

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The purpose of this thesis is to approach the dakwah communication towards Orang Asli. It intends to answer three research inquiries: (1) what are types of da'wah communication by da'wah workers toward orang asli? (2) What is the barrier of da'wah communication towards orang asli? And (3) What are the preparation da'wah communication towards orang asli?

Whereas the previous chapter the relevant literature from the dakwah communication approaches by preachers toward Orang Asli. This chapter focuses on the research design and method which provide the data with which the researcher examines all the research questions.

3.2 RESEARCH DESIGN

In this research, the researcher uses qualitative research to get the data. The researcher also uses interview and focus group methods to get information. The interview is probably the most widely used method employed in qualitative research, a central resource for science. Qualitative interviews have been the basis for many important studies across a range of disciplinary fields, but understandings of what it means to carry out such interviews have shifted over time in line with ebbs and flow in prominence of particular philosophical approaches to understanding the social world and how it works (Rosalind Edwards, Janet Holland. 2013).

The research was conducted to find out the issue of “the practice of *Da’wah* communication by Muslim preachers toward Orang Asli”. Firstly, a literature review was undertaken, providing a basis for this study. (This research is carried out to solve the shortcomings of previous studies and therefore, it is hoped to find out the ideas to clarify these issues.) This research is using a qualitative method.

Qualitative research is multi-method, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret, phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials, case studies, personal experiences, introspective, life stories, interviews, observational, historical, interactions, and visual texts, the described routine and problematic moments and meanings in individual. (I.Newman & C.R.Benz, 1998).

Therefore, this study tends to know the Practice of *Da’wah* Communication by Muslim Preachers toward Orang Asli. Hence, in collecting the data and information for this study, a qualitative approach will be used to explore the best communication *da’wah* which had been used by preachers in Klang Valley and can be implemented in this research.

This approach will be used when the researcher wanted to observe or interpret an environment to develop a theory as explained by authors like Tashakkori and Creswell (Rahl, 2019). Thus, in completing this study, the researcher will use interviews and secondary data. The interview will only be conducted after the respected respondents have been identified and selected thoroughly. In this study, the researcher will conduct an

interview preacher or “*Penggerak Orang Asli* in the Klang Valley areas only. As for the secondary data, the researcher will collect the appropriate literature through various sources such as books, articles, journals, magazines, and official websites relevant to this field.

Qualitative research is a broad umbrella term that covers a wide range of techniques and philosophies; thus, it is not easy to define. In broad terms, qualitative research is an approach that allows you to examine people’s experiences in detail, by using a specific set of research methods such as in-depth interviews, focus group discussions, observation, content analysis, visual methods, and life histories or biographies. Qualitative research, however, is much more than just the application of qualitative methods. Simply applying the methods does not automatically make you a qualitative researcher. Perhaps one of the main distinctive features of qualitative research is that the approach allows you to identify issues from the perspective of your study participant and understand the meaning and interpretations that they give to behavior, event, or objects (M.Hennick, I.Hunter & A.Bailey, 2010)

This approach will be used when the researcher wanted to observe or interpret an environment to develop a theory as explained by authors like Tashakkori and Creswell (Rahi, 2017). Thus, in completing this study, the researcher will use the interview method in collecting the primary data related to this field as well as secondary data. The interview will only be conducted after the respected respondents have been identified and selected thoroughly. In this study, the researcher will conduct interviews in Klang Valley area with nine respondents who are preachers, the number of interviews introduced by Creswell (1998).

The figure below shows the flow of how this study will be conducted, which prefers the qualitative approach to gaining the data. After that, the interview will be conducted by the researcher to answer the research questions as stated in the previous chapter. Last but not least, data will be analyzed by the researcher to ensure whether the objectives of this research could be achieved or not.

