

CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

Related to the chapters previously, this chapter analyzes the topic according to the discussion of the construction of the meaning "sopan stream" by the SVoD streaming platform Nurflix. In applying the qualitative research method, this study provides the data collection with the interview of the informants such as the CEO and Nurflix's subscriber, document analysis related to the discussion, and observations non-participant to the shows of Nurflix content.



**Figure 4.1 Original Nurflix film:
ICU: Kuarantin**

On the other hand, in describing the usage of "sopan" as the tagline of the SVoD streaming platform, it provides another broader understanding that the word "sopan" does not only play a role in describing how is the behavior or attitude of an individual or group in society life, moreover this subject is talking about the implementation of the word of "sopan" illustrated by a TV streaming platforms. Therefore, this research is conducted to study and analyze the implementation and understanding of the "sopan stream" tagline meaning by Nurflix towards its sustainability, either by its content programs or the two perspectives of the provider and subscriber.

4.2 Descriptive Analysis

The tagline of "sopan stream" by Nurflix as the SVoD streaming platform is known as a combination of the two syllables, are "sopan" and "stream". The word "sopan" has been known as ethics in language, attitude, and speech according to the prevailing culture or society life (Oetomo, 2012), while the word "stream" is a metadata system on a digital media (Ibrahim and Gros, 2011) where the subscribers can access, pause, or play simultaneously a video, file or content performed at the same time (Imran, 2016). It means that "sopan stream" illustrated a content, video, or file that can be accessed digitally at the same time by its subscriber, and the shows contain a good ethical value under prevailing customs and norms. However, what constitutes the meaning of "sopan stream" was selected as the tagline by Nurflix.

In this research, this chapter is going to explain how the process of forming the tagline is and how Nurflix's subscribers feel and relate to the content that is broadcast according to the theme applied by Nurflix. As a principal topic, this research will test the credibility of the data that has been found, and assess is there any common perception related to the meaning of "sopan stream" based on the three different perspectives, they are based on point of view of the provider who will be represented by the CEO and director, the point of view of subscribers in understanding and reacting to their opinions during the usage Nurflix, and the content of Nurflix whether they have implemented and described the values of the "sopan stream" itself. The purpose of meaning of the "sopan stream" tagline will continue to increase according to the purpose and motivation of its usage.

4.3 Nurflix in Constructing the Tagline

The decision of "sopan stream" tagline by Nurflix is not only used as a descriptive sentence regarding the content programs provided by the SVoD stream platform to its subscribers. The existence of causes and motives become another reason as a background informing this tagline, with the purpose of this tagline Nurflix can achieve its goals (Setyobroto, 1989) by performing and applying this tagline. Based on this research, there are three factors behind the usage "sopan stream" as the tagline by Nurflix, they are (1) Knowledge, (2) Motives, and (3) Social Values which explained by the writer as a below.



Figure 4.2 "Turath Series" by Nurflix

4.3.1 Knowledge

Regarding the interview session conducted with the two Nurflix internal informants, the informants indicated the body language that they understood the role and function of the "sopan stream" tagline as an expression or description of shows that contain good moral and ethical values. It can be noticed by the way the two informants illustrated the reality of current shows which tend to stay away from the values of Islamic teachings, such as the many shows that show *aurat* and *khalwat*, gossip, slander, hoaxes, and others. Then, to answer these challenges, Nurflix provides several programs that are not only entertaining for the subscriber but also educate them by applying Islamic teachings based on the Qur'an and as-Sunnah.

On the other hand, Syah Muhamad and Ustadz Muaz Halim recount in detail how Nurflix implemented the values of the Qur'an and al-Hadith by inserting da'wah messages in the various shows broadcast, such as da'wah about how to behave with other people, in dealing with family, and how to behave as a Muslim who obeys what Allah commands. Therefore, the two of them explained that the word "sopan" has a broader meaning, under its aims and objectives which are not only limited to how the relationship with fellow humans in behave and good character, including the relationship with Allah SWT.

