



# Discourse Representation of Quora App Users' Comments on Najwa Shihab: Critical Discourse Analysis

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**Abstract.** *Purpose:* The purpose of this study is to trace the comments of Quora application users with the discussion of the figure of Najwa Shihab in discussion forums as a shaper of public opinion. *Methodology:* The authors in this study used qualitative descriptive methods. The data found by the researcher in the form of uploaded comment text is then analyzed, interpreted and a conclusion is drawn. The source of the data comes from the comments of public opinion of users of the Quora application as one of the social media platforms. The data analysis used in this study is a krtitis discourse analysis model approach developed by Fairclough. *Results:* The results in this study were then drawn conclusions into three categories, the first of which is the micro-level (textual analysis) of the structure of the comment text of the Quora application user in the discussion of giving rise to communication that presents a form of communication results that places the public as the subject of discourse. Secondly, the meso level (discourse practice dimension) of the middle position at this level according to Fairclough is in the stage of the process of production and consumption of text. Third, the macro level, (social practice dimension) of the Quora application as a special platform for discussion space so that users can exchange opinions into a production space from visual culture. *Applications/Originality/Value:* Public opinion is the result of identifying various kinds of opinions expressed by a group and then forming a mutual agreement.

**Keywords:** critical discourse analysis · discourse representation · quora app · user comments · najwa shihab

## 1 Introduction

Communication as a link between interactions carried out by speakers and speech opponents in social interactions so as to cause a topic of discussion. The condition of communicating is dialogue or social interaction that is carried out in two directions and then finds a topic of discussion with the same goal [1]. Communication delivered by print, television, radio and other mass media that convey information in a one-way step

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has been changed in the pattern of information transmission with the presence of social media today. The mass communication media places the public as a consumptive object because this media is presented in one direction. At a later level, the mass media has cultivated the public with one-way information consumption and the formation of public opinion. Constructed public opinion will create a passive pattern of information consumption due to the unavailability of space for dialogue or strengthening of an individual opinion. The shortcomings of mass media have become the impetus for the formation of social media which has changed the pattern of passive consumption of information into active communication that can be carried out in discussion forums available on social media. In social media, a person can express his opinion freely or freely in expressing opinions through electronic devices. Social media is an effective space as a space for public opinion in discussion that provides an opportunity for its users to be free to express and comment on a topic of discussion [2]. So that social media can be referred to as a platform for discussion between other users.

The strong impact of social media has shaped public opinion, including what has happened in Indonesia as one of the countries in Asia that has experienced a fairly rapid development second only to Malaysia in accessing social media [3]. In Indonesia public opinion as a force between law and government institutions in an open State. Good management of public opinion will also have a good impact on society, the management of public opinion has a role in handling a problem case to gain influence from the public. Social media is a complete illustration that social media can be the right alternative when conventional media is frozen.

While in Indonesia, based on Pratama's opinion on the Quora website, it shows that, Quora's popularity as a social media using the "Question & Answer" system has increased every year, the popularity of Quora users is known through the number of SimiliarWeb visitors. In May 2022 there was an increase of up to 102% to 8.3 million people visiting the Quora platform. So with the previous understanding, Quora is growing very rapidly in Indonesia after the United States and India. Quora provides a new space or commonly referred to as cybersapzce, with this the wider community can build a virtual-based community [4]. Space within Quora provides wiggle room for its users to drive each other's activism efforts. Activism activities in the Quora discussion forum occur when there is a questioner's topic to be discussed, discussed, and summed up the answer [5]. Through discussions conducted by Quora users, it resulted in a language communication that later became a public opinion.

Indonesian has a role in social life in the digital age. Supported by the opinion of Santoso, who stated that the role of language in social life is characterized by instability of the meaning of language and also its prominence of hybridity, commodification, and technologization of discourse in the era of post-structuralism [6]. In this century language revealed its role as an instrument of communication. Another important role of language in society is in exercising control and the formation of social power. Language analysis that concentrates how people use their language to communicate is called discourse analysis. In discourses connected with context, in the sense of language discourse is presented for certain purposes and practices such as how through the language of social groups that fight each other and propose their respective realities [7].

