host, Qatar made rules about prohibiting drinking beer in public places and stadiums. Even LGBTQ attributes are banned from being shown there. This is to maintain the Islamic religious beliefs about it. In addition, Qatar also tightened the rule on women / men who dress too revealingly. This form of prohibition, in accordance with the concept of *mauidzah hasanah* by instructing all visitors to continue to follow the applicable rules. Before entering the stadium, officials check every visitor who violates these rules, politely,

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<sup>24</sup> Santri Berhias' YouTube channel, <https://www.youtube.com/watch?v=VXOxfYRCPXI> accessed on February 27, 2023.

officials confiscate some attributes that are not allowed in the stadium and its surroundings.

Furthermore, even in every hotel, Qatar prohibits unmarried couples from staying in one room. In addition to *mauidzah hasanah*, the method of *mujadilah al ahsan* is also applied, which is in the form of a refutation to the controversy of the prohibition of these two things. Although ultimately allowed with various restrictions, such as allowing LGBTQ people to watch matches in stadiums, Minister Saad's assertion that *the West cannot dictate what Qataris should believe* is included in a good argument that LGBTQ acts are illegal and incompatible with Qatari Islam.

### 3. There are Hadith Murals in Every Corner of the City

Another way Qatar can introduce Islam to the world is by displaying various murals of Prophet Muhammad's hadith in different corners of the city. As reported on the Doha News Twitter page, Qatar displays several hadiths of the Prophet Muhammad (PBUH) about compassion, almsgiving, doing good, and glorifying guests. The mural is also translated into English and printed with a simple and elegant design, making it easy for everyone to read. In the perspective of da'wah, this mural can be categorized into the type of da'wah *bil kitabah* (with writing) is passive but allows it to be adequate to the target of da'wah, because it is placed on various streets in the corner of Doha. This is one form of application of the method of da'wah *mauidzah hasanah*, and can also be interpreted as the application of the method of da'wah with wisdom. Furthermore, the existence of the mural as a reminder, especially Muslims, that Islam also applies the principle of humanity (*hablum minannas*) which teaches goodness, glory, compassion to fellow humans.

**Gambar 1 :Tangkapan Layar Unggahan Akun Twitter @DohaNews**



#### 4. Barcode Introduction to Islam in Various Hotels

Visitors who stay at one of Doha's city hotels will find a barcode displayed in each hotel room. In it, visitors are directed to a website with information about Islam from various languages (English, Spanish, French, German, Russian, Portuguese, Indian, Tagalog). In addition, the website also provides an Arabic Dictionary and Qur'an mushaf. This is through da'wah delivered by the Prophet SAW, using the *mauidzah hasanah method* with the *bil kitabah*. The Islamic introduction guide contains 67 pages, which contains various kinds of pictures and information, including what Islam is, the creation of nature, life after death, the 5 pillars of Islam, the purpose of the messenger (Book), and others.

#### 5. Introducing Islam Closer through Da'wah Activities at the *Guest Center*

Qatar allows visitors to see Islamic-Arabic culture firsthand. Visitors will see Arab cultural clothing, mosques, and Islamic historical relics in Doha. Qatar made a particular building used for its da'wah activities, namely the *Guest Center*, the only cultural center in

Doha. Muslim scholars and employees are in charge of serving visitors at each entrance to the mosque to answer visitors' questions about Islam. This became an opportunity for officers to explain Islam and change the negative image of Islam.

In its concept, Qatar follows the method of da'wah of the Prophet SAW is bil *hal* and *mauidzah hasanah*. The concept of *mauidzah hasanah* applied here is in the form of instructions and regulations from the government for all people visiting Qatar. Of course, visitors must know the rules that apply in Qatar before stopping at the place. For visitors who violate, of course, there are sanctions that the government has arranged.

#### 6. Facilities for Prayer at the Stadium

In addition to introducing Islam in Guest *Star*, Qatar also provides facilities for prayer in stadiums. As previously revealed, in addition to stadiums, mosques are very easy to find in the city of Doha. These mosques have quite complete, magnificent architecture. Not only are Muslims allowed to enter the mosque, non-Muslims are also allowed to enter the mosque and see various beauties in every corner. The staff is amiable and open to visitors who want to know about Islam. This is intended as one of the ways of *proselytizing bills* implemented by Qatar.

#### 7. Guest glorifying behavior by Qataris

In addition to applying *da'wah bil kitabah*, carrying out the rules/sharia action is needed so visitors can feel its application. It can be seen from the hadith mural about glorifying guests that Qataris also apply this. This concept uses the *mauidzah hasanah method* to deliver *da'wah bil hal*, where Qataris distribute free food and drinks to visitors after watching the match. This is what makes the visitors love Qatar so much. Even one of the visitors, on his social media, revealed that in his home country, he had never been entertained like this.<sup>25</sup>

## CONCLUSION

From the above statement, it can be concluded that in introducing Islam *rahmatan lil alamin*, the state of Qatar applies all three methods of da'wah according to Q.s. An-Nahl (16):125. The *Mauidzah hasanah* method is the most widely applied. The method with wisdom and *Mujakan al ahsan* is also applied, but more than the second method. In addition, regarding the delivery method, the three methods, namely, *oral, kitabah*, and *hal*

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<sup>25</sup> <https://www.youtube.com/watch?v=xw8zs1NBCcQ> accessed on February 27, 2023.



are also applied in various forms of da'wah during the 2022 World Cup. The author also concludes that Qatar succeeded in preaching Islam that *rahmatan lil alamin* during the 2022 World Cup. The author believes Qatar has succeeded in changing people's perception of the image of Islam previously distorted by Western countries, even though hundreds of people reportedly converted to Islam after the World Cup. In addition, the da'wah method used by Qatar has also generated peace, pleasure, and love for Islam and the state of Qatar.

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