

The Development of Islamic Society in Makkah and Madinah: A Study of Da'wah Communication and Community Governance

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Abstract:

The journey of Prophet Muhammad SAW's da'wah (Islamic propagation) represents a significant chapter in the history of Islam, exerting a profound influence on the formation of Muslim society and the development of world civilization. This article aims to analyze the process of the Prophet's da'wah during the Makkah and Madinah periods and to examine the development of Islam throughout these two phases through a literature review approach. The research employs a library research method by utilizing various sources, including scholarly journals, books, and articles relevant to the research topic. Data collection was conducted through documentation and analysis of references related to the history of Prophet Muhammad SAW's da'wah. The findings indicate that during the Makkah period, the Prophet's da'wah primarily focused on strengthening aqidah (Islamic creed), developing moral character, and reinforcing the faith of believers. In contrast, during the Madinah period, the da'wah expanded toward establishing an organized Islamic society, strengthening the bonds of brotherhood among Muslims, and developing social, political, and legal systems based on Islamic values. The novelty of this article lies in its discussion, which not only describes the historical events of the Prophet's da'wah but also examines the continuity of da'wah strategies between the Makkah and Madinah periods and their relevance to the development of contemporary Muslim society.

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Introduction

Islam is a religion revealed by Allah SWT through Prophet Muhammad SAW as a mercy to all creation. The spread of Islam did not occur instantaneously but rather through a long and challenging process of da'wah (Islamic propagation). The Prophet's da'wah became a significant milestone in the history of Islamic development, as it led to the establishment of a society founded upon the principles of monotheism (tawhid), justice, brotherhood, and noble moral values. The Prophet Muhammad SAW's da'wah took place in two major phases: the Makkah period and the Madinah period. Each phase possessed distinct characteristics shaped by the social, cultural, and political conditions of the time. These differing circumstances required the Prophet to adopt different strategies while maintaining the same ultimate objective: spreading the teachings of Islam and establishing a faithful and righteous community.

The Makkah period represented the initial phase of the Prophet's mission and lasted for approximately thirteen years. During this stage, the primary focus of the da'wah was on strengthening aqidah (Islamic creed), reinforcing faith, and cultivating the moral character of Muslims. According to Hidayatullah et al. (2025), the Makkah period laid the essential foundation for the development of Islam by producing a generation of believers who possessed unwavering faith despite enduring various forms of persecution and opposition from the Quraysh.

The rejection of the Prophet's da'wah in Makkah was not solely driven by differences in religious beliefs but was also influenced by social, economic, and political factors. Ginda (2023) explains that the Quraysh perceived the teachings of Islam as a threat to the authority and traditions they had maintained for generations. Consequently, Prophet Muhammad SAW and his followers were subjected to intimidation, persecution, and economic and social boycotts. Despite these challenges, the Prophet continued his mission with patience and wisdom. His method of da'wah was never coercive; instead, it emphasized exemplary conduct, effective communication, and approaches that were appropriate to the conditions of society. The success of these methods demonstrates that the Prophet's da'wah was flexible and adaptable to different social contexts.

The migration (Hijrah) from Makkah to Madinah marked one of the most significant turning points in the history of Islam. According to Ishaq (2024), the Hijrah was not merely a physical relocation but also a strategic step intended to create a more conducive environment for the growth and development of the Muslim community. It represented the beginning of a major transformation in the Prophet's missionary journey.

Following the arrival in Madinah, Islam experienced rapid progress and expansion. Prophet Muhammad SAW successfully established a society based on brotherhood, justice, and tolerance. Syarif et al. (2023) argue that the formulation of the Charter of Madinah stands as clear evidence of the Prophet's success in creating a harmonious society amid ethnic and religious diversity. Previous studies have examined the Prophet's da'wah during both the Makkah and Madinah periods. Hidayatullah et al. (2025) primarily focused on the development of Islam during the Makkah phase, whereas Syarif et al. (2023) analyzed the social transformations that occurred in Madinah through the Charter of Madinah. In addition, Yulianti et al. (2025) investigated the Prophet's Hijrah from Makkah to Madinah as a pivotal event in Islamic history.

