

CHAPTER III

METHODOLOGY

3.1 Introduction

This chapter explains the methodology adopted to gather data on issues associated with usage of al-Quran and Hadith in YouTube advertisement. The method chosen is qualitative library research and interviews since qualitative research aims to address societies' scientific and practical issues and involve naturalistic and interpretative approaches to different subject matters (Taherdoost, 2002), which will be explained in detail. Methods for the determination of the sample size and equal representation of the respondents are also explained. The chapter also briefly discussed the ethical considerations that were maintained throughout the process of this research. Furthermore, this study also provide a reflection on the position as a researcher in this study in order to acknowledge that the research is not devoid of personal values and immune from personal biases. It ensure that this study would be as rigorous as possible and minimize the bias that may occur.

The main methodological approaches that this study use are Socio-psychology, Phenomenological, Uses and Gratification. These types can be categorized based on the strategies of inquiry in the research. What is important for the researchers is to adopt an approach that would best provide them with the answers to their research questions and/or issues under investigation (Gerson & Horowitz, 2002). This research seek to

discover the opinions of experts towards the usage of al-Quran and Hadith in YouTube advertisement as well as the identification of pros and cons towards this issue.

As discussed in the literature review, usage of al-Quran and Hadith in YouTube advertisement is a challenging task to deal with. Therefore, it is imperative to employ research approaches that can provide to this study with the tools necessary for the analysis of issues in this dissertation. Given the fact that this research is interdisciplinary in nature as it seeks to explore a phenomenon that is affected by many factors such as economics, political, social and religious, the tools used is especially significant. It is also essential for this study to adopt an approach that can grant the access to the relevant research data in the fullest range in order for this research to develop legitimate and warranted arguments in data analysis.

Referring to the reasons enumerated, the method chosen for this study is library research and qualitative interviews. These methods utilize various empirical materials such as case studies, life experiences, and stories that show the routines and problems that individuals are struggling with in their lives through focusing on their in-depth meaning and motivations which cannot be defined by numbers. Thus, qualitative approach can discover new insights, ideas, and generate new theories (Taherdoost, 2022).

The library research is complemented by qualitative interviews. As the library research aims to gather past information, the interviews would help to provide further in depth information of the issues studies. The interviews are used to elicit complex and obscure information from the respondents (Crow & Holland, 2013) such as their

philosophy of usage of al-Quran and Hadith in YouTube advertisement - something that might not be possible under the survey.

3.2 Research Design

Referring to 2.8, Theoretical Framework (Figure 2), this study focuses on research process by conducting data collection through interviews and content analysis. Then the data collection are analysed following research design as shown in Figure 3. Its purpose is to identify the advantages and disadvantages (pros and cons) of using al-Quran and Hadith in YouTube Advertisement through an analysis namely, Strength, Weakness, Opportunity, and Threat (SWOT) Analysis.

