



INTERTEXTUAL ANALYSIS OF PROPHET MUSA'S STORY (Q.S. AL-BAQARAH 67-71) AND ITS RELEVANCE TO CONTEMPORARY ISLAMIC COMMUNICATION AND DA'WAH

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ABSTRACT

This study examines the story of Prophet Musa in Q.S. Al-Baqarah 67–71 through Angelika Neuwirth's intertextuality perspective, connecting it to Prophet Muhammad's preaching in Medina. The narrative emphasizes obedience, sincerity, and patience, which are essential for fostering multicultural societies. Using a qualitative descriptive-analytic approach, this research explores the interplay between Qur'anic narratives and other religious traditions, such as Judaism. The findings reveal that the command to sacrifice a cow conveys profound universal moral messages, such as the importance of compliance and sincerity in religious practices. These values are mirrored in Prophet Muhammad's wisdom-, dialogue-, and empathy-based preaching strategies, particularly in addressing Medina's diverse community. This study contributes to Qur'anic studies by offering an intertextual perspective and practical guidance for contemporary Islamic preaching strategies that prioritize inclusivity and contextual relevance.

Keywords: intertextuality, Q.S. Al-Baqarah 67-71, Prophet Musa, Prophet Muhammad, universal values, preaching strategies.

ABSTRAK

Penelitian ini menganalisis kisah Nabi Musa dalam Q.S. Al-Baqarah 67–71 melalui perspektif intertekstualitas Angelika Neuwirth dan mengaitkannya dengan dakwah Nabi Muhammad di Madinah. Kisah ini menekankan nilai-nilai ketaatan, keikhlasan, dan kesabaran, yang relevan dalam membangun masyarakat multikultural. Dengan pendekatan kualitatif deskriptif-analitik, penelitian ini mengkaji interaksi antara narasi Al-Qur'an dan tradisi keagamaan lain, seperti tradisi Yahudi. Hasil penelitian menunjukkan bahwa perintah menyembelih sapi dalam kisah ini mengandung pesan moral universal yang mendalam, seperti pentingnya kepatuhan dan ketulusan dalam menjalankan ajaran agama. Dalam konteks dakwah, nilai-nilai ini tercermin pada strategi Nabi Muhammad yang berbasis hikmah, dialog, dan empati dalam menghadapi masyarakat Madinah yang beragam. Penelitian ini tidak hanya memberikan wawasan baru dalam studi Al-Qur'an melalui pendekatan intertekstual, tetapi juga menawarkan panduan praktis untuk strategi dakwah Islam yang relevan dengan tantangan kontemporer.

Kata Kunci: intertekstualitas, q.s. Al-baqarah 67-71, nabi musa, nabi muhammad, nilai universal, strategi dakwah.

INTRODUCTION

The study of intertextuality in the interpretation of the Qur'an has become one of the important approaches in religious studies, especially in understanding the relationship between sacred texts and the historical, social, and cultural contexts that surround them. Angelika Neuwirth, a leading scholar in the field of Qur'anic studies, offers the view that the Qur'anic text does not stand alone, but rather interacts with pre-existing religious traditions,

such as Judaism and Christianity. In his view, the prophetic narratives in the Qur'an, including the story of the Prophet Moses, are the result of a historical dialogue between the Qur'an and the surrounding socio-cultural context¹. This approach provides a new perspective that enriches the study of the Qur'an and allows for a deeper understanding of the dynamics of the narratives and the moral messages within them.²

One of the important stories in the Qur'an that has intertextual relevance is the story of the Prophet Moses in Q.S Al-Baqarah 67-71. These verses tell the story of the Israelites' rebellion against God's command through the Prophet Moses, which was embodied in the command to slaughter a cow³. This story not only highlights the rejection of the Children of Israel but also illustrates the importance of obedience, sincerity, and obedience in religion. In addition, this story also reflects the universal values that can be found in the da'wah of the Prophet Muhammad SAW, especially in facing the challenges of the multicultural society in Medina. Emphasized that the success of the Prophet Muhammad's da'wah in Medina is closely related to the cross-cultural communication approach and the use of inclusive universal values⁴.

