



## OPENING SPEECH BY THE RECTOR

السلام عليكم ورحمة الله وبركاته

بسم الله الرحمن الرحيم. الحمد لله رب العالمين. والصلاة والسلام على اشرف الانبياء والمرسلين. سيدنا ومولانا محمد وعلي اله وصحبه اجمعين. لاحول ولا قوة الا بالله العلي العظيم. اما بعد.

The honorable Vice Rectors 1, 2, 3.

The all deans of all faculties within the State Islamic University of Sunan Ampel Surabaya, especially the holder of this conference that is the Dean of Da'wa and Communication Faculty with all of his Vice Deans, all his staff in this faculty, all lecturers, professors, students of this university, and distinguished guests invited speakers.

First of all, let me extend our deepest thanks and gratitude to all who have been involved within this conference especially the holder of this conference that is Da'wa and Communication Faculty.

It is of course a great honor for us, to hold this conference. We do hope that this conference will give us a lot of benefits in term of the theme developed within this conference.

The second, We would like also to express our deepest thanks and gratitude to all speakers who are coming from all various places and institutions. The first one is of course our mentor, guru, Prof. Dr. H. Nur Syam, MSi, Prof. Dr. K.H. Moh. Ali Aziz, M.Ag and, of course, the rest speakers, the first one is Prof. Reevani bin Bustami, MA Ph.D from University of Sains Malaysia, Dr. Phil. Hermin Indah Wahyuni, MA from Gadjah Mada University, Prof. Nadhirsyah Hosen, MA, Ph.D from Monash University Australia, and Syeikh Dr. Muhammad Husainy Farg Sayyid Ahmad from al-Azhar University Cairo, Egypt.

Inshaallah our Governor will be coming this afternoon because this morning she has an agenda on somewhere outside this campus.

Ladies and Gentlemen,

Of course, the third, we would like also to express our thanks and gratitude to all sponsors involved within this conference. There are so many sponsors of this conference indicating that this conference has been supported by a lot of stakeholders and agents. We do hope that this conference will create a more sustainable and productive cooperation between the States Islamic University of Sunan Ampel Surabaya and all the sponsors.

Ladies and Gentlemen,

Let me give a little bit inside about this theme. The theme of this conference is very challanging and timely. That is "Da'wa and Civilized Communication; Pious, Peacefull, and Enlightening". This theme, of course again, is very timely very relevant for us because Indonesia is multicultural country and of course civilized country. Of course, we as an agent of Da'wa in this multicultural country must have several criteria and several requirement that are in-line with the

mission of Islam as religion *as rahmatan li al-'alamin*, blessing for all universe. And I think this theme is very relevant for us, because there are outside there institutions of da'wa who held da'wa activities who are not in-line with the mission of Islam *as rahmatan li al-'alamin*. Therefore, this conference, I do hope, will enlighten us, will enrich us with inside of how da'wa can be achieved or da'wa can be undertaken in a productive way in a peacefull way but enlightening, of course this is a challenge. Outside that there are so many Da'wa's institutions who carry out the da'wa activities which are not in-line with the mission of Islam *as rahmatan li al-'alamin*. So, in my opinion, da'wa is intended as a way to deliver, to convey the message of Islam which is, of course, *amar ma'ruf nahi munkar*. But as a way to carry out the da'wa activities must be *al ma'ruf*. So, how can da'wa which is intended to convey the *ma'ruf* thing is not carry out with a *ma'ruf* way. So, it is not relevant for us, so again, let me emphasize and underline the mayor agenda, the main theme, of this conference that da'wa must be carried out within a *ma'ruf* way.

Ladies and Gentlemen,

I think, of course, this conference can be created as a forum for us to formulate how the methode of da'wa must be carried out within the mission of Islam *as rahmatan li al-'alamin*, Islam as a blessing for all universe.

I do hope ladies and gentlemen, all participants can participate actively, productively within this conference. And I do hope to the committee that this conference can be sustain, not only within this year but also the second, the third, the fourth year incoming. That will be more sustainable event that are coming next year and can be develop more, not only one forum but also maybe can be followed by call for papers sessions. I think that will be more productive.

Distinguished guests, ladies and gentlemen.

The last point that I would like to express is that our happines, our appreciation to this conference. Welcome to all of you especially to the distinguished guests and speakers of this conference. I hope you all enjoy this confenece and will give us a productive contribution to this conference. And of course I would like to express our thanks and gratitude to the all participants, the committee that have been actively participated in this conference. And let us with the hope of Allah's guidance open this conference officially with reciting *Basmalah* together. *Bismillahirrahmanirrahim...*

Thank you very much.

والسلام عليكم ورحمة الله وبركاته

Surabaya, September 24, 2019

The Rector of State Islamic University  
of Sunan Ampel Surabaya,

**Prof. H. Masdar Hilmy, S.Ag., MA, Ph.D.**