Discourse in the perspective of critical discourse analysis, is not only an object of study of language, but also seen from the function of language as a means of communication. Judging from the function of language as a means of language communication cannot be separated from the ideology conveyed by its speakers. Through understanding the function of language as a medium not as a person free of value and can describe a sober state of affairs. Thus, critical discourse analysis in understanding discourse is not limited to language analysis alone, but also critical discourse analysis relates it to context [6]. The discourse section in the study of critical discourse analysis can be understood as a social practice in which there are representations, identities and social relations, related to the previous discussion so that critical discourse analysis involves contexts outside the discourse.

Technology and information are soaring to grow rapidly in society and even around the world. This statement can be proven by one of the technological developments, namely, social media. Social media is becoming very popular year after year because it facilitates communication. Susanti explained that human social media no longer has a barrier to distance and time in communicating, because with communication, humans can communicate in the desired time [8]. Social media has evolved from its meaning as a place to communicate to a place that can express itself. Social media has a good impact if a user can receive information with a wise perspective.

The information obtained by social media users can affect the way they look at social interactions. With that, Zein and Wagiaty added that information obtained from social media users will affect human behavior, whether the behavior is pro-social or anti-social [9]. The many benefits of social media have both positive and negative impacts according to how someone uses it. Social media that is used incorrectly and wisely, will later become the wrong use in utilizing social media. One form of error in the use of social media is by writing negative comments on someone in a reproachful way. In addition, one form of good use of social media can be done by commenting well or reminding someone [10].

In the use of social media has problems including, provisions in social media ethics so that social media users have free rights in their use. Like the use of language, social media does not require its users to use standard language. So that in social media there is no standard communication ethic [11]. So that the absence of a person responsible for the consequences that arise is caused by the absence of standard communication ethics in social media. No one has been able to detail the categories of social media use.

The focus of the research on social media that the author will research is comments through the Quora application. The Quora app is a site or platform for the exchange of opinions and knowledge owned by its users, the app was founded in June 2009 and launched in private beta in December 2009. The site became open to the public on 21 June 2010 [4]. Quora is one of the social media platforms that has the potential to become a facilitator of technology-based science that can be utilized by all educational actors. The basic concepts of Quora allow all users to ask questions and then respond to topics from other users. Users of this app get answers from other users, such as question and answer forums. The concept of Quora is very simple at first, collecting questions and answers on a particular topic. Moreover, other users can also participate in voting and give opinions. The most complete answer will receive more credits or votes later and

will be published. The answers given earlier can also be corrected. As for the concept of Quora, it provides a column with questions and rebuttal answers from other users.

Najwa Shihab is a host as well as an activist in the world of social media and also as a journalistic expert [12]. The author is interested in conducting a critical discourse analysis of the figure of najwa shihab because of his figure that really inspires many people, a person who is intelligent and able to be critical in responding to something. With the advantages of good qualities possessed by a Najwa Shihab, the author is interested in comments made by netizens about the figure of Najwa Shihab.

The purpose of this study was to trace the comments of Quora application users with the discussion of the figure of Najwa Shihab in a discussion forum as a shaper of public opinion. The searches that researchers will conduct include the micro level, meso level and macro level in critical discourse analysis. The exploration that the researchers worked on specifically revealed a series of various phenomena related to public opinion regarding how the figure of Najwa Shihab in front of Indonesian netizens who use the Quora application as a knowledge exchange site. In the initial research search in the Quora application, you found 8 questions about the figure of Najwa Shihab, including (1) What do you think of the figure of Najwa Shihab? (2) What does Najwa Shihab look like in the real world? (3) For those of you who are friends or have met him in person, what impression do you feel? (4) What is the unpopular opinion about Najwa Shihab? (5) Why didn't Najwa Shihab choose to go into politics? (6) What are some unpopular opinions about Najwa Shihab? (7) What are the main differences between the Mata Najwa Programme and the ILC? (8) How smart is Najwa Shihab?

For further review, researchers review relevant research related to the analysis of critical discourse on public opinion in social media. The researcher found the title of the study with the title "*Konstruksi Opini Publik melalui Media Sosial: Studi Pendekatan Analisis Wacana Kritis Grup Facebook Lintas Kejadian Kota Jaya Pura pada Bulan Juni 2021*" ("Construction of Public Opinion through Social Media: A Study of the Analytical Approach to Critical Discourse of Cross-Incident Facebook Groups in Kota Jaya Pura in June 2021") [3]. For its part, the difference between this study and the previous study clearly lies in the fact that the opinions expressed by the public. In this study it was placed in the comments of netizens who used the Quora application as a knowledge exchange site. The researcher made the figure of Najwa Shihab as the object of research because she is a journalist and host who is critical of problems in Indonesia.

