

**MEANING CONSTRUCTION OF “SOPAN STREAM” TAGLINE  
BY NURFLIX TV STREAM PLATFORM  
TOWARDS SUSTAINABILITY**

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**UNIVERSITI SAINS ISLAM MALAYSIA**

**MEANING CONSTRUCTION OF “SOPAN STREAM” TAGLINE  
BY NURFLIX TV STREAM PLATFORM  
TOWARDS SUSTAINABILITY PRODUCT**

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Thesis submitted in partial fulfilment for the degree of  
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## AUTHOR DECLARATION

I hereby declare, that the work in this thesis is my own, except for quotation and summaries which have been duly acknowledged.

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*Bismillahirrahmanirrahim*

*Assalammu'alaikum Warahmatullahi Wabarakatuh*

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**Falah Ibrahim Wahid**

## ABSTRAK

Pada masa ini, industri perkhidmatan SVoD (*Subscription Video on Demand*) popular di kalangan masyarakat. Terdapat beberapa cara yang digunakan oleh penyedia perkhidmatan SVoD untuk memperkenalkan dan mempromosikan platform mereka dan penyiaran rancangan tersebut, salah satunya adalah menggunakan slogan produk. Penyelidikan ini dijalankan untuk mengkaji dan menganalisis secara sistematik maksud tagline oleh Nurflix sebagai platform SVoD yang menggunakan tagline "sopan stream". Pelaksanaan kaedah kajian kualitatif dengan analisis tematik dan teori interaksi simbolik sebagai kajian terhadap makna simbol, kajian ini memfokuskan kepada mengkaji pembinaan makna "sopan stream" sebagai pembolehubah bebas, dan kelestarian produk Nurflix sebagai pembolehubah bersandar untuk mengetahui betapa pentingnya penggunaan slogan Nurflix dan maksud mesej yang disimpan dalam slogan telah diperiksa melalui tiga perspektif berbeza, seperti perspektif Nurflix, pelanggan dan kesan atau siaran yang dipaparkan. Motif dan mesej dalam mengaplikasikan tagline ini adalah sebagai frasa deskriptif dan identiti produk bercirikan Islam, manakala ianya difahami oleh pelanggan sebagai aplikasi streaming yang menyiarkan pelbagai rancangan Islamik yang penuh dengan mesej dakwah, akhlak dan ilmu Islam. Oleh itu, makna pembentukan tagline adalah sebagai perkhidmatan aplikasi streaming yang menyiarkan program-program Islamik berlandaskan al-Quran dan Sunnah, untuk menerapkan akhlak Islami dalam apa yang dilihat oleh pelanggan Nurflix dan ia berfungsi sebagai medium ilmu dan da'wah.

*Kata kunci: Subscription Video on Demand, Nurflix, Tagline, Maksud, Sopan Stream.*

## ABSTRACT

Currently, the SVoD (Subscription Video on Demand) service industry is popular among society. There are several ways that SVoD service providers use to introduce and promote their platform and the broadcast of the show, one of them is applying a product tagline. This research was conducted to study and analyze systematically the meaning of the tagline by Nurflix as an SVoD platform that uses the "sopan stream" tagline. The implementation of qualitative research methods with the thematic analysis and the symbolic interaction theory as a study of the symbols meaning, this study focuses on studying the construction of the meaning of "sopan stream" as an independent variable, and the sustainability of Nurflix products as the dependent variable to find out how crucial the usage of Nurflix's tagline and the meaning of the messages stored in the tagline is examined through three different perspectives, such as the perspective of Nurflix, the subscribers, and the content displayed. Motives and messages in applying this tagline are as descriptive phrases and the identity of Islamic characters product, while it is understood by the customers as a streaming application that broadcasts numerous Islamic shows that are full of messages of *da'wah*, *akhlaq*, and Islamic knowledge. Therefore, the meaning of the forming tagline is as a streaming application service that broadcasts Islamic programs based on the Qur'an and *Sunnah*, to apply Islamic character in what is viewed by Nurflix customers and it serves as a medium of knowledge and *da'wah*.

*Keywords: Subscription Video on Demand, Nurflix, Tagline, Meaning, Sopan Stream*

## الملخص

حاليًا ، تحظى صناعة خدمات SVoD (Subscription Video on Demand) بشعبية بين المجتمع. ثمّ عديدٌ من الطرق التي يُستخدمها مقدمو خدمة SVoD لتقديم وتعزيز الاستخدام المُنصّة أو بثّ العروض ، منها تطبيقُ شعار المنتج. تمّ إجراء هذا البحثِ لدراسة وتحليل بشكل منهجي حول معنى شعار المنتج لدي منصة Nurflix كمزود خدمة SVoD التي تُستخدمُ سطر الوصف " sopan stream ". تطبيق أساليب البحث النوعي مع التحليل الموضوعي ونظرية التفاعل الرّمزيّ كدراسةٍ لمعنى الرموز ، وتُركّز هذه الدراسة على دراسة بناء معنى "sopan stream" كمتغير مستقل ، واستدامة منتجات Nurflix تم فحص المتغير التابع لمعرفة مدى أهمية استخدام شعار Nurflix ، ومعنى الرسائل المحفوظة في سطر الوصف ينجلي من خلال ثلاث وجهات النظر المختلفة : عرّفها Nurflix, والمُشتركون أو المُؤيّدون, والمحتوى المعروض نفسه. الدوافع والرسائل في تطبيق هذا الشعار هي عبارة وصفية لمنتجات هوية الشخصيات الإسلامية ، بينما يفهمها المُشتركون أو المُؤيّدون على أنها تطبيق متدفق يبيث العديد من البرامج الإسلامية المليئة برسائل الدعوة والأخلاق والمعرفة الإسلامية. ولذلك ، فإنّ معنى شعار التشكيل هو خدمة تطبيق متدفقة تبث برامج إسلامية مبنية على القرآن والسنة ، بغرض تطبيق الطابع الإسلامي في ما يراه في عميل أو مشاهد Nurflix فهي بمثابة وسيط المعرفة والدعوة.

