



## **The Lyric Style of the Song *Rahmatan Lil 'Alamin* by Maher Zain (Stylistic Study)**

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### **Abstract**

This research stems from the increasing interest in religious songs that blend spiritual messages with poetic elements. The purpose of this study is to analyze the stylistic features in the lyrics of *Rahmatan Lil Alamin* by Maher Zain using a stylistic approach. This qualitative descriptive research employs the stylistic theory by Gorys Keraf, focusing on language style elements such as rhetorical, comparative, and repetition styles. Data were collected through documentation techniques and analyzed using content analysis to identify and classify language styles found in the lyrics. The findings reveal that the lyrics employ a variety of language styles: comparative styles, such as similes and metaphors, are used to portray divinity and moral values; rhetorical styles, like rhetorical questions and hyperbole, emphasize spiritual longing; and repetition styles strengthen the emotional tone and the central theme of universal mercy. These stylistic devices not only enhance the aesthetic value of the lyrics but also deepen their religious meaning, making the song both artistically engaging and spiritually resonant.

**Keywords:** Stylistics, Religious Song, Maher Zain, Arabic Language Style

### **Abstrak**

Penelitian ini berangkat dari meningkatnya minat terhadap lagu-lagu religi yang menggabungkan pesan spiritual dengan unsur puitis. Tujuan penelitian ini adalah untuk menganalisis gaya bahasa dalam lirik lagu *Rahmatan Lil Alamin* karya Maher Zain dengan pendekatan stilistika. Penelitian ini merupakan penelitian deskriptif kualitatif yang menggunakan teori stilistika dari Gorys Keraf, dengan fokus pada gaya bahasa retorik, gaya perbandingan, dan gaya pengulangan. Data dikumpulkan melalui teknik dokumentasi dan dianalisis dengan analisis isi untuk mengidentifikasi serta mengklasifikasikan gaya bahasa yang digunakan dalam lirik lagu. Hasil penelitian menunjukkan bahwa lirik lagu ini menggunakan beragam gaya bahasa: gaya perbandingan seperti simile dan metafora menggambarkan ketuhanan dan nilai moral; gaya retorik seperti pertanyaan retorik dan hiperbola menonjolkan kerinduan spiritual; serta gaya pengulangan memperkuat nuansa emosional dan tema utama rahmat bagi seluruh alam. Gaya-gaya bahasa ini tidak hanya memperindah estetika lirik, tetapi juga memperdalam makna religiusnya, sehingga lagu ini menjadi karya yang bernilai artistik dan spiritual.

**Kata Kunci:** Stilistika, Lagu Religi, Maher Zain, Gaya Bahasa Arab

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## Introduction

In Indonesia, public interest in Arabic songs is relatively high. Arabic songs have an appeal that can touch the heart and soul, although most listeners may not fully understand the meaning of the lyrics, the songs can still touch the hearts and souls of the listeners. This phenomenon is not surprising if we see that the lyrics of the Arabic songs are in the ballad or religious genre, which have similarities with poetry that requires energy to understand. In literary works, song lyrics can be classified as part of the poetry genre, where language is the primary tool for creating beauty and conveying messages (Amin, 2020). It shows that it is not only the meaning of the words that determines the beauty of a song, but also the melody, rhythm, and nuances produced by the composition. Despite language barriers, song lyrics, including Arabic songs, can provide a deep emotional experience for listeners with stunning melodies and harmonious rhythms.

One way to feel the beauty of Arabic songs is to understand the lyrics of the song. Understanding the lyrics is interesting, where listeners can feel the deep emotions and messages in each note. One concept that needs to be understood is the lyrics' stylistic element (language style). Stylistics is a science related to language style. Language style is part of the study of diction or word choice, examining whether words, phrases, or clauses are by the intended context (Keraf, 2010). The use of beautiful language style impacts the song's beauty, which is identical to the characteristics of each author, writer, and speaker. This language style is intended to realize the goals in the mind, conveyed beautifully to everyone. Moreover, the language style in a lyric can be a medium to convey more profound meaning through metaphors, personifications, and other language styles (Mirwan Akhmad Taufiq & Achmad Yani, 2024).

