

ABSTRACT

This dissertation discusses on Dayah Mudi Mesra Aceh as an Islamic institution provides instructions and understandings on the Islamic values to the society.

The objective of this study is to discuss the *da'wah* methodology that have been conducted by Dayah Mudi Mesra in Aceh included *da'wah bi al-hāl* and *da'wah bi al-lisān* in various activities. In this discussion, Dayah Mudi Mesra is not only studied through its functions as an Islamic institution but also broadly studied through socio-economy and its impression to the local communities in facing some problems in this modern world as well as the perspective of the societies upon the Dayah. To know the methodology of the Dayah on the *da'wah*, the writer used the library and field research methodologies. In data analysis, the writer used three methodologies such as qualitative, deductive and comparative.

The result of the study shows that Dayah Mudi Mesra principally applied two *da'wah* methodologies as *bi al-hāl* and *da'wah bi al-lisān* which have been conducted its function through socio-cultural and socio-economy. Besides, the societies look positively to these two *da'wah* methodological approach that gives positive impression to the local community.