

SIRAH NABAWIYAH AND THE MORAL AND CULTURAL CHALLENGES OF GLOBALIZATION (AN ANALYSIS OF AL-MUBARAKFURY'S WORK)

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Abstract

This study examines the Sirah Nabawiyah within the context of contemporary globalization challenges, using the work of Shaykh Shafiyyurrahman Al-Mubarakfury as the primary textual source. The research applies a qualitative content analysis within a descriptive library research framework. Data are derived from Al-Mubarakfury's Sirah Nabawiyah and supported by relevant scholarly sources, which are systematically analyzed to identify normative principles, patterns, and themes embedded in the prophetic narrative and their relevance to the current global context. The findings reveal that the Sirah Nabawiyah articulates normative principles that function as ethical and educational frameworks in responding to globalization dynamics, particularly in maintaining Islamic values, shaping individual character, and promoting adaptive attitudes toward social, cultural, and economic transformations. Through textual analysis, the Prophet's sirah is shown to embody models of leadership, wisdom, patience, and strategic decision-making that remain contextually applicable as guiding references for Muslim life in a globalized world. Furthermore, this study identifies globalization-related implications, including shifts in mindset and cultural orientation, which require normative guidance grounded in Islamic teachings. Based on the analyzed content, the Sirah Nabawiyah can be positioned as a normative, educational, and strategic reference for the development of Islamic education in addressing globalization challenges in a balanced and sustainable manner.

Keywords: Sirah Nabawiyah; globalization challenges; qualitative content analysis; Islamic education; leadership values

Abstrak

Studi ini mengkaji Sirah Nabawiyah dalam konteks tantangan globalisasi kontemporer dengan menggunakan karya Syekh Shafiyyurrahman Al-Mubarakfury sebagai sumber tekstual utama. Penelitian ini menerapkan metode analisis isi kualitatif dalam kerangka penelitian kepustakaan yang bersifat deskriptif. Data diperoleh dari karya Sirah Nabawiyah karya Al-Mubarakfury dan didukung oleh sumber-sumber ilmiah yang relevan; data tersebut dianalisis secara sistematis untuk mengidentifikasi prinsip-prinsip normatif, pola, dan tema yang terkandung dalam narasi kenabian serta relevansinya dengan konteks global saat ini. Temuan penelitian menunjukkan bahwa Sirah Nabawiyah merumuskan prinsip-prinsip normatif yang berfungsi sebagai kerangka etis dan edukatif dalam merespons dinamika globalisasi, khususnya dalam menjaga nilai-nilai Islam, membentuk karakter individu, dan mendorong sikap adaptif terhadap transformasi sosial, budaya, dan ekonomi. Melalui analisis tekstual, terungkap bahwa sirah Nabi memuat model kepemimpinan, kebijaksanaan, kesabaran, dan pengambilan keputusan strategis yang tetap relevan secara kontekstual sebagai pedoman bagi kehidupan umat Islam di dunia yang terglobalisasi. Selain itu, studi ini mengidentifikasi implikasi terkait globalisasi—termasuk perubahan pola pikir dan orientasi budaya—yang memerlukan panduan normatif yang berlandaskan ajaran Islam. Berdasarkan analisis isi tersebut, Sirah Nabawiyah dapat diposisikan sebagai acuan normatif, edukatif, dan strategis bagi pengembangan pendidikan Islam dalam menghadapi tantangan globalisasi secara seimbang dan berkelanjutan.

