



The Art of Communication of the Prophet Muhammad in the Hadist: Strategies for Building Social Relationships and Preaching

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Abstract

Communication is an important aspect of social and religious life, especially in the context of Islamic preaching. The Prophet Muhammad SAW is known as a skilled communicator who was able to convey the teachings of Islam with wisdom, empathy, and effective strategies. Through the hadiths that record his communication practices, Islamic communication values can be found that touch not only spiritual aspects, but also social and psychological aspects. The Prophet's communication skills not only succeeded in building harmonious relationships with his followers but also laid the foundation for an inclusive and transformative da'wah. This study aims to examine the principles and strategies of the Prophet's communication as reflected in authentic hadiths and to explore their relevance in building social relationships and conveying da'wah in the contemporary era. The research methodology employs a qualitative approach using library research. Primary sources include hadith collections such as *Ṣaḥīḥ al-Bukhārī*, *Ṣaḥīḥ Muslim*, and works by classical and contemporary scholars in the fields of Islamic communication and da'wah. The research findings indicate that the Prophet's communication art is based on values such as i) honesty, ii) firmness with kindness, iii) empathy, iv) the use of analogies (*tamtsīl*), v) strategic silence, and open dialogue. The implications of this research indicate that the principles of the Prophet's communication, as recorded in the hadith, remain highly relevant for application in contemporary contexts such as education, digital da'wah, leadership, and interpersonal relationships. The integration of these prophetic communication values can serve as a solution to the ethical communication crisis and social fragmentation occurring in the modern era.

INTRODUCTION

Communication is the main foundation in human interaction. In the context of Islam, communication is not only seen as a means of exchanging information, but also as the main medium in conveying teachings, building social relationships, and driving changes in behavior and civilization (Dzulhusna et al., 2022; Marwah, 2021).

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The Prophet's hadiths record various forms of his communication that are full of meaning, both verbal and nonverbal (Samsudin & Putri, 2023). The Prophet's ability to choose words, convey reprimands with wisdom, have open dialogues, and show empathy in speaking are important elements that deserve to be studied scientifically. In the midst of the rigid, harsh, and hierarchical Jahiliyah society, the Prophet was able to build soft, inclusive, yet firm and transformative communication. This is what then made his da'wah widely accepted and formed the foundation of Islamic civilization (Arifin & Sofa, 2024).

In the modern era, communication challenges are increasingly complex with the presence of digital media, social polarization, and ethical crises in interaction. In this situation, the values of prophetic communication exemplified by the Prophet Muhammad SAW become increasingly relevant. Therefore, it is important to re-examine the art of communication of the Prophet Muhammad SAW as recorded in the hadith, so that it can be adapted in the context of building contemporary social relations and humanistic, inclusive, and ethical da'wah (Rohmah, 2021; Wandī, 2020). Communication is a fundamental element in human life that influences various aspects of social relations, both in the family, society, and state. In Islam, communication is not only seen as a tool for conveying information, but also as a means to build mutually beneficial relationships, strengthen social ties, and achieve peace. The Prophet Muhammad SAW, as a role model for Muslims, provides a perfect example in this regard through his various interactions recorded in the hadiths he taught (Nurfatmawati, 2020).

As a messenger of Allah SWT, the Prophet Muhammad not only taught aspects of religion, but also set a perfect example in communicating with the people. He used various methods of communication that were effective, full of wisdom, and prioritized the welfare of the people, both in verbal and non-verbal aspects (Prasetyo et al., 2025). The hadiths that contain instructions on how to communicate reflect a patient, wise, and compassionate attitude, which is the foundation for Muslims in building harmonious relationships with others. One hadith that shows this is the words of the Prophet Muhammad SAW: "Convey from me even if it is only one verse" (HR. Bukhari). This hadith emphasizes the importance of communication as a means of preaching and spreading knowledge that is beneficial to the people. A number of great scholars, such as Imam al-Ghazali (2004) in his monumental work *Ihya' Ulum al-Din*, emphasizing the importance of ethics in communication, which includes honesty, sincerity, and self-control in speaking. Al-Qaradawi (2006), in his book *The path of Dawlah and Islam*, also mentioned that good communication is communication that brings people closer to goodness, regardless of differences in social status, religion, or ethnicity. In this context, the communication carried out by the Prophet was not only aimed at conveying a message, but also to strengthen emotional relationships, build mutual understanding, and create a sense of security among his people (Mahmud, 2024; Silaen et al., 2025).