4.3.2 Motives

Using the interview technique with the internal party of Nurflix, this research tracks and contextualize the motivation of “sopan stream” tagline usage by Nurflix as the SVoD streaming platform. The two informants described that the purpose behind the usage of this tagline is purely to describe the whole personality of the programs which broadcast with the good moral values and ethics related to the Islamic teaching. However, based on the discussion with the two informants, this study found that there are two other motivations why Nurflix’s apply the “sopan stream” tagline as their product description. They are:

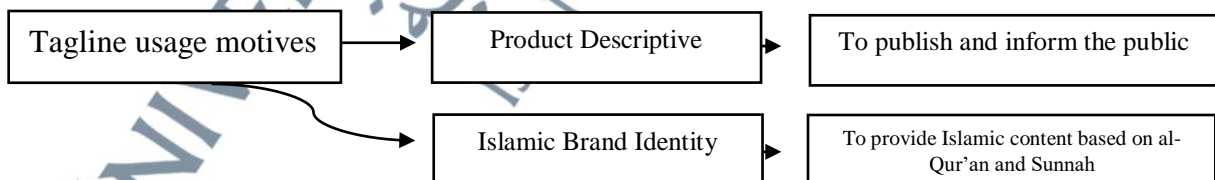


Figure 4.3 Design Tagline Motives Usage

- 1) Based on the statement that was conveyed by Syah Muhamad and Ustadz Muaz Halim previously in an interview session conducted on December 6th, 2021, the two of them said that the usage tagline "sopan stream" was pure as a descriptive sentence for broadcasts on the Nurflix platform by which apply the values of good ethical values under Islamic teachings. Then to verify what has been expressed, this study analyzed the content displayed by Nurflix to ensure the programs displayed are have the same perception and meaning as the tagline.

There are several types of Nurflix shows that the writer found to be associated with the descriptive meaning of "sopan stream" in the content of Nurflix shows as previously described, namely dramas, films, *turath series*, and animations that depict Islamic concepts as the main idea of the story. But apart from that, this research also finds that there are some other content that does not fall into the category of Islamic shows but has educational and artistic value about the martial arts culture of *Pencak Silat*. Therefore, this research concludes that the meaning of the tagline used by Nurflix is not only descriptive but also as an accumulative meaning to the series of Nurflix shows which are dominated by Islamic content.

- 2) Starting with the anxiety of Syah Muhamad about the online platforms that have become increasingly diverse, however, unfortunately, these platforms are still lack filters for every content with ideologies that are far from Islamic teachings, as well as the dangers that Muslims will have to face in the future related with the development of technology and information media. In addition, the identity crisis of Muslims who prefer to watch shows that are far from the concept of civilized Islamic teachings further strengthens Syah Muhamad's intention to begin his *da'wah* journey through the Nurflix platform as an

SVoD platform that makes the teachings of Islam the Qur'an and as-*Sunnah* as the main foundation in producing every broadcast content, together with those who have the same vision and mission in *da'wah*. Then, how does Nurflix convey these values?

Some of the Islamic content or the content with the Islamic values has been broadcast by Nurflix to describe how the show should be for Muslims, such as film or drama programs known as *The Call* and *The Khadijahs* as the shows that contain Islamic content in every scene and dialogue. These two shows provide answers about how a film or drama contains Islamic values, both in terms of life as a social being and as a servant of Allah SWT. In addition, Nurflix also provides *turath* content, *ahdaf* al-Quran, and "*Nabi Kita*" as Islamic content which makes the Qur'an and al-Hadith the main capital for this content. These contents answer how Islamic content should be, which does not mix with negative shows or contains negative elements, the same as separating the right and wrong things in human life.

4.3.3 Social Values

As one of Nurflix's backgrounds in constructing the meaning of the "sopan stream" tagline, social values have been known by the public as assumptions that circulate in society (Kimball Young), to regulate and influence a person's behavior (Robert MZ Lawang) in developing the concept of social life according to custom and prevailing habits (Hendropospito).

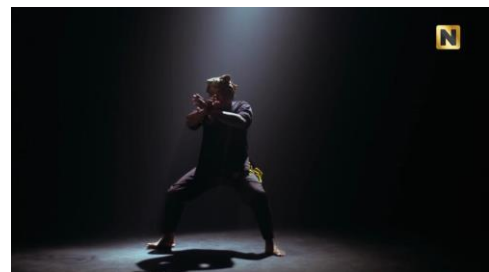


Figure 4.4 "Masterclass: Pencak Silat"

Besides the importance of Islamic identity, the delivery of social values is another factor in how Nurflix constructs the meaning of "sopan stream" tagline. Because the word "sopan" has taken root in the community as a social value related to how to act and behave, but through this tagline, Nurflix explains how the meaning of "sopan" does not only turn as an elaboration of the ethical values, moreover, this word illustrates anything related to the Islamic and familial values.