## 2 Method

Based on the background explanation and problem formulation that the researcher has described, qualitative research as a research method will be applied in this study. Qualitative research is a way of seeing and interpreting the meaning of information of a data. In this research method, the steps taken are collecting data, analyzing data, interpreting data and then recording the results of the inter-achievement of the data obtained. Data analysis based on the krtisis discourse analysis approach is carried out through qualitative descriptive analysis by the critical discourse analysis approach Fairclough (1995) in this approach looking at discourse from the text [13]. In this approach, discourse as text is due to the view of language in social media as a recyclulate of writing information.

In connection with this explanation, this study uses qualitative research with a critical discourse analysis perspective discourse analysis approach developed by Norman Fairclough. For this reason, researchers through a critical discourse analysis approach in this study dissected how Quora application users upload or express their opinions in opinions in the Quora discussion forum.

This type of descriptive qualitative research begins through data collection then after the collection of research data, an inductive analysis is carried out which will then lead to the discovery of the theory. The data obtained by the researcher is in the form of written text in the comment section of the opinion upload in the Quora application. The data review process is based on the write-through method then analyzed and collected into data units. The researcher's data source uses a source of schooner data through a social media platform, namely, the Quora application. Supporting the acquisition of other reference sources are scientific journals, previous research, public opinion articles or articles related to research, and book sources. The data to be analyzed was obtained by researchers through the upload of questions and questions in the Quora discussion forum whose topics and themes to be analyzed have been determined, namely about how Najwa Shihab is.

The author chose related information starting from 2020 to 2022, the author chose this period because the initial issue of commentary on the figure of Najwa Shihab began in 2020 when he was with Najwa Shihab who shocked the public with one of his interviews in Mata Najwa on the discussion "*Menanti Terawan*" ("Waiting for Terawan") with an interview of an empty seat. So in this study observe, describe, analyze, and review data regarding comments or public opinion in the Quora application (discussion forum about the figure of Najwa Shihab). The selection of the corpus or set of texts in the study was carried out in several steps. The first step is to analyze the background of the Quora application as a discussion room or information sharing site. In addition, the author selects several downloads based on common topics covered in the discussion forum. Then followed by an analysis of the comments about Najwa Shihab's figure over the situation that corresponds to the questions raised by other users. The documentation is carried out by the author by recording various public opinion comments that netizens have received in the discussion forum provided. Then after disfiguring the existing data, the authors group the data according to the criteria of critical discourse analysis. From the data found the authors group them in three aspects. The first aspect is the micro level, the meso level and the last is the macro level. It is further explained about the micro level which is smaller in scope, then the meso level which is the middle level and the last is the macro level whose range is larger and wider. First, the composition of the text shared in the discussion column in the Quora app. Second, shared discourse and opinion. Finally, the discourse of communication through social networks.

Discourse in the approach of critical discourse analysis as one of the elements of language that passes through sentences [13]. The utterances have an integrated coherence and have reasons under certain conditions. A form of argumentation discourse that uses solid sentences that then give rise to a story idea. In reviewing the discourse the method used by the researcher must use a comprehensive assessment of coherence. The model of approach developed by Fairclough is that, in the analysis of critical discourse the function of discourse is divided into three frameworks, namely discourse as part of social life;

discourse as a way out of dialogue; and speech acts have a specific purpose [14]. Related to the discussion of the critical discourse model that the author uses, the Fairclough model discourse analysis is a critical discourse analysis model used in the Quora discussion room. Because in the discussion space the way of changing the space of public dialogue about the social reality of the figure of Najwa Shihab can be interpreted. Analysis of the data model developed by Miles and Huberman in 1992 which went through four stages of analysis, namely the stages of reduction, presentation, drawing conclusions, and data verification [15]. Data reduction is carried out to separate data according to the research topic. Then the data is presented to find the relationship between one data and another. Then draw conclusions as a way to interpret the presented data. Finally, data verification was carried out that in this study was carried out through data collection of comments uploaded in the form of writings in discussions about the figure of najwa Shihab in the Quora application.