3.3 SAMPLING AND POPULATION

According to Rick (2006), a population consists of all the subjects who want to study and they are the total of all the individuals who have certain characteristics and are of interest to a researcher. Then, Rick also stated that sampling is the process of selecting a group of subjects for a study in such a way that the individuals represent the larger group from which they were selected. This representative portion of a population is called a sample. A sample is a subset of the population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample (khotari, 2004). The selection of participants who will be the sample are chosen among the representative of the population. So, the result of the research on this sample will become the representative of whole population instead of inferential statistics.

Mainly, there are two types of sampling methods which are probability sampling and non-probability sampling methods. In this study, the researcher will choose a non-probability sampling method purposive sampling. The reason for choosing non-probability sampling is that it can provide a more in-depth picture of the culture of a group and result in more detailed responses in qualitative research (Osbornmr, 2016).

According to N.J. Salkind (2014), a population is a group of potential participants to whom you want to generalize the results of the study. A sample is a subset of that population. And generalizability is the name of the game, only when the results can be generalized from a sample to a population do the results of the research have meaning beyond the limited setting in which they were originally obtained. When results are generalizable, they can be applied to different populations with the same characteristics in different settings.

Usually, the selection is based on credibility, influence, and contribution to the community towards Orang Asli. For example, this study choose Klang Valley area based on statistics from

Development of Rural Malaysia (2018) The number of Orang Asli Muslims is 3,268 less than Animism 5,996 in Selangor. In addition, Orang Asli in Selangor follows “*Suku Adat*” or Culture as their religion is higher than Islam. With this number, the researchers have found that Orang Asli in Selangor is unlikely to be exposed to Islam by preachers. The way preachers preach is affecting the number of Orang Asli who embrace Islam. Among them in the field of embracing Orang Asli and they have a lot of experience living in Orang Asli Village

Therefore, the weaknesses of the preachers could affect the number of Orang Asli embracing Islam. Based on the number of the Orang Asli, a careful and structured plan is needed in the context of Da’wah which must be implemented in the Orang Asli community. One important method of the Islamic approach is using communication which should be seen as an important and capable process in improving the quality of life of the Orang Asli.

This study will focus on the practice of communication in da'wah by the Muslim preachers. This study also to observe the best way to preach Orang Asli. To get information, the researcher will carry out research from articles, journals, books, library research, and past research. The researcher will interview 9 preachers from Selangor and Klang Valley. All preachers are from Jabatan Kemajuan Orang Asli (JAKOA) and Pengerak Masyarakat Orang Asli (PMOA). The important point is to acknowledge the daily practice of Islamic teaching among Orang Asli.

The researcher wants to know the interesting method of da'wah and what type of methodology of da'wah they use to spread the da'wah to the Orang Asli in Klang Valley.

3.4 DATA COLLECTION METHOD

1) In-depth Interview

The researcher uses qualitative research methods to carry out the research. Qualitative research has been around for thousands, as long as people have shared ideas and traditions orally, and interviewed others. Much of the process of qualitative research can be very demanding because all the discipline forced upon you by the use of statistics transfers itself to the researcher (N.J.Salkind, 2014).

The researcher uses the interview method to collect the data from the respondents. According to Irving Seidman (2013), for those interested in interviewing as a method of research, perhaps the most telling argument between the two camps centers on the significance of language to inquiry with human beings and those who urge educational researchers to imitate the natural sciences seem to ignore one basic difference between the subjects of inquiry in the natural science and those in social science. The subjects of inquiry

in social science can talk and think. Unlike a planet, or a chemical, or a lever “if given a chance to talk freely, people appear to know a lot about what is going on”.

The researcher must be fair and frequently ask questions to the respondent to get pure opinions and true information from each participant, but exact wording and the following questions may vary considerably.

An interview had been conducted by an individual interview with respondents. 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 was casual way and so that, gain good feedback and more information for the researcher. Besides gaining the data collection, it may help the researcher to get more understanding to observe the study. All the information given was recorded. So, the researcher can't make manipulation the information given by respondents.

As a process, interviews are conducted in a casual way or informal chatting. The researcher gives the same question to different respondents. Usually, the respondent gives different opinions and answers. The researcher gives different wording to make sure the question is not repeated to all respondents. This way is to make the researcher and respondent work more closely and the respondent can give the best answer. Besides that, the researcher can explore the depth of this study. This can make the researcher clearly understand what the respondents are trying to say. The purpose is to avoid misunderstanding and manipulation of the respondent's opinion.

