

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

As an instrument for transmitting messages to the public (Kemp & Dayton, 1985), media has an important role as a mediator among the communicators and the communicants (Criticos, 1996) to stimulate their thoughts, feelings, concerns, and interests (Sadiman, 2002) to achieve the target of communication itself (Djamarah, 1995). Several categories of media can be used to convey messages, such as films, television, diagrams, pictures, and instructors (Heinich, Molenda & Russel, 1996). The development of media has led to the presence of various types of new communication and entertainment media, one of them by which media implements a video on demand (VoD) service system. VoD itself is an interactive television system wherein this method, the TV provider facilitates the viewers to be able to control and determine according to what they want (Budiman, 2020).

This study begins with a brief overview of what SVoD services are as one of five derivatives of video on demand or VoD service systems for their subscriber. SVoD itself is a television service system that provides various programs such as films, series, documentaries, and mini-series that can be accessed via the internet (Mirabito & Morganstern, 2014, based on Eliisa and Chandra, 2020), requires its subscribers to subscribe by opening an account and paying a certain amount to be able to access numerous shows that have been provided (Wayne, 2018). With this subscription system, the public is faced with the reality of what makes them interested in using this service, and why they should use this service.

Several marketing techniques and strategies are carried out by SVoD service providers to attract public interest, such as using short and attractive taglines, illustrating a meme, installing billboards in several public locations, approaching the public through social media, publishing press releases, to collaborating with some public figures to become brand ambassadors. In contrast, do these activities have an important meaning in attracting public interest, or does it only serve to stimulate and provide information and knowledge about the existence of the SVoD service?

By implementing a qualitative research perspective as a methodology to explore and examine the important role of the meaning in the tagline of SVoD service products, this research begins to assess that as a process of publication activity, the public has an important role in constructing the meaning of the tagline according to what is reflected by them. It reminds about the different perspectives that will inevitably occur among the internal and external parties of SVoD services on the meaning of the tagline, this subject concludes on what the actual meaning is stored in a tagline, based on two different perceptions, namely the internal and external viewpoints of the SVoD service provider.

## **1.2 Background of the Study**

SVOD or Subscription Video on Demand is one of five derivatives of the concept of video-on-demand services that will be investigated in this study. Taken from the Wikipedia page, it mentioned that there are five types of categories as derivatives of the concept of Video on Demand services that are well known to the public, they are (1) TVoD (Transactional Video on

Demand), (2) PVoD (Premium Video on Demand), (3) Subscription Video on Demand (SVoD), (4) Near Video on Demand (NVoD), and (5) AVoD (Advertising Video on Demand) (Wikipedia, 2022). The five derivatives have their respective functions and roles in operating Video on Demand services as a system to give freedom to its subscribers to enjoy a variety of desired content, but in this study, this topic focus on the study of SVoD services or video-on-demand subscriptions. SVoD itself is a television network system that is connected to an internet connection (Mirabito & Morganstern, 2014) to facilitate its subscribers with a wide selection of programs to be broadcast, including TV shows, films, series, and documentaries (Eliisa and Chandra, 2020).

Currently, most of the SVoD services cannot be only found in certain countries, moreover, the SVoD services have become a global service that can be found in almost every country, including Malaysia. The presence of SVoD services is certainly a big opportunity for media workers, including film and entertainment media practitioners, in contrast, the presence of SVoD services can be a big threat to the local and national TV which has long been known by the public.

Several countries have noticed how the threats of the arrival of SVoD TV faced in the country, such as those expressed by Davis and Zboralska in Canada about the inability to regulate and deal with the presence of SVoD services properly, will pose a serious threat to local broadcasters due to the tight competitiveness of the market (Davis and Zboralska, 2017). In addition, the United Kingdom (Steemers, 2016) and Australia (Turners, 2019) confirmed how the presence of SVoD could pose a threat to the local media market by reducing the competitiveness of broadcast programs and the inability to reach geographic and regulatory layers of the market. However, the presence of SVoD as a result of current technological

developments does not necessarily become the reason that national TV cannot compete with SVoD services to reach the market. As implemented by one of the national TV channels in Malaysia which launched the SVoD service as a liaison for the national TV service to reach a wider market layer through a streaming application network.



**Figure 1. 1 Streaming Chart in Malaysia**

Based on JustWatch.com website reputation, it is written that in September 2021 there are six SVoD services with the highest average number of subscribers in Malaysia, namely (1) Netflix, (2) VIU, (3) Iflix, (4) Disney+ Hotstar, (5) PrimeVideo, and (6) HBO Go. The six SVOD services recorded the highest average of 25% for Netflix, and 5% each for HBO Go and PrimeVideo. On the other hand, it is interesting to take note that apart from the six SVoD services mentioned, an average of 18% was recorded for other subscribers, which means that apart from the six SVoD services mentioned, there are still several other SVoD services platform in Malaysia that have not been accumulated for the average subscribers, such as IQIYI, Rakuten Viki and Apple+.