### 3 Result and Discussion

The emergence of the internet world as a new form of media that introduced a space commonly called cyberspace. A new space for the new world, the internet offers free expression in browsing the virtual world. The presence of cyberspace now provides an opportunity for anyone to be able to communicate with each other without thinking about the time and place. With the world yes communicating feels more effective and efficient. Distance is no longer a problem with the existence of cyberspace, the internet has provided various facilities to facilitate communication. In its development, cyberspace is considered illegitimate as a space without power, there is no property rights for everyone regarding space in cyberspace, so at this level cyberspace is worthy of being called a public space [16].

The internet is growing rapidly in all corners of the world, especially Indonesia. Nowadays someone is very dependent on software, in fact almost everyone uses software for all needs according to what is needed, one of which is software to find out various up-to-date information. The results of a survey from the Indonesian Internet Service Providers Association (APJII) in the second period of 2020 quarter 2019 have stated that the number of Internet users throughout Indonesia has reached 196.7 million. From the amount obtained, it can then increase to 23.5 million or equivalent to 8.9% when compared to 2018. The largest internet users from Indonesia come from West Java Province as the capital of Indonesia, which is 35.1 million people. Then from that position followed by Central Java with 26.5 million users. Then followed by East Java with a total of 23.4 million users. The total active social network users amount to 160 million or equivalent to 59% of the total Indonesian population as a whole. Users of social networks search for information through mobile phones is 99%. Meanwhile, Quora is ranked eighty-eighth.

In 2020 SimilarWeb recorded 544 million more visitors to <http://quora.com> in November 2020, 10 times the visitors to <http://id.quora.com> [1]. This achievement placed <http://quora.com> in the 88th most visited site globally. Every one of the existing social media, every social media now has its own advantages. As for the advantages of Quora from other application platforms that also have discussion space in it. Quora is specifically designed to exchange opinions, ask questions and express opinions freely with

standard language restrictions. There is no interruption in the discussion carried out in the Quora application, the discussion is carried out without any interference from other users the answer to the opinion submitted is also a credential, which makes the answer more reliable. The use of language used in discussions also uses language that is legal, kind, and polite. This advantage has not been found in social networks such as Twitter or Instagram or Facebook and other social media networks. Through the discussion forums opened in the Quora application, each user can exchange information or communicate with each other in the comments column, so the discussion forum in the Quora application is more appropriate to study public opinion.

The idea of identity representation constructs the meaning of the current communication gap [17]. The new era has changed the paradigm of communication which is seen as an interactive means built with the internet and communication devices in it. Communication involving social networks is the same as communication freely in the virtual world interactively and effectively. According to Stine Lomborg's statement on social media, social networks are closely related to social software and Web 2.0. Today's Internet is adapting to the globalization of communication so that everyone can connect widely [18].

### **3.1 Micro Level (Textual Analysis)**

Quora as a question and answer application site that provides a treat for information obtained by its users through a question and answer discussion forum by asking questions and answering a topic discussed. The textual analysis that researchers will do in the Quora application, especially with the topic of how is Najwa Shihab? Questions related to the figure of Najwa Shihab include, (1) What do you think of the figure of Najwa Shihab? (2) What does Najwa Shihab look like in the real world? (3) For those of you who are friends or have met him in person, what impression do you feel? (4) What is the unpopular opinion about Najwa Shihab? (5) Why didn't Najwa Shihab choose to go into politics? (6) What are some unpopular opinions about Najwa Shihab? (7) What are the main differences between the Mata Najwa Programme and the ILC? (8) How smart is Najwa Shihab? Through related questions, it is hoped that it can be a forum for quora writers to comment on the figure of Najwa. Quora is estimated to have at least 500 thousand to 1 million active Quora Indonesia users.

The existence of social networks as a communication transmission, is a form of communication innovation. Communication flows through different stages of creativity; Separation; expense; and reproduction. In the process of the reproductive phase, the communication carried out in the transfer of one form to another. Thus, the discussion space in the Quora room becomes a reproductive medium of communication, a method of remote interactive discussion with fellow users of the Quora application. Fairclough provides a gem in discourse and innovative research that reflects the framework of contemporary research in information technology [19]. First, the text: according to Fairclough, written and oral transmission, based on linguistic features. Second, in the field; According to this view, the field as a set of social practices overrides social reality and creates divisions within each specific group. In this discussion, it can be exemplified that in commenting on the figure of Najwa Shihab, it will bring up a debate room



where the participants exchange ideas. It can be said that the socio-cultural reality of the participants is inseparable from the construction before producing the text.

