

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter aimed to describe the data collection methods of the research and other related issues that might be encountered during the data collection process. In this chapter, five sections contributed to the description of the research methodology. The first subtopic explained the research design. The next subtopic covered on to the data collection methods, instrumentation, sampling strategy and the procedures of data collection. This chapter also were deals with the data analysis process and the validity and reliability on data collection.

3.2 Research Design

The design of the research methods is chosen according to research questions and problems. This study is qualitative in nature where the *da'wah* through electronic media in particular Islamic reality television programmes become the focus of the study. The tradition of qualitative research rejects the absolute truth that is sought in quantitative methods, where any possible multiple interpretations are accepted. Precisely, the tendency of researchers' favour subjectivity is because of the interest in exploring inter-subjectivity or the social accomplishment of how people co-construct and co-experience the interaction of social life and their rules for doing so (Keyton, 2006). This present study seeks to understand the development of Islamic reality television programmes in Malaysia, its importance and contribution from the perspective of participants, Muslims experts and media practitioners. The major concerns of this study are to explore the contemporary methods of *da'wah* through the platform of media especially the Islamic reality television programs through qualitative methods. The method of in-depth interviews combines the structure of flexibility and underpinned by a thematic approach enables the spontaneous responses to be fully explored in the study (Batty, 2009). This concern is essential to the qualitative approach where the qualitative is developing the explanations for the social phenomena (Hancock, Okleford & Windridge, 2009).

Furthermore, studies that involved the media and its effect, especially, are more appropriate in using the qualitative approach. Referred to the past study, there is a lot of study that using the qualitative method because this type of design is more flexible and able to gain more information. Cawthon (2013) in his study of the “Young Adults’ Perceptions of Issue-Oriented Reality Programming and its Educational Impact” preferred to use a qualitative approach, which is more appropriate to explore viewers’ own perceptions of the messages they have gleaned from the media text. Novia (2013) in her study related to the use of social media also chooses the qualitative design because it is interpretative in nature and context specific. Eda Yasa Ozelturkay and Emel Yarimoglu (2017) also conducted qualitative research to seek the reason of consumers use social media under the title “How and Why Consumers Use Social Media: A Qualitative Study Based on User-Generated Media and Uses & Gratifications Theory”.

3.3 Data Collection Methodology

3.3.1 Interview

Based on Thomas, Nelson and Silverman (2015), the interview is undoubtedly become the most common source of data in qualitative studies. The person-to-person format is most prevalent to be conducted. The interviews are ranging from the highly structured style (in which questions are determined before the interview), to the open ended, conversational format. In the qualitative research, the highly structured format is used primarily to gather socio-demographic information. For the most part, however, interviews are more open-ended and less structured in a casual way. Frequently, the interviewer asks the same questions of all the participants, but the order of the questions, the exact wording, and the type of follow up questions may vary considerably.

3.3.2 Content Analysis

Content analysis had been defined by Krippendorff (2004) as a research technique for making replicable and valid inferences from texts to the contexts of their use. It is a

research technique that provide the new sights and further understanding for the researcher of a particular phenomenon or inform practical actions.

Referring to the study by Muhidin and Zaharah (2014) that has conducted *Directed Content Analysis of Akhlak in Islamic Reality Television Programme 'Imam Muda'*, as the main reference, this study conducted content analysis of the message of Islamic reality television programme. The Guidelines of Contents Materials Islamic Broadcasting from Department of Islamic Development Malaysia (JAKIM) has been served as the guide and reference in this study. An instrument has been developed, customised, adapted and the units for content analysis has been constructed from the criteria of censoring multimedia and broadcast materials. The content that complies with the guidelines has been recorded, analysed, and categorised based on the pre-determined coding.

Meanwhile, the Islamic reality television programme of *Da'i: Pendakwah Nusantara* has been chosen as the subject of the study. *Da'i: Pendakwah Nusantara* is a seasonal religious programme in TV3 that has been continuously broadcast since 2013 and has been continued until the recent year. *Imam Muda* and *Pencetus Ummah*, both programmes are unable to become the case study as the broadcast of *Imam Muda* started in the year of 2010 until 2012 and *Pencetus Ummah* started in the year of 2013 until 2015. However, this study analysed the programme of *Da'i: Pendakwah Nusantara* during its fourth season in the year of 2016 after the JAKIM's Guidelines of Contents Materials Islamic Broadcasting was published in 2015.

