

## A THEOLOGICAL REVIEW OF EVANGELISM AND ITS INFLUENCE ON CHURCH GROWTH

David Neyland Sumarauw<sup>1</sup>, Hery Budi Yosef<sup>2</sup>, Endang Pasaribu<sup>3</sup>, Guntur Hamonangan Sahat Silaban<sup>4</sup>

Sekolah Tinggi Teologi Global Glow, Indonesia

dannysumarauw@gmail.com<sup>1</sup>, herybudyosef@gmail.com<sup>2</sup>, endangpasaribu262@gmail.com<sup>3</sup>,

guntursilaban@gmail.com<sup>4</sup>

| Keywords                                                                    | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| Evangelism, Christian Theology, Church Growth, Church Mission, Discipleship | Evangelism is one of the fundamental aspects of Christian theology that aims to spread the good news of Christ. As the times evolve, evangelism faces various challenges, including secularization, social change, and technological developments that affect the way the church reaches the people. In this context, the theological understanding of evangelism and its impact on church growth is a relevant issue to be studied. This study aims to examine the theological review of evangelism and analyze how evangelism contributes to the growth of the church. In addition, the study also identifies evangelistic strategies that are relevant to the global context and challenges of the church today. This study uses a qualitative approach with a literature study method. Data were collected from a variety of academic sources, including theological journals, missiology books, and Bible studies. The analytical techniques used are descriptive-qualitative, which aims to understand the relationship between evangelism and church growth based on relevant theological and empirical sources. The results of the study show that evangelism has a significant impact on the growth of the church, both in terms of the number of congregations and spiritual depth. The various evangelistic methods that have been applied in the history of the church, such as personal evangelism, mass evangelism, and the use of digital media, have different effectiveness depending on the social and cultural context. In addition, discipleship as part of evangelism has proven to be an important factor in maintaining the sustainability of church growth. This research contributes to the development of a more contextual and strong theology-based evangelistic strategy. The church in the modern era needs to adapt a more inclusive and digital-based approach to evangelism without eliminating its theological values. |

Correspondence Author : David Neyland Sumarauw

E-mail: dannysumarauw@gmail.com



## **INTRODUCTION**

Evangelism as one of the main pillars in Christianity continues to be a topic of conversation in various global contexts. In this modern era, the dynamics of evangelism face challenges from secularization, religious pluralism, and technological advancements. Bosch (1991) in *Transforming Mission* emphasized that evangelism needs to undergo a paradigmatic transformation in order to respond to the needs of the times. In line with that, Mello & Martince G, (2022) underlines the role of social media as an increasingly effective evangelistic tool in reaching the global community.

More specifically, evangelism within the church faces a dilemma between maintaining theological values and adapting to social and cultural changes. Halim (2003) in the *Jesus Evangelism Model as a Modern Application* shows that the evangelism method carried out by Jesus Christ can be a relevant model for the church today. Meanwhile, Parhusip et al. (2022) highlight that church growth depends not only on evangelism, but also on the leadership of the congregation pastor and church management.

The urgency of evangelism for the growth of the church lies in the biblical call to preach the gospel throughout the world (Matthew 28:19-20, New Bible Translation, LAI). Wagner (2003) in *Church Building Strategy* emphasizes that without strategic evangelism, the church will stagnate. Salukhu (2020) added that a multicultural strategy in evangelism can be a solution for the church in facing the challenges of ethnic and cultural diversity.

Previous studies have extensively discussed the methods and impact of evangelism on church growth. Huston (1984) in *Crusade Evangelism and Local Churches* examines the effectiveness of mass evangelism in attracting new congregations, while Sampitmo (2017) explores evangelistic theology in the perspective of the Old Testament and New Testament. Laia, (2019) in her research on evangelism in the Nias Islands shows how a contextual approach can increase the effectiveness of evangelism.