In addition to the ethical values of communication contained in the hadith, the way the Prophet Muhammad SAW communicated also reflects a deep understanding of human psychology and the social needs of his people. In many of his interactions, the Prophet Muhammad SAW not only conveyed religious messages, but also showed deep concern for the emotional and psychological conditions of his interlocutors (Haflisma et al., 2023). For example, in a hadith narrated by Anas bin Malik, the Prophet Muhammad SAW once spoke gently to a small child who was feeling anxious, gave him full attention, and comforted the child in a very humane way (HR. Bukhari). This shows that effective communication does not only depend on the words used, but also on empathy, attention to the feelings of others, and adjusting the communication style to the situation and condition of the interlocutor. Furthermore, the Prophet SAW also taught the importance of clear and

unambiguous communication. In many hadiths, he emphasized the importance of delivering messages that are easy to understand and do not cause misunderstandings. For example, in his saying: "Indeed, one form of lying is speaking without clear knowledge" (HR. Muslim). This confirms that honest communication based on correct knowledge is the main principle in communication, which not only prevents slander, but also maintains harmony between people (Meilia et al., 2024; Yun & Amir, 2018).

Contemporary scholars such as Dr. Abdul-Rahman al-Sa'di (2003) also emphasize that communication in Islam, as exemplified by the Prophet, should not be limited to conveying information alone, but also includes efforts to build relationships of mutual trust and respect between individuals. In this context, Islamic preaching is not only an invitation to follow religious teachings, but also invites people to build a harmonious and compassionate society, through effective communication and attention to diversity (Khalid & Ahmad, 2021). Thus, communication taught by the Prophet SAW is more than just a way to convey a message. It is an art that includes managing emotions, using appropriate language, and the ability to adjust the way of speaking according to the social and cultural context. This shows that the communication methods used by the Prophet were not only relevant in his time, but can also be applied in the modern world which is full of communication challenges, both in personal, social, and preaching contexts (Akhtar et al., 2017).

METHODS

This study uses a qualitative approach with a literature study method to explore the principles of communication taught by the Prophet Muhammad SAW through the hadiths that are narrated. The qualitative approach was chosen because it allows for in-depth analysis of the hadith texts and their interpretations in the context of effective communication and their relevance in building social relations between people. The data used in this study comes from two main types of references: Hadiths of the Prophet Muhammad SAW: The researcher examines a number of hadiths that are relevant to communication, both those related to social interaction, preaching, and fostering relationships with friends and people in general. These hadiths are taken from authentic hadith books such as *Sahih Bukhari*, *Sahih Muslim*, and *The name of Abu Dawud*. Supporting Literature: In addition to hadith, the researcher also refers to the works of classical and contemporary scholars who discuss the ethics of communication in Islam, such as the works of al-Ghazali, al-Qaradawi, and the writings of Islamic communication experts (Darmawan, 2024; Engkizar et al., 2022, 2024; Jaafar, 2016; Kasmar et al., 2019; Kurniawaty et al., 2024; Mutiaramses, 2025; Rahmah et al., 2024). These references provide additional insight into the interpretation and application of communication in Islam in general. The hadith selection process was carried out by selecting hadiths that contain teachings about the principles of communication used by the Prophet Muhammad in various aspects of life, both in speaking to individuals and the wider community. The selection criteria are based on hadiths that show effective and wise communication patterns, as well as the relevance of the Prophet's teachings in building good relationships between people. The analysis method used is content analysis of the selected hadith texts. The researcher analyzes the meaning contained in each hadith related to communication, with a focus on principles such as honesty, patience, politeness, and self-control in communicating.

RESULT AND DISCUSSION

Honesty (Ṣidq) as the Foundation of Prophetic Communication

Honesty is one of the most prominent and fundamental cores of the Prophet's communication. Before being appointed as a prophet, the Prophet was widely known by the people of Mecca with the titles al-Amīn (the trustworthy) and aṣ-Ṣādiq (the honest) (Husniyah, 2019). This shows that the trait of honesty is not only part of the da'wah strategy, but has also been embedded in his character from the beginning. In the context of communication, honesty is not only related to the content of the message, but also includes sincerity of intention, consistency of attitude, and moral responsibility for the impact of every word conveyed (Siregar & Sikumbang, 2025).