Most experts believe that style is a distinctive feature that distinguishes each individual in their work, both orally and in writing. Style describes how someone uses language in a particular context, either in conversation or writing, including literary and non-literary works (Hartini & Astuti, 2021). Often, style is more similar to literary works, especially those in the form of written texts. One example is song lyrics. In creating lyrics, writers usually rely on strong imagination and attention to overall beauty (Hartini & Astuti, 2021). The choice of words in the lyrics is done carefully, so they are in harmony with the melody and can produce beautiful music for listeners (Putri dkk., 2023a).

Song lyrics are categorized as part of the literary genre because they are considered literary works (poetry) that contain the outpouring of each writer's feelings and are the arrangement of words from a song (Maulana & Oemiati, 2021). Song lyrics are a work that uses written language in a series of words with beautiful diction and applies a language style similar to poetry (Wantika & Yulianti, 2019). In other words, song lyrics can be equivalent to poetry when viewed in terms of writing. It is in line with perception (Semi, 1993). Analyzing the language style in song lyrics is important to understand how the author conveys spiritual and moral messages to his listeners. Behind every song lyric is hidden a meaningful work of art (Saputry dkk., 2023). Analysis of the language style allows us to reveal the author's creativity in choosing words, building metaphors, and creating captivating rhythms. Thus, listeners can appreciate more deeply how the author can package great messages in beautiful, easy-to-understand language. However, a deeper insight into the language style used in song lyrics is still understudied. We also need to know what exactly makes the lyrics of a song so captivating to many listeners. Therefore, an in-depth study of the style of language used can reveal the answer.

Therefore, the author feels that stylistics is the proper study to be used as a scalpel in this study entitled *Style of Language in the Lyrics of the Song Rahmatan Lil Alamin* by Maher Zain (Stylistic Study) (Ibrahim Ali, 2015). This concept includes various elements of style and techniques used in song creation to provide deeper insight into how a musical work can affect its listeners. Stylistics focuses on how the author uses linguistic elements to create specific effects on the reader or listener (Pradopo, 2022). In the context of song lyrics, this analysis will include metaphors, personification, and repetition to understand how Maher Zain conveys his message effectively. This study uses the theory of language style according to Gorys Keraf. Gorys Keraf defines language style as a way of expressing thoughts through language, reflecting the soul and personality of the author (Gorys Keraf, 2009). This theory is used in this study. Keraf divides the language style into categories, including metaphors and repetitions, which we will discuss in the lyrics of Maher Zain's song "Rahmatan Lil Alamin ." The moral and spiritual messages in the lyrics are expected to be found through this analysis (Pranata & Deni, 2024). Keraf emphasized that applying the correct language style can maximize the expressive power and appeal of writing and provide specific emotional

effects to readers or listeners (Wahmi, t.t.-a). Thus, understanding language style is very important in analyzing literary works and communication in general (Taufiq et.al., 2023).

The author chose Maher Zain's song entitled "Rahmatan Lil Alamin " because of language in the lyrics is simple, but the meaning is profound. Words such as "rahmah", "habibi", and "shalat" have strong emotional connotations for Muslims. In addition, from the side of the music video which is very interesting and supports the message to be conveyed, Maher Zain's songs are also able to attract the attention of the younger generation who were initially not too interested to be very interested because the lyrics are iconic or easy to remember and the melody is pleasant to hear (Pikal, 2018). Maher Zain's songs also contain optimistic messages that build, such as love, friendship, and peace, which make listeners feel inspired. The formulation of the problem of this study is: 1) What does Maher Zain use the style of language in the lyrics of the song "Rahmatan Lil Alamin "? 2) What are the dominant language styles in the song's lyrics? 3) What is the purpose of using a particular style of language in the lyrics of the song "Rahmatan Lil Alamin "? This study aims to find the meaning contained in the lyrics of the song "Rahmatan Lil Alamin" sung by Maher Zain, through a stylistic study, and to provide new insights into how language style can enrich the experience of listening to music while conveying deep spiritual values.