There are several discussion points found through the interviews, non-participant observations, and document analysis to find out how social values are described by Nurflix as a method for constructing the meaning of the "sopan stream" tagline. The following are the three social values built by Nurflix over the meaning of the tagline "sopan stream" and become another mission in preaching through Nurflix's broadcast content.

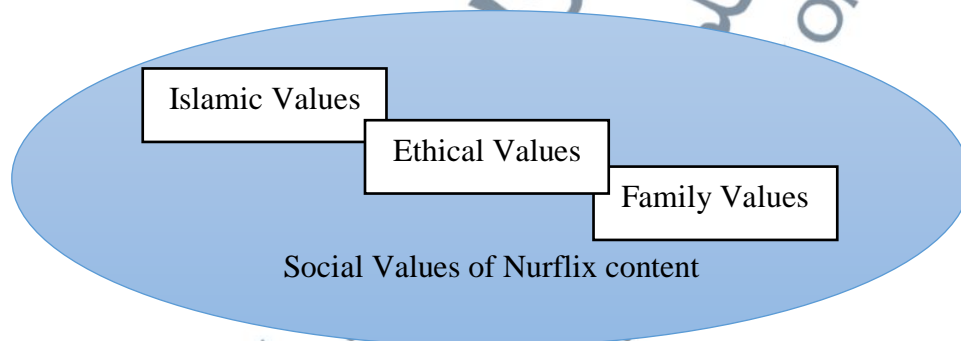


Figure 4.5 Design of Social Values of Nurflix Content

1. *Islamic Values.*

One of the components of social values is Islamic values which describe how the attitude and morality of a Muslim should be, following what Allah and Rasulullah ordered and forbid. Islamic values are known as the overall perspective on a person's behavior and actions, based on what has been taught in Islam, and what is done solely to gain the pleasure of Allah SWT (Madjid, 1998). On the other hand, Islamic values are not only

seen based on what is realized according to the attitudes and actions but also what is not seen from the intentions that are in the heart (Ancok, 1995).

Therefore, In this case, this study found that almost all of the content broadcast on the Nurflix platform were programs that carried the theme of Islamic values. Dominated by programs with Islamic studies, such as *Turath*, *Ahdaf* al-Qur'an, and *Tausyiah*, made Islamic values were highlighted as an identity and brand image of Nurflix.

However, although Nurflix shows are dominated by Islamic study content, some other content such as films, dramas, and *nasyid* still maintains what is Nurflix's identity by applying Islamic messages combined with Islamic dialogues containing messages and advice. Thus, although not all Nurflix shows are identified as Islamic study content, they can still be found in other content that remains with Islamic values.

2. *Ethical Values*

As another value of the social values branch, ethical values were known as a point of view or perception of good habits that apply in a social community (Sumaryono, 1995). Moreover, the ethical values are a way to determine, direct or suggest to someone about how he should behave. Related to the context of this chapter, the research got that some content describes focusing on the ethical values of a Muslim, but the content of "*Tausyiah Cahaya Akhlak*" delivered by Habib Ali Zaenal Abidin is one of the most interesting tausyiah content to watch and analyze in this study because he explained a lot about the importance of morality for a Muslim combined with the *dalil* of al-Qur'an and al-Hadith.

The presence of ethical values is an important thing to be highlighted in every Nurflix content, because according to Syah Muhamad statement nowadays Muslims are

facing a crisis of identity and morality. Sometimes, various content that is not worth to be watching can be easily accessed by the public. The minimal role of online media in filtering every broadcast, and is impacted to the increasing rate of decline number in morals and attitudes, as well as the lack of public knowledge about the history of the prophet Muhammad SAW, these made Syah Muhamad more confident to start his *da'wah* activities through the Nurflix SVoD platform.

According to the shows that Nurflix has published previously, it has not found any programs that specifically talk and describe the ethical and moral values philosophically and practically, and related to the results of the interviews and observations that conducted on Nurflix's content, Syah Muhamad and Ustadz Muaz Halim stated that Nurflix did not specify or specialize a show to discuss themes containing adab values in Islam, but Nurflix focused more on Islamic values in general and philosophical for all content or programs, in order public can reach the ethical values in all aspects and shows of Nurflix. On the other hand, it makes it difficult for people to understand what is being conveyed. Because for those who already have basic Islamic knowledge, it will be easier to understand the context of the Nurflix show which contains Islamic studies, compared to those who have minimal Islamic knowledge.

