

da'wah as a message election measure and medium, also hope the effectiveness of communication process happens inside da'wah (Anwar Arifin, 1988). Although the study got a significant output, but it still needs to present more detail declaration, how the relation could get unimpressive relation when the same studies were done in many contexts of media. (I Gede Titah Pratyaksa, t.t).

The Previous Research

In this previous research, the researcher took some references of previous research, designed to analyze the relevant statement with the studied research. Nowadays, the literature review in the literature development of *balaghah* science found easily, especially in the language style study of *balaghah*. So far as study on *tashbih* aesthetics *balaghah* science seldom touch as a comparative study of Malay figurative language style, especially in its function or impression for the preachers to deliver a message to the audiences. There was a theoretical and empirical proof which maintains the relation about *tashbih* of Qur'an, Malay figurative language and da'wah.

1. The Theoretical Proof which Maintains the Relation about *Tashbih* of Qur'an, Malay Figurative Language and Da'wah.

This study designed based on the conceptual design and took the theory of *tashbih* from al-Jurjaniy, Gorys Kraf's theory about the figure of language style, al-Sayyid Nawfal's theory of da'wah language style.

The language style of *tashbih* theory based on al-Jurnaniy, said that the styles contain about the way how to deliver an idea with languages, the election techniques, and the usage of the verses in the Qur'an (al-Jurjaniy, 1998). The theorem application shows that *tashbih* which is in Qur'an, Hadith, poetry, or others give the impression in placing Qur'an as a lifeschool. (Ahmad bin Salim al-Syahri: 2009), (Abdul al-Muhsin al-Jazairiy, 2009), (Hafni Bustami, February 2013).

Furthermore, Gorys Kraf's theory said that the language style of rethoric called as style. The figurative language is designed by a comparison or similarity. Comparing an object with another object is trying to find some characters which show both similarities (Gorys Keraf, 1986). The application of this theory is showing a case which compared with another case and this similarity creates an idea through an imagination. It's expressed by unusual word, but it's born in the beauty, softness, and politely which covered behind the figure and comparison (Faridah binti Omar, 2010).

While the language style of da'wah of al-Sayyid Nawfal (1997) said that the style of da'wah with the main purpose means for declaring a definition, ideas, and law principles (da'wah message) by current symbol and form (Victoria O'Donnel and June Kable, 1982). Besides, the way to apply a method of da'wah in impressing the audiences are *bi al-Hikmah*, *bi al-Maw'izah al-Hasanah* and *Mujadalah bi al-Latyy Hiya Ahsan*. (Al-Alusi, 1978), (Nor Raudah Hj. Siren, 2013). Its application is to show that a method of da'wah gives the impression which is concluded to the preacher's planning in da'wah even the comprehension way or behavior. (Nurwahidah Alimuddin, January-June 2009).