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**Title** : Negotiation as a foundation in Islamic da'wah: Framework analysis on the memorandums held in the era of Rasulullah (pbuh) [Perundingan asas penyebaran dakwah Islam: Analisis kerangka ke atas perjanjian zaman Rasulullah (s.a.w)]

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**Abstract** : Negotiation has been used as a technique in solving either individual or group conflicts. Islam views negotiation as a decision making process which includes debates among individuals in solving conflicts. In the era of prophet Rasulullah (pbuh), the ways in which the negotiation took place are certain yet the framing of the negotiaton is still unclear. This study attempts to identify the type of negotiation frames and the techniques of negotiation used in five memorandums that were held by Rasulullah (pbuh) This study employs both qualitative approach and quantitative which uses a framing analysis that organizes and categorizes the negotiation into six types of frames and seven techniques of negotiation. The result indicates that the priority of the negotiation is highly given to the element of preventing crimes and social illness among the societies. It is suggested that a further study of comparison may be beneficial with the inclusion of the negotiation that took place during the four caliphs namely Abu Bakr, Uthman, Umar and Ali. It is hoped that the inclusion allows better understanding whether or not similar techniques of negotiation had been continuously used by the four caliphs in da'wah and thus makes the da'wah around the world a success.

**Subject** : Da'wah; Framing analysis; Islamic negotiation; Negotiation

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