By this reality that some subscribers find the difficulties to understand and enjoy Nurflix shows, it makes sense that Nurflix needs to find another formula to convey the ethical values in every program published. Thus, the important messages and values related to ethics are more easily accepted and embedded in the mindset of its subscribers, because ethical values were the important messages behind the tagline "sopan stream" itself.

3. Family Values

Effendy (2005) revealed that family values are an important role where the smallest unit of society, which consisting of the head of the family and several members, gather and live in one place, then creates duties and roles of each in forming habits in it. Describing the importance of family values through the content is certainly not an easy thing to do for the SVoD platform which is currently still developing. There are various challenges as well as opportunities for Nurflix to be able to describe and illustrate how important family values are as part of social values in shaping the meaning of the “sopan stream” tagline.

There are several programs to tell about the relationship of family hood values that can be learned from Nurflix's content. The program "*Nabi Kita*" is one of the shows that illustrates how family hood values are very important in



Figure 4.6 Content of “Nabi Kita”

forming the children's character and attitude. Illustrating the interaction between the daughter and her mother to imagine and discuss the history of the Prophet Muhammad, gives a different illustration about the importance of parent-child communication. Besides that, by telling stories about the Prophet, the daughter not only gets to know who her prophet is, but it was able to strengthen her relationship with her parents.

This show is certainly not the only Nurflix content that illustrates how important family relationships are in fostering ethics and morals, however by inserting the Islamic

messages into the show "*Nabi Kita*", the audience will be invited to understand how is the role of communication in shaping the character of a child, even though outside of this context, there are other activities that can optimize the process of inculcating moral values for the children

4.4 Nurflix Content in Describing the Tagline

As an SVoD streaming platform, Nurflix has numerous content that is broadcast as a representative of what is “sopan stream” related to the Nurflix’s tagline. There are several types of content, such as films/drama, nasyid, Islamic studies, and Nurflix Jr to describe how Nurflix puts forward the Islamic themes and messages based on the Qur'an and *As-Sunnah*. According to Ustadz Muaz Halim and Syah Muhamad said, the main purpose why Nurflix puts forward an Islamic message that describes what is contained in the al-Qur'an and *as-Sunnah* is to instill the foundation of Islamic values with good morals and Islamic values in Nurflix customers, with the aim of this the subscribers are able to get great benefits through every Nurflix show.

Relating to this statement, this research tried to make observations on Nurflix's shows to examine what was conveyed following the existing reality. Therefore, the writes will explain briefly through the following table:

Table 4.1 Messages Analysis Based On Content

No	Title	Category	Content Description	The Messages
1.	The Khadijahs	Drama Comedy Islamic	The drama-comedy tells about the women lives who come from various backgrounds, where they struggle to continue to improve their <i>iman</i> and <i>taqwa</i> despite they having different activities.	<ul style="list-style-type: none"> • The importance of sisterhood relationship among the <i>Muslimah</i> to strengthen each other in improving their <i>iman</i> and <i>taqwa</i> to Allah SWT, in every situation and condition related to the storyline among them. • The importance of a teacher to guide and advise for every problem
2.	The Call	Film	Illustrate the story of a converted man to Islam (<i>muallaf</i>) and how his life before and after becoming a Muslim after getting his <i>hidayah</i> .	<ul style="list-style-type: none"> • Finding the <i>hidayah</i> is not as easy as imagined before, we need to find it and wait for it until Allah gives it. • Many problems and challenges should be faced, such as losing a loving person, losing family and work, but by <i>iman</i> and <i>taqwa</i> to Allah SWT, Allah will provide a good way to complete it.
3.	<i>Qlog</i>	Nurflix Jr	This program illustrates the two children inviting the viewer in learning and talking everything related to the al-Qur'an, including who the two of them recite every <i>ayat</i> of al-Qur'an.	<ul style="list-style-type: none"> • Studying in reciting the al-Qur'an is not difficult as long as the children have a strong intention and stay continuously in reciting it. • There are many ways to learn the reciting of al-Qur'an, including by studying it with friends