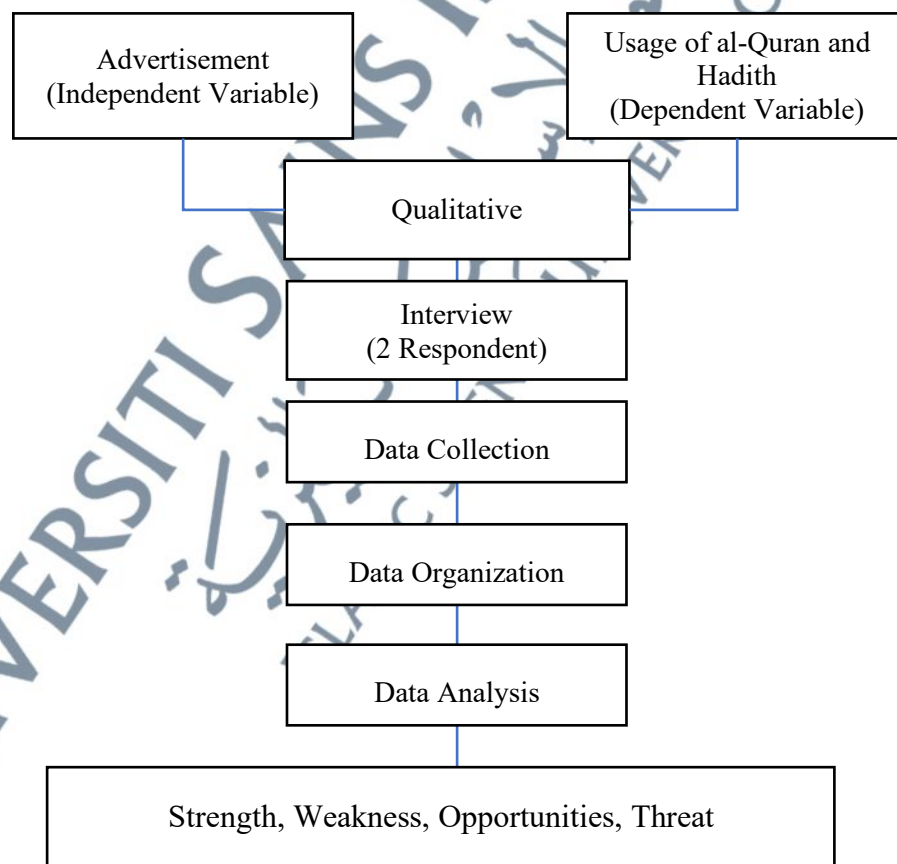


Figure 3: Research Design

Two informants were identified through their expertise. The suitability of interviewees for this study was determined mainly on the basis of their ability to provide data or information relevant to the research questions and their ability to contribute further to support the findings of this study. Two qualitative interview were conducted; each in Faculty of Quran and Sunnah and Faculty of Leadership and Management, USIM. The interview respondents were from two different backgrounds associated with usage of al-Quran in YouTube advertisement issues, for instance, one of them is a lecturer of Islamic studies, other is a lecturer of Communication and Media studies. Though there is similarity in terms of respondent's profession, there is a difference in terms of their experience and expertise.

3.3 Location

The participants for this study come from Islamic Science University of Malaysia (USIM), Nilai, Malaysia. The university is located in the main city of Bandar Baru Nilai, Nilai, Malaysia. This city is multi-ethnic, multi-lingual and multi-cultural. In addition, the university selected for this study is because my survey questionnaire deals with Islamic Laws, Syari'ah, Media Laws and Communication, and USIM is famous for its motto: "The Integration of Dalil Naqli and 'Aqli".

There are 9 faculty in USIM namely, Faculty of Quran and Sunnah (FPQS), Faculty of Leadership and Management (FKP), Faculty of Syari'ah and Law (FSU), Faculty of Economy and *Muamalat* (FEM), Faculty of Science and Technology (FST), Faculty of Medical and Health Science (FPSK), Faculty of Main Language (FPBU), Faculty of Dentistry (FP) and Faculty of Engineering and Built Environment (FKAB).

Two faculty are chosen from this university, Faculty of al-Quran and Sunnah (FPQS) and Faculty of Leadership and Management (FKP). The issues discussed in this research are academically very much related with al-Quran and Hadith; therefore it is imperative to include FPQS, and to media studies as the subjects are taught in various academic discipline, for instance, Integrated Marketing Communication, Media Production, Advanced Public Relation, Media Law, Data Management in Communication, Persuasive Communication, Managing Media and Advanced Communication Theory. Therefore, respondent from FKP are included in the interview. In order to receive varying perceptions about the issues studied in this research, FKP is also included to analyse if there are differences in findings found between the two faculties. Since the research focuses on the topic of al-Quran, Hadith and advertisement, the target sample for this study are senior lecturers. Issues discussed in this research are directly related and have an impact to Muslim community online.

3.4 Sampling

Even though, FPQS and FKP is under the same university and have a similar subject taught, however, courses taught in both faculty are not necessarily the same; for example, In FKP, there are courses namely, New Media Communications in Undergraduate Studies, and Communication (Media Management) in Master Programme, whereas in FPQS, there is a course namely, Quranic Studies with Multimedia.

Another task was to select a sampling participants for the study. One characteristic of qualitative research is to present multiple perspectives of individuals

to represent the complexity of our world. Thus, one sampling strategy is to build that complexity into the research when sampling participants (Creswell, 2021). Referring to Figure 3 in Research Design, interview was conducted before the data collection. Thus, Maximal Variation Sampling is used. Researcher samples two individual that differ on some characteristic or trait.

The first sampling is from FPQS. Commonly, the course which had media subjects (Quranic Studies with Multimedia) in FPQS, students are taught by other faculty lecturer such as FKP and Faculty of Science and Technology (FST). The lecturers in FPQS are mostly expertise in Islamic studies such as *Ulumul Quran*, *Sirah*, *Usuluddin*, *Ulumul Hadith*, *Qiraat*, *Tafsir*, *Ilm Takhrij* etc. there is only one lecturer in FPQS who are an expert in Islamic studies and also media studies. For that fact, he is chosen for the interview.

Second sampling is FKP. In Communication (Media Management) course, the lecturers are mostly expertise in media, media law, mass media and public relations, management, marketing and digital media.

The first interviewee is a senior lecturer in FPQS . His area of expertise is Screen and Media, Culture, Islamic Studies, Quranic and Hadith Studies and Religious Education (USIM directory of Expertise, accessed: 25 February 2024). He graduated his PHD in Islamic Studies in University of Malaya (FPQS Staff Directory, accessed: 25 February 2024).

The second participant is also a senior lecturer in FKP. His area of expertise is Islam and Communication, Mass Communication (Broadcasting) and Media Studies

(USIM directory of Expertise, accessed: 25 February 2024). He graduated his PHD in Communication in USIM. Currently in USIM, he taught Foundation of Communication in Islam, Islamic News Writing, Public Speaking, Introduction to Mass Communication and Communication Technology subjects (FKP Staff Directory, accessed: 25 February 2024).