Although numerous studies have discussed the Prophet's missionary journey, most have examined each phase separately. Therefore, there is a need for research that integrates the Prophet's da'wah from the Makkah period, through the process of Hijrah, to the development of Islam in Madinah in order to provide a more comprehensive understanding of the formation of Islamic civilization during the Prophet's lifetime.

Based on the foregoing discussion, this article aims to analyze the journey of Prophet Muhammad SAW's da'wah and the development of Islam in Makkah and Madinah through a library research approach. This study is expected to provide deeper insights into the Prophet's da'wah strategies, the development of Muslim society during his lifetime, and the relevance of these missionary values to contemporary society.

Theoretical Study

Da'wah in Islam refers to the activity of inviting people to the path of Allah SWT through the dissemination of Islamic teachings with wisdom, good counsel, and exemplary conduct. According to Nasution (2013), Prophet Muhammad SAW is regarded as the shahibu ad-da'wah (the principal bearer of the Islamic mission), playing a central role in conveying divine revelation and guiding society toward a better way of life. The Prophet's da'wah was not confined to spiritual practices but likewise included social development, education, and the establishment of civilization.

The journey of Prophet Muhammad SAW's da'wah is categorized into two main phases: the Makkah period and the Madinah period. According to Kurniawan et al. (2025), these two phases possessed distinct characteristics that reflected the different social conditions encountered by the Prophet. During the Makkah period, da'wah primarily emphasized strengthening aqidah (Islamic creed) and shaping the moral character of the Muslim community, whereas in the Madinah period it evolved toward the establishment of society, governance, and the reinforcement of Muslim unity.

The Makkah period represents the initial stage of Islamic development and lasted for thirteen years. Hidayatullah et al. (2025) explain that the primary focus of da'wah during this period was the cultivation of tawhid (monotheism), moral development, and the strengthening of the companions' faith. The establishment of a strong aqidah served as the essential foundation for the continuity and future expansion of Islamic propagation. Therefore, the Makkah period is regarded as the formative stage of Islamic civilization.

According to Ginda (2023), the success of the Prophet's da'wah during the Makkah period was closely related to his ability to implement effective communication and approaches that were appropriate to the prevailing social conditions. Prophet Muhammad SAW emphasized patience, exemplary conduct, and wisdom in responding to the opposition of the Quraysh. These strategies enabled the spread of Islam to continue despite facing numerous challenges and pressures.

The Hijrah (migration) from Makkah to Madinah constitutes one of the most significant events in the history of Islamic development. Ishaq (2024) explains that the Hijrah should not merely be understood as a physical relocation but also as a form of social transformation and a strategic da'wah initiative aimed at creating an environment more conducive to the growth of Islam. The migration marked the beginning of the establishment of a stronger and more organized Muslim community.

During the Madinah period, Prophet Muhammad SAW successfully built a society founded on the principles of brotherhood, justice, and tolerance. According to Syarif et al. (2023), the Charter of Madinah became a crucial instrument for promoting social transformation by regulating relationships among communities of different religious and ethnic backgrounds. Meanwhile, Mastori et al. (2021) argue that the achievements of the Prophet's da'wah in Madinah was supported by the balanced integration of spiritual leadership and political leadership. Furthermore, the values embodied in the Prophet's da'wah remain highly relevant in contemporary society. Amelia et al. (2024) explain that the methods of teaching and character development employed by Prophet Muhammad SAW such as exemplary conduct, dialogue, and habituation continue to be applicable within the context of modern Islamic education. This demonstrates that the Prophet's da'wah holds not merely historical importance as well as enduring educational and social values that can serve as guidance in addressing the challenges faced by contemporary society.

Method

This study employs a qualitative approach using library research as its research design.

Library research was chosen because the data were obtained from various written sources, including scholarly journals, research articles, and references related to the journey of Prophet Muhammad SAW's da'wah and the development of Islam in Makkah and Madinah. This approach is intended to provide an in-depth understanding of the historical events and da'wah strategies implemented by the Prophet.

The qualitative research method was adopted because the study focuses on understanding and interpreting information gathered from existing literature. Through this approach, the researcher is able to analyze various concepts, theories, and findings from previous studies concerning the Prophet's da'wah during the Makkah and Madinah periods.