4.	<i>Ahdaf Al Quran</i>	Quranlife	The reciting of the Holy Qur'an by several Muslim women (<i>Muslimah</i>), and followed by a discussion and explanation to understand the story and history of a surah, and guided by Ustadzah Asni.	<ul style="list-style-type: none"> • Reciting the al-Qur'an correctly or by <i>tartil</i> is an obligation for every Muslim, which mean reciting it by slowly and correctly • Understanding the story and history is an important thing to do for Muslims, even it is not an obligation, but by knowing and understanding it, a Muslim knows for every message that Allah sent in his <i>Kitab</i>, included about the reward and punishment.
5.	The story of Prophet Nuh AS	Animation	The animation story of Prophet Nuh AS, related to the history in the al-Qur'an, provides children with different knowledge and experiences to get closer with the Prophets before the era of Prophet Muhammad SAW.	<ul style="list-style-type: none"> • There are many ways to know closer with the history of our prophet, related to <i>dalil</i> of al-Qur'an and al-Hadith . • Allah will never test all mankind beyond their ability • Life's trials will always come to everyone, even it comes from the closest person such as children and family, including what the prophet of Allah fold.
6.	" <i>Penawar Bagi Hati</i> "	<i>Turath Series</i>	The study of Sufism (<i>Tasawwuf</i>) was taken from the <i>Kitab</i> of Sheikh Abdul Qadir Mandili, and delivered by Ustadz Gunawan Abdul Aziz.	<ul style="list-style-type: none"> • Some people said that studying <i>tasawuf</i> was a difficult thing to learn, but in fact, this study provides everyone to be a better person in facing every problem in life • Sincerity (<i>ikhlas</i>) and <i>Tawakal</i> are the two sentences that are often encountered, but how to apply them in life is one of the main keys to being grateful for Allah's blessings.
7.	<i>Nabi Kita</i>	Story Telling	The conversation and interaction among a daughter with her mother about the	<ul style="list-style-type: none"> • The importance of the interaction among the children and parents to build their good relationship, communication, and to provide their character building

			<p>history of prophet Muhammad SAW, combined with the discussion related to the reason and why it could be happening by animation visual.</p>	<ul style="list-style-type: none"> • Storytelling has become a habit for some families, but providing and making the story and history about the prophet Muhammad SAW as an inspirational story will give a more positive impact on getting closer to knowing who is our prophet?
8.	<p><i>Memandang-Mu</i> by Teguh Budiman & Aidit Alfian</p>	<p><i>Nasyid</i></p>	<p>The soundtrack from the ICU film that airs on the Nurflix platform, tells how the importance of Allah's light and guidance is to be able to give instructions to his servants to continue to be straight, to be in His pleasure.</p>	<ul style="list-style-type: none"> • Being surrender to Allah for all his sustenance helps all mankind to get more sincere and <i>ridha</i> to accept for every assessment in social life.

4.4.1 Message Values

According to the description and analysis in the table previously, and the context of how Nurflix's content is able to construct the meaning of "sopan stream", this research found that there are three main messages described by the Nurflix's programs as well as what Syah Muhammad and Ust Muaz Halim illustrated before about the important things that should be in every single of the content. Therefore, as the trademark design related to the concepts of al-Qur'an and as-Sunnah, here are the three finding messages as the essence or message by the shows, they are (1) Knowledge, (2) *Akhlaq*, and (3) *Da'wah*.

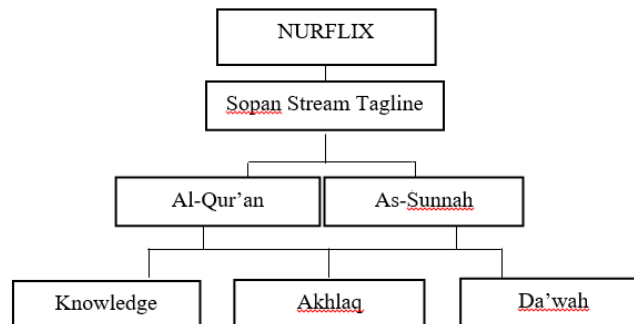


Figure 4.7 Model Trademark Messages of Nurflix Content

Following the chart illustrated before, this research impressions that it is an interesting topic to understand and analyze, why and how Nurflix inserts and describes the three main messages in the form of visual content in the Nurflix program. Therefore, Syah Muhamad explained how Nurflix fused the values and messages of the Qur'an and as-Sunnah into every part of Nurflix content as an important message that contains knowledge, morality, and Islamic

da'wah for Nurflix subscribers. These three types of messages are important points as well as one of the quality standards owned by Nurflix. Here is how and why Nurflix inserts the three messages in the form of visual content, they are:

1) *Knowledge*,

The message of knowledge is not always conveyed in the form or narrative of Islamic studies. Likewise with Nurflix in every shows, to provide new knowledge or remind the public about cases that are commonly encountered, but are often ignored. In addition, by inserting a message of knowledge in each of its content, Nurflix provides a different experience for the subscribers to learn and understand how the values of Islamic teachings that are often forgotten or rarely found can be well described on this platform. So that the message of science does not seem patronizing and is more easily accepted by the community.

