Da'wah Strategy as an Effort to Preserve the Environment

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Abstract.

Environmental pollution is a common problem that is important to solve because it involves safety, health, and human survival. Anyone can play a role and take responsibility for solving this problem. Strategies and concrete steps are needed to prevent environmental damage that is getting worse. Da'wah is one way to preserve the environment. For this goal, da'wah needs qualified preachers who have broad minds, insights, and knowledge. Preserving the environment and minimizing environmental damage also needs maximum efforts in the form of increasing public awareness by creating synergy between them and their initiatives.

Keywords: Strategy; Da'wah; Environment