Kata kunci: Sirah Nabawiyah; tantangan globalisasi; analisis isi kualitatif; pendidikan Islam; nilai-nilai kepemimpinan



INTRODUCTION

Globalization has become a defining reality shaping contemporary society, characterized by the intensity of cross-cultural interactions, rapid advancements in information technology, and open access to diverse global values and ideas. These developments have generated wide-ranging implications, affecting not only economic and social structures but also the moral and spiritual dimensions of society. Within the Muslim community, globalization often gives rise to challenges such as value shifts, weakening ethical commitments, and difficulties in maintaining religious identity amid the increasing dominance of global cultural influences.¹

This situation necessitates value-based references capable of providing direction and a normative foundation for Muslims in responding to societal change. Islamic education plays a crucial role in character formation and the reinforcement of Islamic identity, particularly through the internalization of exemplary values derived from Islamic teachings. One of the most relevant sources of such values is the Sirah Nabawiyah, which not only documents the historical life of the Prophet Muhammad ﷺ but also embodies universal principles such as justice, integrity, leadership, tolerance, and social responsibility that transcend time and context.²

The Sirah Nabawiyah illustrates how the Prophet Muhammad ﷺ addressed social, cultural, and political challenges with wisdom, dialogue, and a strong orientation toward the common good. These values are particularly significant in the context of globalization, where Muslims are required to adapt to change without compromising their identity and commitment to Islamic principles.³ Nevertheless, the values embedded in the Sirah Nabawiyah require contextualization in order to be effectively applied within the continually evolving global landscape.

¹ M. Ahmed, "Islam, Globalization, and Social Harmony," *Journal of Islamic Studies* 18, no. 2 (2024): 115–30; M. Nasir et al., "Santri–Ulama Synergy in Responding to Globalization Challenges," *Jurnal Studi Keislaman Kontemporer* 6, no. 2 (2024): 77–92; A. N. Syirva and J. Kawijaya, "The Relevance of Islamic Studies in Addressing Globalization and Modernity," *Al-Akmal: Jurnal Studi Islam* 4, no. 1 (2025): 12–21.

² M. S. R. Al-Buthi, *Sirah Nabawiyah: Analisis Ilmiah Terhadap Sejarah Kenabian* (Rabbani Press, 2022); S. S. Al-Mubarakfuri, *Sirah Nabawiyah* (Gema Insani, 2020); W. Al-Kahfi and A. Rahmah, "Moral Education in the Sirah Nabawiyah and Its Implications," *Jurnal Pendidikan Islam Integratif* 4, no. 1 (2025): 1–14.

³ Al-Mubarakfuri, *Sirah Nabawiyah*; A. Marzuki and A. Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era," *JERKIN: Jurnal Edukasi Riset Keislaman* 4, no. 1 (2025): 1–14, <https://doi.org/10.31004/jerkin.v4i1.1390>; R. Irawan, "Prophetic Leadership in the Context of Globalization," *Jurnal Studi Islam Kontemporer* 9, no. 1 (2024): 45–60.

Previous studies have extensively discussed the role of the Sirah Nabawiyah in character development and Islamic education. However, research that specifically positions the Sirah Nabawiyah as an analytical framework for responding to the Moral and Cultural Challenges of Globalization remains relatively limited. This gap indicates the need for more focused and in-depth academic inquiry, particularly through text-based analysis of authoritative sirah sources.⁴

The Sirah Nabawiyah authored by Shaykh Shafiyyurrahman Al-Mubarakfury is widely recognized as an authoritative and systematically compiled work grounded in authentic historical sources and has received broad academic acknowledgment. Despite its scholarly significance, systematic investigations that examine its strategic values in direct relation to contemporary globalization dynamics remain limited. Therefore, this study aims to analyze the Sirah Nabawiyah in addressing the moral and cultural challenges of globalization through a qualitative content analysis of Al-Mubarakfury's work, identifying normative principles and strategic values that may serve as guidance for Muslims in preserving their identity and ethical foundations in the global era.⁵ This study contributes by positioning the Sirah Nabawiyah as an analytical framework rather than merely a historical narrative, thereby enabling a contextual and systematic understanding of its relevance to modern global challenges.