The research offers an update in understanding evangelism by taking into account modern challenges such as secularism and digitalization. Saptono (2019) underlines that evangelism cannot be separated from discipleship, while Nainupu (2020) emphasizes the importance of discipleship in forming a solid Christian faith. Malau et al. (2024) propose a new approach in evangelism by responding to viral news issues related to progressive Christianity.

This research aims to examine a theological review of evangelism based on biblical texts and academic literature. Analyze the influence of evangelism on church growth in the modern context. Develop evangelistic strategies that are relevant to the global and specific challenges facing the church today. Thus, this research is expected to contribute to the church in developing an evangelistic strategy based on strong theology and contextual with the times.

## **RESEARCH METHODS**

### **Type of Research**

This study uses a qualitative method with a literature study approach. According to Sampitmo (2017), evangelistic theological research can be analyzed through written sources, both from the Bible, academic journals, and related literature. Therefore, this study will explore various references to understand the relationship between evangelism and church growth.

### **Research Approach**

The approach used in this study is practical theology with a focus on evangelistic strategies in the context of the modern church. Halim (2003) mentioned that the Jesus evangelism model can be applied in various cultural contexts and times, so this study will analyze approaches that are relevant to the current state of the church.

### **Population and Sample**

The population in this study is academic literature that discusses evangelism and church growth. The samples used were scientific journals, theological books, and the New Translation Bible (LAI) that focused on evangelistic methods and strategies, as used in previous research by Hannas & Rinawaty (2019).

### **Data Collection Techniques**

Data was collected through literature studies, including references from theological journals, missiology books, and Bible studies. According to Huston (1984), effective evangelism must be based on a deep understanding of theological principles derived from the Bible.

### **Data Analysis Techniques**

The analysis technique used in this study is descriptive qualitative analysis. The analysis process includes:

- Data Reduction – Sorting out relevant information from various sources (Bosch, 1991).
- Data Presentation – Organizing the results of the analysis into systematic categories, such as evangelism models and their impact on the church (Wagner, 2003).
- Drawing conclusions – Drafting a synthesis based on the data that has been analyzed to gain an understanding of the correlation between evangelism and church growth (Tomatala, 2003).

With this method, the research is expected to provide a deeper understanding of evangelism strategies in the context of the church today and its implications for congregational growth.

## **RESULTS AND DISCUSSION**

### **Evangelism in the Old Testament**

The Old Testament is the mission book and Israel is the Mission nation. This is very evident in how God called Abraham and also how God dealt with the Israelites until the Savior came later in life. In the Bible it is said that humans are given a cultural mandate by God. God blessed them, and God said to them, "Be fruitful and multiply, fill the earth and conquer it, and have faith in the fish of the sea and the birds of the air, and in all the beasts that creep upon the earth (Genesis 1:28). However, after these verses man fell into sin. Prostrate God to give a promise of salvation called an evangelium. Jacob Tomatala says that after man's fall into sin (Gen. 2 and 3), God gave the promise of salvation/good news/the earliest gospel (protovanglium) with the important purpose of freeing man from sin (Genesis 3:15); Galatians 4:4, Matthew 1:21, 1 Tim 2:25). The deliverance that God planned to do through the Lord Jesus Christ. From this promise of deliverance, God's power of deliverance is revealed, in which He

continues to deliver man from sin until His power of deliverance culminates in the sacrifice of Jesus Christ.

So actually evangelism has been found in the Old Testament and then continued in the New Testament albeit in different terms. Abraham's calling was as it is said in the book of Genesis "The word of the Lord to Abraham: Go out of your land and from your relatives and from your father's house into this land that I will show you; I will make you a great nation and give you and make your name famous and you will be a blessing. I will bless those who will bless you, and I will curse those who curse you, and by you all the nations of the earth will be blessed (Genesis 12:1-3). Here it can be seen that Allah actually plans to give blessings including salvation to all nations in this world through one person. David Royal Broughman argued: God did not call Abraham for Abraham's own sake but with foresight, that is, for the sake of humanity.