The results that reached by the six SVoD services, become another part of the question for this topic, what is their strategy and how are they able to get the average subscribers as mentioned previously, while the competition among the SVoD market is currently very tight.

Philip Kotler and Kevin Keller (2008) explain how determining the target market and value proposition are the best way to analyze the market. Thus, it is not impossible that the six SVoD services can achieve the highest average subscribers as a result of the process of determining the target market and the appropriate value proposition.

In retrospect, there are several communication strategies carried out by the six SVoD services in Malaysia to attract public interest in using their services, such as the usage of memes, billboards, and taglines. Nowadays, the most common thing found is to make one of the dialogues, scenes, or film clips a meme. The meme itself is a phenomenon to gain popularity quickly (Bauckhage & Kersting, 2016) through the internet (Buchel, 2012). Usually, memes are made with words that are funny, simple, interesting, and have an emotional bond with the public.

Additionally, usage of the billboard is used to attract public interest as a highlight to certain programs or content famously. Usually, the program with the billboard usage is a big project as well as information about a film or series that has long been known by the public as a masterpiece. One of the masterpieces of content that ever use a billboard as publication information is the series "Money Heist" which has been known to the public as a series with a very interesting and out-of-the-box storyline.

Besides the usage of memes and the billboards, this research found some interesting sentences that were posted on the SVoD service's social media account and served as the product's tagline. Although in this research, it is found that some SVoD services did not make the latest tagline permanent and they would change it according to the situation that occurred and the content that would be highlighted at that time. On the other hand, it is found that these sentences were packaged with familiar sentences and simple language to greet and welcome the SVoD service subscribers through social media.

Previously, the tagline was known as product information that is easy to remember (Andini, 2016) or to briefly conclude the condition of a product (Nuradi et al, 1996) to its subscribers. In contrast to the current era, where the taglines are more describing about short messages written by the SVoD providers to greet their subscribers, some of them which are "When it gets cold, get cozy and watch some more" used by PrimeVideo, "Hope you can everything you want and more, Love, Min," by Netflix Malaysia, "Imagine more" by Disney+ Hotstar Malaysia and "Sopan Stream TV & Podcast" by Nurflix.

Based on the four taglines used by the four SVoD service providers, this topic identifies that the taglines used by PrimeVideo and Netflix are simple sentences as their communication formula to greet their subscribers. Conversely, Disney+ Hotstar and Nurflix tend to describe the identity and character of their content through the words of the tagline. Then, what exactly is the meaning of the tagline from the SVoD service providers' and subscribers' perspectives? And how crucial is the usage of the tagline?

This study was conducted to identify the meaning formed by one of the SVOD services in Malaysia, called by Nurflix TV stream platform, to find out systematically what the tagline means for SVoD service providers and how SVOD service subscribers interpret the meaning of the tagline.

### **1.3 Problem Statement**

As an SVoD service product, performing the tagline as their marketing technique to approach more customers is one of the marketing strategies that founded and will be discussed in this study, where during the process of observation and examination to research how is crucial the

usage of the tagline by SVoD platform in Malaysia, this research establish that the tagline is a collection of words that form a particular language by which it has a certain meaning that needs to be understood for the public, while the language is part of the symbol and have an important role in creating individual perceptions and meaning (Huzaefah et al., 2020).

Following that, Mustafa stated that meaning will be more of a disposition, indeed it will react to the phenomena or events thus are felt by the object or the public itself (Mustafa et al., 2015). Pateda (2010) added that the meaning also is a confusing word where it will never be carefully identified by someone because different perceptions are almost found in every single part of the communication based on the prevailing culture of an individual. This is why understanding meaning is an important reality to know because it provides a lot about the reputation and image of the provider service (Mustafa et. al, 2015). On the other hand, the existence of a self-concept study provides a reference in this research that an individual has an important position in interpreting everything in their lives based on their reflection. Despite that, previous researches by Patrick Lee (2021), Clifford et al., (2020), and Gordon et al., (2011) have succeeded in explaining how crucial ethics are in the current era, included about the prohibition of spreading slander or hoaxes, saying rude things, hacking data, and hate statement, these are some examples that are currently being discussed by every scholar.

#### **1.4 Research Questions**

Since this study is developed to know how the crucial is of the tagline by SVod platform in the sustainability the product, the research questions in this analysis are:

1. How is the construction of the meaning of "sopan stream" tagline by Nurflix?
2. How the subscriber assumptions is in finding that the tagline such as "sopan stream" by which the understanding of the tagline is crucial?
3. What is the meaning of "sopan stream" tagline?

#### **1.5 Objectives of the Study**

The object of this research is generally to know the sustainability of the SVoD product in Malaysia called by Nurflix in conducting the meaning of the tagline from several perspectives.