2) Semi-Structured interviews

This method of interview has features of both structured and unstructured interviews and therefore, uses both closed and open questions. As a result, it has the advantage of both methods of interview. To be consistent with all participants, the interviewer has a set of pre-planned core questions for guidance so that the same areas are covered with each interviewee. As the interview progresses, the interviewee is allowed to elaborate or provide more relevant information if he/she opts to do. This study interviews every participant using a semi-structured interview approach to appraise the pedagogical design of the model.

3) Observation

There are several reasons why the researcher opted to apply ethnography as the method of choice for this study. First of all, ethnography allows the researcher, as a non-participant observer, to watch and scrutinize the participants and conduct interviews to gather and analyze data. In non-participant observation, the researcher quietly “observes the subjects from a distance without interacting with them” (Silverman, 2016). Secondly, all Penggerak work in Orang Asli village, which makes them suitable for ethnographic research (Creswell, 2018). Thirdly, the researcher would be physically present, together with the respondent in the village. The research period, allows the researcher to witness first-hand the daily experiences of respondents. Through observation, the researcher could gain an understanding of the context of the respondent’s behaviors and discover things that the respondents might not like to mention in the interview. This is the norm of an ethnographic study as highlighted by Fraenkel & Wallen (1990). As a non-respondent observer, the researcher needs to find out what is going on. To achieve this, she must be as discrete and

unobtrusive as possible, so that the participants feel comfortable to be themselves and do not feel compelled to act otherwise. Respondents in an ethnographic study bring their personal histories and as a result, will form their meanings as they mingle with one another.

3.5 PILOT TEST

According to John W. Creswell (2007), the interview questions and procedures were further through a pilot test. An ethnographic study of boat pilots abroad cargo vessels, recommends the use of the pilot test to refine and develop research instruments, assess the degrees of observer bias, frame questions, collect background information, and adapt research procedures. During her pilot testing. In a case study, research Yin (2003) also recommends a pilot test to refine data collection plans and develop relevant lines of questions. These pilot cases are selected based on convenience, access, and geographic proximity.

In this study, the researcher has conducted a pilot test of Penggerak in a different state, namely in Negeri Sembilan. The interview questions used are the same as the questions that will be used at 9 Penggerak in Selangor. The questions are divided into 3 parts according to the objective of this study. The questions are aimed at using the Malay language to facilitate the use of the language.

INTERVIEW QUESTION

OB 1: WHAT ARE THE TYPES OF DA'WAH COMMUNICATION APPROACHES USED BY DA'WAH WORKERS TOWARD ORANG ASLI?

1. In your opinion, what is the most appropriate da'wah approach to apply to Orang Asli?
2. Based on your experience, what is an example of a method of *Dakwah bil hal* (Deeds) that is suitable to be used in preaching to Orang Asli at your place?
3. Based on your experience, what is an example of a method of *dakwah bil Kitabah* (writing) that is suitable for use in preaching to Orang Asli in your area?
4. Based on your experience, what are the examples of *dakwah bil lisan* (speech) dakwah methods that are suitable to be used in preaching to Orang Asli in your area?
5. Which methods do you use to preach to Orang Asli in your area? And why did you choose that way?
6. In the movement to preach there are two types, namely preaching individually or preaching in groups. Which is your choice? Why?

OB 2: WHAT ARE THE BARRIERS TO COMMUNICATION TOWARDS ORANG ASLI?

1. Is the role of an important person such as Tok Batin, Chief Village [Village Security Development Committee (JKKK)] very necessary to start dakwah to the Orang Asli? Why?
2. What are the obstacles or challenges in the method of *dakwah bil hal* (Deeds) implemented to Orang Asli?
3. What are the obstacles or challenges in the method of *dakwah bil Kitabah* (writing) implemented to Orang Asli?
4. What are the obstacles or challenges in the method of *bil lisan dakwah* (speech) implemented to Orang Asli?
5. Is there a negative perception shown by the Malays?
6. What are the barriers of Orang Asli to accepting Islam?
7. Are there other religions such as the Christian movement that make it difficult to spread Islam?

