

Geelan Khaleel Haider (2013), studied about *al-Targhib wa al-Tarhib fi al-Qur'an al-Karim wa Ahammiyatuhā fi al-Da'wah ila Allah*. This study discusses about the way of da'wah to Allah using the language style of *targhib* and *tarhib* in *al-Qur'an al-Karim* and its importances to da'wah process. The result of study found that the preacher explained to humans about how to pray to Allah, and He doesn't burden them with praying strength to Allah. Besides, the preacher needs to study all styles in his da'wah by applying them for the audiences. This because there is an important purpose inside to be applied in the daily life and also for their safety and success. Then, Farizah Hanan Muhammad, et.al (2016) studied about the language style of da'wah based on Islamic perspective by involving the principle of da'wah style in the Qur'an. This study found the right usage election of *ushub* in da'wah as a significant role to make sure that it has been declared. Besides, it found 3 kinds of language style that available in da'wah as al-Qur'an says (in surah al-Nahl: 125) they are *bi al-Hikmah*, *bi al-Maw'izah al-Hasanah* and *Mujadalah bi al-Latiy Hiya Ahsan*.

It can be concluded and looked that the previous research as the explanation above, there are some surplus on this study. The previous research leans to use the current theories, they are *tashbih*, da'wah, and language styles of Qur'an, hadith, and also poetry to explain the way how to understand them. Through this approach will appear the deficiencies of the the previous the research, whereas the theories here are used in different object in morphology and statistics as a medium of da'wah. Based on the deficiencies, this research works by analyzing a comparison study of *tashbih al-Qur'an* and Malay figurative language which the main theory used as an instrument of da'wah based on some angles of language style.

The Research Method

1. Design of the Study

The method of this research is qualitative method. Ahmad Sunawari Long said that qualitative research is a study which leans to the data accumulation method through an analysis of document contents (Ahmad Sunawari Long, 2006). Then Strauss and Corbin said that qualitative research is not every study that uses numbers or getting the result by statistical procedures and other estimation (Strauss, A. L., and Corbin, J, 1998). Besides, this research design is a content study, which is one research of qualitative. It refers to the explanation spreadly and systematically to the ideas. Neoendroerf said that a content analysis is message analysis with scientific method and unlimited for all countable variables or message contents made. (Neoendroerf, Kimberly A, 2002). It proposes to add sciences in solving problem by answering verse problems that contain of Qur'an's *tashbih* and Malay figurative language as a medium of da'wah. The content analysis done after studying and processing data through the famous interpretation (*tafsir*) to help the researcher in applying a method and procedure of the study. This takes sample technique based on verses of the Qur'an that contain the elements of *tashbih* as created in the Qur'an, poem, poetry or the parables in figure of language and used as a medium of da'wah. So the ideas from its subject are very important and useful as the study material which points of *tashbih* verses.