The Prophet's Hadith narrated by Bukhari and Muslim states:

"Truly honesty leads to goodness, and goodness leads to heaven. Someone who always speaks honestly will be recorded in the eyes of God as a truthful person (Ṣiddiq)."

This hadith shows that honesty is the starting point of the process of forming a noble character, and in communication, honesty creates trust, strengthens credibility, and makes it easier for the listener to accept the message. The Messenger of Allah never said anything except what was true and could be proven, and he maintained consistency between words and actions. In preaching, he never used deception, manipulation, or empty rhetoric. Instead, every word he said reflected a commitment to divine truth and social responsibility. In various social interactions, the honesty of the Messenger of Allah was the main example. When he promised something, he kept it (Saadah et al., 2025). When he promised the people, he fulfilled it without any reason. Even when under pressure or facing opponents, he did not sacrifice the truth for momentary interests. This is what made his preaching messages easy to accept and touching, because people felt the authenticity, honesty, and integrity in every word he said. In the context of modern society, where public trust is often eroded by hoaxes, hate speech, and manipulative communication the value of honesty becomes very relevant to be revived. Honesty is not only an individual ethic, but also a main pillar in building healthy, constructive, and blessed social communication (Hibrizi, 2024). Therefore, emulating the honesty of the Prophet in communication is not only a moral choice, but a social necessity to create a civilized civilization.

Polite Assertiveness in the Prophet's Communication: Harmony between Principle and Compassion

The Prophet Muhammad SAW was known as an extraordinary communicator, because he was able to display a perfect blend of firmness of principle and politeness in delivery. In the context of Islamic communication, this is referred to as al-ḥilm ma'a al-ḥazm namely gentleness that does not eliminate firmness, and firmness that does not eliminate gentleness (Mubasyaroh, 2017). The Prophet's firmness was apparent in various situations, especially when conveying the truth that confronts falsehood. He did not compromise on the basic values of Islam, such as monotheism, justice, and trustworthiness. However, in conveying it, he still showed noble morals, was not rude, and was far from insulting. One famous example is when the Quraysh leaders offered him a compromise (in the form of power, wealth, and women) to stop preaching, then he answered firmly:

"By Allah, if they put the sun in my right hand and the moon in my left hand so that I leave this matter (da'wah), I will not leave it until Allah makes it manifest or I perish because of it."

(HR. Ibn Hisham)

This response shows the firmness of principle and commitment to the mission of da'wah, but is delivered without hurtful words. There is no cursing, just a strong but polite and respectful rejection (Ulfa et al., 2025). This is a form of polite assertiveness which exemplifies that conveying the truth does not have to be with verbal violence. In everyday life, the Prophet also reprimanded his companions in an educational way. When a companion behaved impolitely or made a mistake, the Prophet did not immediately scold him in public, but reprimanded him with a gesture, a counter question, or wise guidance. The hadith narrated by Bukhari and Muslim illustrate many ways in which he used a wise approach to improve the morals of his companions without humiliating them. This value of polite assertiveness is very relevant in today's era, where many conflicts arise from conveying the truth in a harsh or demeaning manner (Arifin & Sofa, 2024.; Kak, 2025). Assertiveness without politeness can turn into arrogance, while gentleness without principle can become weak. The Prophet taught balance: speaking the truth firmly, but remaining friendly and affectionate. This is a form of prophetic communication that can change hearts, not just win arguments.

Empathy in the Communication of the Prophet SAW: Touching the Heart with Sincerity

Empathy is the ability to understand and feel the emotional state of others, and respond to it with concern. In the context of the Prophet's communication, empathy is not only a psychological aspect, but is the core of his approach to preaching and social interaction (Hutagalung et al., 2025). The Prophet was able to enter into the feelings of others, read their mental state, and adjust words and expressions appropriately, so that the message conveyed not only reaches the mind, but also touches the heart (Saputra, 2025). One real example of the Prophet's empathy is recorded in the hadith when he received a Bedouin Arab who was urinating in the mosque. The companions immediately wanted to stop him roughly, but the Prophet prevented them and said:

"Let him finish, then rinse him with water."