From the book of Genesis to the book of Malachi is full of God's invitation for humans to return to their creator. God sent Israel and the prophets to speak. It must be acknowledged that in Old Testament times, there was no gospel message as a covenant in the context of the New Testament. The words spoken by the prophets in the Old Testament actually radiated a testimony of God to the nations around Israel. That is what it says that evangelism in the Old Testament is centripetal (toward the center), while New Testament evangelism is centrifugal (out of the center).

### **Evangelism in the New Testament**

The essential nature of the New Testament is mission or evangelism. This can be seen from the beginning of Jesus' coming and ministry on earth and his climax at the crucifixion. Then through His teachings or His sermons always speak of the kingdom of God or evangelism. So the essential nature of Christianity is evangelism. It is in this that God's love is manifested in our midst, that God has sent His only begotten Son into the world, that we may live by Him. For I came down from heaven not to do my will, but to do the will of him that sent me" (John 6:38). Jesus taught in John 14:6 that only through Him can one enter heaven. This is the mission of Jesus that must be stated in the New Testament. Even Jesus Himself in His house-to-house ministry. So Jesus said once more: "Peace be upon you! Just as the Father sent me, so now I am sending you" (John 1:14). 20:21 But you will receive power, if the Holy Spirit descends upon you, and you will be my witnesses in Jerusalem and in all Judea, and Samaria and to the ends of the earth" (Acts 1:8).

So it can be concluded that, according to Yakob Tomtala related to the dynamics of the mission, affirming that: "The dynamics (power/power/authority) of God's mission is His mighty and great POWER, which is in His sovereign self". Therefore, the source of the contextual mission dynamics is the Triune God.

**First: God is the source of mission.** From a mission perspective, God the Father is the primary source of mission. Mission is God's heart. This is known as "**Missio Dei**" (God's Dispatch). This means that God took the initiative to send Jesus Christ to this world to carry out His will, because God wants sinners to be saved and have the eternal life that God provides for those who believe in Him (2 Peter 3:9; John 3:16; Genesis 3:15). That is, it is Allah who is the subject,

source, initiator, dynamic and implementer and fulfillment of His mission. He was the Great Envoy. He is also the alpha (the first) and the omega (the last) of His mission. Thus, missions are conceived by God, born of God, nurtured by God, carried out by God and fulfilled by God. The target of God's mission is sinful humans. The motive of God's mission is love for God's sake.

**1)** God the Father existed before everything existed. The heavens and the earth, including humans, were created to honor God. **2)** God the Father created everything in a very good state. As a creator, He does not want anyone to live outside of a relationship with Him. **3)** God the Father has provided the kingdom of heaven for mankind since the foundation of the world. Before man was born, God had designed peace for mankind. **4)** God the Father immediately seeks a relationship with a man who has just fallen into sin (Genesis 3). **5)** Jehovah the Father directly helps those who have sinned. After Adam and Eve fell into sin, God sought them out and put them on them. **6)** God the Father directly promised salvation to sinful mankind (Genesis 3:15). **7)** God the Father chose a nation, that they might be a conduit of salvation for mankind. God called Abraham and the nation of Israel to be a blessing to all nations throughout the world (Genesis 12:1-3). **8)** God the Father, who is just and holy, punishes man honestly. **9)** God the Father sent His Only Begotten Son as the Savior of mankind. (John 3:19) This is the greatest sacrifice of God the Father for mankind". **This misio Christie** ( Messenger of Christ) means Jesus Christ as the person who took the initiative to send His disciples to make others His disciples. (Matthew 28:18-20; John 20:21 – 23). **Missio Ecclesiae** (Mission of the Church) means the church as the initiator to send or send missionaries better known as evangelists to preach the gospel of Jesus Christ. (Acts 13:1-3).

