

The Role of Reference Groups in the Efficacy of Enjoining Good and Forbidding Evil: A Qualitative Content Analysis of Quranic and Hadith Texts

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Abstract

Reference groups play a significant role in shaping attitudes and influencing individual choices, making them critical in enhancing the effectiveness of enjoining good and forbidding wrong. This study aims to explore this crucial role by conducting a qualitative content analysis of Quranic and Hadith-based statements. The findings, derived from a systematic analysis of these texts, reveal two key points: (1) an in-depth and comprehensive understanding of the influence of reference groups at individual, interpersonal, and collective levels, along with strategies for optimizing their potential to improve the effectiveness of enjoining good and forbidding wrong; and (2) identifying the factors that contribute to the impact of these groups. This article serves as an initial step toward identifying the factors affecting the effectiveness of enjoining good and forbidding wrong and proposes a research agenda to draw the attention of scholars and relevant institutions to revive this neglected obligation.

Keywords

Enjoining Good and Forbidding Evil, Reference Groups, Effectiveness, Quranic and Hadith Perspectives, Qualitative-Integrative Content Analysis.

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