

## CHAPTER 3

### METHODOLOGY

#### 3.0 Introduction

This chapter describes the methodology used in this research, which served as a key tool for responding to and achieving research objectives. The data collection was carried out through the qualitative method by using semi-structured interviews, observation, and document analysis. As the data collection process is complicated, it must be planned and implemented carefully.

#### 3.1 Research Design

A research design is a framework employed for the collection and analysis of data, which subsequently indicates which research method is appropriate (Walliman, 2015). It specifies the details or the procedures necessary for obtaining the information to structure and solve the research problem (Babbie., 2007; Malhotra et al, 2004). This includes the entire process of research, conceptualizing a problem while writing research questions, and data collection, analysis, interpretation, and report writing (Creswell, 2009). In fact, designing research requires making decisions about the type of case or sample to select, how to measure relevant factors, and what research technique to be employed, that is questionnaire or experiment to be employed (Neuman, 2006). It is about the question of how to attain information to achieve the objectives of study and the research questions (Mohd, 1994; Cooper & Schindler, 2006).

In general, there are two types of research design. They include (a) qualitative method which involves an inquiry process to understand and explore a social or human problem (Creswell, 2009) and (b) quantitative methods on the other hand, in which the researcher decides what to study, asks specific narrow questions, collects quantifiable

data from respondents, analyse these numbers using statistics, and conducts the inquiry in an unbiased and objective manner for testing theories by examining the relationship among variables (Catherine et al., 2013; Carmeli et al., 2009).

In the present study, the researcher employed a qualitative research methodology. The qualitative research method was created within the social sciences as a means for researchers to investigate social and cultural phenomena. This approach allows for the observation and analysis of the collective sentiments, thoughts, actions, and beliefs of a certain culture. Some examples of qualitative research approaches include action research, case study research, and grounded theory. Qualitative data sources encompass several methods, such as observation, participation, interviews, questionnaires, examination of documents and texts, as well as the researcher's subjective feelings and reactions.

The present study employs a qualitative methodology, specifically using a phenomenological approach. Phenomenology is an academic discipline concerned with the examination and analysis of phenomena (Othman, 2009). The phenomenological approach seeks to uncover the lived experiences of individuals or a select group, as experienced by the group (Creswell, 2013 & Jackson, 2003). According to Jackson (2003), the phenomenological approach seeks to attain a profound comprehension of the object of study by utilizing a meticulous and systematic analysis to elucidate human experiences.

The utilisation of the phenomenological technique in this research is justified by the increasing prevalence of social media platforms, such as Facebook, which have emerged as significant social networking applications on a global scale. The assertion can be substantiated by referring to the statistics published by the Internet World Stats website in 2015, which indicates a global surge in Facebook users from 665 million in

March 2013 to 936 million in March 2015. According to Wilson, Gosling, and Graham (2012), Facebook is considered a noteworthy phenomenon that offers numerous opportunities for doing research. In addition, the phenomenological approach also aims to reveal the life experiences passed by a group of individuals where they must experience something themselves. In this study, “life experience” pertains to Facebook users, specifically *ḍāʿīe* who utilise the software to spread Islamic da’wah. The study focuses on the challenges faced by these *ḍāʿīe* when carrying out their da’wah activities on this specific social media platform. Meanwhile, document analysis was collected from reading materials and past research.

### **3.2 Research Population and Sampling**

The present qualitative study employs purposive sampling procedures. As stated by Othman (2013), this methodology is employed when the researcher possesses a predetermined objective and a specific sample that meets certain criteria established by the researcher. The participant in this research is an individual who holds the role of a *ḍāʿīe* and employs social media platforms as a means of disseminating Islamic da’wah teachings to the wider community. According to Romney, Weller, and Batchelder (1986), enough samples for a research study would range from four to five, provided that the individuals selected have extensive expertise and experience in a subject matter closely aligned with the research being conducted. However, in qualitative research, there are no consistent standards for determining sample size (Merriam, 2009 & Salmons, 2015).

A sample was obtained consisting of two academics that specialise in the field of da’wah on social media and engaging in local community outreach activities, like as da’wah to the indigenous population namely Prof Dato Dr Zulkiple and Prof. Dr. Abdul

Ghafar Don, as well as two *dā'īe* celebrities in Malaysia who utilise social media platforms for their da'wah, namely Ustazah Sharifah Hayaati Syed Ismail and Dā'īe Nur Izzati Elya Alfian. Both have received an award upon her contribution in da'wah on social media. Ustazah Sharifah Hayaati Syed Ismail has received *Anugerah Daie Ilmuan Wanita*, from TV Al-Hijrah in 2022, *Anugerah Tokoh MaulidurRasul Wilayah Persekutuan* in 2018 and *Tokoh MaulidurRasul Kebangsaan* in 2015. While Dā'īe Nur Izzati Elya Alfian was awarded *Anugerah Tekno Daie (Akademi Daie Muda Yadim)* from TV Al Hijrah in 2022. Both are social media-savvy *dā'īe* who positively impact the society, particularly in da'wah activities. This research chooses female *dā'īe* on social media as my focus group to obtain perspectives on gender inequalities in comparison to the two academics.