OB 3: WHAT IS THE PREPARATION DA'WAH COMMUNICATION TOWARDS ORANG ASLI?

1. What language is the priority when delivering da'wah? Why?
2. Body Language is one of the effective ways to make communication more effective? Agree or not? Why?

3. Is it necessary to study the background and way of life of Orang Asli? Why?
4. What is the form of preparation when preaching to Orang Asli?
5. What communication strategies are used?
6. Is it necessary for preachers to learn about the Orang Asli language?
8. Is it necessary to discuss Islam in depth with Orang Asli? Why?
12. In your opinion, which of the above methods of da'wah is more relevant for da'wah to Orang Asli in your area?

3.6 DATA COLLECTION PROCEDURE

STAGE 1: LETTER OF PERMISSION FROM FACULTY

While the data collection is in progress, the first step researcher must take before doing research in the village is, to make a call to JAKIM asking for permission and procedure to enter the Orang Asli Village. Then, the procedure includes the researcher must fulfill the form at JAKOA's Website to get permission. Then fulfill the form at the faculty to get an official form from the university to do research at the Orang Asli village. The researcher has known the Orang Asli preachers from JAKIM, making it easier to the researcher to set up an interview with them. After the researcher gets the agreement from respondents, the process of setting an interview is organized. Then, when the interview is complete, the researcher starts to analyze the data. After getting the result, the researcher searches for other secondary data relevant to the research.

Step 1: Make a call to JAKIM asking for permission and procedure.

Step 2: Fulfill the form at the JAKIM website.

Step 3: Fulfill the form at the faculty to get an official letter to do research.

Step 4: Send an email to the JAKIM, attach a permission form and official letter from the university

Step 5: Get permission from JAKIM headquarters

Step 6: Send an email to the JAKIM

Step 7: Receive permission to do research

STAGE 2: Collect the data through an interview session with preachers

- Administration of letter of permission to interview the selected informants
- In-depth interviews with informants
- Interview transcription
- Data Validation by informants.
- Formation of themes on the practice of communication da'wah by preacher towards the Orang Asli

STAGE 3: CODING THE DATA USING THE SOFTWARE NVIVO 12.0 VERSION

The researcher will manage the data obtained through content analysis techniques with the aid of NVivo 12.0 Version software. This is software that assists researchers to manage qualitative data that is voluminous and highly saturated. This would be helpful to the researcher to systemize the data into the legit themes meaningful to answer the research questions set at the early part of this research.

3.7 RESEARCH FLOW

Research flow is presented to practice explaining the procedures of research in pictorial representation. The diagram below depicts the research flow of this research. The flow is guided by the structure of the research questions outlined.