Some sciences such as parenting and Islamic science are some of the highlighted points that the writer can find, although apart from that numerous several other points are stored as knowledge values for Nurflix customers. Then, what does the message of science have to do with the process of constructing the meaning of "sopan stream" as Nurflix's tagline?

"Sopan" itself is already known as an ethical value in society, and with the message of knowledge contained in every Nurflix content, this can remind us of the importance of moral and ethical values in life, such as the ethics of communication among parents and their children, or the ethics of surrendering to Allah SWT in different difficulties.

2) *Islamic character (Akhlaq),*

Besides containing the messages of knowledge, Nurflix also inserts moral messages taught by the Prophet through various programs of Nurflix TV stream. There are several programs found, and be able to describe how the message of morality is under what was taught by the Prophet. One of them is the comedy-drama film known as *The Khadijahs*, where this study finds significant differences between this film and other women-stories-themed films. Overall, the actress in this film is full of women and does not find any male figure in it. In addition, this film also describes how Muslim women behave in their interactions, communications, a joke even greets and points at something. This phenomenon becomes an interesting thing to understand on how Nurflix inserts moral values in its broadcasts. Moreover, by this finding, the research finds about how the reality of the moral message depicted by the Nurflix show, although in some aspects, this illustration is still too general so that other content is still needed to describe in detail how the moral message is taught by the Prophet SAW.

3) *Dakwah,*

In describing the *da'wah* message illustrated in the Nurflix program, this research reviews what has been explained in chapter three regarding the categorization of Nurflix content, namely primary and secondary content. There is nothing significant between the two categories, it's just that what makes them different is how they both summarize and illustrate the message of *da'wah* in a visual form.

According to Syah Muhamad as CEO, there are categories of direct *da'wah* and some that are carried out indirectly. Concerning the Nurflix show, the content in the primary circle is *da'wah* content that directly conveys the values of the *da'wah* message, both recorded in the Qur'an and al-Hadith. In this circle, the content will not engage in much dialogue or conversation and will focus more on the discussion being explained, such as what is shown in the *Turath* Series and *tausyiah* programs.

In contrast to primary shows, secondary shows are more illustrative of *da'wah* messages in the form of visual scenes, or certain dialogues such as the films *The Khadijahs* and *The Call*, to attract more public interest in the Nurflix program.

4.4.2 SWOT Analysis

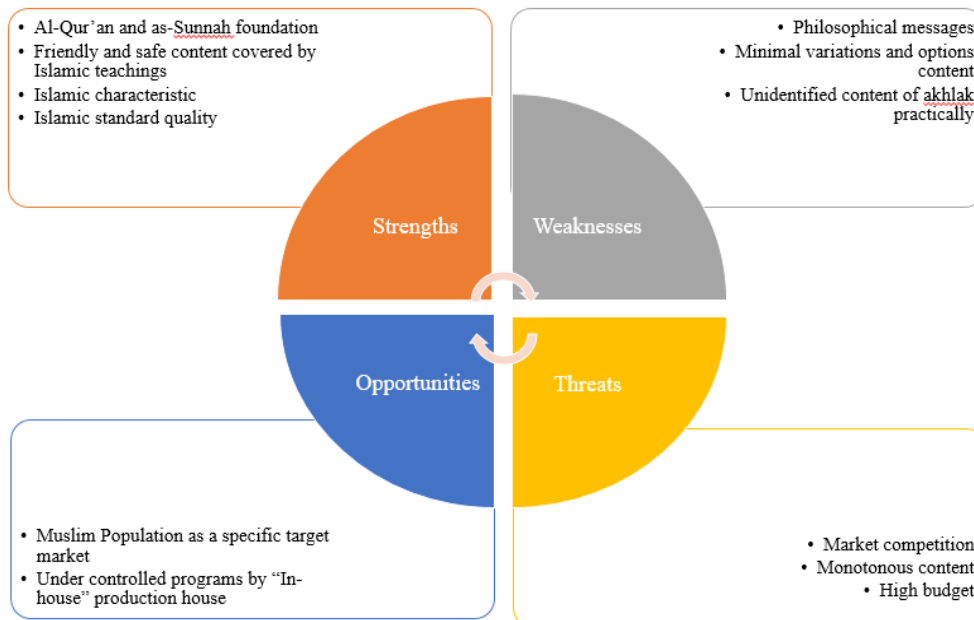


Figure 4.8 SWOT Analysis of Nurflix Content

After conducting the non-participant observations of Nurflix broadcasts, and data analysis through interview techniques to the two Nurflix internal parties, the subject found that behind the message of knowledge, *akhlaq*, and *da'wah* conveyed by Nurflix in each of its contents, there are some weaknesses of Nurflix in representing the meaning of "sopan stream" as the tagline by Nurflix the SVoD platform. This obviously can happen not only for Nurflix, but for other digital platforms too where potential and weaknesses will always coexist as positive and negative sides behind the content.

