

The Language Style of *Tashbih* in Qur'an and Malay Figurative Language as a Medium of Da'wah

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Abstract

This research explains about the language style of *tashbih tamthil* in the Quran and the kinds of the parable of Malay figurative languages such as simile, metaphor, personification, hyperbole, and paradox or contradiction. The main object of this study is analyzing *tashbih* in Quran with Malay figurative language as a comparative study. Then, it associates *tamthil* Quran in Malay figurative language that's based on preacher for extending his topic is an important thing for audiences to be victorious on his da'wah. This based on theoretical proof that explains, Abdul Karim Zaidan said that language as a medium of delivering da'wah has many kinds. There are speech, discussing order to do the right and avoid the false, but the case is how clear the preacher' saying or language in order that delivering clearly and impressively to audiences by using some mediums. Based on the reality, the preacher said that the language is clear and real enough, but the audiences said that what the preacher's words are not clear and not impressive. Therefore, the result of a research got that this study is based on text analyze of Arabic (Quran) -Malay, there are many kinds of figurative language style in both languages (Arabic-Malay) either similarity or contradiction between the two languages. It could be a medium of da'wah by using the strategy of *da'wah bi al-kitabah* through Quran language that contains of *tashbih tamthil* and Malay figurative language style such as simile, metaphor, personification, hyperbole, and paradox or contradiction as a preach medium. The conclusion is exist of similarity or contradiction in the comparison between the language style of *tashbih* or similarity in the Quran and Malay figurative language as a medium of da'wah and give awareness to the audiences that obtained lessons could be applied in the daily life.

Keywords: Tashbih; figurative of language style; da'wah

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Introduction

The language style of *tashbih* is one branch of *bayan* science that emphasizes to delivering aspect of a meaning by using some methods and manners. The usage of the language style of *tashbih* is a main method and used by Arabian societies since the past time spreadly. Immediately, the interesting comparison should give an exact illustration for a delivered purpose. In the theory of *uslub tashbih* which delivered by al-Jurjaniy that *uslub* contains of the meaning of the manners to deliver a thinking through languages, election techniques and usages of verses (*ayat*) that illustrated in the form of verse. Qashiy Ali al-Su'ud studied about *Wujud al-Tashbih al-Tamthiliy fi al-Qur'an al-Karim*, in Banda Aceh. This study found that the excellency of *Tashbih Tamthil* to understand *al-Qur'an* is more important because it contains many words of *tamthil* in Qur'an considered from the *Surah* fluency and the distinct meaning. The other sides of *al-Qur'an* couldn't understand by the right comprehension except studied about *tashbih tamthil* which is a root of studying the literature of *al-Qur'an* and its miracles. It could be concluded that the purpose of