

## CHAPTER III

### METHODOLOGY

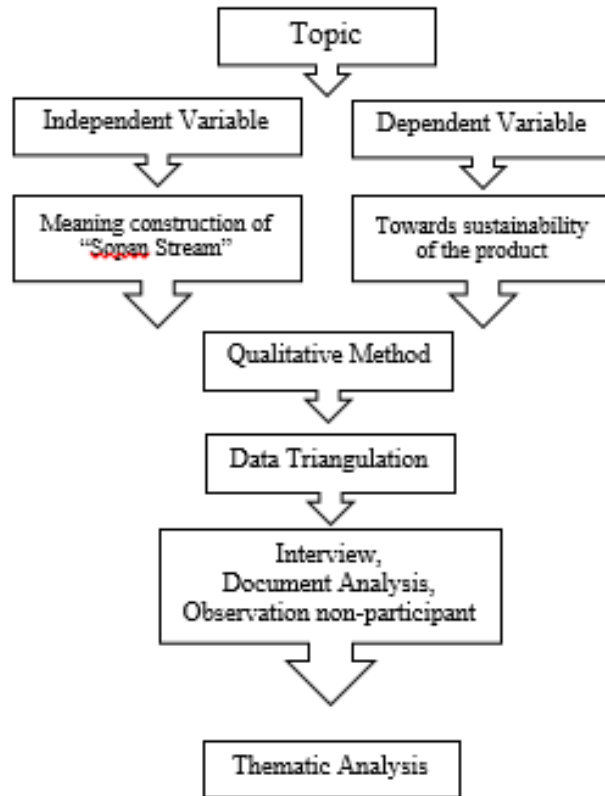
#### 3.1 Introduction

This chapter examines how Nurflix as an SVoD streaming platform in Malaysia and its subscriber in constructing the meaning of "sopan stream" as the tagline by Nurflix. The main objective of this research is to find out what the meaning of "sopan stream" is formed, based on the two perspectives. Starting with the topic of the usage of "sopan stream" tagline by Nurflix, this research identify this study by qualitative methodology then combined with several tools of the research, such as the sample of location, informant, and data collection (interview, observation non-participant and document analysis) to study more about the meaning of "sopan stream" by Nurflix were previously discussed that this tagline was the combination of the two words, "sopan" and "stream" whereas the two words have different meaning and perspective.

#### 3.2 Research Design

In conducting this research, the research design is a procedure in collecting the data, analyzing it, then continued to report the finding in qualitative research (Creswell, 2013), and designed to answer the questions as well as to test the hypotheses that have been made in previously (Anggoro, 2009). Based on this chart, the topic explain the research strategy, identification of research informants, and the process of data collection and analysis which is explained systematically according to the existing research context. Starting with the independent and

dependent variables, the two variables have a strong relationship in understanding how crucial the tagline is.



**Figure 3.1 Research Design**

Discussing the meaning construction of "sopan stream" tagline by Nurflix TV stream, this subject discusses the definition and perception relating to the subject and object overview. However, this study does not know how crucial the tagline is, in the sustainability of the SVoD product. That is why, in examining the meaning of "sopan stream" by Nurflix's tagline, this research uses a qualitative approach as a research method, to understand and develop this study material (Moleong, 2015) interactively and systematically to test the sustainability of this tagline by Nurflix.

### 3.2.1 Data Triangulation

Related to the discussion, in collecting and validating the data based on the topic of "sopan stream" tagline by Nurflix as an SVoD streaming platform, this research ensures that every data and information obtained has a clear level of accuracy by applying the technique of data validation. Data validation itself was known as the level of accuracy among the data that occurs in the object of research and the data reported (Sugiyono, 2012). Thus, the possibility of data prejudice can be avoided so that data accuracy can be obtained as study material and references in the future. Burke and Miller (2001) added that data validation is an important instrument in conducting a research study, before publishing any findings.

Sugiyono (2012) stated that there are two kinds of research validation sources, they are internal validation and external validation. Internal validation was a process of testing data related to the degree of accuracy of the research design with the results achieved. While external validation is concerned with the degree of accuracy, whether the research results can be generalized or can be applied to the population where the sample is taken. Thus, the various findings in this study have a strong level of validation and are following the target of the discussion.