Several previous studies have discussed the style of language in songs. As the results of the study conducted by Sarikhul Hanif (2022) entitled Representation of the Meaning of the Lyrics of the Song Din As-Salam in a Review of Arabic Literary Theory, the method used is qualitative descriptive analysis. This study emphasizes the importance of understanding the deep meaning through reading, translating, and identifying elements of meaning in the lyrics. The results show that the lyrics reflect the theme of tolerance (Wahmi, n.d.-b). In addition, a similar study was also conducted by Akhmad Syahid and Ika Selviana (2019) entitled Style of Language in the Lyrics of the Song Shalawat Nissa Sabyan and Its Implications for Stylistic Studies (Uslub Science). The method used is qualitative descriptive analysis, and this study emphasizes the importance of understanding the deep meaning through the procedure of reading, translating, and identifying elements of meaning in the lyrics. The results show that the lyrics reflect the theme of tolerance.

In addition to the above studies, there is also a study entitled Analysis of

Language Style, Imagery and Poetry in the Lyrics of the Song *Senja Teduh Pelita* by Maliq and D'essentials: A Stylistic Study that includes the use of various literary elements such as metaphor, simile, and personification. The use of metaphor in these lyrics can be found in the depiction of dusk as a symbol of temporary beauty. It creates a depth of meaning that can arouse the listener's feelings. Research by Marta Diniyah Putri, Rindy Tri Banowati, and Saleh Fahrudin shows that the language style used in the lyrics strengthens the song's central theme, which is about love and loss. By referring to previous studies, analyzing the song "Rahmatan Lil Alamin " lyrics is expected to provide new insights into language style and the messages contained therein. Through an in-depth approach, it is hoped that readers can understand and appreciate the values contained in the lyrics of this song.

### **Research Method**

The type of research used is library research, which uses various library sources, such as notes, previous research results, articles, reference books, and related journals to collect data and information. Researchers use an in-depth study of the song's lyrics to obtain data. The data source used in this study is the song *Rahmatan Lil Alamin* lyrics obtained from Maher Zain's official YouTube channel, lasting 4 minutes 20 seconds. This song is included in Maher Zain's album, "*Nour Ala Nour*", which was released on April 20, 2022. In addition, supporting data sources used to examine aspects of language style also come from books and the internet. In this study, two data collection techniques are documentation and hermeneutics.

The documentation technique collects data through archives, theories, opinions, and relevant books. However, the hermeneutic approach includes a read, note, and conclude approach. After collecting data relevant to the problem or discussion of the research, the researcher analyzed the data using stylistic techniques. The data presented in this text is in the form of words, sentences, and phrases containing aspects of metaphor, personification, and repetition in the song's lyrics. The researcher did not conduct interviews with certain parties, but conducted a comprehensive analysis based on the researcher's understanding of the relevant research focus. The data analysis process consists of the following steps: Identifying data consisting of sentences containing language styles; Grouping data consisting of words or sentences containing language styles Metaphor, Repetition, and others, using language style theory to analyze

language styles in the lyrics of the song *Rahmatan Lil Alamin* by Maher Zain.

## **Results and Discussion**

This section will show the results of the data obtained by the researcher in the lyrics of the song '*Rahmatan Lil Alamin*'. The study used is a Stylistic Study. The data will be presented about the lyrics of the song *Rahmatan Lil Alamin*, Metaphor, Personification, and Repetition.

### **Lyrics of the Song *Rahmatan Lil Alamin***

Various song lyrics and music types have developed rapidly in the music industry during this period. However, most songs are created only to entertain the public. Music can create a calm and comfortable atmosphere for its listeners through touching lyrics and musical accompaniment that can arouse emotions. However, quite a few song lyrics are not very educational and are widely spread in various media. What is more worrying is that these songs are in demand by various groups, including children and teenagers. Uneducational song lyrics can significantly influence the formation of values and behavior, especially in the younger generation searching for their identity (Nuri, 2013). Exposure to less positive lyrical content can potentially erode moral and social values. In this case, the presence of musicians like Maher Zain is a breath of fresh air. Through his works, Maher Zain consistently presents positive messages that can inspire and guide listeners, especially the younger generation.