**Second: Jesus Christ: the example of mission.** "As thou hast sent me into the world, so I have sent them into the world" – John 17:18. David Livingstone, in his perspective on the stagnation of Jesus in the above verse and quoted by James Tomatala, says: "God had only one Son and He made His Son a Missionary". Regarding Livingstone's view, Yakob Tomatala argues as follows: Evangelism is one of the drivers of church growth, because through evangelism, many people will hear about Jesus Christ who is the embodiment of God's love for this world, then believe in Him, be saved and have eternal life. They became disciples of Christ, baptized and taught to do all that Jesus commanded them to do, knowing that Jesus was with them forever until the end of time. Once it grows, of course, the church will evangelize. "From this statement, it is implied that "Allah has only one plan to bring shalom to man and all of His creation". The presence of the Lord Jesus Christ on earth is proof of God's faithfulness in fulfilling His promises (Genesis 3:15; Compare: 1 Timothy 2:5; Galatians 4:4; I John 2:1-2)". **1.** The Lord Jesus Christ was a missionary sent by God the Father; **2.** The Lord Jesus Christ is the perfect Missionary; **3.** The Lord Jesus Christ is a complete, holistic and perfect Missionary; fourth, the Lord Jesus Christ is a Missionary with the primary task of bringing shalom to sinful man and all His creation; **4.** The Lord Jesus Christ is the Perfect Example in carrying out the mission of God the Father.

**Third:**

**Holy Spirit: mission power.** When we think of missions, we often associate missions with God's love so great that He sent His Son to save the world. This is true, but we often do not

pay much attention to the work of the Holy Spirit in world missions. **The Holy Ghost is the Mission Driver.** In Acts 1:8 it says: "But you will receive power, if the Holy Spirit comes upon you, and you will be my witnesses in Jerusalem and in all Judea and Samaria and to the ends of the earth." The Holy Spirit was promised by the Lord Jesus before ascending to heaven so that His disciples would be His witnesses. Without being moved and led by the Holy Spirit, His disciples cannot witness God's love and glory throughout the world. The Holy Spirit determines the strategy and speed of evangelism. The Holy Spirit moves people to wait until the most opportune time (kairos in the NT) and He also leads His disciples to go and preach the gospel. When to wait and when to leave is not in the hands of humans. The Holy Spirit will rule. That is why the disciples were not told to leave immediately after the Lord Jesus ascended to heaven, but were asked to wait until the Holy Spirit descended and led them.

#### **The Holy Ghost is a Missionary.**

Every Christian who has received the Holy Spirit and is filled by Him, it is impossible not to speak of the gospel. The Holy Spirit will open the spiritual eyes of the world and unbelievers so that they can understand and repent of their sins – Acts 2:4-11, 41. In addition, the Holy Spirit always equips missionaries with what is needed when faced with the reality of difficulties on the ground. "... but they could not resist his wisdom and the spirit that compelled him (Stephen) to speak" – Acts 6:10. Just as the Holy Spirit anoints the Lord Jesus, He also enables His disciples for every type of missionary service, as revealed in Luke 4:18: "The Spirit of God is in me, holistic missionary service encompasses all aspects of human life. Restoration and transformation are not only in the spiritual realm, but also include physical life (social, political, economic, etc.). Jesus showed that in His life of service. The Spirit of God anoints Him, revealing what kind of service is done to the community. **The Holy Ghost is the Missionary Messenger.** The Holy Spirit also knows which Christians are suitable to be sent "out" of their comfort zone to other nations, both at home and abroad. Just as He sent Paul and Barnabas, the Holy Spirit still sends missionaries today. Paul and Barnabas were the best men, the leaders of the Antioch church who resigned, were sent, and were offered ministry outside the church walls to be a blessing to the nations. During fasting prayers, the church of Antioch was willing to listen and obey the voice of the Holy Spirit to send two of their church leaders. They did not feel disadvantaged if they had to allow Paul and Barnabas to carry out the Lord's mission, but rather they were actively involved as senders of the two servants. Antioch, as a missionary church, is an example in mission history not to maintain their good energy and leaders, but to be willing to send them and obey the Holy Spirit.