RESEARCH METHODS

This study employs a directed qualitative content analysis within a descriptive qualitative research design to examine the Sirah Nabawiyah as a normative and analytical framework in addressing the challenges of contemporary globalization. The research was conducted during the period of 2025–2026 and is not geographically bounded, as it is entirely library-based. The central research problem focuses on how values and principles embedded in the Sirah Nabawiyah function as normative and practical responses to the moral, social, and cultural challenges generated by globalization.⁶

The primary data source of this study is the Sirah Nabawiyah text authored by Shaykh Shafiyyurrahman Al-Mubarakfury, particularly the edition published by Gema Insani. This text was purposively selected due to its authoritative status, systematic narrative structure, reliance on

⁴ Al-Kahfi and Rahmah, "Moral Education in the Sirah Nabawiyah and Its Implications"; R. Hadi and A. Maulana, "The Impact of Sirah Nabawiyah-Based Learning on Students' Moral Character," *Naafi' Journal of Islamic Education* 4, no. 2 (2025): 291–305; Marzuki and Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era."

⁵ Al-Mubarakfuri, *Sirah Nabawiyah*; Marzuki and Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era"; M. Megawati, "Moral Education Values in Al-Mubarakfury's Sirah Nabawiyah in the Digital Era," *Jurnal Pendidikan Islam* 4, no. 1 (2024): 45–60.

⁶ H. F. Hsieh and S. E. Shannon, "Three Approaches to Qualitative Content Analysis," *Qualitative Health Research* 31, no. 1 (2021): 153–60, <https://doi.org/10.1177/1049732320959103>; K. Krippendorff, *Content Analysis: An Introduction to Its Methodology*, 4th ed. (Sage Publications, 2022).

authentic historical sources, and widespread acceptance in scholarly studies of Sirah Nabawiyah.⁷ Secondary data were obtained from relevant books, peer-reviewed journal articles, and other academic publications related to Sirah Nabawiyah, globalization, and Islamic education to support and contextualize the primary analysis.

The units of analysis in this study consist of selected narrative segments within the Sirah Nabawiyah, specifically:

- (1) key historical events that demonstrate strategic responses of the Prophet Muhammad ﷺ to social, cultural, and political challenges;
- (2) narratives of prophetic leadership and decision-making that reflect adaptive and ethical principles; and
- (3) documented dialogues and interactions of the Prophet ﷺ that illustrate values such as tolerance, justice, wisdom, and social responsibility.

These units were identified through an intensive and systematic reading of the primary text.⁸

The research design follows a structured analytical framework that begins with a comprehensive literature review to establish theoretical foundations related to Sirah Nabawiyah, globalization, and Islamic education. Guided by predefined conceptual categories derived from globalization discourse and Islamic ethical theory, the selected units of analysis were coded and categorized thematically. The main themes include leadership, justice, tolerance, adaptability, moral integrity, and social responsibility. Data collection was carried out through documentation techniques using a content analysis worksheet as the primary research instrument to ensure systematic and consistent data recording.⁹

Data analysis was conducted through several stages, namely data reduction, data display, and conclusion drawing. Thematic interpretation was applied to identify patterns, relationships, and meanings embedded in the analyzed narratives. The findings were then interpreted analytically by linking the identified values and principles to the research objectives and the broader context of contemporary globalization challenges. To ensure methodological rigor, this study applied source triangulation, maintained consistency in coding procedures, and conducted repeated reviews of both the data and analytical interpretations. Through this methodological approach, the research seeks to provide a contextual, systematic, and analytically grounded

⁷ Al-Mubarakfuri, *Sirah Nabawiyah*; Al-Buthi, *Sirah Nabawiyah: Analisis Ilmiah Terhadap Sejarah Kenabian*.

⁸ Al-Mubarakfuri, *Sirah Nabawiyah*.