The analysis of the Guidelines of Contents Materials of Islamic Broadcasting by JAKIM (2015) requires further understanding from prominent Muslim scholars and the producers of Islamic reality television in Malaysia. Data and information should be obtained directly from the people who created and developed the guidelines and involve directly in the productions of Islamic broadcasting. The content analysis of the programmes was compared with the official guideline by JAKIM. Hence, in order to produce the information for a through and constructive analysis, this particular information is totally necessary. An interview is chosen to become the information acquisition.

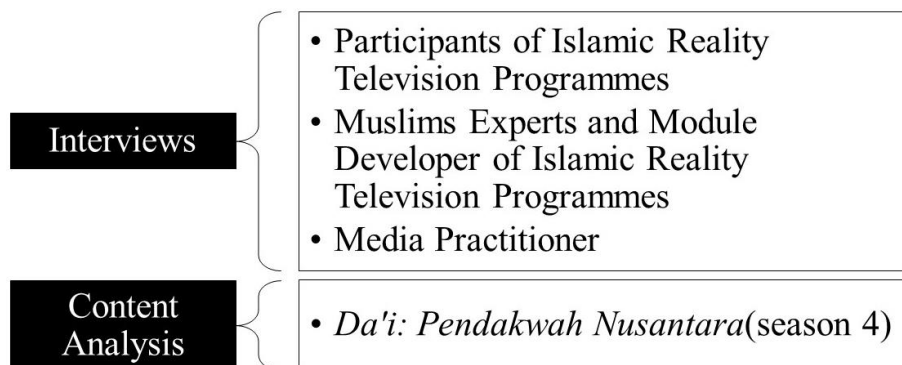


Figure 3.1: Data Collection Methods

3.4 Instrumentation of the Interview

The interviews have been conducted with the prepared semi-structured interview questions. The interview questions are prepared in Malay language and the interview session were also conducted using the Malay language to encourage proper response from the participants. However, the interview questions and the data gained from the interview has been translated into English Language to fit the requirement of this study.

Interviewing can, at one extreme, be structured, with questions prepared and presented to each interviewee in an identical way using a strict predetermined order (Hancock et al., 2009). The interview runs on formal and informal way that good feedback had been given during the interview. Besides helping to speed the data collection, it also probes for more information as well helping in our research observation. All the information given by the interviewee have been jotted down and the interview sessions had been recorded using the electronic tape-recorder to avoid any miscommunication or misunderstanding about the information.

To gain information, the chosen participant from the Islamic reality television programmes has been interviewed with the semi structured questions. Accordingly, a primary goal involves uncovering meanings that people attach to their experiences (Chelsea, 2013). As this study involves the individual's experience, in depth interviews were the appropriate method to use. Methods of interview were formally and informally

used to obtain information from different respondents. Interviews has been conducted directly through meetings between the researcher and the informants. That interview was held using a set of questions protocol prepared in advance to obtain the necessary information in the study. Meanwhile, the interviews with participants were also has been conducted in semi-formal and more relaxed session. Before the interview, the study had identified some themes to be discussed. Each theme is given a clear operational definition. Based on a clear understanding of the process, the preparation of questions for the interviews was clearly identified.

Among the themes analysed were:

3.4.1 Background of the Informants

This part is a crucial part as the beginner of the interview. The study needs to seek informant details of background in terms of name, age, educational background as references for the research purpose. These were particularly important so that the study have enough details regarding the informant information's.

3.4.2 The Practices of Islamic Reality Television as Contemporary *Da'wah*

The contemporary *da'i* faced great challenges to systematically apply the practical methodology of *da'wah* in the new era of globalisation. *Da'wah* nowadays is no longer stands alone as a part of religious subjects, but it been widely spread with the utilisation of media networks. Islamic reality television has become a vital mechanism used in the field of *da'wah* through electronic media.