Therefore, in conducting this study about the construction of the meaning "sopan stream" by Nurflix, this study examines this discussion by using external data validation sources, such as by applying data triangulation techniques. As the most commonly used data validation method (Sutopo, 2006), Patton explained (in Moleong, 2006), that triangulation with sources means comparing and re-checking the degree of accurate data and information obtained through different times and tools in performing the qualitative research. Meanwhile, Afifuddin (2009)

said that data triangulation is a data validation technique by utilizing other factors outside the data for the process of checking and comparing the collected data. Therefore, by comparing observational data with data from interviews with other sources, this research finds results that are accurate and in accordance with the reality found.

This research applies one of the data triangulation that will be carried out as a method technique in testing the credibility of the data and information obtained (Sutopo, 2006), they are:

### 1. Data Triangulation

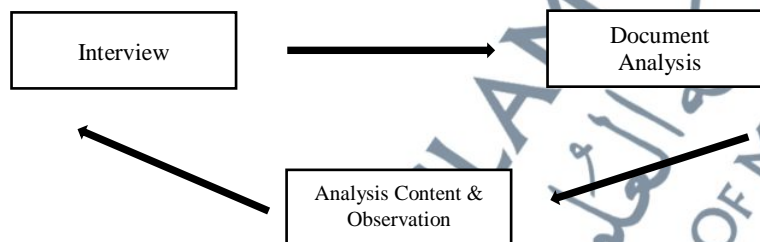


Figure: 3.2 Triangulation Data by Sugiyono (2012)

This triangulation data method helps the research to find credibility and valid data. This technique is one of the designs that is used in finding the truth of data through other sources of information (Fauziyah, 2015), such as, by using the interview, observation to the content of Nurflix, and document analysis to discuss the topic of the construction of the meaning of "sopan stream" as the tagline of the TV stream platform. On the other hand, this research also applies the qualitative method to know how crucial is the usage tagline and the meaning of the tagline itself by the TV stream platform.

Denzin and Lincoln (Sugiono, 2012) explained that qualitative methods were research techniques carried out on natural object conditions, where the author is the main key in conducting the research (Moleong, 2007), while Kirk and Miller were defined qualitative

research as a tradition in social science, which will fundamentally depend on observations of individuals (Moleong, 2007).

Therefore, the qualitative method itself reveals the various uniqueness contained in individuals, groups, communities, and organizations in everyday life thoroughly, in detail, in-depth, and can be justified scientifically (Miles and Huberman, in Sudikin et al., 2002) because the qualitative method uses the investigation technique to find, describe, and explain the quality of a social influence that cannot be explained, measured, or described through a quantitative approach (Saryono, 2010). Thus, the study of qualitative research will continue to develop and change according to the prevailing period at that time. Similarly, to the process of meaning creation by which continues to grow according to the knowledge, experience, and interpretation of each individual, and era.

### **3.3 Location**

This research will be conducted in Malaysia located in Cyberjaya and Negeri Sembilan and it is divided into two sessions, such as offline sessions and online sessions related to the situation and condition of the pandemic Covid-19. The offline session will be a face-to-face meeting, but the online session will be held by the application of the Google Meet or Zoom Meeting cloud platform.

### 3.4 Informant

According to this research that discusses the topic by using qualitative research methodology, it was known that the informant is a very important and crucial figure in collecting any information and data that are needed (Ruslan, 2003). On the other hand, the election of informants was carried out based on the data sampling to determine if the number of the informant in accordance with the research context as a representative data source (Margono, 2004). Additionally, the selection of the sample of informants in this research will be carried out purposively (purposive sampling) or following the targets and objectives, so that any information obtained will not deviate from the established procedures (Ruslan, 2003).

Purposive sampling was a data source collection technique that is carried out with certain objectives that have been considered (Sugiyono, 2012) based on certain characteristics or traits (Notoatmodjo, 2010) to achieve the target or focus of the research itself (Arikunto, 2006). Sugiyono (2012) said that in the purposive sampling technique, several main requirements need to be considered in determining the target informant to maintain the credibility of the research data, such as:

1. In determining the informant, it must be done carefully and carefully because the informant will represent the content of the research discussion.
2. Sampling must be based on certain characteristics.
3. In selecting the sample of informants, then the research must be careful in determining the informants according to the background expected
4. The sample obtained comes from informants who are included in the characteristic category of the largest population.