Then he gently explained to the man about the sanctity of the mosque (Narrated by Bukhari and Muslim). The Prophet's attitude showed an extraordinary ability to control emotions and put himself in the shoes of others, understand ignorance, and provide guidance without making people feel insulted. The Prophet's empathy was also seen when he received guests, talked to children, or delivered sad news. He never interrupted, always looked at the face of the person he was talking to, and showed full attention, even to people who were considered socially inferior. Even to the enemies of his da'wah, the Prophet still showed appreciation and avoided personal insults (Somad, 2021). In various hadiths, it is said that the Prophet often cried with people who were grieving and smiled when he met people who were happy, as a form of high social empathy.

The Use of Analogy (Tamtsil) in the Communication of the Prophet SAW: Conveying Meaning in an Enlightening Style

In the art of communication, analogy (tamtsil) is a technique of conveying a message by comparing something abstract or difficult to understand with something concrete, close, and easy to imagine (Anas & Adinugraha, 2017). The Prophet Muhammad (PBUH) used this technique effectively in conveying Islamic teachings to various groups, so that complex meanings become easy to understand and touch the heart. This strategy proves that the Prophet (PBUH) understood very well the psychology of communication and the character of his audience. One example of a famous analogy used by the Prophet was when he explained the importance of the five daily prayers, as narrated in a sahih hadith:

"What do you think if there was a river in front of one of you's house and he bathed in it five times a day, would there still be any dirt on his body?" They said, "Not even a little." The Prophet said, "That is the example of the five daily prayers, by which Allah erases sins."

(HR. Bukhari and Muslim)

The analogy illustrates how prayer functions as a spiritual cleanser, just as water cleanses the body. The message is easy to understand because it relates to the daily experience of the Arab people who lived in dusty areas and understood the importance of bathing (Rian et al., 2022). This shows that the Prophet formulated his message by considering the cultural realities and backgrounds of his audience. Another example is when the Prophet explained the relationship between believers and love. He said:

"The example of the believers in their love, affection and tenderness for each other is like one body: if one part of it aches, the whole body suffers with sleeplessness and fever."

(HR. Muslim)

This body analogy illustrates the value of social solidarity and empathy in the Muslim community, which is more relevant than just a normative command. Tamtsil like this not only explains, but brings meaning to life through imagination and feeling (Taufikurrohmah et al., 2023). In the context of modern communication, the technique of tamtsil is very important, especially in education, da'wah, and counseling. With the right analogy, ethical, spiritual, or social messages become more down to earth, interesting, and easy to internalize. The Prophet Muhammad gave an example that language does not have to be stiff and formal, but can be made creative, visual, and full of meaning, as long as it does not deviate from the truth.

Therefore, the use of analogies in the Prophet's communication reflects linguistic, pedagogical, and psychological intelligence (Jamilin et al., 2017; Mokhtar et al., 2021). It shows that the success of preaching is not only determined by the content of the message, but also by the way of delivery that is able to bridge the audience's reason and feelings. This value of empathy is very important in the context of modern communication. In the midst of an increasingly individualistic and judgmental society, empathy is the key to building healthy dialogue, deep relationships, and creating a sense of security and respect in interactions. Empathy also prevents communication from being aggressive, sarcastic, or indifferent which often causes social wounds. Thus, the Prophet's empathy-based communication is a real example that successful communication is not only about conveying a message, but also about understanding and caring for the feelings of others. This principle is very relevant in preaching, education, public service, and daily life to create harmonious and meaningful relationships (Usman et al., 2019).

Strategic Silence in the Prophet's Communication: The Wisdom Behind Silence

In the tradition of prophetic communication, silence does not mean being passive or not knowing how to answer, but is often the highest form of wisdom. The Prophet Muhammad (PBUH) was known as a very selective person in speaking; he never spoke except in the truth, and chose to remain silent at the right time as part of a communication strategy that contained wisdom (Ismail et al., 2024). His silence was not because he did not have an answer, but rather as a way to control the situation, hold back emotions, provide space to think, or show disagreement without hurting others. In the hadith of Bukhari and Muslim, it is mentioned:

"Whoever believes in God and the Last Day, let him speak good or remain silent."