#### **Evangelistic Methods**

The evangelism model is a framework used by churches and missionaries to design and implement evangelistic strategies to individuals and groups who do not yet know Jesus Christ. In its development, various models of evangelism have emerged in response to different cultural, social, and theological contexts around the world. Over time, these models have become an important tool in directing the church's mission and helping believers understand how best to share the gospel message with the world.

An understanding of the evangelistic model is not only important for missionaries and church leaders, but it is also relevant for any believer who wants to be a witness of Christ in

the midst of their community. In this introduction, we will explore several different models of evangelism, taking into account the theological foundations, practical strategies, and global mission implications of each.

Through a deep understanding of these evangelistic models, it is hoped that we can expand the vision and mission of the church, increase the effectiveness of evangelism, and empower believers to be witnesses of Christ in every aspect of their lives. Thus, this introduction will help us prepare to learn more about the different approaches and strategies for spreading the good news of the gospel to a world in need.

The coming and work that Jesus did in His ministry and even in His life was to preach the good news or preach the Gospel itself. It can be a model, method or form of evangelism in which we can imitate and imitate it as a guide. However, the author will only discuss a few:

### **Methods of Evangelizing Jesus Christ According to the Gospel of Luke**

In the Journal of Pentecostal Theology Kharismata, Frans Wonatorei and Maricoano Antaricksawan Waani, propose the Method of Evangelizing Jesus Christ According to the Gospel of Luke

#### **1. Personal Evangelism**

In personal evangelism, the Lord Jesus found someone to preach the essence of the gospel message, which is about the Kingdom of Heaven or the Kingdom of God. Jesus did not wait, but Jesus sought out sinners and met them personally. In addition to meeting them personally, Jesus also cared about sinners because Jesus loved sinners, but Jesus hated sin. So evangelism is focused on sinners who need to be saved. In addition, in His missionary ministry, Jesus also healed illnesses individually, praying for His disciples and others. Because the key to the success of evangelism is prayer. Prayer is an intimate communication with God, which Jesus did in His ministry. In addition, Jesus cast out the demons of one man. In the Gospel of Luke, there are many miracles performed by Jesus including the exorcism of demons individually.

#### **2. Frequently Asked Questions**

In addition to personal evangelism, Jesus also evangelized through the question-and-answer method. This meant that Jesus had to get a response from his listeners, to learn to think actively and express an opinion about a truth. Heinz Kock commented, "With teacher questions, a student is encouraged to think, learn how to solve problems actively because they have to think about answering the teacher's questions."

#### **3. Visit**

Among the many methods of evangelizing Jesus, one of them is the method of visitation. This method means that Jesus visited the target mission. There are three things that can be described in this passage, namely: Jesus' coming into the world is God's visit to sinful man; The Lord Jesus does evangelism by visiting His targets; Jesus did not just wait for people to come to Him, but He went in search of the lost.

#### **4. Examples of Spiritual Discipline**

Regarding the example of Spiritual Discipline, Jesus set an example in suffering, never sinning, never deceiving himself, not retaliating when reproached, patient in threats, surrendering to God's will, exemplary in righteousness.

#### **5. Living Testimony**

Living testimony is one of the most effective methods of evangelism. It is not only witnessing the message of the Gospel delivered orally, but the lifestyle and deeds in daily life. Being the salt and light of the world in terms of acts of love, holiness and obedience to God becomes the light of truth that emanates from his life.

### **Jesus' Evangelistic Method in John 4:1-42**

Jesus' missionary journey did not focus on the Israelites or the Jews. Jesus performed multicultural ministry to everyone. One of Jesus' servants to the Samaritan woman. The Lord Jesus' communication with the Samaritan woman was a conversation that was not common in Israelite culture.