The literature review was conducted by examining scholarly journals that discuss the history of the Prophet's da'wah, the development of Islam during the Makkah and Madinah periods, the Hijrah (migration), and the social transformations that occurred during the lifetime of Prophet Muhammad SAW. The sources used were selected from relevant national academic journals and other references closely related to the research topic in order to ensure the reliability and validity of the data.

The theoretical framework of this study is based on the theory of Islamic da'wah proposed by Nasution (2013), which identifies Prophet Muhammad SAW as *shahibu ad-da'wah* (the principal bearer of the Islamic mission). This theory explains that the Prophet was the central figure in the dissemination of Islam, employing various da'wah methods that were adapted to the social conditions of the communities he encountered. The theory is used to analyze the strategies implemented by the Prophet throughout both the Makkah and Madinah periods.

In addition to da'wah theory, this study also adopts the concept of Islamic development during the Makkah and Madinah periods as explained by Hidayatullah et al. (2025) and Kurniawan et al. (2025). According to this concept, the da'wah during the Makkah period primarily focused on strengthening aqidah (Islamic creed) and reinforcing faith, whereas the Madinah period emphasized the establishment of an Islamic society and the development of broader social systems. Furthermore, this research incorporates the theory of social change presented by Syarif et al. (2023). This theory argues that the Prophet's da'wah in Madinah brought about significant social transformation through the establishment of the Charter of Madinah, which served as the foundation for a harmonious, just, and tolerant society. The theory is applied to analyze the development of Muslim society during the Madinah period.

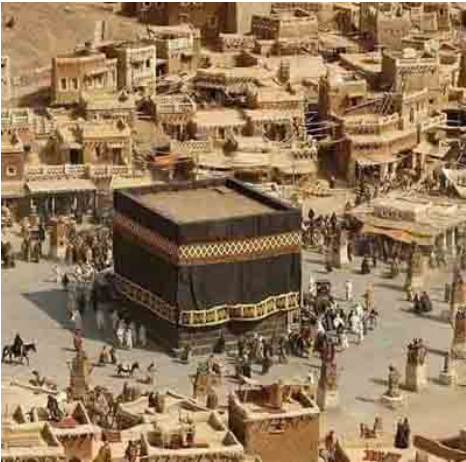
Data collection was carried out using the documentation method. This technique involved gathering various written sources, including scholarly journals, scientific articles, and other references relevant to the research topic. The collected data were then classified according to discussions on the Makkah period of da'wah, the Prophet's Hijrah, the development of Islam in

Madinah, and the da'wah strategies employed by Prophet Muhammad SAW.

The collected data were analyzed using content analysis techniques. The analysis involved examining, comparing, and interpreting information obtained from the literature in order to develop a systematic understanding of the Prophet's da'wah journey and the development of Islam in Makkah and Madinah. The findings are subsequently presented descriptively to provide a comprehensive overview of the research topic.

Results and discussion Results

Table 1. Visual Representation of Prophet Muhammad SAW's Da'wah Journey and the Development of Islam in Makkah and Madinah

 (a). Da'wah during the Makkah Period Source: https://share.google/yA4Un0BRo9yHEK4IJ	 (b). Economic Development in Madinah Source: https://share.google/5WAmIICpt1UsENIND
 (c). The Growth of Islam During the Lifetime of Prophet Muhammad SAW	

Source: https://share.google/bU5bw0E53MH4CB131	(d). The Hijrah Route from Makkah to Madinah Source: https://share.google/yA4Un0BRo9yHEK4IJ
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Research Findings

Based on the literature review conducted on various journals and scholarly sources discussing the journey of Prophet Muhammad SAW's da'wah, the findings indicate that the development of Islam during the Prophet's lifetime took place through two major phases: the Makkah period and the Madinah period. These two phases possessed distinct characteristics in terms of objectives, methods, challenges, and outcomes. Such differences demonstrate that Prophet Muhammad SAW implemented da'wah strategies that were adapted to the social conditions of the communities he encountered.