In this analysis, this study uses two categories of research informants, such as the internal party and the external party of Nurflix. This is intended for the research to be able to obtain accurate information and data based on the two interrelated perspectives.

**Table 3.1 Data Sampling Purposive Informant**

<b>Description</b>	<b>Relation</b>	<b>Perspective</b>
Informan one (Internal Nurflix)	Name	Syah Muhamad Abdullah
	Position	CEO of Nurflix
	Informant Description	Has been the CEO of Nurflix since the beginning of Nurflix's formation, and he was the one who initiated the usage of the word "sopan stream" as a brief description to the public that Nurflix is a friendly TV streaming platform and based on the Qur'an and as-Sunnah in applying the values of Science, Morals, and da'wah in every Nurflix content and program.
Informan two (Internal Nurflix)	Name	Ustadz Muaz Halim
	Position	Supervisor of Content Director
	Informant Description	To record every content that will be produced, as well as control and ensure that every content that will be created has followed the existing guidelines and standards (Nurpath), before entering the production and broadcast stage
Informan three (External Nurflix)	Name	Rahmat (subscriber one)
	Position	College Student
	Informant Description	An active subscriber of streaming platforms such as Nurflix and Disney+, he has only been using Nurflix for 2 weeks, and he is interested in a different concept on the Nurflix streaming platform that applies an Islamic theme.

Informan four (External Nurflix)	Name	Faisal (subscriber two)
	Position	Halal Activist
	Informant	Having Islamic background in his life, he choose
	Description	Nurflix because he knew it of the online news information that informed Nurflix as the first halal media. Besides that, he found at Nurflix's instagram account which contains a lot of information on Islamic study content that is interesting to learn and follow.

By this sampling data of the informants, it hopes that the information obtained not only serves as valid sources, but it could be a good point of view following the research objectives. Therefore, the research studies on the construction of the meaning of "sopan stream" as the Nurflix TV stream platform, can provide much information and knowledge about the meaning of "sopan" according to the existing reality.

### 3.5 Research Instrument

By discussing the qualitative research, the author is the main instrument in the data and information collection. Some guidelines such as interviews and observations are common things that are used to support the process of collecting data. Why is it? Because qualitative research is research that is based on the quality and the content of the discussion, then it is not based on the number of a diagram to explain the quantity of a result. Therefore, the authors will be required to be active in every stage of data collection.

On the other hand, research instruments are important guidelines that are prepared to obtain all information according to the research context and required methods (Gulo, 2010).

Because as a tool in the data collection, this method will make it easier for this study to accumulate the necessary data with good results and easy to explain (Arikunto, 2006). Several forms of research instruments to facilitate this research in obtaining proper data (Gulo, 2010) are applied in this study, under the forms of existing research instruments. Such as:

a) Semi-structured Interview Instrument

The interview is an instrument that is used to apply in the qualitative research, and it was able to reveal answers across the time until the author is able to obtain whole and comprehensive data following the context of the study required (Ulfatin, 2014). According to the interview method, this study starts by asking the informants for some inquiries related to the topic and guidelines. Several informants such as the CEO, supervisor director and Nurflix's subscribers are chosen as the informant for data collection. By using this procedure, it helps the observation to take on focus the issue, although the topic is still able to make an improvement related to the text or plans.

b) *Observation Instrument*

Besides applying the instrument of the interview, observation is used in the data collection for this research. This instrument is a mechanism in the qualitative research study, which functions as a complement to the interview technique that has been done previously. At this stage, the author can see and assess directly without any intervention from both internal and external parties. However, before conducting the research, the author has to understand firstly the variations in observations and the roles carried (Ulfatin, 2014).

### c) *Documentation Instruments*

The documentation instrument is an instrumental technique that uses an analytical approach. The sources of research could be books, magazines, documents, notes of the meeting, and scientific journals to inscriptions or artifacts (Ulfatin, 2014) (Clemmens, 2003). However, because this research will examine the meaning of "sopan stream" as the tagline of the Nurflix TV stream platform, then this topic uses types of scientific documents such as books, *kitab*, and other scientific journals to obtain the data and information about the meaning of "sopan" and the construction process of it.