The urgency of this research lies in the need to understand the relationship between narratives in the Qur'an, especially between the story of the Prophet Moses in Q.S Al-Baqarah 67-71 and the da'wah of the Prophet Muhammad, as part of efforts to strengthen relevant da'wah strategies in the contemporary context. Previous research has shown that the story of this cow has important symbolism in building a collective awareness of obedience to God⁵. However, studies that link this symbolism with the da'wah of the Prophet Muhammad through the perspective of intertextuality have not been carried out much. The approach offered by Angelika Neuwirth, who examines the interaction between the Qur'an and other religious traditions, opens up new interpretive spaces to understand the relevance of this story in the context of da'wah.

Previous studies have addressed several important aspects related to the story of Prophet Musa in the Qur'an. Adinda highlighted the symbolism of the story of the cow in Surah Al-Baqarah and its implications for the development of believers' faith⁶. However, this study has not linked the symbolism to the context of Prophet Muhammad's da'wah. Affani conducted a comparison between the story of Prophet Musa in the Qur'an and similar narratives in the Old Testament, revealing thematic similarities but also differences in the delivery of the message⁷. Nonetheless, this research did not explore the relevance of these narratives within the context of Islamic propagation⁸. Ahmad Anas and Hendri Hermawan emphasized the importance of Prophet Muhammad's communication strategies in dealing

¹ Michael Marx Angelika neuwirth, Nikola Sinai, *The Qur'an in Context Historical and Literary Investigations into the Qur'anic Milieu*, Ed. Oleh Gerhard Bowering (Brill: Yale University, 2010).

² Ahmad Anas dan Hendri Hermawan Adinugraha, "Dakwah Nabi Muhammad Terhadap Masyarakat Madinah Perspektif Komunikasi Antar Budaya," *Jurnal Ilmu Dakwah: Academic Journal for Homiletic Studies* 11, no. 1 (2017): 53–72.

³ Alkitab Terjemahan, *Perjanjian Lama* (Jakarta: PT. Lembaga Alkitab Indonesia, 2018).

⁴ Muhammad Maghfur Amin, "Sikap Al-Qur'an Terhadap Yahudi (Jawaban Atas Tuduhan Terhadap Al-Qur'an Anti-Semitis)," *Jurnal Qof: Jurnal Studi Al-Qur'an Dan Tafsir* 4, no. 1 (2020): 2598–5817.

⁵ Charisma Adinda, "Kaum Musa Dan Kisah Sapi Betina Dalam Surah Al-Baqarah" (UIN Raden Intan Lampung, 2022).

⁶ Adinda, Charisma, "Kaum Musa Dan Kisah sapi Betina Dalam Surah Al-Baqarah 67-73" (UIN Raden Intan Lampung, 2022)

⁷ Syukron Affani, "Rekonstruksi Kisah Nabi Musa Dalam Al- Qur'an: Studi Perbandingan Dengan Perjanjian Lama," *Al-Ihkam* 12, no. 1 (2017): 178–96.

⁸ Affani, Syukron, "Rekonstruksi Kisah Nabi Musa Dalam al- Qur'an: Studi Perbandingan Dengan Perjanjian Lama," *al-Ihkam*, Vol 12.No. 1 (2017), (178-196) 122

with the multicultural society of Medina, but their study did not examine the connection with the story of Prophet Musa⁹. Angelika Neuwirth introduced the theory of intertextuality, focusing on how the Qur'an interacts with previous traditions, yet there has been no specific application of this theory to the story of Prophet Musa in Surah Al-Baqarah (67-71). Finally, Abdul Hafiz et al. explored the concept of prophethood and moral teachings across various religious traditions, including Islam, but did not delve into the interrelations among prophetic narratives¹⁰.

Based on the literature review, there exists a research gap in connecting the story of Prophet Musa in Q.S. Al-Baqarah 67-71 with the preaching of Prophet Muhammad through the lens of Angelika Neuwirth's intertextuality perspective. This relationship is significant to explore as it can provide new insights into Prophet Muhammad's communication strategies, which are rooted in the universal values of the Qur'an. Therefore, this study aims to address this gap by offering an in-depth analysis linking these two aspects.

This research has several primary objectives. First, to analyze the story of Prophet Musa in Q.S. Al-Baqarah 67-71 through Angelika Neuwirth's intertextuality perspective. Second, to examine the relevance of this story to Prophet Muhammad's preaching in Medina, particularly in the context of engaging with a multicultural society. Third, to uncover the communication strategies and universal values that can be derived from the relationship between these two narratives, as well as how these values can be applied to preaching across eras. Thus, this study not only contributes to the development of Qur'anic studies but also provides new insights for preaching practices that are relevant to contemporary challenges.

