

## Strategic Management of Prophet Lut 'Alaihissalam's Da'wah to the People of Sodom

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### Abstract

*This study aims to determine the strategic management of the da'wah of the Prophet Lut 'alaihissalam in his people, namely the sodomites. The sub-problems of the subject matter are as follows: 1. What is the story of the Strategic Management of the Da'wah of the Prophet Lut 'alaihissalam to his people? 2. How was the cultural acculturation of the habits of the sodomites during the time of Prophet Lut 'alaihissalam? The author uses a type of cultural research using qualitative descriptive data analysis, which is research intended to understand phenomena or events regarding the story of the Prophet Lut 'alaihissalam's da'wah journey. The research approaches used are, Anthropological approach, Religious approach, and historical approach. Furthermore, the method of data collection using Library Riset, the author tries to express the object discussed according to reality that happened to the story of the Prophet Lut. The result of this study is to show that there is a synergy between the steadfastness of Prophet Lut called upon his people to worship Allah only and forbid such heinous acts (homosexuality).*

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### Abstrak

Penelitian ini bertujuan untuk mengetahui manajemen strategis dakwah Nabi Lut 'alaihissalam pada kaumnya yaitu kaum sodom. Adapun sub masalah dari pokok permasalahan tersebut adalah sebagai berikut: 1. Bagaimanakah kisah Manajemen Strategis Dakwah Nabi Lut 'alaihissalam Kepada Kaumnya? 2. Bagaimanakah Akulturasi budaya kebiasaan kaum sodom masa Nabi Lut 'alaihissalam?. Penulis menggunakan Jenis penelitian kebudayaan dengan menggunakan analisis data deskriptif kualitatif, yakni penelitian yang dimaksudkan untuk memahami fenomena atau peristiwa mengenai kisah perjalanan dakwah Nabi Lut 'alaihissalam. Pendekatan penelitian yang digunakan adalah, pendekatan Antropologi, Pendekatan Religiy, dan pendekatan sejarah. Selanjutnya metode pengumpulan data dengan Menggunakan *Library Riset*, penulis berusaha untuk mengemukakan mengenai objek yang dibicarakan sesuai kenyataan yang terjadi pada kisah kaum Nabi Lut. Hasil dari penelitian ini adalah menunjukkan bahwa ada sinergi antara keteguhan dakwah Nabi Lut menyeru pada kaumnya agar mereka beribadah hanya kepada Allah *subhanahu wa ta'ala* semata dan melarang dari perbuatan keji tersebut (homoseks).

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## 1. INTRODUCTION

### 1.1. Background

Prophet Lut 'alaihissalam and homosexuals cannot be separated in the history of Islamic civilization. Because the first appearance of homosexuals was during the time of Prophet Lut 'alaihissalam. Of course, the way they approach them is also from ordinary people. For example, in the time of the Prophet Ibrahim 'alaihissalam, his method of preaching was the debate/discussion method (al-mujjadi). Like what he did to King Namrudz. Namely, having a dialogue with King Namrudz about who was most powerful, implied that the Prophet implemented a da'wah management pattern that was very relevant to the times.

However, the situation experienced by Prophet Ibrahim 'alaihissalam was different from the situation experienced by Prophet Lut 'alaihissalam. Namely, their people experience sexual deviation. As told in surah al-A'raf verses 80-82 which means:

“And (We have also sent) Luth (to his people). (Remember) when he said to them: "Why are you doing those faahisyah deeds, which no one (in this world) has ever done before you?" Indeed, you come to men to release your lust (for them), not for women, in fact you are a people who transgress limits. The answer of his people was nothing other than saying: "Expel them (Luth and his followers) from your city; indeed, they are people who pretend to purify themselves."

The verse expressly contains *ibrah*, namely that the Prophet Lut was sent to his people to do good and prevent them from evil that had never been done by any people before - sexual intercourse between men and men - an act that had never occurred to human minds except what had been said carried out by Sodom residents (Abdullah, 1994: 520-521).

Based on the explanation presented by the author. So the author is interested in discussing the Strategic Management of Prophet Luth's Da'wah 'alaihissalam" to the Sodomites.

### **1.2. Formulation of the problem**

The problem formulation from the background above is:

1. What is the Strategic Management of Prophet Luth 'alaihissam's Da'wah to His People?
2. What were the cultural habits of the Sodomites during the time of Prophet Lut 'alaihissalam?

## **2. METHOD**

This research uses a qualitative approach to explore visual objects in the stories of Prophet Luth's missionary journey to his people who had habits that were far from the faith and piety and teachings of Prophet Luth at that time. In order for the data that the author describes to be academically accountable, a certain method is needed in conducting research. With this method, it is hoped that research will be more focused and easier to study.