3.4.3 The Process and Criteria of the *Da'i*

The informants were asked for the specific criteria of the *da'i*. The criteria to become a good young *da'i* must be fully prepared, and the challenges need to be

well-known on how it can be accommodated and solved. Preparation is the action or process of making ready or being made ready for use or consideration or something done to get ready for an event or undertaking. The inventory of requirement for the *da'i* need to be identified as this is to fulfil their mission for the community. Meanwhile, challenge is an objection or query as to the truth of subject matter, often with an implicit demand for proof. The study analysed the challenges that have been faced by the *da'i* when participating in the programme and after completion of the programme.

3.4.4 The Content of Islamic Reality Television Programs

The Content of Islamic Reality Television Programs includes religious knowledge about Islamic figures and places, as well as Qur'anic verses and hadith are presented to the audiences. The Islamic content presented in the programmes should be complied with the guidelines introduced by JAKIM.

3.4.5 Contribution of Islamic Reality Television Programmes

The contribution is the part played by a person or thing in bringing about a result or helping something to advance. The Islamic reality television programmes should be able in educating the young *da'i* in term of knowledge, experience, and many others of participants in order to deal with the world of *da'wah* and how far this alternative of entertainment contribute to the field of *da'wah*.

3.5 Sampling Strategy

Before adopted the method of interview, the study identified a selection of participants strategy and ensured the best selection of the participants. After completing the selection process of the participants, interviews by face-to-face methods were employed to obtain primary data.

To select the participants for the interview session, this study has identified the sample first. Purposive sampling is the appropriate technique to be used for the identification and selection of the information for the most effective use of limited sources (Patton, 2002). Creswell and Plano (2011) explained that this involved identifying and selecting individuals or individuals that are especially knowledgeable about or have experience with a phenomenon of interest. This study then uses the strategy of criterion to narrow down the range of variation and focus on similarities. The objective is to identify and select all cases that meet some predetermined criterion of importance which suite to the objectives of the study (Palinkas, Horwitz, Green, Wisdom, Duan, and Hoagwood, 2015).

Informants are selected based on the assumption that they possess knowledge and experience with the phenomenon of interest and thus has been provided information that is both detailed and generalisable (Palinkas et. al, 2015). The informants were selected from three different groups. The first group was the participants of the three different types of Islamic reality television programs namely *Imam Muda*, *Pencetus Ummah* and *Da'i: Pendakwah Nusantara*. The second group is the Muslims experts with Islamic studies background, and they are directly attached with the Islamic institutions in Malaysia. The third group is the media practitioners that are directly involved with the reality television programs which had been broadcasted.

The first group were selected because they were directly involved in the programmes as the participants. They have experiences of performing the task given and undergone the competition themselves. The second group were selected because they are the Muslims experts that were active in the field of *da'wah* through electronic media. They were also part module developer and consultation team for the Islamic reality television programmes. The third group were selected due their contribution as media practitioner that produce the Islamic reality television programmes.

The main reason behind the chosen of two programmes; *Imam Muda* and *Pencetus Ummah* is due to high rating that had been achieved by these programmes. *Imam Muda* is the highest rating show in the history of Astro Oasis, a television channel dedicated to religious programming (Yoong and Sean, 2010).

Pencetus Ummah is an Islamic programme which recorded a 1.5 million viewer rating on its final episode in 2015 and was once won the Best Religious Programme in the 2016 Sri Angkasa Award (Shamsun Bahrin, 2016). In the meantime, *Da'i: Pendakwah Nusantara* is chosen for its successful three-season run (*News Straight Times*, 2017). The programme afterwards changes its name to *Da'i: Pendakwah Nusantara* with a slightly new format and title during its fourth season and continuously been broadcast in TV3 in its fifth season.

Each of the interviews has been conducted by the researcher in a face to face, semi structured interviews. The interview questions were open ended, including indirect questions to obtain relevant information to the study. All interviews have been recorded and transcribed in the Microsoft Word programs.