Overall, this study offers a novel approach to understanding the stories within the Qur'an through an intertextual perspective. By linking the story of Prophet Musa and the preaching of Prophet Muhammad, this research is expected to enrich Qur'anic studies while also making practical contributions to modern preaching strategies. This intertextual approach not only provides a more comprehensive understanding of the Qur'anic narratives but also demonstrates the relevance of the values contained within them in addressing the challenges of the modern era.

RESEARCH METHODS

This study employs a qualitative method with a descriptive-analytic approach to understand the relationship between the story of Prophet Musa in Surah Al-Baqarah 67-71 and the da'wah of Prophet Muhammad through the lens of Angelika Neuwirth's intertextuality perspective. The research is qualitative in nature, focusing on the analysis of religious texts to explore the meanings and intertextual connections of narratives within the Qur'an.

The data sources include primary data, namely Surah Al-Baqarah 67-71 along with classical exegeses such as Tafsir Ibn Kathir and Tafsir Al-Qurtubi, as well as secondary data in the form of related literature, including Angelika Neuwirth's works and prior studies. The data collection technique involves a library research approach by examining various literary sources, exegeses, journals, and relevant books, as well as textual analysis to identify and analyze the inter-narrative relationships under study. Data analysis employs a descriptive-analytic approach through the steps of text identification, interpretation using Neuwirth's

⁹ Adinugraha, "Dakwah Nabi Muhammad Terhadap Masyarakat Madinah Perspektif Komunikasi Antar Budaya."

¹⁰ Abdul Hafiz, Leli Romdaniah, Rasya Ahmad Nizar, Syifa Mauliza, "Konsep Kenabian Dan Ajaran Moral Dalam Agama-Agama," *Rayah Al -Islam Jurnal Ilmu Islam*, Vol.8.Np.1 (2024), (66-79) <<https://doi.org/10.37274/rais.v8i1.912>>

intertextuality theory, contextualizing findings with the da'wah of Prophet Muhammad and synthesizing the results of the analysis to answer the research questions¹¹.

Data validity is maintained through source triangulation by comparing findings from primary and secondary data. This approach is expected to yield an in-depth analysis of the relationship between the two narratives, while also making a significant contribution to Qur'anic studies and da'wah strategies relevant to modern challenges.

RESULTS AND DISCUSSION

A. Contextual Understanding of the Story of Prophet Musa (Q.S. Al-Baqarah 67-71)

The story of Prophet Musa in Q.S. Al-Baqarah verses 67-71 is one of the significant narratives that illustrates the interaction between Prophet Musa and the Children of Israel. These verses reflect moral teachings, challenges of faith, and social relevance in fostering obedience and sincerity to Allah's commandments. Beyond being part of prophetic history, the story also portrays the social and religious dynamics of a community often marked by doubt and skepticism.

In these verses, Allah commands Prophet Musa to instruct the Children of Israel to sacrifice a cow. However, this command was not easily accepted. The Children of Israel questioned the specifics of the cow to be sacrificed, displaying a skeptical attitude and reluctance to obey unconditionally. This attitude, as noted by Adinda, reflects their habit of testing Prophet Musa's patience through stubbornness and a lack of sincerity. According to the Tafsir Ibn Kathir. This story represents a test for the Children of Israel, aimed at measuring the extent of their obedience to Allah. Tafsir Al-Qurtubi (Juz 1) also emphasizes that their repeated inquiries about the cow revealed an inherent rebelliousness, which is explicitly criticized in the Qur'an¹².

Angelika Neuwirth, in her study, indicates that the narrative of this story is connected to Old Testament traditions, particularly in Numbers 19:2, which mentions the command to sacrifice a red heifer for the purpose of purification. However, despite structural similarities, the Qur'an emphasizes moral and spiritual aspects, such as unquestioning obedience and sincerity in fulfilling God's commands. The Qur'an often reconstructs stories from previous scriptures to convey a more universal message. In this context, the story of Prophet Moses not only addresses historical aspects but also teaches timeless values of faith¹³.