Having highlighted the above respondents differences, these differences can provide this study with a several angle of perspectives as the target interviewee is in a diverse academic background and this research queries also would get a different ideas and opinions.

3.5 Instrument

Two set of questions were prepared in advance before the interview. There are six question on each set. For R1, Set 1 question consists of three question; purpose of al-Quran and Hadith, relevance usage of al-Quran and Hadith, and the advantage of reminding al-Quran and hadith to community. Set One for R2 consists of; the purpose of YouTube as a social media platform, relevance usage of YouTube, and advertising in YouTube. As for Set Two question, three questions for both R1 and R2 questions are the same; using al-Quran and Hadith in YouTube Advertisement.

This study uses open-ended question so that the participants can best voice their experiences unconstrained by any perspectives of the researcher or past research findings. Open-ended response to a question allows the interviewee to create the options for responding. The interview session is one-on-one interview. In educational research,

this type of interview is a popular approach. The session takes place at the difference place, day and time.

The answer audio is recorded by a smartphone. The answer then transcribes and types the data into a computer file for analysis.

3.6 Description of Interview Respondents

Informant 1 : Informant 1 is a senior lecturer of al-Quran and Sunnah studies in USIM.

Informant 2 : Informant 2 is a senior lecturer of Communication and Media Management in USIM.

Subsequently, in the data analysis, the interview informants are represented as R1 and R2.

3.7 Ethical Consideration

USIM academics participated as informants for the study on Hadith and the al-Quran in YouTube advertising. Therefore, it was essential to give ethical norms and principles careful consideration. This was mostly done to make sure the study complies with the ethical standards necessary for studying people.

The interview session is done by making an appointment with the faculty office regarding the interviewee's time availability. Then, the faculty staff contacted the researcher to give a time for a meeting with the interviewee. In fact, no ethical study should harm its participants. In this case, all interviewees were given assurances of absolute confidentiality at the start of the interview. They were made aware beforehand that the interview would be audio-recorded and only the researcher and the supervisor would have access to that. In order to thoroughly enlighten the respondent about the study's potential advantages and risks, the researcher provided a brief explanation of the study's procedures and objectives.

Researcher also aware that the interviewees of their right to refuse answering the question inconvenient to them and to withdraw from the study at any point of the interview. No interviewee withdrew from the study.

The sharing and storage of data is another important factor in ethical research. Only the supervisor and the researcher had access to the questionnaires and interview transcripts for this study. To prevent any misunderstandings or misinterpretations of the data, the informants were supplied the edited and transcribed material from the interview for their consent.

In conclusion, the researcher have made every effort to guarantee that this study complies with the ethical guidelines and principles necessary for studying humans. Additionally, efforts are made to guarantee that specific data is gathered, shared, and maintained in an ethical manner. During the analysis and writing stages, the guiding concepts and ethical standards were also taken into account.

3.8 Data Collection – Library Research

After the interview was conducted, library research is done to collect relevant data related to this study such as academic writings/publications, books, newspapers, journals, articles, internet archives and also video platform (YouTube). This process is to validate and support the early hypothesis of the research.

3.9 Data Presentation

Qualitative researches commonly display the findings visually (Creswell, 2021) by using figures or pictures that augment the discussion. Comparison table was created based on Set 2 question for R1 and R2. Statements from both respondents were included in the table to show the difference in perception towards the issue. A narrative discussion is conducted to summarize, in detail, the findings from data analysis.

3.10 Qualitative Data Analysis

Qualitative data collected from library researches and interviews were analysed by Strength, Weakness, Opportunities, Threat Analysis Model and explained in detail in Chapter 4. Independent variables and dependent variable were analysed and elaborated by this Model to address the research question or the hypotheses mentioned in Chapter 1. At an early stage in qualitative analysis, researcher organize the data into computer files. Organization of data is critical in qualitative research because of the large amount of information gathered during the study (Creswell, 2021).

Second, transcribing data. Interview's audio recordings were revised and converted to texts or words data by computer. R1 interview session takes around 32 minutes which resulted in about 5 pages of single-spaced transcription while R2 interview session takes around 1 hour which resulted in about 8 pages of single-spaced transcription. Microsoft Word software was used to produce transcripts consisting text files and saved in Word and PDF format.

For ethical consideration, indeed, researchers need to protect the anonymity of participants by assigning numbers or aliases to them to use in the process of analysing and reporting data. Other than texts or documents from library research and interview, audiovisual materials are also included and explained in Chapter 4, Findings and Discussions.

3.11 Conclusion

Chapter 3 begins with an explanation of the methodology used in this study to delve into and analyse issues related to the usage of al-Quran and Hadith in YouTube advertisements. Library research is complemented by qualitative interviews for data collection. The integration of this approach sprouts different perspectives so that this study can be carried out more thoroughly to support the hypothesis of this study. This chapter also explains about location, sampling process, ethical considerations, data collection methods, and also how to analyse data.