In this study, the specific number of the informant were not specifically mentioned. However, saturation of the data has been applied when the study reached a point in the analysis of data that sampling more data has not led to more information related to their research questions. This means that the current data show its saturation which reflect similar pattern in the findings. Bernard (2012) in Fusch and Ness (2015) stated that the number of interviews needed for a qualitative study to reach data saturation was a number he could not quantify, but that the researcher takes what he or she can get.

3.6 Data Collection Procedures

Data was collected from the secondary data, interview sessions and content analysis of the selected Islamic reality television programmes. All information given by the respondents need to be filtered whether it is valid to be analysed as the research issues concern of validity of the data. Selection of information is based on experience in the content areas and expertise in research design and methodology.

To collect the data of this study, the researcher first started to search about the programs by referring to the official website of Islamic reality television programmes;

TV3, *Tonton*, *Astro Oasis*, *Astro Gempak*, official page on *Facebook*, official account of *Instagram*, and few more sources. The researcher looks for potential informants from the group of participants and audiences that willing to be interviewed. An official email and messages had been sent to the participants of Islamic reality television programmes as to seek their permission regarding the interview that had been conducted.

Before conducting the interview, the permission to record the interview session has been asked from the participants or interviewee. If the participants allow the interviews to be recorded, the researcher will proceed to record the interview. The purpose of the interview recording is to enable a permanent record and allow the researcher to concentrate on the interview. The researcher can fully concentrate on the interviews sessions and only recorded important notes during and after the interview to get an explanation on some specific content.

Interviews with all informants have been conducted from July 2018 until February 2020. The data collection requires the initial contact to be made by telephone and email. The appointments have been confirmed according to the availability of the informants. The meeting locations have been arranged based on the request from the informants. The researcher however has requested the place of meeting that free from the distractions to highly give concentration for both researcher and the informants.

3.7 Data Analysis

The data, after collection, have been processed and analysed in accordance with the outline laid down for the purpose at the time of developing the research plan (Kothari, 2004). After the collecting information process is done, and then the researcher had analysed the data. This process is the hardest part of the qualitative research yet interesting to be accomplished. O'Conner and Gibson (2017) proposed seven steps to conduct data analysis. The seven steps can be understood as listed in Figure 3.2.

