

## CHAPTER 5

### CONCLUSION

#### 5.1 Introduction

As a complex concept to read and understand (Pateda, 2001), meaning is a structured and constructed concept and has a strong relationship with various elements of language (Djajasudarma, 1999). De Saussure (1913) added his perception where the meaning is knowledge, understanding, or concept contained in linguistic signs such as language, symbols, or images, and to interpret the meaning of "sopan stream" as a tagline, will require a process and design to assess what is contained (Denzin & Lincoln, 2009) in the sentence of "sopan stream" or the actions of social actors (Nurflix subscribers).

Generally, the concept of "sopan" is known as a respectful and civilized attitude in behaving, as well as polite in speaking (Oetomo, 2012) then following with upholds the values of respecting, appreciating, and having noble character (Niken et al, 2014) the concept of "sopan" was an important role in the social life. In implementing the concept of "sopan" as Nurflix's tagline Nurflix "sopan stream", it will form a new broader meaning to be studied. The sentence of "sopan stream" itself is a combination of the two words that have different meanings, they are the word "sopan" and the word "stream". The word "sopan" has taken a root and is understood by the community as ethics in language, attitude, and speech according to the prevailing culture or custom (Oetomo, 2012), while the word "stream" is a metadata system on digital media (Ibrahim

and Gros, 2011) where the subscribers can access, pause, or play data, files or content simultaneously at the same time (Imran, 2016).

Thus, the phrase "sopan stream" has its charm to describe and explain systematically the meaning of the state of content or video broadcast by Nurflix as the shows that published through the SVOD system network or Streaming Video on Demand.

## 5.2 Summary of the Research

- 1) There are several ways for the SVoD service product in performing the tagline as their marketing technique to approach more customers. On the other hand, the tagline constructs a group of words and form a particular language by which it has a meaning that needs to be understood by the public. The tagline was known as the usage of a certain language as part of the symbol to communicate some messages to the customer and it has an important role to create individual perceptions and meaning. Besides that, Mustafa also stated that meaning has a disposition character, and it will react to the phenomena or events thus are felt by the object or the public itself (Mustafa et al., 2015). Because of that, this discussion is conducted to illustrate how crucial is the meaning of the tagline by an SVoD service product in describing and applying the importance of ethical and moral values.
- 2) The questions are asking about what is the meaning of the "sopan stream" tagline, and its construction process related to the two perspective understanding and experiences, such

as the internal perspective by the CEO and Supervisor Director and the external perspective by the two of Nurflix's subscribers.

- 3) After identifying the construction of this tagline by Nurflix as an SVoD platform related to the different perspectives, this research concludes the topic about the meaning of "sopan stream" and the crucial during the usage of this tagline.
- 4) After breaking the topic into dependent and independent variables, this research custom the qualitative methods and symbolic interaction theory to identify and analyze the topic being discussed, then combined it with data triangulation to ensure that any data found is reliable and trustworthy. The data itself was established by using the three techniques, they are informant interviews, non-participant observation of the shows, and document analysis. Therefore, the data received is arranged with the discussion theme to facilitate the data analysis process and conclude the contents of the discussion obtained.

### 5.3 Summary of Findings

- 1) In the development of the meaning of "sopan stream" tagline by Nurflix, it is identified that there are three factors that helped the process informing the meaning of the tagline, they are:
  - Knowledge, where the internal parties illustrate the meaning of "sopan stream" as an image of Nurflix's understanding that conveys the message of good morals and ethical values.