Syukron Affani underscores that the story of Prophet Moses in Q.S. Al-Baqarah 67-71 serves as a social critique of people who tend to undermine God's commands by offering numerous excuses and questions. This attitude reflects a weakness in building steadfast faith¹⁴. In a modern context, similar behavior can be observed in societies that excessively question religious teachings without attempting to understand their wisdom¹⁵. Quraish Shihab, in Tafsir Al-Mishbah, highlights the importance of sincerity in worship. According to him, obedience to Allah does not require logical justification but rather genuine

¹¹ Muhammad Fajarussalam Al-Hamdani, "Kajian Sarjana Barat Terhadap Al-Qur'an Studi Pemikiran Angelika Neuwirth" (UIN Syarif Hidayatullah Jakarta, 2022).

¹² Al-Sheikh, Abdullah bin Muhammad-Bin Abdurrahman dan Bin Ishak, Tafsir Ibnu Katsir, ed. oleh M. Yusuf, Cetakan ke (Bogor: PT. Imam Syafi'i, 2004)

¹³ M. Nur Dalinur, "Metode Dakwah Rasulullah Kepada Golongan Non Muslim Di Madinah," *Wardah* 18, no. 1 (2017): 87–100.

¹⁴ Affani, "Rekontruksi Kisah Nabi Musa Dalam Al- Qur'an: Studi Perbandingan Dengan Perjanjian Lama."

¹⁵ Affani, Syukron, "Rekontruksi Kisah Nabi Musa Dalam al- Qur'an: Studi Perbandingan Dengan Perjanjian Lama," *al-Ihkam*, Vol 12.No. 1 (2017), (178-196) 122

conviction. Delays and repeated questioning only complicate matters, as experienced by the Children of Israel, who ultimately had to search for a cow with highly specific criteria¹⁶.

This story is also relevant in the context of the Prophet Muhammad's preaching, particularly in fostering faith awareness within a multicultural society. Agus Riyadi and Asep Suraya Maulana note that the Prophet Muhammad prioritized wisdom and patience when addressing a skeptical community. This approach aligns with the Prophet Moses' patience in dealing with the defiance of his people. In a social context, this story serves as a lesson for Muslims not to fall into excessive rationalization of religious teachings¹⁷. A record that prophetic values such as sincerity, patience, and obedience form the fundamental basis for building both individual and collective morality.

The story of Prophet Moses in Surah Al-Baqarah 67–71 transcends a mere historical narrative. These verses teach values of obedience, sincerity, and faith that every individual must possess. Classical and contemporary exegeses provide profound insights into the importance of submitting to Allah without doubt, while highlighting how this story critiques the skeptical behavior that often undermines faith. Intertextuality with Old Testament traditions enriches the understanding that prophetic stories convey universal messages that remain perpetually relevant. In modern life, this story serves as a reminder of the importance of fostering sincere faith in fulfilling religious commands. Thus, the story of Prophet Moses is not only a historical reflection but also a moral guide that transcends time.

B. Applying Prophet Musa's Timeless Values to Modern Media-Based Da'wah: Promoting Obedience, Sincerity, and Patience in the Digital Age

The story of Prophet Musa and the Children of Israel, as recounted in Q.S. Al-Baqarah verses 67-71, offers profound lessons on obedience to Allah, sincerity in faith, and patience in the face of skepticism. These values can be directly applied to modern media-based da'wah or Islamic broadcasting, ensuring that the message of Islam is effectively communicated in today's digital world¹⁸. Media platforms such as social media, TV, and digital spaces can adopt Prophet Musa's approach by emphasizing the importance of following Allah's commands with understanding and sincerity. For example, Muslim influencers and scholars on platforms like YouTube can create content that explains Islamic teachings clearly, addressing common doubts with wisdom and patience¹⁹. This mirrors Prophet Musa's effort to convey the divine command for the sacrifice of the cow, despite the resistance he faced²⁰.

Sincerity is another critical value highlighted by Prophet Musa's interaction with his people, and it should be a cornerstone of media-based da'wah. Islamic broadcasters and content creators must ensure their messages remain authentic and free from personal gain or

¹⁶ Kamarul Azmi Jasmi, "Bani Isra'Il Dan Peristiwa Sembilan Lembu: Surah Al-Baqarah (2:67-74)," in *Program Budaya Al-Qur'an* (Malaysia: Akademi Tamadun Islam, 2021).

¹⁷ Agus Riyadi dan Asep Suraya Maulana, "Dakwah Bi Al- Hikmah dalam Upaya Membangun Kesadaran Masyarakat Multikultural (Studi terhadap Dakwah Nabi Muhammad)," *The Proceeding of Icrs*, Vol. 1 No. (2022)

¹⁸ A. R. Sulaeman, A. Fazri, and F. Fairus, "Strategi Pemanfaatan Youtube Dalam Bidang Dakwah Oleh Ulama Aceh," *Communication* 11, no. 1 (2020): 81–93.

