

## APPENDICES

### Appendix 1

#### Semi-Structured Interview Instrument For CEO Of Nurflix

Monday, 6<sup>th</sup> December 2021

Informant: Syah Muhamad Abdullah

1. What is a “sopan stream”?
2. Who came up with the idea of using the phrase “sopan stream” as a tagline?
3. What is the motive for using the “sopan stream” tagline?
4. Where did the inspiration for the phrase “sopan stream” come from?
5. What is the value that Nurflix wants to convey through the tagline “sopan stream”?
6. What is the message behind the use of “sopan stream” tagline?
7. Why did Nurflix choose to use an Islamic theme and the tagline “sopan stream”?
8. What makes Nurflix different than other Islamic content?
9. What is Nurflix strategy related to the sustainability of the product by using the tagline of “sopan stream”?
10. Are there any specific target subscriber for the Nurflix platform?
11. How does Nurflix respond to the opportunities that exist amid very tight competition in the streaming platform market?
12. What is Nurflix's strategy amid market competition?
13. What are the main requirements if you want to subscribe Nurflix platform?
14. Are there different policies or rules for male, female, and child subscriber?
15. How does Nurflix implement the phrase “sopan stream” in the services provided by Nurflix?

16. How does Nurflix categorize each of these content (U, PG, P13, etc)?
17. What is Nurflix's strategy in monitoring its subscriber when watching Nurflix content?
18. What are the facilities provided by Nurflix for its subscriber, such as censorship, category division, etc.?
19. What are the challenges of Nurflix in providing maximum service to its subscriber?
20. How does Nurflix solve problems with problematic software or websites?

## Appendix 2

### Semi-Structured Interview Instrument For Supervisor Director Of Nurflix

Tuesday, 21<sup>st</sup> December 2021

Informant: Ustadz Muaz Halim

1. Do you know the Nurflix tagline of “sopan stream”?
2. What is your opinion or perspective as a director program?
3. What content did you create on Nurflix platform?
4. Is there any challenges during the producing content?
5. Based on your opinion, what is the main message that Nurflix content wants to describe?
6. Based on your opinion, how does Nurflix package the content produced in order Nurflix able to convey the main message in the program?
7. Were there any obstacles or challenges during the production of the content?
8. When you produce some content, do you construct or plan that who is the main target for your content?
9. Do you know that Nurflix also produces drama/movies? What is your opinion according to why does Nurflix produces it?
10. What is Nurflix's strategy in making an interesting story that covers Islamic values?
11. How does Nurflix respond to challenges such as scenario creation, selection of actors/actresses, to scenes in films or dramas, where there might be a meeting of non-mahram characters in the real world?

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### Appendix 3

#### Semi-Structured Interview Instrument for Nurflix's Subscriber

12<sup>th</sup> And 19<sup>th</sup> December 2021

Informant: Rahmat and Faishal

1. What is the subscriber motive in using Nurflix?
2. What are the expectations that arise when you first hear the word Nurflix and the tagline “sopan stream”?
3. Does the subscriber know about the meaning of “sopan stream”?
4. What does the subscriber think about the content displayed by Nurflix?
5. Is there a different meaning of “sopan stream” described by Nurflix in terms of content, services, and applications?
6. How is the experience felt by subscribers while using Nurflix?
7. Isn't there other content that is cheaper and easier to access besides Nurflix, why do subscribers choose Nurflix?

**Appendix 4**

**Observation Non-Participant (Nurflix's Content Message Analysis)**

**THE UNSTRUCTURED OBSERVATION GUIDELINES**

**FACTORS OF THE FORMATION NURFLIX TAGLINE**

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I. Observation theme : Factors of The Formation Nurflix Tagline

II. Observation object :

III. Type of observation : Message Analysis

IV. Observer : Falah Ibrahim Wahid

V. Notes :  
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