

The verses of poetry that explained by A. Samad Said to contain the language style of personification above, give the same purpose in the prophet's declaration. As the prophet says:

أحيانا يأتيني مثل صلصلة الجرس وهو أشده عليّ فيفصم عني وقد وعيت عنه ما قال...

The meaning:

It (revelation) sometimes comes to me as a strong bell's sound and it is too heavy for me, but I aware and understood what it said .... (al-Bukhari, 1987).

The parable of giving a purpose of the prophet's life history and fight, and his way to face some events. These give the examples to the preacher in applying his method and medium of da'wah, because prophet passed the same condition and situation to what the preacher faced everytime and places. The preacher got the example to solve a problem correctly, morals, and the way that must be cured and held out. Declaring da'wah through writing and speaking, then there is a parable inside as poetry, poem, and phrase, it can add a new knowledge for the audiences and give the interested and nice impression. (Abd al-Karim Zaidan, 1999).

#### 4. Hyperbole

A language style that expresses an object in an excessive way than the real (Faridah binti Omar, 2010). It proposes to emphasize an idea and invites the readers to comprehend its message (Maniyamin bin Haji Ibrahim, 2006). A hyperbole doesn't receive literally because of its excessive characteristic. (Addison Wesley Longman Malaysia SDN, BHD, 1999)

The example of hyperbole (*mubalaghah*) in al-Qur'an surah al-Baqarah 2:261,

مَثَلُ الَّذِينَ يُنْفِقُونَ أَمْوَالَهُمْ فِي سَبِيلِ اللَّهِ كَمَثَلِ حَبَّةٍ أَنْبَتَتْ سَبْعَ سَنَابِلَ فِي كُلِّ سُنْبُلَةٍ مِائَةٌ حَبَّةٌ ۗ وَاللَّهُ يُضَاعِفُ لِمَنْ يَشَاءُ ۗ وَاللَّهُ وَاسِعٌ عَلِيمٌ

The meaning:

“The parable of human who spends his wealth in the Truth is compared to a seed which grows 7 stems, every stem has a hundred seeds. And (remember), God will multiply reward for the human who desired and God is widish and knows.”

The analysis of the verse that it explains a hyperbole because of expressing an object which characterized excessive moral than its fact. It is a parable of a man who spends his wealth in the Truth like a seed which grows 7 stems and every stem has 100 seeds. Based on Arabic literature, it called *mubalaghah*.