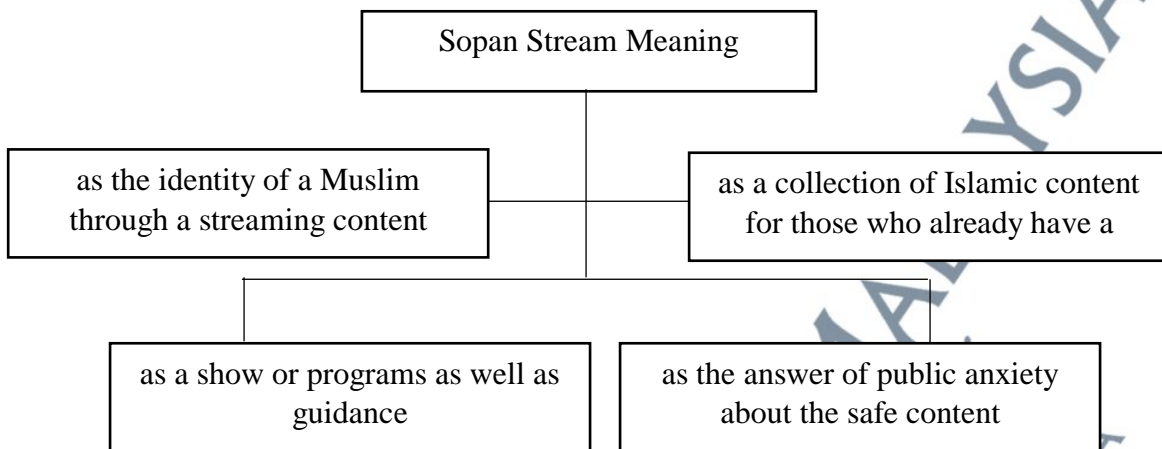
- Motive, where it is as a product description for the public as well as the Islamic brand identity to answer the various concerns and anxieties of Syah Muhamad as the CEO of Nurflix regarding the identity crisis phenomenon experienced by Muslims today, where they prefer to watch the negative broadcasts (far from moral values and Islamic *da'wah*), rather than the Islamic content.
  - Providing the shows that contain numerous social value for Nurflix subscribers as an important mission in building the meaning of "sopan stream" through Nurflix programs that have moral values based on the Qur'an and al-Hadith. There are three designs of social values found, such as (1) Islamic values, (2) ethical values, and (3) family values.
- 2) In describing the meaning of "sopan stream" through the Nurflix shows, this research concludes that there are two points of view that need to be known, they are:
- Nurflix continually inserts the messages of knowledge, morals, and *da'wah* in each show to describe what "sopan" is under Islamic law, then to insert the three messages, customers who watch Nurflix shows can benefit from each material.
  - Related to the results of the SWOT analysis study, Nurflix has a great opportunity to attract Nurflix subscribers, especially from among Muslims because each broadcast that is delivered has a different message according to the theme delivered. However, Nurflix also has shortcomings that need to be addressed because most of Nurflix's shows are dominated by Islamic studies, and this makes Nurflix subscribers quickly feel bored and monotonous, consequently, Nurflix

needs to make any innovation in delivering the *da'wah* messages to make it more interesting and easy to understand and acceptable to the public.

- 3) As the subscribers of the Nurflix application, they have different assumptions in responding to what is displayed by Nurflix in their platform, as well as what meaning is formed behind the usage of the tagline. Fundamentally, the two Nurflix customers do not understand specifically the meaning of "sopan", but they underline the ethical values based on what they comprehend about the meaning of "sopan". In addition, to conclude what they feel after watching the Nurflix shows, generally, they can accept Nurflix's presence as a streaming application that is dominated by Islamic shows, but on the other hand, Nurflix needs to make any innovation and improvement to provide various programs and attractive to their customers.

#### **5.4 Summary of Implications**

The usage of the "sopan stream" tagline is crucial because many people are do not know about the presence of Nurflix's platform and they need a brief description of what is broadcast and what makes them interested in using this streaming application. Therefore, the following are the result of the identification of the study regarding the investigation of the meaning of "sopan stream" as the tagline of the Nurflix TV stream platform.



**Figure 5.1 The Meaning of “Sopan Stream” Tagline**

1) *The meaning of "sopan stream" as the identity of a Muslim through a streaming content*

Amid today's streaming media competition, various types of content and shows can be easily accessed, both free and paid. Likewise, Nurflix which was introduced to the public in 2020, became the beginning of the presence of a *da'wah* platform with the tagline of "sopan stream" on the platform.

As a method or the way in applying self-concept (Taifel & Turner, 1986) about how the attitudes and behavior of a Muslim are, it is very important to know and pay attention how is the background or storyline of the formation of Nurflix as a TV streaming platform.