The findings reveal that the Makkah period served as the stage for establishing the foundation of the Muslim community's faith. During this period, the Prophet's da'wah focused on strengthening aqidah (Islamic creed), instilling the values of tawhid (monotheism), and fostering moral character within society. Arab society during the Jahiliyyah era was still heavily influenced by idol worship, tribal fanaticism, and various social practices that contradicted humanitarian values. Therefore, Prophet Muhammad SAW initiated his mission by instilling belief in Allah SWT as the fundamental basis for social transformation.

Furthermore, the findings indicate that the success of da'wah during the Makkah period was not measured solely by the number of followers but rather by the formation of the first generation of Muslims who possessed strong faith and were prepared to struggle in defense of Islamic teachings. The companions who were nurtured during the Makkah period later became influential figures in the subsequent development of Islam.

Throughout the Madinah phase, the findings reveal that Muhammad SAW's da'wah broadened substantially. It was no longer confined to spiritual matters but also encompassed social, political, economic, educational, and interfaith relations. Prophet Muhammad SAW successfully established a united society through the brotherhood between the Muhajirin (Migrants) and the Ansar (Helpers). Moreover, the formulation of the Charter of Madinah provided evidence that Islam was capable of establishing a

social system that respected diversity and upheld justice.

The findings also show that the development of Islam during the Madinah period brought about profound social transformation. Islam evolved not merely as a religion but also as the foundation of a civilization that significantly influenced world development. Various aspects of social life were regulated according to Islamic principles, resulting in a society that was more just, peaceful, and prosperous. Overall, the findings indicate that the Prophet Muhammad SAW's da'wah in Makkah and Madinah constituted interconnected and inseparable processes. The Makkah phase laid the foundation of faith, while the Madinah phase represented the implementation of Islamic values in both social and governmental life.

The Prophet Muhammad SAW's Da'wah during the Makkah Period

The Makkah period was the first phase of Prophet Muhammad SAW's da'wah and lasted for approximately thirteen years. According to Hidayatullah et al. (2025), the primary objective of da'wah during this period was to introduce the doctrine of tawhid to Arab society, which at that time remained in a state of Jahiliyyah (pre-Islamic ignorance). Prophet Muhammad SAW sought to transform the people's worldview from idol worship to exclusive devotion to Allah SWT.

At the initial stage, the da'wah was conducted secretly. This strategy was adopted because the Quraysh community strongly opposed the teachings of Islam. The first individuals to accept the Prophet's message were Khadijah bint Khuwaylid, Ali ibn Abi Talib, Abu Bakr As-Siddiq, and Zayd ibn Harithah. As the number of followers increased, Prophet Muhammad SAW began proclaiming Islam publicly.

Kurniawan et al. (2025) explain that the public proclamation of Islam provoked opposition from the Quraysh. They rejected the new religion because they believed it threatened the traditions inherited from their ancestors and could diminish the influence of Quraysh leaders. Consequently, the Prophet and his companions faced various forms of persecution, including verbal abuse, physical torture, economic boycotts, and even assassination attempts.

According to Ginda (2023), despite encountering numerous challenges, Prophet Muhammad SAW consistently demonstrated patience and wisdom in carrying out his mission. He never responded to the Quraysh's hostility with violence; instead, he continued to convey the teachings of Islam through a gentle and wise approach. Basrah and Ramdhani (2024) state that the Makkah period represented the formative stage of Muslim character development. During this phase, the companions were educated to possess steadfast faith, patience, and readiness to endure various trials. The education

provided by Prophet Muhammad SAW during the Makkah period laid the foundation for the emergence of a generation distinguished by strong faith and moral excellence.

Furthermore, Nasution (2013) explains that the achievements of the Prophet's da'wah in Makkah was closely linked to his exemplary leadership. Prophet Muhammad SAW conveyed Islamic teachings not only through words but also through his actions and daily conduct. His honesty, trustworthiness, patience, and compassion inspired increasing confidence in the message he delivered.

The Makkah period also highlights the importance of communication strategies in da'wah. Prophet Muhammad SAW understood the conditions of the society in which he lived and communicated the message of Islam gradually. This approach enabled the message to be accepted by part of the community despite widespread opposition. Therefore, the Makkah period played a crucial role in the history of Islamic development, as it established the spiritual and moral foundations of a resilient Muslim community.