a) Strengths

- As a TV streaming platform that prioritizes the shows with Islamic values based on the Qur'an and as-*Sunnah*, it can be a great potential that other platforms do not have in attracting more subscribers.
- Nurflix has programs that are friendly and safe for anyone, besides it applies Islamic values as the main background for the formation of Nurflix.
- Some of the characteristics of Nurflix content that cannot be found on other platforms, such as *Turath* series, Animation of the Prophets, and the "*Nabi Kita*" show.
- Nurflix always been the standard of quality that it has, and it's all encapsulated in the Nurpath circle.

b) Weaknesses

- Islamic philosophical values are too complicated in every Nurflix show making them hesitant to use the Nurflix platform.

- The number of Nurflix's content that is still small can have a fatal effect on subscribers' interest in accepting its presence.
- There is no specific content that illustrates in detail what “sopan” and good morality are, and how they are applied. This will prevent people from understanding the values of "sopan" that Nurflix wants to describe specifically.

c) Opportunities

- The large Muslim population in several countries, including Malaysia and Indonesia, provides a great opportunity for Nurflix to be able to expand the reach more of Nurflix broadcasts.
- The shows or programs produced by an "in-house" production house, will facilitate the implementation process and quality control with a specific aim so that the shows that are broadcast are following applicable standards.

d) Threats

- Dominated by Islamic studies content, this has an impact on the emergence of the Nurflix threat because people will feel bored and monotonous with the various programs provided.
- The competition with similar platforms that have a more varied number of programs and content, will have an impact on Nurflix's ability to attract more subscribers.
- The content that is produced by an in-house production house, impacts in high budget costs needed to create several content or programs.

4.5 Nurflix's Subscriber Assumption Related to the Content and the Tagline

Based on the reveal by Herbert Blumer in the journal by Sugeng (2012) and Mulyana (2012) on the theory of symbolic interaction that describes the meaning of certain symbols can be formed through the interactions or communication among individuals or groups of symbols used as communication media. Similarly with the topic studied, this research observed and analyzed how the meaning of the "sopan stream" tagline could be formed through the interactions made by Nurflix to its subscriber through the tagline and the content displayed.

The usage of the "sopan stream" tagline on the Nurflix platform as an on-demand streaming application service, gives a different impression to the subscribers after seeing and feeling the differences between what is written as the Nurflix tagline, and what is described through Nurflix programs. Related to the findings on the interview with the two customers of Nurflix, the writer found that the use of "sopan stream" tagline, provides much understanding among them under their impression during the convention in this platform.

According to their impression, most of the content in the Nurflix platform is the Islamic content that describes the Islamic discussion studies, such as *Turath* series, *Tausyiah*, and *Ahdaf al-Qur'an*. On the other hand, other programs such as films, *Nasyid*, and animations that do not directly adopt the concept of Islamic studies, retain the characteristics of Nurflix, which contains the Islamic values based on the Qur'an and Al-Hadith. Therefore, what is meant by "sopan stream" for Nurflix subscribers based on their impression of what Nurflix displays?

Below, this study describes the extent to which Nurflix subscribers understand the meaning of the "sopan stream" tagline for what is broadcast and how their experiences are while using Nurflix to consider the correlation between the "sopan stream" tagline and what is broadcast.

4.5.1 Subscriber's Knowledge Related to The Meaning of "Sopan Stream"

Based on what is discovered through the interview techniques with the two Nurflix subscribers who came from different experiences and motives in using Nurflix as their streaming platform. Here, this study recognizes that generally, the two subscribers do not understand what the meaning of "sopan stream" is, and they suppose it is only a description in accordance to what is they understood about the meaning of "sopan" as a good ethic or attitude illustrated in visual content. This can be seen from the answers of the two subscribers where they describe manners, and it is not about the "sopan stream" related to the tagline. However, these two interpretations are not entirely a mistake, because primarily, this research did not find any literature or content that explained what a "sopan stream" was in completely, then Nurflix only described the tagline as the shows that contain akhlaq and da'wah values based on the al-Qur'an and as-Sunnah taught.