This hadith illustrates the Prophet's principle that speech should be valuable, and silence is a better choice if words will only bring harm. In many narrations, the Prophet used silence to respond to questions that provoked emotions, or when others were not ready to accept a direct answer (Jufri & Ahmad, 2023). For example, when a companion said something inappropriate in front of the Prophet, he often did not immediately interrupt or reprimand him openly, but chose to remain silent with a certain expression that contained meaning, such as bowing, turning away, or showing disapproval in a subtle way (Zulaiha, 2024). This teaches that Nonverbal communication can also be a means of conveying moral messages, especially if done with the intention of educating without embarrassing.

The Prophet also used silence in the negotiation or debate process, to give space to the other person to think again or realize their mistake (Samosir et al., 2023). Silence in this case functions as a tool to control the situation, not a form of weakness. In certain conditions, silence can ease tension, avoid conflict, and show high emotional maturity. In the context of modern communication, especially in the era of reactive social media, strategic silence is an important skill. Not all issues need to be responded to immediately; sometimes, silence is wiser than responding emotionally or hastily. The Prophet has given an example that silence can also be a strong form of communication, if it is based on awareness, good intentions, and wisdom.

Open Dialogue in the Communication of the Prophet SAW: A Space for Listening, Embracing, and Changing

The Prophet Muhammad SAW was known as a communicator who not only conveyed, but also listened attentively and opened up a dialogue space for anyone whether his companions, Quraysh leaders, ordinary people, even children and polytheists (Khalid & Ahmad, 2021). The principle of open dialogue is a reflection of his inclusive, fair, and compassionate morals in dealing with differences of opinion or doubt. In many hadiths, the Prophet Muhammad gave the opportunity for the person he was talking to to ask questions, raise objections, and even politely oppose (Engkizar et al., 2024). A famous example is when a young man came to the Prophet and said, *"O Messenger of Allah, allow me to commit adultery."* The companions were angry and wanted to shout at him, but the Prophet instead invited the young man to have a dialogue:

"Would you be willing to have that done to your mother? Your sister? Your daughter?"

The young man cried and changed his mind. (HR. Ahmad)

The dialogue shows the Prophet's ability to convey the truth without being patronizing, but guiding through emotional logic and a personal approach. This is a form of transformational communication, where changes in attitude occur not because of pressure, but because of awareness built from open and respectful conversations (Khoirrudin & Muhyiddin, 2025). In addition, in many important moments, such as the Treaty of Hudaibiyah, the Prophet actively discussed with his companions. Even though he was a prophet and the highest leader, he still opened up space for deliberation and respected the opinions of others. Even with non-Muslim groups, the Prophet did not hesitate to open a dialogue to introduce Islam in a peaceful and rational way.

The value of open dialogue taught by the Prophet contains a strong message: that differences need not be treated as enemies, and doubts should be responded to with wisdom, not blame. In the context of today's da'wah and education, this principle is very relevant especially in dealing with a critical young generation and a pluralistic society. Open dialogue is also a communication strategy that builds trust,

encourages participation, and strengthens social cohesion. The Prophet Muhammad SAW taught that in da'wah and interaction, listening is part of conveying, and dialogue is a bridge to reach people's hearts (Darmawan, 2024; Engkizar et al., 2024).

CONCLUSION

The Prophet's art of communication as recorded in authentic hadiths shows that communication in Islam is not just about conveying messages, but is an instrument of da'wah that touches the mind, heart, and soul. Through values such as honesty (*ṣidq*), empathy, polite assertiveness, the use of analogies (*tamtsīl*), strategic silence, and open dialogue, the Prophet was able to build strong social relationships, create moral transformation, and expand the influence of Islamic da'wah peacefully and effectively. These prophetic communication principles emphasize that the success of da'wah does not only depend on the content of the message, but also on the way it is delivered, which is full of wisdom, compassion, and cultural wisdom. The relevance of the Prophet's art of communication remains high to this day, especially in facing the challenges of digital era communication, the crisis of social ethics, and the polarization of society. By emulating the Prophet's communication style, Muslims can develop more meaningful, inclusive, and impactful interactions in their personal, social, and communal lives.

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