⁹ Hsieh and Shannon, "Three Approaches to Qualitative Content Analysis"; Krippendorff, *Content Analysis: An Introduction to Its Methodology*; K. A. Neuendorf, *The Content Analysis Guidebook* (Sage Publications, 2022).

understanding of the Sirah Nabawiyah as a normative and strategic reference for Muslims in responding constructively to globalization challenges.¹⁰

RESULTS AND DISCUSSION

The findings of the textual analysis of Shaykh Shafiyyurrahman Al-Mubarakfury's Sirah Nabawiyah indicate that the prophetic biography articulates a comprehensive Islamic worldview that remains relevant in addressing contemporary moral and cultural challenges arising from globalization. Central to this worldview is the principle of tawhid, which affirms the oneness of God and functions not only as a theological foundation but also as an ethical worldview that informs moral integrity, social responsibility, and accountability. Within the dynamics of an interconnected world, tawhid provides a stable normative orientation that shapes individual and collective conduct beyond cultural and ideological boundaries.¹¹

This ethical worldview is concretely manifested in several key events of the Prophet's life. The Hijrah from Makkah to Madinah, for instance, reflects strategic foresight, adaptability, and reliance on ethical principles in responding to social oppression and political hostility. Rather than merely representing a physical migration, the Hijrah embodies a transformative moral vision that prioritizes justice, communal solidarity, and long-term societal stability. Similarly, the Treaty of Hudaibiyah demonstrates the Prophet's commitment to patience, wisdom, and peaceful negotiation, even when the terms appeared unfavorable. This event illustrates an ethical approach to conflict resolution grounded in restraint and trust, offering a model for navigating tensions within pluralistic social settings.¹²

Beyond tawhid, the Sirah Nabawiyah highlights values associated with prophetic communication and leadership, including sincerity, perseverance, respectful dialogue, and recognition of human dignity. These values are further exemplified in the event of Fath Makkah, where the Prophet's act of general amnesty toward former adversaries underscores principles of forgiveness, reconciliation, and moral authority. Such conduct reflects a leadership model that transcends retribution and promotes social healing, reinforcing the relevance of the Sirah as an ethical guide for societies characterized by cultural and religious diversity.¹³

¹⁰ M. B. Miles and A. M. Huberman, *Qualitative Data Analysis: An Expanded Sourcebook* (Sage Publications, 2023); Hsieh and Shannon, "Three Approaches to Qualitative Content Analysis."

¹¹ Al-Mubarakfuri, *Sirah Nabawiyah*; R. R. Husna, "Social Justice in the Sirah Nabawiyah," *Jurnal Tafsir Dan Sirah* 6, no. 1 (2024): 55–70.

¹² Al-Mubarakfuri, *Sirah Nabawiyah*; Ahmed, "Islam, Globalization, and Social Harmony."

¹³ Y. Amin, "General Amnesty in the Conquest of Mecca and Its Political Implications," *Jurnal Pemikiran Politik Islam* 4, no. 1 (2021): 22–38; A. Firdausi, "Fath Makkah as the Culmination of Prophetic Da'wah Strategy," *Jurnal Sejarah Peradaban Islam* 5, no. 1 (2024): 44–60; N. H. Putri, "Forgiveness in the Sirah Nabawiyah as an Islamic Soft Power Strategy," *Journal of Islamic International Relations* 5, no. 1 (2025): 33–47.

The analysis also reveals that the Sirah Nabawiyah encompasses universal values such as justice, tolerance, ethical governance, and social responsibility. Through narratives of diplomatic engagement, economic regulation, and community governance in Madinah, the Prophet Muhammad ﷺ is portrayed as a leader who exercised critical and strategic thinking while upholding moral consistency. This portrayal challenges the assumption that globalization necessitates moral compromise, instead suggesting that engagement with global dynamics can be guided by enduring ethical principles.¹⁴

Accordingly, Al-Mubarakfury’s Sirah Nabawiyah can be positioned as both a normative and analytical framework that offers practical insights for Muslims in navigating moral complexity, identity preservation, and social interaction in the contemporary world. By treating the Sirah not as a passive historical account but as an active source of ethical reasoning, this study contributes to broader academic discussions on the role of religious values in shaping humane, just, and dignified social orders amid ongoing global transformations.¹⁵