¹⁹ M Nashoiul Ibad et al., "THE CONCEPT OF COMMUNICATION OF THE PESULAP MERAH IN" 05, no. 2 (2022): 102–12.

²⁰ Muhajir Sulthonul Aziz, "WASILATUNA : Jurnal Komunikasi Dan Penyiaran Islam," *Komunikasi Dan Penyiaran Islam* 03, no. 2 (2020): 36–50.

superficial motives²¹. TV channels and social media accounts can produce content that genuinely educates and uplifts the Muslim community, addressing real issues and offering solutions based on Islamic principles. Similarly, addressing skepticism with patience, just as Prophet Musa did with the Children of Israel, is crucial in modern media communication. Platforms like Instagram or TikTok could feature short-form videos that engage young audiences and provide thoughtful responses to their doubts about Islam, fostering an atmosphere of understanding²².

In addition, interactive and educational content is an important aspect of modern da'wah, reflecting the way Prophet Musa engaged with his people through dialogue and clarification. Islamic educators on platforms like Facebook Live or Clubhouse can host live discussions or Q&A sessions, inviting followers to ask questions and fostering a space for open dialogue²³. This approach mirrors the Prophet's method of patiently answering inquiries and ensuring that his people understood divine commands. Finally, media-based da'wah can use the stories of the prophets, including that of Prophet Musa, to reflect on the moral lessons they offer. Programs or podcasts could retell these stories and draw parallels to contemporary challenges, reinforcing the relevance of Islamic teachings in modern life.

By adopting these strategies, media-based da'wah can remain true to the values exemplified by Prophet Musa, offering a patient, sincere, and educational approach to communicating the message of Islam²⁴. This ensures that the teachings resonate with diverse and sometimes skeptical audiences, fostering deeper reflection and spiritual growth in the process. Syukron Affani underscores that the story of Prophet Musa in Q.S. Al-Baqarah 67-71 serves as a social critique of communities inclined to trivialize God's commands with numerous excuses and questions. This attitude reflects a weakness in building a strong foundation of faith. In the modern context, similar behavior can be observed in societies that excessively question religious teachings without striving to understand their wisdom. Quraish Shihab, in his Tafsir Al-Mishbah, emphasizes the importance of sincerity in worship. According to him, obedience to Allah does not require logical justification but rather heartfelt conviction. Delays and repeated questioning only complicate matters, as exemplified by the Israelites, who were ultimately required to find a cow with very specific criteria²⁵.

The Prophetic mission of Muhammad SAW in Medina offers an inclusive, cross-cultural, and strategic communication model that resonates with the messages found in the story of Prophet Musa in Surah Al-Baqarah 67-71. Prophet Muhammad faced significant challenges in the society of Medina, which was composed of diverse social, cultural, and religious groups, including Jews and Christians. In this context, the story of Prophet Musa concerning the command to sacrifice a cow provides essential lessons on the importance of obedience and sincerity in accepting religious teachings, which formed the foundation of Prophet Muhammad's mission. According to Prophet Muhammad adopted the approach of dakwah bi al-hikmah, emphasizing wisdom, patience, and empathy in delivering religious

²¹ Erwan Efendi, Riskon Ali Guru Harahap, and Aprian Hutagalung, "Kinerja Pra Produksi, Proses Produksi, Dan Pasca Produksi Pada Siaran Radio Berbasis Dakwah Islami," *Da'watuna: Journal of Communication and Islamic Broadcasting*, 2023, <https://doi.org/10.47467/dawatuna.v3i3.2906>.

²² Heti Handayati Hasibuan., "Bani Israil Menurut M.Quraish Shihab Di Dalam Tafsir Al-Mishbah" (UIN Sunan Kalijaga Yogyakarta, 2019).

²³ M. (2023). Febriani, "Dinamika Perkembangan Ilmu Komunikasi Dalam Dunia Dakwah Pada Era Disruptif Teknologi Digital," *Urnal Integrasi Sains Dan Qur'an (JISQu)* 2, no. 2 (2023): 162-167.