Maher Zain is a Swedish-Lebanese international singer known for his Islamic-themed songs with spiritual and moral messages. His popularity increased after his album '*Thank You Allah*' in 2009, which successfully revived the popularity of Islamic music, especially in the Middle East and Muslim-populated Western countries. Songs from the album, such as "*Insha Allah*," are known for being sung in various languages. Maher Zain succeeded significantly in Southeast Asia, especially in Indonesia and Malaysia, where the album was certified platinum. With his melodious voice and meaningful lyrics, Maher Zain has played a major role in introducing modern Islamic music to various age groups. Maher Zain combines elements of pop music with religious messages, making him popular among listeners who appreciate music with Islamic and positive values. His songs are often categorized as "religious or spiritual music," focusing on Islamic themes and human values. The lyrics in his songs usually praise God, convey moral messages, and encourage listeners to do good. In addition, Maher Zain is also

considered one of the pioneers of "modern nasyid," a contemporary Islamic music genre that has found a place in the hearts of listeners worldwide. One of his most popular songs is *Rahmatan Lil Alamin* . Here are the lyrics and their meaning in Indonesian:

Table 1: Lyrics of the song '*Rahmatan Lil Alamin* ' by Maher Zain

intro	intro
O you who are the Imam of all the Prophets in prayer O you whose heart contains mercy for all humans O you who unite hearts through Islam My beloved, my intercessor, O Messenger of Allah I will sacrifice my father and mother for you, O my Prophet Shalawat and peace be upon you, O Prophet (Reff) My Beloved, O Muhammad! You come with peace and guidance, Muhammad My Beloved, O Muhammad! Grace to the Ummah, O Muhammad O you who calm our lives with faith O you who teach goodness with your beauty O you who enlighten our hearts with the Koran My beloved, my intercessor, O Messenger of Allah I will sacrifice my father and mother	يَا مَنْ صَلَّيْتَ بِكُلِّ الْأَنْبِيَاءِ يَا مَنْ فِي قَلْبِكَ رَحْمَةٌ لِلنَّاسِ يَا مَنْ أَلْفَتَ قُلُوبًا بِالْإِسْلَامِ يَا حَبِيبِي يَا شَفِيعِي يَا رَسُولَ اللَّهِ بِأُمِّي وَأَبِي ... فَدَيْتُكَ سَيِّدِي صَلَاةً وَسَلَامًا ... عَلَيْكَ يَا نَبِيَّ  (Reff) حَبِيبِي يَا ... مُحَمَّدُ أَتَيْتَ بِالسَّلَامِ وَالْهُدَى مُحَمَّدُ حَبِيبِي يَا ... يَا مُحَمَّدُ يَا رَحْمَةً لِلْعَالَمِينَ يَا مُحَمَّدُ يَا مَنْ حَلَيْتَ حَيَاتَنَا بِالْإِيمَانِ يَا مَنْ بَجَمَالِكَ عَلَّمْتَ الْإِحْسَانَ يَا مَنْ نَوَّزْتَ قُلُوبَنَا بِالْقُرْآنِ يَا حَبِيبِي يَا شَفِيعِي يَا رَسُولَ اللَّهِ بِأُمِّي وَأَبِي ... فَدَيْتُكَ سَيِّدِي صَلَاةً وَسَلَامًا ... عَلَيْكَ يَا نَبِيَّ



for you, O my Prophet Shalawat and peace be upon you, O Prophet	Back to reff صَلَّى اللّٰهُ عَلٰى خَاتَمِ الْأَنْبِيَاءِ مُحَمَّدٌ ... مُحَمَّدٌ
Back to Reff May Allah bless you Above the bonds of the Prophets Muhammad.. Muhammad	رَحْمَةً لِّلْعَالَمِينَ ... رَحْمَةً لِّلْعَالَمِينَ مُحَمَّدٌ ... مُحَمَّدٌ
A mercy for mankind.. a mercy for mankind Muhammad.. Muhammad	رَحْمَةً لِّلْعَالَمِينَ ... رَحْمَةً لِّلْعَالَمِينَ مُحَمَّدٌ ... مُحَمَّدٌ
A mercy for mankind.. a mercy for mankind Muhammad.. Muhammad	رَحْمَةً لِّلْعَالَمِينَ ... رَحْمَةً لِّلْعَالَمِينَ
A mercy for mankind.. a mercy for mankind Back to Reff	Back to reff