Based on the applied methodological procedure, data derived from the Sirah Nabawiyah were analyzed through thematic coding, categorization, and conceptual interpretation using a directed qualitative content analysis approach. This process involved repeated and systematic readings of the units of analysis, including key historical events, leadership narratives, and social practices of the Prophet Muhammad ﷺ, which were then analytically connected to the conceptual framework of globalization encompassing theological, social, political, economic, and cultural dimensions. The findings demonstrate that the Sirah Nabawiyah contains cross-sectoral themes that remain relevant to contemporary global challenges.¹⁶ As summarized in Table:

Results of the Content Analysis of the Sirah Nabawiyah in the Perspective of Globalization

Main Theme	Subtheme	Meaning in the Context of Globalization
Tawhid Islamic Message (Risalah)	Rejection of polytheism and purification of faith	Serves as the foundation of Muslim identity resilience in the face of value pluralism, secularization, and global ideological pressures.
	Universality of Islam	Affirms Islam as a universal message that remains relevant across cultures, societies, and historical contexts.

¹⁴ Irawan, “Prophetic Leadership in the Context of Globalization”; Husna, “Social Justice in the Sirah Nabawiyah”; Al-Mubarakfuri, *Sirah Nabawiyah*.
¹⁵ Marzuki and Arifin, “The Relevance of Sirah Nabawiyah in the Globalization Era”; Syirva and Kawijaya, “The Relevance of Islamic Studies in Addressing Globalization and Modernity.”
¹⁶ Hsieh and Shannon, “Three Approaches to Qualitative Content Analysis”; Krippendorff, *Content Analysis: An Introduction to Its Methodology*; Neuendorf, *The Content Analysis Guidebook*.

Main Theme	Subtheme	Meaning in the Context of Globalization
Ethics (Akhlaq)	Honesty, trustworthiness, and justice	Functions as the ethical basis of social and moral relations within an increasingly interconnected global community.
	Letters to world leaders and international agreements	Represents an ethical model of global engagement grounded in dialogue, mutual respect, and peaceful coexistence.
Leadership	The Constitution of Madinah	Offers a normative framework for governing multicultural and multireligious societies based on justice and collective agreement.
Tolerance	Relations with non-Muslim communities	Promotes social harmony and peaceful coexistence in culturally and religiously diverse societies.
Economics	Fair and honest trade	Establishes ethical principles for global economic interaction based on justice, transparency, and moral competitiveness.
Technology and Innovation	Military strategy and urban planning	Demonstrates adaptive capacity toward technological advancement and societal change while maintaining ethical considerations.
Social Relations	Brotherhood (<i>ukhuwah</i>) and solidarity	Strengthens social cohesion and collective responsibility among communities in the face of global challenges.

The theme of tawhid occupies a central position as the foundation of Muslim identity resilience in the face of value pluralism and global secularization, while the Islamic message (risalah) emphasizes the universality of Islam and its capacity to engage meaningfully across diverse cultural contexts. Furthermore, ethical values such as honesty, justice, and trustworthiness are identified as core elements of social morality that sustain human relations within an increasingly interconnected world.¹⁷

In the domain of international engagement, the diplomatic practices of the Prophet Muhammad ﷺ such as the dispatch of letters to world leaders and the establishment of inter-communal agreements reflect an ethical model of global interaction grounded in dialogue and peaceful coexistence. Leadership and social governance are exemplified by the Constitution of

¹⁷ Ahmed, "Islam, Globalization, and Social Harmony"; Husna, "Social Justice in the Sirah Nabawiyah."

