

that metaphor usage isn't the right of wise poetry writers only, but there is in human daily conversation. He affirmed that humans couldn't say more than 3 verses fluently without metaphor,"we cannot get through three sentences of ordinary fluid discourse without it". (Lee, 2001).

If we analyze deeply from Richard's opinion, the figure of metaphor could be as daily conversation in da'wah. It caused of da'wah acts as a communication process on delivering Islamic religion didn't give a strong effect bring the societies to the best condition. The one caused factor is the preacher delivers his da'wah impersonally, informatively, and also his language doesn't use the effectiveness of communication method. Therefore, the metaphor languages become the medium which is being an information agent (*musadid*) are people who are being barrier in deflecting the information which often misinterpretation by western orientalist side in reversing Islamic fact to Islamic societies.(Toto Tasmara, 1997).

As an example of the language style of al-Qur'an and poetry "*al-Amin*" which contains a metaphor through the parable language could be the communication way only for his community to fight for a woman's right at pagan period. Abd Karim Zaidan opined if the preacher wants to deliver the religious belief like a condition in pagan period and the resurgence after death, he proves it from prophet's history only, and death proof and resurgence after that is compared to the animal's condition, plants, and etc. The parable is used for closing the definition in order to understand easily by da'wah target. (Abd. Karim Zaidan, 1999). As Qur'an says:

وَضَرَبَ لَنَا مَثَلًا وَنَسِيَ خَلْقَهُ قَالَ مَنْ يُحْيِي الْعِظْمَ وَهِيَ رَمِيمٌ ۗ ۷۸ قُلْ يُحْيِيهَا الَّذِي أَنْشَأَهَا أَوَّلَ مَرَّةٍ
وَهُوَ بِكُلِّ خَلْقٍ عَلِيمٌ ۗ ۷۹

The meaning:

"78. and He made a parable for us and forgot his creature, He said: Who is able to turn on broken bones?."

"79. Say: He would be turned on by God who created firstly and He knows all about human being".

It can be concluded that both examples above, the metaphorical language can be used as a way of da'wah. The preacher can describe the subject (topic of da'wah) about Islamic religion which give an impression to da'wah target with the parable of languages. In the Islamic communication context which has the larger scope and medium, it must be on the same way in its Islamic role.

3. Personification

Personification is a figure of language styles which illustrates the dead objects or lifeless objects as it have human characters. The objects didn't act, speak, and etc. as human (Maniyamin bin Haji