#### **1. Finding People in Need**

Everyone must have needs both socially, friendship and economically, just like this Samaritan woman lived. Avoiding others, feeling rejected and humiliated. For this reason a preacher needs to find out about information on needs related to social, friendship and economics and so on, so that through that the gospel can be easily preached to those who do not believe.

#### **2. Building Friendships**

Jesus started a conversation with a Samaritan woman with the aim of establishing friendships with people he had never known before. So before Jesus evangelized this Samaritan woman, Jesus first built a friendship, so that there was an openness to each other.

#### **3. Involve Others**

Jesus involved the Samaritan woman's husband to listen to the good news, so that decision-making in the family could understand what Jesus was preaching so that it was not an obstacle but a supporting factor in the change in faith belief.

#### **4. Clearing up misunderstandings**

Jesus' presence in Samaria is very clear, that is, it changes the understanding of a Samaritan woman who is still wrong in judging life, especially in understanding what it means to worship God which is still unclear.

#### **5. Reconstructing the Understanding of Trust**

The concept of Samaritan and Jewish beliefs that are hereditary understandings is wrong. According to Tenney, the misconception is that "our ancestors worshipped on this mountain, but you say Jerusalem is a place of worship." Jesus leads directly to a sense of trust, by correcting this misunderstanding. Jesus began with the beautiful phrase: "To know the true God is to know Him in spirit and truth." There is no need to go to the mountains to seek Allah, for Allah is Spirit, and it is impossible for man to touch or make Him ablution to worship.

#### **6. Restoring the wrong way of life**

The way Jesus communicated the wrong way of life to the woman was by reminding her of a previous experience. In addition, Jesus also built his view of worship to God. In this way, the Samaritan woman realized that she was communicating with the Messiah that the Israelites had been waiting for.

## **7. Preaching Jesus as the Messiah**

When He revealed Himself and corrected the erroneous view of the Samaritan woman's life, Jesus did not immediately instill the Jewish concept of the coming of the Messiah as king, but Jesus slowly conveyed according to the woman's concept and understanding of the "Messiah" as she replied to Him: "I know that the Messiah is coming who is also called Christ; when He comes, He will preach all things to us". In preaching the gospel, the essence of the message is about the person of Christ as the way of salvation. He is the only one who can guarantee the salvation of every believer in eternal life.

### **Today's Evangelistic Model**

Nowadays, where the development of technology is developing more rapidly, of course, evangelism will experience many challenges where many people are increasingly indifferent to the gospel and even reject it because life problems are facilitated. But on the other hand, the opportunity to evangelize is increasingly wide open and facilitated by various existing media. Therefore, Hannas and Rinawaty in the Journal of Christian Theology and Education "Kurios", shared the results of a study entitled "Applying the Evangelism Model in the Present", namely:

#### **1. Interpersonal Evangelism Model**

This model of evangelism, based on John 3:1:21, is to value interpersonal communication, understand interpersonal communication and apply interpersonal communication. A good model of interpersonal communication can be observed when Jesus answers, He says: "Verily I say to you, unless a man is born again, he cannot see the kingdom of God." So Jesus' evangelism of Nicodemus was so communicative in an interpersonal way, marked by a conversation so clear or detailed, in which Jesus stated that rebirth is the process of seeing the kingdom of God and is spiritual in nature so that it can see the kingdom of God.

#### **2. Personal Evangelism Model**

In doing personal evangelism, there are at least four materials that can be used, namely: four spiritual huku, four spiritual facts, AMAKI and a book without words. The four spiritual laws are: First: The Lord God loves you and has a beautiful plan for you, Second: man is sinful and separate from the Lord God so that he cannot know and experience God's love and plan for his life, Third: Jesus Christ is the only way of salvation prescribed by God God for the forgiveness of man's sins. Through Him, you can know and experience God's love and plan for you, Fourth: we must accept Jesus Christ as our Savior and Lord by inviting Him personally, so that we can know and experience God's love and plan for our lives. The four spiritual facts in question are: First, sin and its punishment, Second: human effort, Third: Jesus is the way, Fourth: Accepting Jesus. Furthermore, AMAKI stands for Grace, Man, God, Christ, Faith. And Wordless Books are colored paper without the slightest word. These colors include: gold, black, red, white and green.