Madinah, which offers a normative framework for managing multicultural and multireligious societies based on justice and collective responsibility. The dimension of tolerance further underscores the importance of harmonious relations with non-Muslim communities, while the economic teachings of the Sirah emphasize fair and honest trade as the ethical foundation of global economic interaction. Collectively, these findings affirm that the Sirah Nabawiyah should not be approached merely as a passive historical narrative but rather as an operational and contextual value framework that provides normative and strategic guidance for navigating the moral, social, and cultural complexities of globalization in a balanced and sustainable manner.¹⁸

Based on a systematic content analysis of Sirah Nabawiyah literature, particularly the seminal work of Shaykh Shafiyyurrahman Al-Mubarakfury, this study reveals that the exemplary values embodied in the life of the Prophet Muhammad ﷺ offer highly relevant moral and cultural guidance for addressing the complex challenges posed by globalization in the contemporary era. Among the various prophetic values identified, honesty (ṣidq), tolerance (tasāmuḥ), and steadfastness of faith (thabāt al-‘aqīdah) emerge as the most prominent and contextually applicable in responding to global moral and cultural transformations. Honesty, as reflected consistently throughout the Prophet’s life, is evident in his personal conduct, social interactions, and commercial dealings, long before and after the advent of prophethood. Al-Mubarakfury documents numerous instances in which the Prophet ﷺ upheld integrity, transparency, and trustworthiness, earning him the title al-Amīn among the Quraysh community. In the context of globalization, where economic competition, digital transactions, and market liberalization often give rise to ethical ambiguity, fraud, and exploitation, the prophetic model of honesty provides a normative ethical framework capable of restoring moral accountability in both personal and institutional spheres.¹⁹

The Prophet’s unwavering commitment to truthfulness, even when it entailed personal risk or social disadvantage, establishes a moral benchmark that contrasts sharply with the relativistic ethics frequently associated with global capitalist culture. This value is particularly significant in an era characterized by information overload, misinformation, and the erosion of trust in public institutions, as it underscores the necessity of ethical consistency as a foundation for sustainable social relations.²⁰ Furthermore, tolerance represents another central value highlighted in Al-Mubarakfury’s portrayal of the Sirah, especially in the Prophet’s approach to managing diversity within a pluralistic society. The Prophet Muhammad ﷺ demonstrated

¹⁸ N. Raihan, “The Prophet’s Relationship with Non-Muslims: Tolerance and Justice,” *Journal of Multicultural and Tolerance Studies* 4, no. 1 (2022): 22–37; Irawan, “Prophetic Leadership in the Context of Globalization”; Al-Mubarakfuri, *Sirah Nabawiyah*.

¹⁹ Al-Mubarakfuri, *Sirah Nabawiyah*; Megawati, “Moral Education Values in Al-Mubarakfury’s Sirah Nabawiyah in the Digital Era.”

²⁰ Al-Mubarakfuri, *Sirah Nabawiyah*; Ahmed, “Islam, Globalization, and Social Harmony.”

remarkable openness and respect toward individuals and communities of different ethnic, cultural, and religious backgrounds, as exemplified in his interactions with Jewish and Christian communities in Medina, the formulation of the Constitution of Medina, and the establishment of peaceful agreements that guaranteed mutual rights and responsibilities. These historical precedents illustrate an adaptive and inclusive leadership model that is highly relevant to the multicultural realities of globalization, where societies are increasingly interconnected and characterized by cultural hybridity.²¹

Rather than adopting an exclusionary or confrontational stance, the Prophet ﷺ emphasized coexistence, dialogue, and justice, thereby offering a framework for managing diversity without compromising core religious principles. In the global era, where cultural homogenization and identity conflicts often threaten social cohesion, the prophetic value of tolerance serves as a strategic and ethical response that enables Muslims to engage constructively with global society while maintaining their distinct religious identity.²² Equally important is the value of steadfastness of faith, which is consistently emphasized in Al-Mubarakfury's work as a defining characteristic of the Prophet's mission. Despite facing intense social pressure, economic boycotts, political hostility, and cultural opposition, the Prophet ﷺ remained firmly committed to the principles of tawhīd and divine guidance. This unwavering commitment reflects a form of moral resilience that is particularly relevant in the context of globalization, where dominant cultural narratives often promote secularism, consumerism, and moral relativism, potentially undermining religious commitment and spiritual consciousness. The Prophet's ability to balance adaptability with principled resistance demonstrates that engagement with change does not necessitate the abandonment of foundational beliefs. Instead, it highlights the possibility of ethical continuity amid social transformation, offering contemporary Muslims a model for navigating global influences without losing their moral and spiritual compass.²³ The findings of this study align with recent scholarly discourse that positions Sirah Nabawiyah as a vital source of moral values and practical guidance for addressing contemporary challenges, including moral degradation, identity crises, and character erosion resulting from globalization.²⁴ Scholars increasingly recognize that globalization, while offering opportunities for technological advancement and cross-cultural