²⁴ Abdul Ghofur, "Da'wah 'Islam Nusantara' on NU Online and the Surrounding Argue," *Dakwatuna: Jurnal Dakwah Dan Komunikasi Islam* 10, no. 1 (2024): 1-11.

²⁵ Affani, "Rekontruksi Kisah Nabi Musa Dalam Al- Qur'an: Studi Perbandingan Dengan Perjanjian LamA."

messages²⁶. This approach is reflected in his interactions with the Jewish community in Medina, who often exhibited skepticism towards Islamic teachings. As stated in Tafsir Ibnu Katsir, this skepticism parallels the behavior of the Children of Israel in the story of Prophet Musa, where they persistently questioned God's command and delayed its implementation. Prophet Muhammad's approach, however, demonstrated a contrasting response by prioritizing dialogue and emphasizing the importance of sincere obedience to Allah as the essence of faith.

The highlights that the prophetic narratives in the Qur'an, including the story of Prophet Moses, are often used to affirm the authority and authenticity of Prophet Muhammad's mission. In this regard, the story of the cow serves as a symbol of moral teaching, emphasizing the importance of obedience to God's commands as the foundation for establishing a community of believers²⁷. Prophet Muhammad employed a similar approach by underscoring universal values such as honesty, justice, and obedience to God in building a harmonious society in Medina. In the modern era, these values can be adapted into digital da'wah strategies, such as using social media to spread positive Islamic messages, video-based preaching, and Islamic broadcasting²⁸. The point out that the concept of prophethood in Islam is often associated with moral values that are acceptable to all religious groups. In the context of Prophet Muhammad's mission, the story of Prophet Moses was used to emphasize that Islamic teachings are not foreign but rather a continuation of the prophetic tradition that preceded them²⁹.

The relationship between the story of Prophet Moses and the mission of Prophet Muhammad demonstrates that the universal values in the Qur'an can be applied in the context of preaching across different eras and cultures. Messages about obedience, sincerity, and the importance of fostering strong faith are at the heart of Prophet Muhammad's strategy in creating an inclusive and harmonious society. Thus, this story serves as a moral guide that transcends time, remaining relevant in various social and historical contexts³⁰.

C. An Intertextuality Study Based on Angelika Neuwirth's Perspective

The intertextuality approach developed by Angelika Neuwirth offers a unique method for understanding the relationship between Qur'anic texts and other religious traditions. In the context of the story of Prophet Moses in Surah Al-Baqarah (2:67-71), this perspective provides insights into how the Qur'anic narrative not only draws upon earlier traditions but also reconstructs them to highlight values that are relevant for building a community of faith. Neuwirth) asserts that the Qur'an is a dialogical text, one that not only

²⁶ Agus Riyadi dan Asep Suraya Maulana, "Dakwah Bi Al- Hikmah dalam Upaya Membangun Kesadaran Masyarakat Multikultural (Studi terhadap Dakwah Nabi Muhammad)," The Proceeding of Icres, Vol. 1 No. (2022)

²⁷ Ihwan Agustono, "Pendekatan The Qur'anic Milieu Dalam Studi Al-Qur'an (Telaah Pemikiran Angelika Neuwirth Dalam The Qur'an in Context: Historical and Literary Investigation into Qur'anic Milieu)," *Al-Hikmah: Jurnal Studi Agama* 8, no. 2 (2022): 190–212.

²⁸ Qomar Abdurrahman and Dudi Badruzaman, "Tantangan Dan Peluang Dakwah Islam Di Era Digital," *KOMUNIKASIA: Journal of Islamic Communication and Broadcasting* 3, no. 2 (2023): 152–62, <https://doi.org/10.32923/kpi.v3i2.3877>.

²⁹ Asep Saepuloh, "Komunikasi Kelompok Nabi Musa Dengan Bani Israil Dalam Surah Al-Baqarah Ayat 67-71," *Bashirah Jurnal Komunikasi Dan Penyiaran Islam* 3, no. 2 (2022): 16–32.

³⁰ Dalinur, "Metode Dakwah Rasulullah Kepada Golongan Non Muslim Di Madinah."

absorbs Jewish and Christian traditions but also critiques and recontextualizes them to fulfill its theological objectives³¹.

In the story of Prophet Moses, Allah's command for the Children of Israel to sacrifice a cow reflects elements of narratives found in Jewish tradition. In Numbers 19:2, there is a command to slaughter a red heifer as part of a purification ritual. However, the Qur'an emphasizes the moral dimension of this command by underscoring the importance of obedience and sincerity as the core of humanity's relationship with God. This perspective, as elaborated by Neuwirth, illustrates that Qur'anic stories are often crafted to convey deeper meanings, integrating theological messages with universal values that can be applied across various social and historical contexts³².