#### **3. Mass Evangelism Model**

The model of mass evangelism is to communicate the message of the Gospel to the community en masse. This can be done in the form of a Resurrection Service (KKR). In the KKR, after the Word of God has been preached, it is usually accompanied by miracles such as healing, inner healing, deliverance from the entanglement of evil spirits and the challenge of personally accepting Jesus Christ as Savior.

4. Media Ministry Evangelism Model

The media service model is carried out using print and electronic media. Print media can be in the form of brochures, magazines, books, etc., while electronic media can be through TV, Radio and Social Media.

5. Social Service Evangelism Model

This model of evangelism is carried out through: home visits, education, disaster relief and the like. This ministry is not an act of Christianization but rather building a "bridge" of communication to express the very distinctive teaching of Jesus Christ, which is love. Love must be exercised toward all people as witnesses that Christians are doing what Jesus taught.

6. Friendship Evangelism Model

This model of evangelism is to adapt to the cultural and social context, so that the message of the Gospel can be conveyed well and can be understood. This model is like what Jesus did to a Samaritan woman by asking for help to be given water, when the Jews (Jesus) and the Samaritan (women) were unfriendly and even hated each other. Jesus showed humility that precedes friendship.

**Practical Evangelistic Methods/Models**

In addition to the evangelistic methods/models described above, there are practically at least 20 other models or methods used in evangelism, as quoted from [page https://dudedisciple.com/methods-of-evangelism/](https://dudedisciple.com/methods-of-evangelism/), namely:

1. Gospel Journey
2. Roman Way
3. 1 Minute Gospel
4. The Four Spiritual Laws
5. Steps to Make Peace with God (Billy Graham's Method)
6. 5 Finger Method
7. Biblical Method Perspective
8. Gospel Testimony Methods
9. Sharing the Gospel Through Questions
10. A fearless method to share Jesus
11. C2C Story Application Method
12. Sharing the Gospel with the Money Method @20
13. One-Verse Evangelistic Method
14. Method 2 Circle
15. Gospel Drama Method
16. Children's Evangelism Methods
17. Paper Folding Safety Message
18. The Chalk Gospel Evangelistic Method
19. Gospel Field Methods
20. Wordless Book/Bracelet Method

From the discussion of the evangelism model/method that has been described above, the author concludes that actually the evangelism model/method can be divided into 3 main parts, namely:

**1. Active evangelism**

This evangelism is carried out by all believers who have the burden of salvation of souls, are called and chosen to evangelize, both individually, as Jesus did in the ministry and practically as he is doing today, as well as in the masses, that is, by the Ministry of Communion and through the mass media.

**2. Passive evangelism (the invisible gospel)**

This evangelism is carried out by believers who live well according to God's Word. That is, those who want to be the light and salt of the world so that through their good lives and being examples, others who do not believe see their lives that reflect the character of Jesus become believers in Jesus.

**3. Evangelistic bridge**

In evangelism, wisdom from God through the Holy Spirit is needed so that the gospel to be delivered can be conveyed properly. For this reason, in an effort to reach souls, there needs to be a good and correct strategy based on the wisdom given by God. The strategies used in reaching these souls can be a "bridge" for these souls. The things that need to be done in building these "bridges" include contextualizing the Gospel according to the culture or customs of the people to be evangelized. It can also be done through social service and building friendships with them.

And it should be noted that of the evangelistic methods or models that have been presented, according to this study, there is no better evangelistic method or model than the others. Everything is good to do, but, personal evangelism is the best model to do because it is direct to the person and immediately receives a response from the person being evangelized.