²¹ Raihan, "The Prophet's Relationship with Non-Muslims: Tolerance and Justice"; Al-Mubarakfuri, *Sirah Nabawiyah*.

²² Raihan, "The Prophet's Relationship with Non-Muslims: Tolerance and Justice"; Ahmed, "Islam, Globalization, and Social Harmony."

²³ Al-Mubarakfuri, *Sirah Nabawiyah*; Marzuki and Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era."

²⁴ S. Sari and N. Fadhilah, "Comparative Perspectives on Moral Education in Islam," *Jurnal Studi Pendidikan Islam* 5, no. 2 (2023): 88–102; Al-Kahfi and Rahmah, "Moral Education in the Sirah Nabawiyah and Its Implications"; Hadi and Maulana, "The Impact of Sirah Nabawiyah-Based Learning on Students' Moral Character."

exchange, also generates profound ethical challenges, such as the commodification of human values, the weakening of communal bonds, and the marginalization of spiritual dimensions of life.²⁵ In this context, Sirah Nabawiyah functions not merely as a historical narrative but as a dynamic moral resource that informs ethical reasoning and social conduct in the present. The impact of Sirah Nabawiyah on Muslim life in the era of globalization, as revealed by this study, is multifaceted and extends across social, moral, and religious dimensions.

Socially, the prophetic values derived from the Sirah encourage the formation of inclusive, just, and welfare-oriented communities that prioritize collective well-being over individualistic pursuits. Values such as consultation (shūrā), social solidarity (ta'āwun), and tolerance foster harmonious social relations and provide mechanisms for resolving conflict in diverse societies. These values counteract the fragmenting tendencies of globalization, which often prioritize competition and individual success at the expense of social cohesion.²⁶ Morally, Sirah Nabawiyah plays a crucial role in strengthening individual character by cultivating virtues such as integrity, responsibility, discipline, empathy, and moral courage. These qualities function as a moral defense system against the ethical challenges of globalization, including moral relativism, hedonism, and the normalization of unethical behavior. By internalizing prophetic ethics, individuals are better equipped to navigate the moral complexities of modern life while maintaining ethical consistency.²⁷

Religiously, Sirah Nabawiyah reinforces spiritual awareness and Islamic identity within Muslim communities, providing a framework for maintaining religious commitment amid rapid social change. The Prophet's example demonstrates that faith can coexist with adaptability, encouraging Muslims to engage with modernity in a manner that is both principled and flexible. This balance is particularly significant in an era where globalization often pressures religious communities to conform to dominant cultural norms, potentially leading to the dilution of religious values.²⁸ The content analysis conducted in this study thus affirms that Sirah Nabawiyah holds a central and enduring role in guiding Muslim life in the age of globalization, offering moral clarity, social direction, and spiritual resilience. By drawing on the exemplary life of the Prophet Muhammad ﷺ as documented by Al-Mubarakfury, this research underscores the relevance of prophetic values as a comprehensive response to the moral and cultural challenges of

²⁵ Nasir et al., "Santri-Ulama Synergy in Responding to Globalization Challenges"; Syirva and Kawijaya, "The Relevance of Islamic Studies in Addressing Globalization and Modernity"; Marzuki and Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era."

²⁶ Raihan, "The Prophet's Relationship with Non-Muslims: Tolerance and Justice"; Irawan, "Prophetic Leadership in the Context of Globalization."

²⁷ Al-Kahfi and Rahmah, "Moral Education in the Sirah Nabawiyah and Its Implications"; Hadi and Maulana, "The Impact of Sirah Nabawiyah-Based Learning on Students' Moral Character."