### **3.6 Operational of Variables**

Operational of variables is a research method to describe how variable factors can strengthen or even weaken a relationship in research. Moreover, as a planner, collector data, analyzer, data interpreter, and reporter of each research result (Lexy J, in Moleong, 2015), the author is the important instrument behind the study. Therefore, this variable is aimed at knowing, understanding, and systematically assessing certain indicators that can form a construction pattern of the meaning of "sopan stream" as the Nurflix TV stream tagline, where this platform is one of the online platforms that put forward Islamic values in each content.

Knowing and understanding correctly how the dependent variable factors can be influenced by the existence of various natural factors that occur in the research cycle, is one of the reasons that this variable is a dependent variable and has a special dependence on the independent variable. In this stage, this research examine through various factors that can shape the meaning of "sopan stream" as the tagline of the Nurflix online TV platform.

Related to this study case, the research sees, observes, and directly assesses the factors that can construct the meaning of the tagline by one of the SVoD streaming platforms. To make it easier to analyze the topic, this subject divides this matter into several sub-variables based on certain indicators in the meaning construction process. Because as a service provider, Nurflix has a certain background behind the usage of the tagline. Besides briefly describing their various broadcast content, this tagline also serves as a short communication design to the public about their product descriptions.

**Table 3.2 Operational Variables**

<b>NURFLIX</b>	<b>CONTENT</b>	<b>SUBSCRIBER</b>
Knowledge Motives Social Values	Message Values SWOT	Knowledge Experiences

Besides using the operational instruments of variables in the data collection process through the interview method, this research conduct non-participant observation instruments, to observe every content displayed by Nurflix as research material to examine the process of forming the meaning of "sopan stream". Furthermore, with non-participant observations on Nurflix content, this study assumes that the information obtained will be more interactive because the results obtained are based on different points of view.

### **3.7 Data collection**

In obtaining the data that are needed for this topic, this research carries out several data collection techniques following the concepts applied by qualitative research methods. Suharsimi Arikunto (2002) explained that the qualitative research method is the method used in collecting various necessary data, such as interview techniques and documentation studies. Burhan added that the data collection method will talk about 'what way' and 'how' the research is able to collect the final results of information to be presented as valid and reliable data (Bungin, 2003) the public.

As a data collection technique that will be carried out for this study, this research formulates the three techniques that need to be done in examining any information needed in this study, such as (1) Interview technique, (2) Document analysis technique, and (3) Observation non-participant technique.

#### **3.7.1 Interview Technique**

One of the techniques in collecting the data and information is a meeting by face-to-face with the informant. Kriyantono (Ardianto, 2011) explained the characteristics of in-depth interviews are: (1) Used for a few subjects or even one person, (2) Provides a clear and systematic background, (3) The authors not only paying attention to verbal answers, but also nonverbal answers, (4) being carried out for a long time and many times, (5) giving different questions from one informant to another, and (6) paying attention to how the interview climate influences.

Therefore, this study takes focus on the two informants of this research such as the CEO and content creator of Nurflix, to discover directly among the two perspectives in interpreting and describing "sopan stream" tagline by Nurflix, and how both of them explain in the form of their content and broadcast programs. Additionally, this research select another two informants among the subscriber, to test whether the messages and values conveyed by Nurflix are under what is understood by the subscribers. With the result that the meaning of "sopan stream" constructed by Nurflix, has the same perception as what is understood by its subscribers.

### **3.7.2 Document Analysis Technique**

In this case, this study looks for some data regarding the meaning of "sopan stream" through the existing literature, such as books, research journals, and important articles related to the discussion through various trusty media. As Sugiyono (2012) indicated previous documents or notes are important attachments in a study that function as information and studies for research that is going on.

On the other hand, Bowen (2009) also defined document analysis as a form or technique in qualitative research in which important documents and notes will be interpreted to provide data and information related to the assessment topic. O'Leary stated that there are three main types of documents (O'Leary, 2014) that can be used as document analysis studies, such as:

### **1) Public Records**

This record is an official and ongoing record of the activities of an organization, such as student transcripts, mission statements, annual reports, policy manuals, student handbooks, strategic plans, and syllabuses.

### **2) Personal Documents**

This record is the first person account data regarding an individual's actions, experiences, and beliefs. The most popular notes are calendars, emails, scrapbooks, blogs, Facebook posts, task logs, incident reports, reflections/journals, and newspapers.