Forming amid the Muslim crisis identity in maximizing the performance of media and digital content, become the starting point for Syah Muhamad to begin in publishing the presence of Nurflix, as a TV stream platform with the vision and mission to spread the

*da'wah* based on the al-Qur'an and as-Sunnah messages through the digital platform as a form of engagement, caring, and proud with the Muslim identity.

2) *The meaning of "sopan stream" as a show or programs as well as guidance*

Besides to provide spectacle or shows, Nurflix makes their content as a guide or da'wah by applying and conveying the values of the messages based on the al-Qur'an and as-Sunnah as a storyline and the quality standards of Nurflix's broadcasts. This can be seen from the content of Nurflix shows which are dominated by Islamic studies programs, which are delivered by major scholars who are experts in certain fields of study.

3) *The meaning of "sopan stream" as the answer of public anxiety about the safe content*



**Figure 5.2 Content of "Ahdaf al-Qur'an"**

The topic of the identity crisis of a Muslim, makes the public also faced with the reality of the current decline in public ethics and morals, as well as the development of Islam phobia that occurs in various countries through various news of social media and online news.

As a TV stream platform that uses the tagline of "sopan stream", Nurflix does not only explains and provides an overview to the public about content in particular, moreover Nurflix also can take a role in explaining to the public what Islam is through programs that have been broadcast by Nurflix.

- 4) *The meaning of "sopan stream" as a collection of the Islamic content for those who already have a basic Islamic religion knowledge*

Although Nurflix broadcasts a lot of positive content and programs with Islamic values, for some Nurflix subscribers, the shows are irrelevant, extraneous, and difficult to accept and follow. In terms of the situation and condition, the subscribers think that Nurflix's content is much more acceptable for those who have basic Islamic knowledge so that the philosophical values contained in each programs can be conveyed properly.

## 5.5 Suggestions

- 1) Meaning is a disposition sentence, and to facilitate the interpretation and understanding by the public, the choice of words that match with the product's identity will be more meaningful and impactful for the product development.
- 2) To take a better approach in interpreting the tagline of "sopan stream", Nurflix needs to illustrate about the meaning of "sopan stream" into a broadcast or programs that is familiar, and easier to understand and applicable for everyone about what "sopan" is, such as the program of "Tausyiah" or "Turath series" accompanied by visual description about "sopan" in real life.
- 3) To attract more subscribers, Nurflix needs to take a psychological approach with the public, such as making shows related to the surrounding life, involving the public to take a part as participant, provide criticism and suggestions regarding the content, with the

purpose of that the public will be more interested in subscribing to the Nurflix application service.

## 5.6 Conclusion

"Sopan stream" tagline by Nurflix has a combination of the two words that are more meaningful as a philosophical meaning than a descriptive meaning. However, not every tagline that contains a philosophical meaning will be easily to understand as a medium of information by the public. Moreover, related to the two perspectives of experiences, interpretations and motives, the meaning of "sopan stream" is constructed by (1) The Islamic content which shows the programs under the Islamic thought by the al-Qur'an and al-Hadith, (2) The Islamic characteristics which perform the Islamic values, Islamic ethics values (*akhlaq*), and (3) The Islamic messages is associated with the message of Islamic knowledge, *dakwah*, and *akhlaq*.

Therefore, the meaning of "sopan stream" tagline by Nurflix was known as a solution or alternative to forming a collection of the Islamic content, as well as to provide a proper, educational, and appropriate spectacle for Muslims as a religious identity and principles adhered in accordance to the Qur'an and as *Sunnah*, then what is watched and viewed by Nurflix subscribers were not only as a medium of entertainment, but it has a role as a medium of *da'wah* and the guidance according to what was taught by Allah SWT and the Prophet of Muhammad SAW.

Besides the understanding of the meaning's tagline, its usage on an SVoD product is crucial towards its sustainability because the tagline functions as an identical product and short message and information about what is the highlighted shows currently, moreover when a product does not have a strong branding image among the public. Generally, an individual will identify and look for any reasons to know what makes them interested in the product and realize it in the form of trials, whether they find what they want and what they understand. Therefore, a good combination of the usage of a realistic tagline and what is displayed in the platform is an important point to understand that the meaning of the tagline does not only function as a descriptive or philosophical meaning for a product or brand. More than that, the tagline has a broader means related to the interpretation of the community as an object of marketing SVoD service products.