The Prophet Muhammad SAW's Da'wah during the Madinah Period

The Hijrah of Prophet Muhammad SAW from Makkah to Madinah marked the beginning of the establishment of a more organized Islamic society. According to Ishaq (2024), the Hijrah was a strategic step undertaken by Prophet Muhammad SAW to protect the Muslim community from the persecution of the Quraysh while simultaneously creating opportunities for the broader development of Islamic da'wah.

Upon his arrival in Madinah, Prophet Muhammad SAW immediately established a mosque as the center of Muslim community activities. The mosque functioned not only as a place of worship but also as a center for education, consultation, and community development. Its existence played a vital role in strengthening the unity of the Muslim community. One of the Prophet's most significant policies in Madinah was the establishment of brotherhood between the Muhajirin (Migrants) and the Ansar (Helpers). This policy aimed to eliminate social differences and strengthen solidarity among Muslims. The bond of brotherhood successfully created a society in which individuals supported and assisted one another.

Syarif et al. (2023) explain that one of the Prophet's greatest achievements during the Madinah period was the formulation of the Charter of Madinah. This charter became the foundation for coexistence among the diverse communities and religious groups living in Madinah. It demonstrates that Islam promotes tolerance, justice, and respect for the rights of all members of society.

Azhar (2017) states that the Prophet's model of da'wah in Madinah emphasized the values of *ukhuwah basyariyah* (universal human brotherhood) and *ukhuwah wathaniyah* (national solidarity). The purpose of da'wah was not only to strengthen relationships among Muslims but also to establish harmonious relations with other communities.

According to Mastori et al. (2021), Prophet Muhammad SAW successfully integrated da'wah with political leadership, resulting in the establishment of a system of governance founded upon Islamic values. This leadership placed consultation (*shura*), justice, and public welfare as its fundamental principles. During the Madinah period, Islam also experienced significant economic development. Prophet Muhammad SAW promoted honesty in trade and prohibited economic practices that harmed society. The economic system he established was intended to create prosperity and reduce social inequality.

In the field of education, Prophet Muhammad SAW transformed the mosque into a center of learning. The companions received religious instruction directly from the Prophet, demonstrating that education occupied a central position in the development of Islamic civilization.

The success of da'wah during the Madinah period proves that Islam is a religion that governs every aspect of human life. It regulates not only the relationship between humanity and Allah SWT but also the relationships among human beings.

Discussion

The findings of this research show that Prophet Muhammad SAW's da'wah developed according to the social circumstances encountered during his mission. In the Makkah phase, the primary concern of da'wah was the reinforcement of aqidah (Islamic creed) and the spiritual formation of the Muslim community. Meanwhile, during the Madinah phase, its scope became broader and included the establishment of society as well as the advancement of Islamic civilization.

These findings correspond with the study conducted by Amelia et al. (2024), which states that the educational methods introduced by Prophet Muhammad SAW continue to have relevance in present-day society. His educational practices emphasized exemplary behavior, character formation, and human-centered interaction. Such principles are still applicable in contemporary educational settings.

The present study also confirms the findings of Hidayatullah et al. (2025), who explain that the Makkah phase served as the foundation for Islamic faith. The strength of aqidah developed during this period later became an essential factor in supporting

the growth of Islam. Likewise, the results are consistent with Ginda (2023), who highlights the importance of effective communication in the Prophet's mission. The achievements of Prophet Muhammad SAW in spreading Islamic teachings were closely associated with his understanding of social realities and his ability to apply approaches suited to the needs of the community.

This article further strengthens the research of Syarif et al. (2023), which recognizes the Charter of Madinah as an important instrument in encouraging social change. Through this charter, peaceful coexistence among the diverse communities of Madinah was successfully maintained.

Moreover, the results are in agreement with Azizah and Yudhistira (2025), who argue that the principles embodied in the Charter of Madinah are closely related to modern concepts of human rights. Values such as justice, equality, and respect for diversity had already been implemented by Prophet Muhammad SAW centuries ago.