### **3) Physical Evidence**

This is the thing that is often used as an analytical document on the research, such as physical objects found in the study environment or often known as artifacts. Some examples are included handouts, posters, agendas, handbooks, and training materials.

#### **3.7.3 Observation Non-Participant Technique**

Observation Non-Participant is known as a type of information and data search method where the author is only an observer. Riyanto (2010) said that this technique positions the spectator as an external party, where they do not enter into the process or life experienced by the observer, then only see and judge it naturally. Therefore, in analyzing the construction process of the

meaning of "sopan stream" as the tagline by Nurflix TV stream platform, this research must observe and record data systematically by a distance to assess and understand every aspect of the data needed in the study. Several programs have been discussed in chapter four related to the topic of meaning construction of "sopan stream" tagline, they are:

**Table 3.3 Message Analysis by Observation Non Participant technique**

No	Program	Category
1.	The Khadijahs	Drama
2.	The Call	Film
3.	Qlog	Nurflix Jr
4.	<i>Ahdaf Al Quran</i>	<i>Quranlife</i>
5.	The story of Prophet Nuh AS	Animation
6.	<i>"Penawar Bagi Hati"</i>	<i>Turath Series</i>
7.	Book Club	<i>Tausyiah</i> and Talk show
8.	Memandang Mu by Teguh Budiman & Aidit Alfian	<i>Nasyid</i>

### 3.8 Thematic Analysis

As a discussion about the meaning of the tagline on one of the SVoD streaming platforms in Malaysia, identifying each received data (Boyatzis, 1998) as a thematic code is the task or role of for the research in concluding a systematic study. The thematic analysis itself was known as one way to analyze any existing data, to identify patterns (Heriyanto, 2018) that are owned, or to find certain themes through data that has been collected by the researcher (Braun & Clarke, 2006).

In identifying a theme that is the hallmark of analytical thematic studies, this study knows that this is one of the generic skills (Heriyanto, 2018) for most research studies that apply

qualitative analysis methods (Holloway & Todres, 2003), including in analyzing what is the meaning of “sopan stream” by Nurflix related to the perspective of the subscriber and the provider. Knowing that the word "sopan" itself has been understood as ethics or behavior in human social life, then in this thematic study of the analysis, it is necessary to carry out several stages to understand what message Nurflix wants to convey through their tagline.

### **3.8.1 Data Understanding**

Finding and obtaining the data is a common technique related to the qualitative research method. However, peeling and fully understanding the data received is another important task in identifying and analyze what is the essence of the message that the informant wants to convey. Several techniques can be used as a process of understanding any data found, such as grouping each data according to questions and themes or making special notes as highlights of the data provided by the resource person. Thus, this research is able to take the essence of each important point obtained, so that it can be reprocessed into answers and information in the research studies carried out.

### **3.8.2 Coding**

In contrast with the quantitative research method, coding in qualitative research as part of thematic analysis is a stage where this topic is able to label each of the informants' answers given. The main point is that by understanding the responses given, the writer is obliged to take the

essential data based on the interview or observation, or data analysis. Generally, the code created is an interpretive code to briefly describe the answer associated with the research question, but sometimes some beginner researchers, write descriptive codes to explain in detail what the informants provide and said. There are no mistakes in both techniques, but interpretive codes certainly be easier to use in qualitative research, with the purpose of the essence of the answers be conveyed.

### **3.8.3 Finding**

After the understanding and the coding stages, this study began to focus on the stage of finding the theme of the answers given, because some themes will force to re-examine and ensure whether there is a match or not to the data provided with the code placed. The purpose of the theme at this stage is the process of a grouping of the answer points given by the informant and has been coded in the research. Therefore, in this step, a writer is trained to be active and careful in determining for the themes are stored in the answer code that has been done.

### **3.9 Conclusion**

As qualitative research that examines the process of forming the meaning of "sopan stream" as Nurflix's tagline, this study must be able to examine each research discussion based on different points of view. This is done because every statement or result that is given is not only just an assumption or hypothesis. Therefore, the selection of different informants, and evenly distributed in each sector, will give different results according to the perspective of each individual.

Therefore, through systematic data collection methods, as well as data validation that is carried out repeatedly in this study, the research will discuss whether Nurflix forms the meaning of the "sopan stream" tagline correctly as it has long been public understanding about the meaning of "sopan", or is it just use as material to attract potential consumers among Muslims in Malaysia.