²⁸ Megawati, "Moral Education Values in Al-Mubarakfury's Sirah Nabawiyah in the Digital Era"; Marzuki and Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era."

globalization, positioning Sirah Nabawiyah as an indispensable reference for contemporary Islamic thought, education, and character development.²⁹

CONCLUSION

This study concludes that the Sirah Nabawiyah offers a strategic and meaningful framework for addressing the moral and cultural challenges of globalization. Through a systematic textual analysis of Shaykh Shafiyyurrahman Al-Mubarakfury's Sirah Nabawiyah, the findings demonstrate that core values such as tawhid, justice, tolerance, ethical leadership, patience, compassion, and social responsibility constitute a coherent moral and social orientation that enables Muslims to preserve their religious identity while engaging with global transformations in an ethically grounded manner. The exemplary conduct of the Prophet Muhammad ﷺ in navigating social change, cultural diversity, and conflict provides practical guidance for fostering moderation, dialogue, and peaceful coexistence within contemporary pluralistic contexts, thereby positioning the Sirah not merely as a historical narrative but as a normative and transformative reference for modern life.³⁰

This study contributes to Islamic studies by reinforcing the Sirah Nabawiyah as a normative ethical framework for global engagement, particularly in discussions concerning value-based interaction, leadership, and moral responsibility in an interconnected world. The strength of this research lies in its systematic and directed textual approach, which enables a contextualized interpretation of prophetic values relevant to contemporary global dynamics and enriches broader scholarly debates on ethical and normative foundations for societal development. Nonetheless, this study is limited by its reliance on a single primary text and a qualitative content analysis method that does not empirically assess the implementation of Sirah values within real social settings. Despite these limitations, the findings affirm that Al-Mubarakfury's Sirah Nabawiyah remains a significant reference for Islamic education, character formation, and the reinforcement of universal Islamic values in the face of globalization, while also indicating the need for future research employing comparative sources and empirical methodologies to enhance analytical depth and practical applicability.³¹

²⁹ Al-Mubarakfuri, *Sirah Nabawiyah*; Al-Kahfi and Rahmah, "Moral Education in the Sirah Nabawiyah and Its Implications"; Hadi and Maulana, "The Impact of Sirah Nabawiyah-Based Learning on Students' Moral Character."

³⁰ Al-Mubarakfuri, *Sirah Nabawiyah*; Al-Buthi, *Sirah Nabawiyah: Analisis Ilmiah Terhadap Sejarah Kenabian*; Marzuki and Arifin, "The Relevance of Sirah Nabawiyah in the Globalization Era."

³¹ Hsieh and Shannon, "Three Approaches to Qualitative Content Analysis"; Krippendorff, *Content Analysis: An Introduction to Its Methodology*; Miles and Huberman, *Qualitative Data Analysis: An Expanded Sourcebook*.

Suggestion and Recommendations

Based on the findings of this study, several recommendations may be proposed to enhance the relevance and application of the Sirah Nabawiyah in addressing contemporary globalization challenges. The values identified in Al-Mubarakfury's Sirah Nabawiyah, such as justice, tolerance, ethical leadership, and social responsibility, may be further explored and integrated into daily social practices and policy-oriented discussions to strengthen value-based responses to global change. In the field of education, future initiatives may consider incorporating the study of the Sirah Nabawiyah into character and ethics education curricula at various levels, enabling younger generations to internalize and apply prophetic values in a globalized context. In addition, further research is encouraged to expand the scope of analysis by examining multiple Sirah works or by employing empirical and mixed-method approaches to develop applicable models for implementing Sirah-based values in contemporary social life. Dissemination of research findings through academic forums, seminars, and scholarly publications is also recommended to broaden public understanding and stimulate interdisciplinary dialogue on the significance of the Sirah Nabawiyah as a source of ethical guidance and social inspiration in the global era.

Thank-You Note

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