## Metaphor

There are five metaphors in the song 'Rahmatan Lil Alamin '; each lyric that contains a metaphor also has a different meaning. Metaphor in Arabic is called الاستعارة (al-isti'ārah). According to Tarigan (2013), Metaphor is the application of words as an illustration based on similarities or comparisons rather than their actual meaning. In other words, a metaphor is making a direct comparison between two objects without using conjunctions such as "like" or "bagai". In the song, all the metaphors help beautify the lyrics and spread deep moral values about the Prophet Muhammad, who is worthy of emulation. The following is a table and explanation of metaphors in the song lyrics:

*Table 2: Metaphorical Style*



No.	Lyric	Types of Language Style
1	"يَا مَنْ صَلَّيْتَ بِكُلِّ الْأَنْبِيَاءِ"	Metaphor
2	"يَا مَنْ فِي قَلْبِكَ رَحْمَةٌ لِلنَّاسِ"	Metaphor
3	"يَا مَنْ أَلَفَتْ قُلُوبًا بِالإِسْلَامِ"	Metaphor
4	"يَا مَنْ نَوَّزَتْ قُلُوبُنَا بِالْقُرْآنِ"	Metaphor
5	"يَا رَحْمَةً لِلْعَالَمِينَ"	Metaphor

In Table 2, it can be understood that the lyrics of the song "يَا مَنْ صَلَّيْتَ بِكُلِّ الْأَنْبِيَاءِ" are included in the metaphor because the sentence applies a comparison to represent the Prophet Muhammad as an imam or leader for all prophets in prayer, which is a spiritual metaphor. If we pay attention to the lyrics above, the Prophet Muhammad is juxtaposed with all other prophets. The words 'imam of all prophets' are not only about someone who becomes a prayer leader, but are deeper. It describes the Prophet Muhammad as a universal spiritual leader who connects all prophets in Islam. This metaphor emphasizes that the teachings of the Prophet Muhammad are the unifier of humanity. When viewed emotionally, this metaphor fosters respect and admiration for the Prophet Muhammad, creating a strong bond between the listener and his figure. This metaphor beautifies the lyrics aesthetically, providing depth and beauty that attracts the listener's attention.

The lyrics of the song "يَا مَنْ فِي قَلْبِكَ رَحْمَةٌ لِلنَّاسِ" are included in the metaphor, because the sentence uses an indirect analogy to describe the nature of a person (Prophet Muhammad). In the song's lyrics, the author describes the heart of the Prophet Muhammad as a place full of grace. This lyric means "O you whose heart contains grace for all mankind," but the figurative meaning is deeper. This metaphor shows that his compassion and concern for humanity are heartfelt. In addition, this lyric also connects the Prophet Muhammad with Islamic teachings that emphasize the value of compassion and empathy, inviting people to emulate these traits. In terms of emotion, this metaphor arouses respect and love among Muslims, creating a strong bond between the listener and his figure. Aesthetically, these metaphors enhance the language of the lyrics, giving them a depth of meaning and beauty that makes them more appealing to the listener.

In the lyric excerpt "يَا مَنْ أَلَفَتْ قُلُوبًا بِالإِسْلَامِ" is included in the metaphor, because the sentence uses an indirect comparison, namely the use of the sentence 'uniting hearts

through Islam'. It is not a physical expression, but rather an emotional and spiritual condition that describes the Prophet Muhammad as a figure who unites the people's hearts through the teachings of Islam. The figurative meaning is to emphasize that the teachings of the Prophet Muhammad function as a strong binder, eliminating divisions and uniting various backgrounds into one whole. In terms of emotion, this metaphor arouses a sense of love and respect among Muslims, creating a strong bond between the listener and his figure. This metaphor beautifies the lyrics aesthetically, providing depth of meaning and beauty that attracts the listener's attention.