The specific objects are:

1. To identify how is the construction of the meaning of "sopan stream" tagline by Nurflix.
2. To find out how is the subscriber assumptions in find that the tagline such as "sopan stream" by which the understanding of the tagline is crucial.
3. To know what is the meaning of "sopan stream" tagline.

#### **1.6 Limitations**

The usage of the taglines as a marketing strategy for SVoD service products does not only function to describe the programs broadcast by the provider (Abiromo, 2014). More than that, this study identifies that the tagline has a broader meaning and position for the public can be

interested in watching content that is broadcast by a streaming platform. The implementation of the phrase "sopan stream" as the tagline for the Nurflix SVoD service provides a new picture that in several other countries including Malaysia, the usage of the tagline has still functioned as a descriptive meaning. However the combination of the two words by which very different meanings will be the attraction of the extent to which a tagline can attract public interest to use the SVoD service.

Starting from this finding, the study will fully discuss the crucial of the tagline usage for one of the SVoD services in Malaysia, called Nurflix, and what factors and motives support the construction of the meaning of "sopan stream" on the Nurflix TV stream platform.

### **1.7 The Significance of the Study**

This research will be undertaken to find out and understand the meaning of "sopan" according to Nurflix tagline "sopan stream" through several research points of view, then tagline does not only provide to describe shortly about the products owned (Nuradi et al, 1996) and instill positive values or image of a product (Abiromo, 2014), but the word of "sopan" has a broader meaning where it is combined by the word of "stream" by which this word has a different meaning and perspective, as an identification of the importance of "sopan" in the SVoD service product.

1. **Nurflix "Sopan Stream"**, as one of the SVoD platforms in Malaysia, it is important to know about the background and history of the formation of this platform, so that various aspects related to this research can be conveyed properly.
2. **CEO**, as the highest position holder in the Nurflix application service, the CEO has an important role in determining the general and specific policies that will be

implemented by Nurflix as a TV stream platform under his supervision, including in the selection of the Nurflix tagline.

3. **Director.** The division or party that has responsibility for the Nurflix broadcast, provides another assessment of the shows based on the content creator's point of view for a Nurflix SVoD application service.
4. **Subscribers,** having their reflection on what is understood about the meaning of "sopan", will form a pattern of understanding based on their self-concept through the description of the tagline used and the impressions watched through the Nurflix SVoD service.
5. **Content,** The results of these researches and assessment will help SVoD service providers to be able to develop other potentials that have been neglected, so far in helping the synchronization process for the formation of the meaning of the tagline that is in accordance with the program being broadcast.

### 1.8 Keyword's Definition

1. **SVoD:** service or Subscription video on demand is a television network system that is connected to an internet connection (Mirabito & Morganstern, 2014) to facilitate its subscribers with a wide selection of programs to be broadcast, including TV shows, films, series, and documentaries (Elissa & Chandra, 2020).
2. **Nurflix:** Nurflix is a product with the SVoD service system in Malaysia and uses the tagline of "sopan stream" for its product service.

3. **Tagline:** As a short sentence that served to conclude or describe simply the products or services (Nuradi et al, 1996), taglines have another role to communicate concisely, densely, and easy to remember and give many impacts based on a positive image in public minds (Abiromo, 2014).
4. **Sopan Stream:** The collective of the two words with different meanings and perspectives, such as Oetomo (2012) stated that politeness (sopan) is a respectful and civilized attitude-behavior, polite in speech, has good manners, and behaves in accordance with applicable local customs. 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 (Hasyim, 2016). According to Islamic teaching based on *Kitab Fathul Bari*, the concept of "sopan" has been known as the concept of "*adab*" as a method in applying everything that is praised by others, both in the form of words and deeds. Some scholars also define that *adab* is to apply noble morals based on the al-Qur'an and as-*Sunnah* (Al Yubi, 1998).

### 1.10 Conclusions

The tagline has an important role in briefly describing the background or special characteristics of the SVoD platform and the content displayed on this. In this research, the topic identifies that Nurflix was using the word "sopan" on its tagline as "sopan stream" which raises another question, where commonly this word refers to what "sopan" looks like, and how the public interprets the suitability of the tagline with the actual meaning of "sopan" through the services and content that is displayed. Because the word "sopan" is generally known as a respectful and

civilized attitude in behaving, polite in speaking, having good manners, and behaving in accordance with local customs that apply Oetomo (2012).

Moreover, to identify the construction of the meaning of "sopan stream" in the Nurflix tagline, this study will examine more deeply through qualitative research techniques as material in collecting and reviewing for any information obtained from various sources such as literature review, interviews, and content analysis messages displayed on the platform TV stream Nurflix to find out how the meaning of "sopan stream" tagline is formed through different perspectives.

