

## A Comparative Analysis Of Da'wah Methodology Applied by the Two Variant Factions of Jama'atu Izalatil Bid'ah Wa-Iqamatis Sunnah in Nigeria

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**Abstract :** The Jama'atu Izalatil Bid'ah Wa-Iqamatis Sunnah is a Da'wah organization and reform movement launched in Jos - Nigeria in 1978 as a purely reform movement under the leadership of late Shaykh Ismai'la Idris. The organization started a full fledged preaching sessions at National, State and Local Government levels immediately after its formation. The contributions of this organization to da'wah activities in Nigeria are paramount. The organization conducted its preaching under the council of preaching with the help of the executives, elders and patrons of the movement. Teaching and preaching have been recognized as the major programs of the society. Its preaching activities are conducted from ward, local, state and national levels throughout the states of Nigeria and beyond. It also engaged itself in establishing Mosques, schools and offers sermons during Friday congregation and Eid days throughout its mosques where its sermon is translated into vernacular language, this attracted many Muslims who don't understand Arabic to patronize the its activities. The organization however split into two faction due to different approaches to Da'wah methodology and some seemingly selfish interests among its leaders. It is upon this background that this research was conducted using analytical method to compare and contrast the da'wah methodology applied by the two factions of the organization. The research discussed about the formation, Da'wah activities of the organization. It also compared and contrast the Da'wah approach and methodology of the two factions. The research finding reveals that different approach and methods applied by these factions is one of the main reason of their split in addition to other selfish interest among its leaders.

**Keywords :** activities, Da'wah, methodology, organization

**Conference Title :** ICASIC 2017 : International Conference on Arabic Studies and Islamic Civilization

**Conference Location :** Istanbul, Türkiye

**Conference Dates :** December 21-22, 2017