Affani also supports this view by demonstrating that the story of Prophet Moses in the Qur'an is not merely a replication of the Old Testament narrative but serves as a critique of human tendencies toward procrastination and questioning divine authority. In this context, the intertextual approach helps reveal how the Qur'an utilizes elements of Jewish tradition to assert a more inclusive and universal message. This allows the Qur'an to establish its authority as a text that is not only relevant to Muslims but also speaks to other religious communities³³.

The approach of Prophet Muhammad in his preaching in Medina reflects a strategy aligned with the values embedded in the story of Prophet Moses. In building an inclusive community within a multicultural society, Prophet Muhammad emphasized dialogue, empathy, and justice in his method of preaching. Highlight that the concept of prophethood in Islam often underscores universally accepted moral values, such as honesty, patience, and obedience to God. The story of the cow, with its emphasis on the importance of obedience and sincerity, serves as one example of how these values are translated into practical life³⁴.

Furthermore, Neuwirth's perspective helps explain how the Qur'anic narrative positions Prophet Muhammad as the successor of an authentic prophetic tradition. By employing the story of Prophet Moses to affirm his prophetic authority, Prophet Muhammad not only introduced Islamic teachings but also bridged the differences between the Jewish and Islamic communities. Riyadi and Maulana note that Prophet Muhammad's approach, based on wisdom and dialogue, enabled him to reach various groups in an inclusive and effective manner³⁵.

The intertextual implications of Prophet Moses' story can also be observed in how the Qur'an articulates the relationship between humans and God. For instance, in Al-Qurtubi's tafsir, it is emphasized that the repeated questioning by the Children of Israel regarding the nature of the cow reflects a lack of sincere faith. This is relevant to the challenges faced by Prophet Muhammad in conveying the teachings of Islam to communities that were often skeptical and reluctant to embrace change. This tafsir underscores the

³¹ Angelika neuwirth, Nikola Sinai, *The Qur'an in Context Historical and Literary Investigations into the Qur'anic Milieu*, Ed. Oleh Gerhard Bowering.

³² Ihwan Agustono, "Pendekatan The Qur'anic Milieu Dalam Studi Al-Qur'an (Telaah Pemikiran Angelika Neuwirth Dalam The Qur'an in Context: Historical and Literary Investigation into Qur'anic Milieu)."

³³ Affani, "Rekontruksi Kisah Nabi Musa Dalam Al- Qur'an: Studi Perbandingan Dengan Perjanjian LamA."

³⁴ Syifa Mauliza Abdul Hafiz, Leli Romdaniah, Rasya Ahmad Nizar, "Konsep Kenabian Dan Ajaran Moral Dalam Agama-Agama," *Rayah Al -Islam Jurnal Ilmu Islam* 8, no. 1 (2024): 66–79, <https://doi.org/10.37274/rais.v8i1.912>.

³⁵ Agus Riyadi dan Asep Suraya Maulana, "Agus Riyadi Dan Asep Suraya Maulana," in *Dakwah Bi Al- Hikmah Dalam Upaya Membangun Kesadaran Masyarakat Multikultural (Studi Terhadap Dakwah Nabi Muhammad)*, 2022, 67–95.

importance of building trust and obedience as foundational elements in forming a faithful society³⁶.

Thus, Angelika Neuwirth's intertextuality approach provides a robust analytical framework for understanding the relationship between the story of Prophet Moses in Q.S. Al-Baqarah 67-71 and the prophetic mission of Prophet Muhammad. This narrative not only highlights the continuity of the prophetic tradition but also illustrates how universal values such as obedience, sincerity, and dialogue can be applied in building a harmonious community amidst diversity. This perspective also underscores the relevance of the Qur'an in addressing social and theological challenges that transcend temporal and cultural boundaries. Consequently, this research not only enriches intertextuality studies but also offers practical contributions to the development of inclusive and effective da'wah strategies³⁷.