The methods used in this writing are as follows: a. Library Research (Library Approach) So that this research does not deviate far from existing theories and to obtain secondary data to complement the data that is already available, in this library research the author uses several literatures in the form of Al-Qur'an tafsir, books, journals, and other library materials related to my writing. b. The historical approach is one approach that is quite popular in the study of religion and comparative religion. This approach is the oldest approach and was first used to study, investigate and research religions either before the science of religion became an independent discipline or afterward. c. Anthropological Approach. This approach seeks to understand human product cultures related to religion. The extent to which religion influences culture and vice versa, the extent to which the culture of a group of people

## **3. RESULTS AND DISCUSSION**

### **3.1. Short Biography of Prophet Luth 'alaihissalam**

There is not much history explaining the biography of Prophet Luth 'alaihissalam, he was the son of Haran bin Azar, namely the biological brother of Prophet Ibrahim 'alaihissalam. Prophet Luth was born around 1950-1870 in the eastern edge of southern Iraq which was previously called Babylon. And he died in the Jordan area, which was previously known as the Sea of Luth. He had believed with Ibrahim and immigrated with him to Syria. Then Allah Subhanahu Wata'ala appointed him as a Prophet in 1900BC to

the residents of Sadum and the surrounding area to invite them to believe in Allah (Abdullah, 1994: 520).

The complete descendants of Prophet Lut are Haran bin Azar bin Nahur bin Saruj bin Ra'u bin Falij bin Abir bin Syalih bin Arfakhsyadz bin Sam bin Nuh. And initially Prophet Luth began to be sent by Allah Subhanahu Wata'ala during the time of Prophet Ibrahim 'alaihissalam. Then Luth was given instructions based on the teachings of the Prophet Abraham. As Allah says in surah al-'Ankabut verse 26, which means:

“So Luth confirmed his (prophecy). And Abraham said: Verily, I will move to the place that my Lord has commanded (me); Indeed, He is the Most Mighty, the Most Wise.”

Prophet Luth had followed the teachings of Prophet Ibrahim and fought with him to uphold the message of monotheism in Allah Subhanahu Wata'ala, therefore Luth emigrated with Ibrahim from Iraq, on the way Allah sent Luth to preach to the people of Sodom or the city of Sadum which was located in the Ardam people. And this region is known as the land of Gharzaghar.

Sadum City is one of the big cities with a very dense population and their livelihood is farming and doing various other activities, but on the other hand they have a very bad culture of behavior, like to commit sins, like to rob passing travelers, like gathering in one place to do evil and not caring about any bad deeds committed by other people (Katsir, 2002: 300-301). And while they do not believe in Allah Ta'ala.

### **3.2. Contribution of Prophet Luth 'alaihissalam in the Science of Da'wah**

The contribution of Prophet Luth 'alaihissalam in preaching to the Sadum people, was that he was the first person or one of the first prophets who was ordered by Allah Subhanahu Wat'ala to preach to homosexuals in Sadum City.

According to Hamid Ahmad Ath-Tahir, there are ten bad habits of the Prophet Lut's people, that there are ten things that caused Luth's people to be destroyed on this earth, namely: they like to defecate in the streets, under fruit-bearing trees, and on the banks of rivers, likes to undress first before defecating, farts in the middle of a crowd, slaps slaves, throws pebbles at people, displays evil openly in front of crowds, and the biggest disaster is committing homosexuality. Apart from that, it is also narrated that among the habits of Luth's people were "playing dice, racing pigeons, fighting dogs, fighting sheep, fighting cocks, entering the bath without a cloth, and reducing measures or scales. Hell awaits those who do this" (Thahir, 2012:226-227).

People who commit sins that are different from other people, namely disgusting sexual nature (homosexuals). Of course, this required unusual challenges faced by Prophet Luth 'alaihissalam. According to Ibn Kathir, they are as evil as humans. They are the people with the most infidelity and bad manners. They do not deny the evil that is happening in their midst. They do not deny what evil is happening in their midst. The bad thing they do is they don't want women. But on the contrary, they want men (homosexuals) which has never happened to the people of Prophet Adam 'alaihissalam" (Thahir, 2012: 116).

### **3.3. Management of Prophet Lut's Da'wah Strategy 'alaihissalam**

According to George R. Terry (2003:1) management is a process or framework consisting of planning, organizing, directing and controlling to achieve organizational goals by using human resources and other resources. Furthermore, Stoner stated that management is the process of planning, organizing, directing and supervising the efforts of organizational members and the use of other organizational human resources in order to achieve stated organizational goals (Robbins et al., 2009: 8).

Meanwhile, the da'wah strategy itself is a plan that contains a series of activities designed to achieve certain da'wah goals. There are two things that need to be considered in this case, namely: First, Strategy is a plan of action (a series of da'wah activities) including the use of methods and utilization of various resources or strengths. Thus, strategy is the process of preparing work plans, not yet leading to action. Second, strategies are prepared to achieve certain goals. This means that the direction of all strategic decisions is goal achievement. Therefore, before determining a strategy, it is necessary to formulate clear goals and their success can be measured.