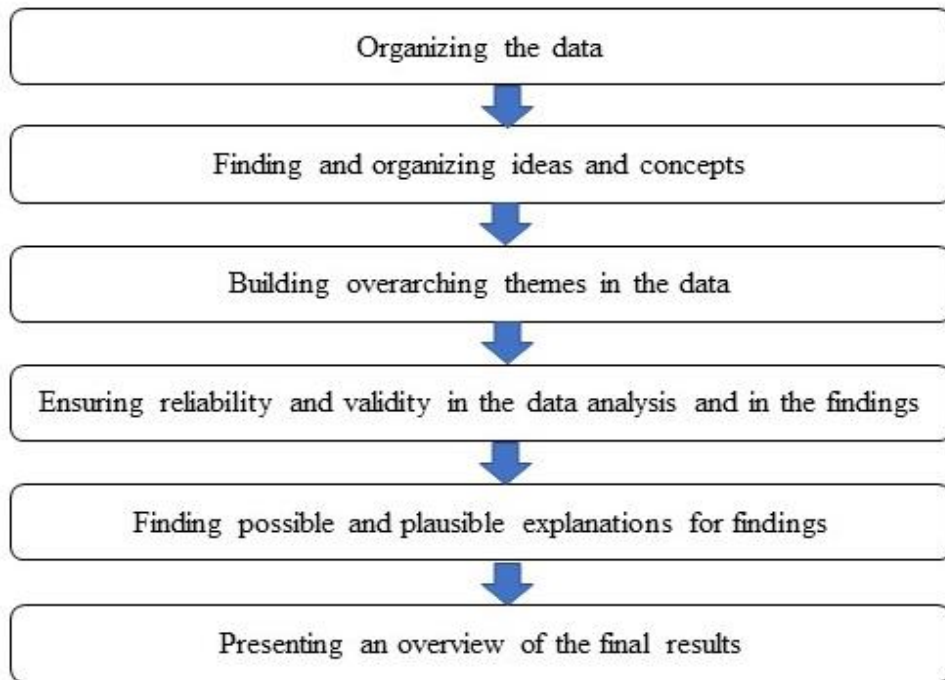


Figure 3.2: The Steps of Data Analysis

In organising data analysis, O’Conner and Gibson (2017) suggested that the data first should be organised in an easy way to look at, so that allows the researcher to go through each topic in identifying concepts and themes. From the raw data obtained from the transcribes, making a chart may provide easy understanding to refine and research about the findings. Once the data is organised, the ideas and concepts has been picked up and be organised into the categories. Any specific words or frequent phrases from the data can be categorised into codes or categories. The different categories have been merged to create one main theme. As themes and patterns emerge from the data, it is crucial to go through the data carefully to discard negative instances of the patterns. Once the themes have been developed, the study had presented the findings from the research. Gibson (2003) further explains that it is important to relate the findings back to the experience within the community. The findings should help to identify strategies to bring changes or be responsive to the community needs. It is also helping to find the realistic ways to implement the strategies.

3.8 Validity and Reliability in Qualitative Method

The nature of qualitative research is to seek answers for question of how, where, when, who and why with the perspective of theory built or refute an existing theory. Qualitative research handles the nonnumerical information which inextricable tie in with human subjectivity. Leung (2015) defined the validity in qualitative research that means appropriate of the tools, process, and data. While accessing the validity of qualitative research, Leung (2015) also stated the number of elements which contribute to the validity and reliability in qualitative research. Choice of methodology must enable findings in the appropriate context for it to be valid. For sampling, procedures, and methods, it must be appropriate for the research paradigm. Framework and theoretical sampling are moulded by the ongoing process of data collection and theory. For data extraction and analysis, several methods need to be adopted to enhance validity, including triangulation of informants and triangulation of resources and theories, well-documented audit trail of materials and processes, multidimensional analysis, or case-orientated and respondent verification.

Leung (2015) then addresses the essence of reliability for qualitative research stand with consistency. A margin of variability for results in qualitative research enhancing the reliability of process and results: refutational analysis, constant data comparison, comprehensive data use, inclusive of the deviant case and use of tables. As data has been extracted from the original sources, the study must verify their accuracy in terms of form and context with constant comparison, either alone or with peers in form of triangulation.

Meanwhile, Brink (1993) stated validity in research is deal with the accuracy and truthfulness of scientific findings. A valid study should demonstrate what exists with a valid instrument. Reliability is concerned with the consistency, stability, and repeatability of the informant's accounts as well as the investigators' ability to collect and record information accurately. It refers to the ability of a research method to yield consistently the same results. It requires researcher to use the same or comparable methods obtained the same or comparable results every time he or she uses the methods

on the same or comparable subjects. It further requires that the study has develops consistent responses or habits.

In this study, the sample selection is based on the ability of the subject to provide data relevant to the research questions. To avoid inaccurate or insufficient data, the researcher used their judgement based up on the best available evidence to choose subjects who know enough and can response precisely to questions asked. Secondly, this study has chosen the subjects who are able to report the events or directly observable or accessible to the study. Thirdly, this study had applied the systematic "theoretical sampling" or in other words, had selected the subjects according to the findings that emerge in the study. Fourthly, the study used the recorder to record each interview with the informants. The use of mechanical recording enhances the accuracy of such transcripts from the data obtained. Finally, the completed transcripts of the data have been reviewed by the informants after the transcription process completed. Participant reviews of findings and peer examination of the data extract had contributed to the validity and reliability.

3.9 Conclusion

This chapter introduced the research methodology applied in the process of data collection. There are two sources of data used in this research: interview and content analysis. The interview has been conducted with three different group that are directly involved with the Islamic reality television programmes namely the participants of Islamic reality television programmes, the Muslims experts that were active in the field of da'wah through electronic media and media practitioner that produce the Islamic reality television programmes. The content analysis involved the *Da'i: Pendakwah Nusantara* as the subject of the content analysis study. The data has been collected, extracted analyzed using the thematic analysis. Data extraction has considered number of elements which contribute to the validity and reliability in qualitative research.