In the lyrics of the song "يَا مَنْ نَوَّرَتْ قُلُوبَنَا بِالْقُرْآنِ" metaphor because the sentence uses an indirect comparison to describe the influence of the Qur'an on the human heart. The lyrics interpret the Qur'an as a source of light that illuminates the people's hearts. The figurative meaning shows how the Qur'an provides enlightenment and guidance to the people. This metaphor emphasizes that the Qur'an functions as a light that dispels darkness and confusion in life, providing clear understanding and insight to humans. By describing the Qur'an as a source of enlightenment, these lyrics remind us that the teachings in the holy book are essential to direct people's lives. From an emotional perspective, this metaphor evokes a sense of gratitude and respect for the Qur'an, creating a strong bond between the listener and the holy book. Aesthetically, this metaphor also enhances the lyrics, providing a depth of meaning and beauty that attracts the listener's attention.

The lyrics of the song "يَا رَحْمَةً لِلْعَالَمِينَ" include metaphors because the phrase is included in the category of metaphors, as it describes the Prophet Muhammad as a source of mercy for every human being throughout the world using indirect analogy. Its figurative meaning shows that he is not only a bearer of mercy, but also a manifestation of mercy itself. This metaphor emphasizes that the nature of compassion and kindness are the main characteristics of the Prophet Muhammad, which creates an image that his presence brings protection and peace to all creatures. In terms of emotion, this metaphor arouses a sense of love and respect among Muslims, creating a strong bond between the listener and the figure of the Prophet. This metaphor beautifies the lyrics aesthetically, providing a depth of meaning that attracts the listener's attention.

### **Personification**

There are 3 Personification Figures of Speech in the lyrics of the song Rahmatan

Lil Alamin . Personification is a figure of speech that gives human characteristics to inanimate objects. The characteristics given are only possessed by humans, so this figure of speech is also often referred to as a figure of speech (2017). These three personification figures of speech enrich the meaning of the lyrics of the song "Rahmatan Lil Alamin " and show how the message conveyed can touch the heart and provide inspiration for listeners. Through the use of personification, this song conveys moral and spiritual teachings and creates emotional depth that makes it easier for everyone to accept and understand. The following is a table and explanation of personification in the song lyrics:

*Table 3: Personification Style of Language*

No	Lyric	Types of Language Style
1	"يَا مَنْ نَوَّرْتَ قُلُوبَنَا بِالْقُرْآنِ"	Personification
2	"يَا مَنْ حَلَّيْتَ حَيَاتَنَا بِالْإِيمَانِ"	Personification
3	"يَا مَنْ فِي قَلْبِكَ رَحْمَةٌ لِلنَّاسِ"	Personification

Table 3 shows that the lyrics of the song "يَا مَنْ نَوَّرْتَ قُلُوبَنَا بِالْقُرْآنِ" include personification, because it is a sentence in which the Qur'an is likened to a light that illuminates the heart. It describes how the teachings and guidance of the Qur'an provide enlightenment and understanding to humanity, as if the heart can be illuminated by light. Meaning: Here, "lighting up" or "illuminating" the heart describes as if the heart can be illuminated, giving the impression that the Qur'an can provide guidance and light to the human soul.

In the lyrics of the song "يَا مَنْ حَلَّيْتَ حَيَاتَنَا بِالْإِيمَانِ" The sentence includes personification because the use of the word (حَلَّيْتَ), which usually refers to human actions, indicates personification. However, in this case, these words are applied to faith, which is not a living thing. In the lyrics, faith is considered capable of providing calm and peace. In this case, faith does not have a physical form, but is only understood or felt in the mind and

feelings presented as a force that can affect a person's life conditions in real terms. This sentence describes life as if it can be decorated or beautified with faith, indicating that faith provides beauty and meaning in life.