And the most important thing to remember is that in evangelism the guidance and guidance of the Holy Spirit is indispensable. For it is not we who convert others, but it is the Holy Spirit who brings souls and touches them so that they are saved. Our task is to preach the gospel.

## **GROWTH OF THE CHURCH**

### **Understanding Church Growth**

The growth of the church can be divine in that it refers to God's work in His church, and it can also be human in that it refers to the work of the church (believers) in doing His will. Peter Wagner explained that church growth includes everything related to bringing people who have no personal relationship with Jesus Christ to fellowship with Him and become responsible members of the church.

### **Forms of Church Growth**

There are several forms of church growth that are reviewed based on how members are acquired

1. Church growth is biological.

This church growth occurs from children of Christian families who grow into adults, are served by the church, are brought to Christ and are prepared to be responsible members of the church. Then there was also the growth of the church due to the movement of church members. This church growth occurs when people who have become believers leave their membership in one church and switch to another. In addition, the growth of the church is due to the conversion of new souls. This growth of the church occurred as a result of the preaching of the gospel to "those who had not yet entered into the church" so that they could be brought unto Christ and become members of the church.

## 2. Internal Development

Internal development is the improvement of the quality of a church. Christians can grow in worship, understand God's Word, love one another, the fruit of the Spirit, a life of prayer and in other things. In this case, the quality of the church will improve if unconverted church members are born again.

## 3. Expansion development

In this case, the church grows by expanding the reach of ministry and bringing new people from outside into communion with the church, whether they come because of repentance or because of church change. In this case, the new church members come from the same culture.

## 4. Extension development

The development of counseling has the same meaning as the opening or establishment of a church. Newly converted people are gathered into the new churches. In this case there is no cultural difference between the evangelist and the person being evangelized.

## 5. Intercultural development

Intercultural development also refers to the opening of new churches, but in this case the church is in a different culture from the people it evangelizes.

## Factors Affecting Church Growth

The growth of the church is complicated. Because it comes into contact with the divine aspect and the human aspect. Peter Wagner stated that it is God who works through His Holy Spirit that causes churches to grow. But in his research, he also found several factors that can affect the growth of the church. First, the shepherd, what is his role? Second, the church, are they good? Third, the size of the church, how big? Fourth, structure and function, do all the main functions work with high efficiency? Fifth, unity, homogeneous or heterogeneous? Sixth, the method, which tool is the most effective? Seventh, what are the priorities, what good things should the church do biblically and effectively for growth?

In this regard, Peter Wagner tries to reveal several factors that can influence the growth of the church in a positive perspective. This means that he sees it in terms of driving factors. The better the life of the church is related to these important points, the higher the growth of the church. On the other hand, Ron Jenson and Jim Steven also revealed several factors that can influence the church to grow, namely: patience with known sin; lack of desire to grow (in the sense of organic, quality and quantity); a lack of a strong commitment to prayer as the basis for all church services; lack of leadership development and practicing spiritual gifts; The

extreme leadership form of the congregation of Ron Jenson and Jim Steven tries to reveal several factors that can negatively affect the growth of the church. This means that they look at it in terms of inhibiting factors. The worse the life of the church is related to these important points, the lower the growth of the church

## **CONCLUSION**

In the midst of the development of the digital era, evangelism is experiencing a paradigm shift with new opportunities in social media and information technology. The challenge for churches today is not only to maintain traditional methods, but also to explore more contextual and inclusive strategies. As such, evangelism remains a key element in strengthening the church's identity and building a vibrant and resilient community of faith. Ultimately, evangelistic success is measured not only by how many people convert, but also by how the church is able to create an ecosystem that supports the sustainable growth of faith. With the guidance of the Holy Spirit and openness to the dynamics of the times, the church can continue to carry out its mission as the light and salt of the world, carrying out God's call to reach and guide more souls in the Christian faith.

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