This research also shares similarities with Basrah and Ramdhani (2024), who explain that prophetic civilization reached its highest development through the continuity between the Makkah and Madinah periods. Both phases complemented each other in forming an ideal Islamic society. However, unlike several previous studies that focused only on one period, this article combines both phases to present a broader understanding of Prophet Muhammad SAW's da'wah journey.

Another difference of this article lies in its analytical emphasis. While many earlier studies concentrated mainly on historical chronology, this research also examines the influence of the Prophet's da'wah on education, politics, social development, and the wider progress of Islamic civilization. The novelty of this study is reflected in its effort to connect the Prophet's missionary experiences with the realities of contemporary society. Values such as tolerance, brotherhood, social justice, character education, and effective communication continue to provide valuable lessons for modern communities.

Furthermore, this article demonstrates that the methods employed by Prophet Muhammad SAW were flexible and responsive to changing social conditions. This indicates that Islamic propagation was never rigid but consistently considered the circumstances and needs of society.

The Prophet's accomplishment in establishing the multicultural society of Madinah also offers important lessons for modern communities living in diversity. The principles of unity and tolerance practiced by Prophet Muhammad SAW may serve as valuable references for maintaining social harmony in the age of globalization.

Therefore, the results of this study indicate that the journey of Prophet

Muhammad SAW's da'wah in Makkah and Madinah contains not only historical importance but also universal values that remain meaningful today. The emphasis on exemplary conduct, education, brotherhood, and justice became significant factors contributing to the advancement of Islam during the Prophet's lifetime.

Conclusion

The journey of Prophet Muhammad SAW's da'wah during the Makkah and Madinah periods played a crucial role in the development of Islam. In the early phase of Islamic preaching in Makkah, Prophet Muhammad SAW emphasized the reinforcement of faith, the cultivation of noble character, and the development of monotheistic values within the Muslim community. The numerous challenges and opposition he encountered did not prevent him from continuing to convey the message of Islam with patience and wisdom.

The Hijrah from Makkah to Madinah marked a significant turning point in the history of Islamic propagation. The Hijrah represented not only a physical migration but also a transformation in da'wah strategy that enabled the establishment of a stronger and more organized Muslim society.

During the Madinah period, the Prophet's da'wah expanded considerably with the establishment of social, political, and legal systems founded upon Islamic teachings. Prophet Muhammad SAW successfully fostered social unity through the brotherhood between the Muhajirin (Migrants) and the Ansar (Helpers) and formulated the Charter of Madinah as the basis for communal life that upheld the principles of justice and tolerance.

Based on the findings of this study, it can be concluded that the success of Prophet Muhammad SAW's da'wah was determined not only by the dissemination of religious teachings but also by his ability to promote gradual social transformation and foster unity within society. The da'wah strategies implemented by Prophet Muhammad SAW remain highly relevant to contemporary society and can serve as exemplary models for the development of Islamic propagation in the present day.

Suggestions

Drawing upon the result of the study, a number of suggestions may be offered. Regarding academics as well as future researchers, studies on the journey of Prophet Muhammad SAW's da'wah are expected to be further developed by adopting broader approaches, such as historical, sociological, and da'wah communication

perspectives, in order to produce more comprehensive and in-depth analyses.

Second, for educators and Islamic educational institutions, the values embodied in Prophet Muhammad SAW's da'wah during the Makkah and Madinah periods can serve as valuable learning resources for character development among students. The exemplary conduct of Prophet Muhammad SAW in carrying out da'wah can be integrated into the educational process through the promotion of moral values, tolerance, and the spirit of brotherhood.

Third, for Islamic preachers (*da'i*) and the Muslim community, the da'wah strategies of Prophet Muhammad SAW, which emphasize wisdom (*hikmah*), patience, dialogue, and exemplary conduct, should continue to be developed in addressing the increasingly complex challenges of modern society. Da'wah should not only be carried out through sermons but also through behavior that reflects Islamic values.

Fourth, the advancement of information technology in the modern era should be utilized as an effective medium for da'wah. Digital media can serve as a platform for disseminating moderate and peaceful Islamic values that are in accordance with the teachings of the Qur'an and the Sunnah.

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