In the lyrics يَا مَنْ فِي قَلْبِكَ رَحْمَةٌ لِلنَّاسِ is a sentence that includes personification because the heart is considered to have the ability to be "filled". It gives human qualities to the heart. The heart is described as a place that can store grace. In this case, grace is not just a feeling, but also something that can be shared and given to others, showing that the heart can provide protection and affection.

## Repetition

There are three repetitions found in the lyrics of the song "Rahmatan Lil Alamin ", which have the intention of prioritizing affection, storing in the listener's memory, and spreading the message of grace in the lyrics of the song, because repetition is one of the affirmation figures of speech that states the intent and purpose by repeating words, phrases, or clauses in a sentence. The following is a table and explanation of repetition in the lyrics of the song:

*Table 4: Repetition Language Style*

No.	Lyric	Types of Language Style
1	"حَبِيبِي يَا مُحَمَّدٌ"	Repetisi
2	"مُحَمَّدٌ ... مُحَمَّدٌ"	Repetisi
3	"رَحْمَةٌ لِلْعَالَمِينَ ... رَحْمَةٌ لِلْعَالَمِينَ"	Repetisi

Table 4 shows that the lyric excerpt "حَبِيبِي يَا مُحَمَّدٌ" is included in the repetition because the word "Habibi" is used repeatedly. In the song "Rahmatan Lil Alamin " lyrics, the word "habibi" has been repeated 10 times.

See this words:

"حَبِيبِي يَا مُحَمَّدٌ" (Habibi yaa Muhammad)

"حَبِيبِي يَا ... يَا مُحَمَّدٌ" (Habibi ya ... ya Muhammad)

The word emphasizes the emotional connection and closeness between the singer and the figure referred to, namely the Prophet Muhammad. This repetition emphasizes a deep sense of love and respect, appearing several times in the lyrics. The word shown repeatedly focuses on the connection and affection for the Prophet Muhammad, besides

encouraging the listener to feel deep love for his figure.

In the lyrics of the song "مُحَمَّدٌ ... مُحَمَّدٌ" is a repetition because the phrase above uses the repetition of the name "Muhammad" directly. The word "Rahmatan Lil Alamin " is repeated 7 times in the entire song lyrics. From the repetition above, it creates a rhythm that is happy and certainly strong in memory. For example, the repetition of the word "مُحَمَّدٌ" (Muhammad) at the end of several verses emphasizes the name of the Prophet and builds a loving atmosphere. Moreover, this repetition emphasizes the great respect and love for the Prophet Muhammad. This repetition creates a strong emotional effect, showing how important the figure of the Prophet is in the song Rahmatan Lil Alamin .

The lyrics "رَحْمَةً لِّلْعَالَمِينَ ... رَحْمَةً لِّلْعَالَمِينَ" are included in the repetition category because they repeat the same phrase directly. In the song "Rahmatan Lil Alamin " lyrics, the word "Rahmatan lil'alamin" has been repeated 7 times. This repetition emphasizes the song's core message, which is about compassion and protection for all humans in the world, and also experiencing the meaning of 'mercy' given to the entire universe.

### **Conclusion.**

This study focuses on the language style in Maher Zain's song "Rahmatan Lil Alamin " lyrics. The styles of language studied are Metaphor, Personification, and Repetition as a tool to convey moral and spiritual messages. Maher Zain has succeeded in combining elements of pop music with deep Islamic values, creating a work that is entertaining and inspiring. In the overall lyrics of the song, five fragments of lyrics are included in metaphors, three fragments of lyrics are included in Personification, and three fragments of lyrics are included in repetition. The most prominent language style in this song's lyrics is metaphor. It illustrates that Maher Zain can convey deeper meanings through figurative language.

With metaphors, diverse and profound images are created, so messages about love, peace, and the example of the Prophet Muhammad as a blessing for all nature can be conveyed more effectively. In addition, Personification can describe concepts that are not directly visible, such as faith and guidance. Meanwhile, repetition creates rhythm and emphasis on the central message of the song. Through this analysis, Maher Zain has successfully used language creatively to convey positive and educational messages. His works, such as "Rahmatan Lil Alamin ," not only enrich the treasury of contemporary Islamic music but also significantly contribute to shaping the character and values of his

listeners.

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