الكلمات الرئيسية: سطر الوصف, Nurflix, Subscription Video on Demand, sopan stream,

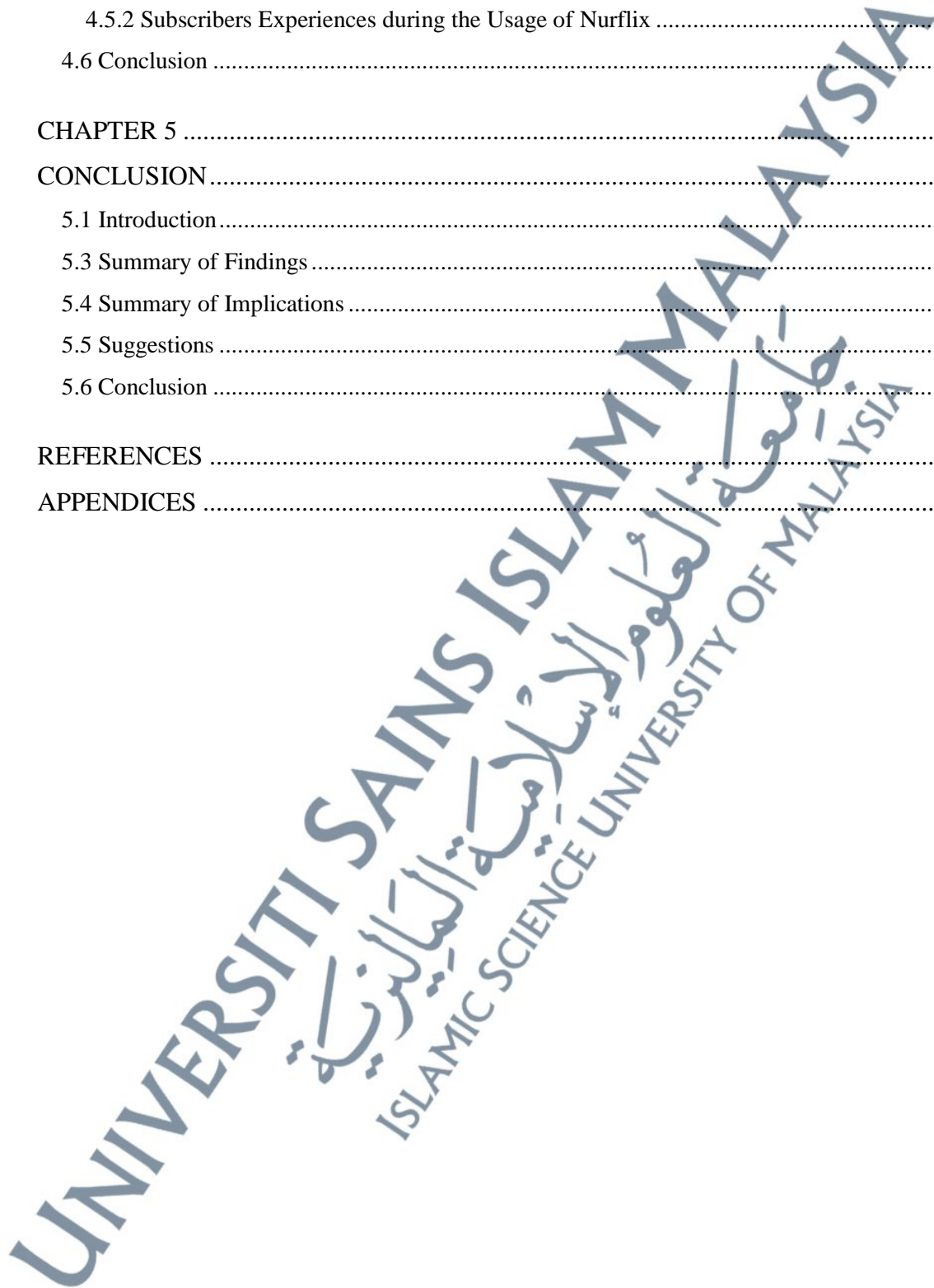
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## LIST OF ABBREVIATIONS

VoD	Video on Demand
SVoD	Subscription Video on Demand
Et al.	et alia
p	page
pp.	pages
perf.	performers
trans.	Translator/translated by
vers.	Version
vol.	Volume
writ,	Written by

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### Appendices

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Appendix 2: Questionnaire for Supervisor of Director

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