

## **ABSTRAC**

The form of propagation is important, the service is to take them to the right and maximum path. In this case, Muhammadiyah has a purpose, “enforcing and upholding the religion of Islam so that it can manifest the true Islamic society”. Improvements in methods and strategy are attitudes in the face of problems, challenges and the development of the time supported assets owned. Geopolitic changes and global economic forces and their negative impacts have to be strong and courageous in entering the framework of thinking and strategic issues. The orientation of dakwah movement changed, from religious mission to humanity. Likewise the understanding of philanthropy in a religious perspective. The position of the government of a country that can no longer handle alone, generates commitment and cooperation. Two points addressing disaster and the environment are the starting points for carrying out strategic managements steps towards the root of the problem. One of them is the Muslim problem in Rakhine.

Keywords: Muhammadiyah, Humanity, Rakhine