Table 1.1 The Relationship Between the Story of Prophet Moses in Q.S. Al-Baqarah 67-71 and the Prophetic Mission of Prophet Muhammad

Aspect	The Story of Prophet Moses (Q.S. Al-Baqarah 67-71)	The Prophetic Mission of Prophet Muhammad SAW
Context of Obedience and Sincerity	Teaches obedience without doubt toward Allah's command, even if the command seems simple, such as slaughtering a cow.	Emphasizes the importance of sincerity and obedience in worship, as well as wholehearted adherence to Islamic teachings, which became a core message of his mission.
Skepticism and Defiance	The Children of Israel displayed skepticism and defiance by continuously questioning the details of Allah's command, reflecting their reluctance to obey.	Prophet Muhammad faced similar challenges from the Quraysh and Jewish communities, who were skeptical of Islamic teachings. However, he responded with wisdom, patience, and dialogue.
The Importance of Patience	Prophet Moses demonstrated patience in dealing with the Children of Israel, who were often stubborn and insincere in following Allah's commands.	Prophet Muhammad exemplified the same patience in his mission, whether confronting rejection by the Meccan society or skepticism in Madinah.
Moral Dimension and Social Critique	This story serves as a critique of the tendency to belittle Allah's commands and underscores the importance of submitting to Him without undue questioning.	Prophet Muhammad's mission also critiqued pre-Islamic societal behaviors, such as idol worship, social discrimination, and injustice, while calling for faith and submission to Allah ³⁸ .
Intertextuality of Prophetic Narratives	The story of the cow parallels the Jewish tradition in Numbers 19:2, but highlights moral and	Prophet Muhammad reinforced the continuation of religious traditions from earlier scriptures to affirm his

³⁶ Alkitab Perjanjian Baru, *Kisah Para Rasul 11:27*, (Jakarta: PT. Lembaga Alkitab Indonesia, 2018).
³⁷ Fadhlinaa 'Afifatul 'Aarifah, "Intertekstualitas Dalam Penafsiran Al-Qur'an Studi Analisis Intertekstualitas Angelika Neuwirth" (UIN Sunan Kalijaga Yogyakarta, 2021).
³⁸ M. faizul Amirudin, "Dakwah Nabi Muhammad Di Madinah (Analisis Keberhasilan Dakwah Nabi Dalam Tinjauan Sosiologi)," *El-Ghairoh* 17, no. 2 (2018): 1–19.

	spiritual dimensions such as sincerity and obedience.	prophetic authority and present Islam as a relevant and universal teaching.
Application of Universal Values	Promotes universal values of sincerity, justice, and submission to Allah that are timeless and universally relevant.	Prophet Muhammad applied these values in establishing a harmonious and inclusive society in Madinah, positioning Islam as a teaching that transcends cultural boundaries.
Wisdom-Based Propagation Strategy	Not explicitly evident in the story of Prophet Moses, but wisdom is implied in the way he conveyed Allah's command to the Children of Israel with patience despite facing challenges.	Prophet Muhammad explicitly employed wisdom-based strategies in his mission, including empathy and dialogue, to address challenges posed by various societal groups, including Jewish and Christian communities.

CONCLUSION

This study reveals that the story of Prophet Musa in Q.S. Al-Baqarah 67-71 holds profound relevance to the prophetic mission of Prophet Muhammad, particularly in the context of building an inclusive and faithful community. Through Angelika Neuwirth's intertextuality approach, this story is understood not only as a historical narrative but also as a representation of universal values applicable across eras.

The story of the cow teaches the importance of unquestioning obedience, sincerity, and patience in facing skepticism, which aligns with the core of Prophet Muhammad's mission in Medina. In his prophetic mission, Prophet Muhammad employed strategies based on wisdom and dialogue, reflecting the values taught in the story of Prophet Musa. This approach highlights the relevance of Qur'anic values in addressing social and cultural challenges, both in the past and in contemporary times.

Intertextual analysis demonstrates that the Qur'an actively interacts with prior traditions, not merely to integrate values but also to affirm the prophetic authority of Prophet Muhammad. This research enriches Qur'anic studies by offering new perspectives on the relationship between prophetic narratives and their application in da'wah strategies that remain relevant to modern challenges.

Therefore, this study not only contributes to the development of Qur'anic studies but also presents practical implications for Islamic da'wah strategies that are inclusive and rooted in universal moral values relevant across eras. Prophet Muhammad's da'wah strategy, grounded in sincerity, obedience, and dialogue, demonstrates that Islamic teachings are equipped to address the challenges of cultural and social diversity while serving as an effective moral guide to build a harmonious society.

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