Thus Allah subhanahu wata'ala says in surah al-'Ankabut 29 verses 28-29, which means

"And (remember) when Lut said to his people: "Indeed, you have indeed committed a very abominable deed that no one from the people before you has ever done. Is it really appropriate for you to go to a man, cheat and commit evil in a place - your meeting place? Then the answer of his people was none other than: "Come to us the punishment of Allah, if you are among the righteous."

The verse above states that homosexual behavior first appeared during the time of Luth's people. Before that, this had never happened in previous eras. This behavior is a sexual relationship that occurs between men and men of the same sex. This really goes against the nature of human birth, where Allah created human beings as male and female pairs, and created men attracted to women and vice versa. It is from the relationship between men and women that humanity develops. Therefore, homosexuality can threaten the existence of humanity. In Arabic language literature, homosexual acts are called *liwath*, taken from the name Luth, because this behavior first appeared during the time of the Prophet Luth. In fact, this term is not appropriate to attribute to Luth (even though his people did it) because it was Prophet Luth who was the most persistent in opposing and stopping this deviant behavior. More precisely, the term used in English literature is *Sodomy*, attributed to the city where the Prophet Lut's people lived (Ilyas, 2015: 41).

Most of the people of Luth or Sodom had little awareness of returning to the right path, but instead they threatened to expel the Prophet Luth and his faithful followers, and considered that they were only pretending to purify themselves. Then they also challenged the Prophet Luth to bring punishment from Allah, if Luth was truly His messenger. Such was the disobedience and arrogance of the Sadumites.

Based on the struggle of Prophet Luth's preaching to his people who had bad culture and habits in their daily lives, what is the strategic management of Prophet Luth's preaching in dealing with his people, namely starting from *akhlakul karimah* with the *bi al-qawl* and *bi al-'amal* approaches. The *bi al-qawl* approach is carried out by means of *al-tabligh* (conveying), *al-ta'lim* (teaching) and *al-irsyad* (showing), while *bi al-'amal* is carried out using *tathwir* and *tadbir*. The method of *al-tabligh* and *al-ta'lim* aims to provide enlightenment to the *mad'u* (those who are preached) through socialization, internalization and externalization of religious teachings. *Al-irsyad* is carried out for psychological problem solving through guidance. *Al-tathwir* (development) is used to develop the community, while *al-tadbir* is to organize the community to empower them. The success of a da'wah really depends on the understanding of the da'wah implementer regarding the substance and several elements above. So Prophet Lut really had a good understanding of the condition of his people, and what the real conditions of his people's needs were. A

good understanding of the elements of one's group will influence accuracy in choosing strategies and materials as well as approaches in implementing them (Maliki, 2010: 141).

**3.4. Prophet Luth's Da'wah Management Concept 'alaihissalam**

The management concept of Prophet Lut 'alaihissalam's Da'wah, with the material of validating Allah and inviting him to do good deeds and prevent vile and evil acts, especially homosexuality. For this reason, the author will detail the concept of management of Prophet Lut 'alaihissalam's preaching in this table

Stages of Da'wah	Da'wah Strategy	Planning (Plan)	Supervision	Movement
1. Preaching to his wife and children even though they disbelieve and deny the prophethood of Prophet Lut 'alaihissalam	1. Prophet Lut 'alaihissalam's preaching strategy was more about dialogue and advising them.	Initially, Prophet Lut 'alaihissalam, followed his uncle in the hijra, Prophet Ibrahim 'alaihissalam. Because there was an order to preach in the land of Sadum (Sodom). He preached with the first plan, namely to know monotheism and avoid disgraceful morals.	Prophet Luth 'alaihissalam always watched over his people. He always reminded his people not to commit homosexual acts and to always remember Allah. However, they crossed the line, they even wanted to invite Prophet Lut's guests to commit indecent acts.	Allah subhanahu wata'ala ordered the Prophet Luth 'alaihissalam and his believing people to leave the city of Sadum (Sodom) so that they would be safe from this evil.
2. Preaching to his people, reminding them to believe in Allah subhanahu wata'ala and avoid homosexual acts	2. Become a role model for them, namely that Prophet Luth 'alaihissalam did not act homosexually (marry a woman)			

**4. CLOSING**

**4.1. Conclusion**

The conclusions of this paper include;

Prophet Luth 'alaihissalam, he was the son of Haran bin Azar, namely the sibling of Prophet Ibrahim 'alaihissalam (Prophet Luth's uncle).

Prophet Lut 'alaihissalam's strategy in preaching to homosexuals was to start from akhlakul karimah with a bi al-qawl and bi al-'amal approach. The bi al-qawl approach is carried out by means of al-tabligh (conveying), al-ta'lim (teaching) and al-irsyad (showing), while bi al-'amal is carried out using tathwir and tadbir.

Prophet Luth's missionary management concept 'alaihissalam starting from strategy, preaching plans, supervision and movement, these are lessons that we must explore in depth. Material presented by Prophet Luth 'alaihissalam revolves around monotheism and avoiding disgraceful acts (homosexuality) so that they return to their nature as humans.

Prophet Lut 'alaihissalam has contributed as the first person to preach to homosexuals who have diseases beyond their nature as normal humans.

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