The two Nurflix subscribers claim that they do not find any strong descriptions of what "sopan" means on every Nurflix show. On the other hand, they contend that Nurflix's content is

more dominated by Islamic studies programs where this show is more philosophical to explain how "sopan" is. In addition, they also argue that the "sopan" sentence used by Nurflix as a tagline has more philosophical meaning than the descriptive meaning of what is broadcast by Nurflix. So for some subscribers, understanding the meaning of "sopan" in Nurflix shows is a difficult thing to do.

Likewise, as a tagline, the sentence "sopan stream" does not have a standard meaning related to certain concepts, because the sentence of "sopan stream" itself is a crossbreed of two syllables, are "sopan" and "stream". The word "sopan" has been known by the public as ethics in language, attitude, and speech according to the prevailing culture or customs (Oetomo, 2012), while the word "stream" is a metadata system on digital media (Ibrahim and Gros, 2011) where subscribers can access, pause, or play simultaneously a video file or content performed at the same time (Imran, 2016). Thus, in general, the phrase "sopan stream" describes the content or video that retains elements of good ethics is following applicable habits and can be accessed simultaneously via a network of digital metadata systems or the internet connectivity.

4.5.2 Subscribers Experiences during the Usage of Nurflix

In examining the experiences of the two subscribers while they are using the Nurflix platform, it is found that the two subscribers had different opinions related to the motives and personal

backgrounds of each individual. This is following what is described by the self-concept illustration where an individual perceives himself according to their background (Desmita, 2010).

For Nurflix subscribers with an Islamic religious education background, he stated that Nurflix shows provide many benefits, both in terms of Islamic values, moral values, and social values. He also underlined the Islamic studies content, such as the *Turath* series and *Tausyiah*, which are very interesting and different from other shows on another platform. In contrast with the shows such as films and *nasyid* that can be easily found on various digital platforms, it is different from *tausyiah* and *Turath* shows where these works are authentic works that are only owned by Nurflix.

Besides that, he was also criticized for several shows such as Nurflix Jr. and Animation. According to his opinion, for the Nurflix Jr show, it would be better if the children were accompanied by an *Ustadz* or *Ustadzah* who is an expert in the topic of the Qur'an and child psychology. In addition, by involving preschool or elementary school children from the outside studio, this show can liven up better, be more communicative and inspiring. The concept used can be a video recording of the al-Qur'an recitation from several school children, then played during the Nurflix Jr. broadcast, and the *Ustadz* or *Ustadzah* tries to evaluate and correct the recitation under the rules of the Qur'an.

In contrast to other Nurflix subscribers who come from the public with minimal knowledge of the Islamic religion, he argued that Nurflix shows are more dominated by Islamic content, and this impact the variations of the programs that cannot be found, and tend to be monotonous. He also criticized how the films shown by Nurflix were more described the

tausiyah discussions and did not illustrate much about the artistic and visual value like other films, and this made subscribers feel uninterested in continuing to subscribe to this platform. In the final statement, he hopes that in the future, Nurflix is able to explore the value of the visual art of the content, so that more people will be interested in subscribing to this platform because he feels that it is very unfortunate if the quality of the images and visuals that are already good is not balanced with the delivery process correct and appropriate.

From these two statements, this research concludes that in general, the public can accept the existence of Nurflix as one of the SVoD streaming platforms in Malaysia that uses the values of the al-Qur'an and al-Hadith as the main foundation. In the other hand, Nurflix still needs to learn in developing how to produce an interesting show that can be accepted by the general public. So, the messages of *da'wah* and morality that want to be conveyed can be conveyed properly.

4.6 Conclusion

In concluding the previous explanation, this study found that the meaning of “sopan stream” tagline by Nurflix cannot be formed based on only one point of view of assessment. Several factors can shape the meaning of the "sopan stream" tagline related to each perception of the party.

Related to the statement by Nurflix internal parties about the meaning of the tagline "sopan stream" as a show that contains the values of good morals and attitude, but in contrast

with what is felt by Nurflix subscribers where they think that "sopan stream" is a tagline by a Nurflix platform that has a certain philosophical value, with the aim of the tagline usage, the shows that are broadcast have many values and certain messages based on the object and target audience.