Then, another two respondents are da'wah activists, particularly the vice president of Muslim Youth Movement of Malaysia (ABIM) which is Tuan Zairudin Hashim and an Officer of Planning, Coordination, and Implementation Unit in Islamic Welfare Association Malaysia (PERKIM) which is Puan Siti Munirah Sayed Mohd Hamdan. Both activists were selected to examine the concept of da'wah from the perspective of individuals who actively address various social issues whose actively engage with diverse communities, and provide aid for community's welfare. Both had different viewpoints regarding the concept of da'wah, such as the belief that da'wah should involve approaching communities through the provision of assistance, or that da'wah can be conducted swiftly. Additionally, it is important to explore the evolution of da'wah from the standpoint of an activist who actively engages in da'wah efforts in the field.

### **3.3 Data Collection**

Various methods can be used to obtain data for the phenomenological approach, such as interviewing individuals, analysing written materials, music, art and making observations (Jackson, 2003 & Creswell, 2013). This study employs two strategies for data collection.

### **1) Library Research**

The researcher used this research method to achieve the first objective, which is to examine the concept of da'wah. This method is a process that involves finding and collecting data and facts related to the study problem. It is a technique by which a researcher obtains data, information and evidence that coincides with the subject of the study through documents and records. Therefore, this method is very important for this study to gather data and information related to the objectives of the study. Typically, the utilised papers originate from both the primary and secondary sources. Furthermore, the researcher employs this methodology to gather pertinent data by consulting diverse literary sources, including books, journals, newspapers, and other relevant reading materials. In addition, the researcher also browses relevant websites on the internet to add knowledge and information that is appropriate to the research topic.

### **2) Field Research**

Field research methods encompass a wide range of strategies that can be employed to gather information. Field study methods play a crucial role in the collection of data and acquisition of information. Meanwhile, a field study typically encompasses many research techniques, including interviews, observations, and questionnaires (Ghazālī Dārusalām, 1998). The researcher employed this study methodology to fulfil three primary objectives: to examine the concept of da'wah, to analyse the evolution of

da'wah from 2010 to the present, and to identify the challenges associated with da'wah via social media platforms.

This research adopted the method of interview. Interviews are one method for collecting primary data. The term "primary data" refers to information collected during an investigation. During the execution of an investigation, data will be collected. To collect primary data, therefore, face-to-face interviews were conducted. The researcher used a semi-structured interview with prepared written queries for the interviewees. In this context, semi-structured interview protocols pose objective, specific questions in a predetermined order. Additionally, the queries were planned, and the questions serving as an interview guide and not necessarily asked in a specified order. This procedure encouraged participants to provide as accurate answers as feasible.

The interview sessions were recorded and documented well. To ensure proper responses from the participants, the interview procedure was also conducted in the participants' mother tongue (Malay) in addition to the English language. For those who could not comprehend English, their native language was used so that they could contribute pertinent information regarding the topic under investigation.

### **3.4 Data Analysis Technique**

According to Spradley (1979), analysis is a technique of thinking for all sorts of studies. Creswell (2007), outlines the following processes in data analysis: 1) Data preparation (raw data, transcription, field data and pictures); 2) Data processing and preparation for analysis (interview transcripts, staging material, selecting, and organising data according to information sources); 3) Data reading (reading the entire data to get a general idea of what is contained in the informant's information). 4) Expand our analysis by coding the data. Data coding is the process of separating material/information into

textual segments before using it; 5) use the data coding method to specify the settings, categories, and themes to be analysed.

So, the process of transcription or copying is the first step in the data analysis process. This process is done thoroughly without leaving anything that is heard and observed. After the transcription process is completed, the researcher organizes the data according to the parts that are easy to use again. The purpose is to obtain accurate information related to the concept of da'wah, the development of da'wah and the challenges of da'wah on social media in the future.

The data obtained in this study were analysed descriptively. The data analysis method is a thematic analysis using a coding sheet made to record the video content that has been selected (Marzni et al 2018). Through this method, research can make data collection more effective. Coding refers to the systematic procedure of organizing and structuring data after data collection from various themes. The purpose of coding is to categorize, structure and systematize the unprocessed data obtained. In addition, the coding process is used to establish the relationship between the data collected and the subsequent interpretation. This implies that coding serves as an initial step in the analysis of qualitative data obtained from interviews. The NVivo 12 program was used to perform thematic analysis on the interview transcriptions. Before building the coding, the six videos were watched numerous times to take some important notes on categorising the topics identified in the da'wah videos to be analysed.

### **3.5 Conclusion**

Based on the research methodology discussion, this study was carried out utilising the qualitative technique to collect data from observations, interviews, and document analysis. The sample for this study comprised two individuals with academic

backgrounds specialising in da'wah on social media, as well as two active *dā'īe* who utilise social media applications for their da'wah activities. This study included two distinct methodologies for data collecting, namely library research and field research, which encompassed interviews. The interview sessions comprised a group of four highly skilled *dā'īe* who were carefully chosen to ensure the success of the study endeavour. To process the transcription of the interview, data was analysed using NVivo12.