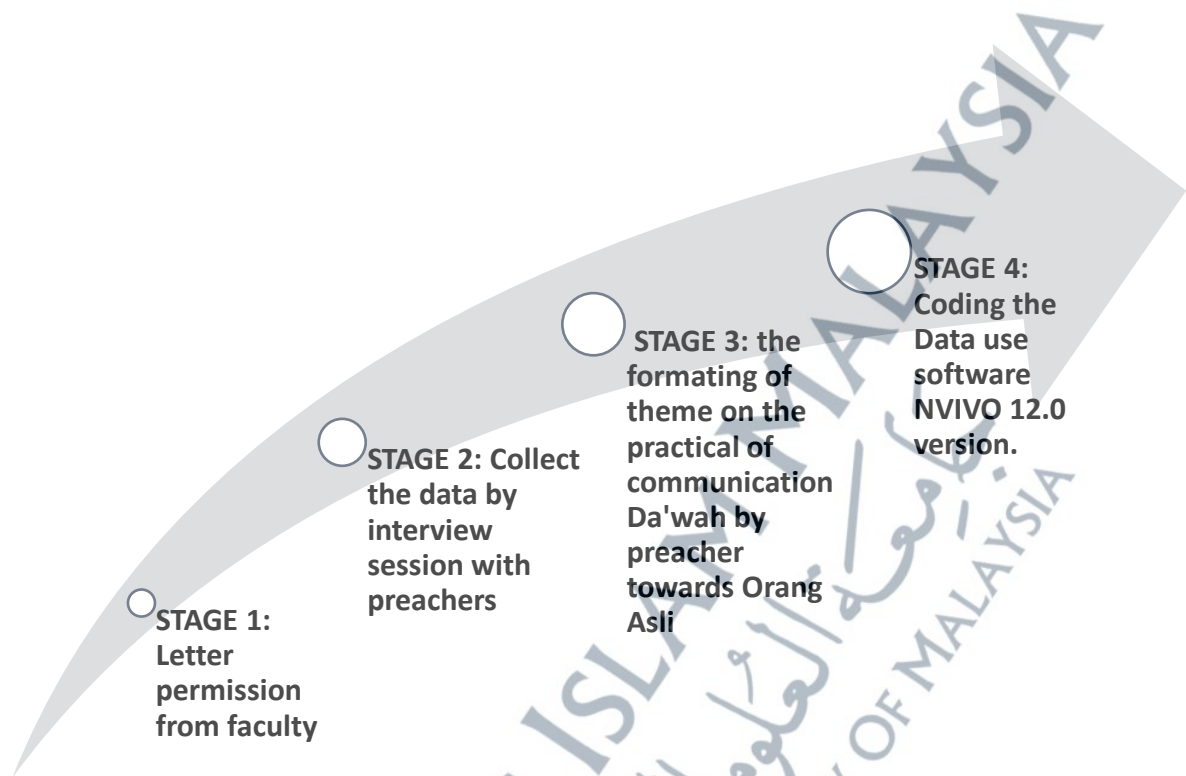


Figure 2.1 Research Flow

3.8 DATA ANALYSIS

After data collection is done, the researcher will analyze the data. This process is the critical part of qualitative research where the researcher must be detailed and avoid manipulating the information, yet this type of research is so interesting to be done. After collection, had to be processed and analyzed following the outline laid down for the purpose at the time of developing the research plan (Kothari, 2014).

3.8.1 DATA ANALYSIS TECHNIQUE

Patton and Cochran (2002), they had proposed a few steps in the data analysis procedure which are:-

- 1) Read and annotate transcripts
- 2) Identify themes
- 3) Developing a coding scheme
- 4) Coding the data

In summary, for research purposes, the information obtained from informants needs to be carefully read and annotated by the researcher. This step is crucial to ensure that the data is detailed and accurate for analysis. Next, the information needs to be categorized according to themes that summarize the abstract meaning of the research. Developing a coding scheme is also an essential step to ensure that the right questions were asked to the appropriate individuals. The final step is to code the data, which facilitates easy reflection of the true information provided by the respondents.

3.8.2 EMPLOYMENT OF SOFTWARE: NVIVO 12.0 VERSION

The researcher will manage the data obtained through content analysis techniques with the aid of NVivo 12.0 Version software. This software assists researchers to manage qualitative data that is voluminous and highly saturated. This would be helpful to the researcher to systemize the data into the legit themes meaningful to answer the research questions set at the early part of this research.

3.9 CONCLUSION

This chapter explains a method that is used to achieve the objective of the research. The data is analyzed using Nvivo 12. The method helps the researcher to gather all the data needed. The next chapter will discuss the finding. In conclusion, this chapter has discussed the method used to answer the research question. The design, data collection method, and data analysis method have been explained. The selection of the research method was adapted from the previous research. Once appropriate research method techniques were identified, a document search was performed based on issues set out in Chapter 2. Document interview transcripts were analyzed using the content analysis approach and arranged using Nvivo 12. Finally, this chapter has described the method used to present finding analysis using interpretive writing compiled based on issues set out in Chapter 4.