Language dispositions include the need for transitive objects, integrated interests across themes, and relationships between participants. The term “How the figure of Najwa Shihab” in the topic and the exchange of information on the walls of the group is a form of persuasive text to confirm the attention of other participants. Social networks have provided a new space for communication. The space in cyberspace full of imaginary frames offers an opportunity for human identity to gain its new identity on social media. The presence of power in cyberspace has an impact on the erosion of the user’s true identity. For example, in the username aspect, a person on social media freely uses the desired name does not have to use the real name or the name that was owned when born. A person’s identity in cyberspace or when someone uses social media, can freely use a username. In order for a person to be recognized by other users, the subject or user is free to use the name in cyberspace. Information technology facilitates the creation of dual identities in a communication space that is free to pick and choose.

In the application of critical discourse analysis, by utilizing the tools suggested in critical linguistics by Halliday and Fowler to describe (explain) the properties of linguistic structures in linguistic texts. At the description stage, an analysis of (a) vocabulary, (b) grammar and (c) text structure is carried out. The characteristics of the language learned are related to vocabulary and in the study of grammar, some of the linguistic traits learned in grammar are positive and negative evaluations then on positive and negative sentences. The following is the data of positive and negative comments of Najwa Shihab on the Quora discussion forum.

It is found in the Table 1 it can be concluded that there are more negative comments about the figure of Najwa Shihab than the positive comments made against him. Textual analysis at the micro and superstructure levels will result in both negative and positive representations. Van Dijk said that other negative presentations of a party, group or event are indicated by giving negative details or images, while other presentations are indicated by giving positive details or images [20].

### 3.2 Meso Level (Discourse Practice)

In practice, the concentration of discourse according to Fairclough occurs in a process starting from the production, distribution, and consumption of text [21]. Nevertheless, all three processes can be said to have failed mechanically. Analysis of discursive practices in having influences from various societal environments, especially cultural and political. In addition, discursive practice analysis has adjusted the gateway to the study through the reactions caused after the exit of a text form. Related to the research that the author conducted, the discussion forum in the Quora application was motivated by efforts to share information about how Najwa Shihab figures. In addition, the use of discussion forums in the Quora application contains the term “citizen journalism” which means that in addition to being a forum for exchanging information, it is also used as an educational space for news and sharing opinions. The texts produced by the authors of Quora are closely related to the topic to be researched.

What do you think of Najwa Shihab? Questions raised in an open discussion forum. These thoughts then elicit feedback or comments from other panel members. Regardless



**Table 1.** Data on positive and negative comments about the figure of Najwa Shihab in the Quora discussion forum.

Positive Comments	Negative Comments
<p><b>A*P*</b> <i>“Malahan menurut saya, Najwa Shihab untuk menurut standar “jurnalis senior”, malahan sangat cepat beradaptasi di tengah-tengah perubahan opini publik masyarakat Indonesia yang sangat signifikan dan di tengah-tengah peralihan media yang sangat signifikan”</i></p> <p>“so in my opinion, Najwa Shihab for the “senior journalist” standard, is very quick to adapt in the midst of changes in Indonesian public opinion. Where Indonesia’s own population is very significant and in the midst of a very significant media shift as well”</p>	<p><b>C*M*</b> <i>“Tapi kalau udah mendekati deadline, wiuhhhhhh bisa galak dan sensi deh, jadi para jurnalis yang belum mengumpulkan bahan riset atau bahan risetnya kurang berkualitas bisa kena marah.”</i></p> <p>“But if the deadline is approaching, wiuhhhhhh it can be fierce and sensitive, so journalists who haven’t collected research material or whose research material is of poor quality can get angry from her.”</p>
<p><b>A*P*</b> <i>“Mbak Najwa ini memang mampu beradaptasi di arena dan liga yang baru, dengan segmentasi audiens yang sangat idealis dan lebih kritis.”</i></p> <p>“Ms. Najwa is indeed able to adapt in a new arena and league, with a very idealistic and more critical audience segmentation.”</p>	<p><b>A*A*Q*</b> <i>“Bwrarti nikah muda.tapi malah ngak konservatif, selain itu yang antu Pak Quraish malah hanya tahu Najwa Shihab tidak berjilbab padahal Nahla shihab dan yang lain berjilbab.”</i></p> <p>“Means that they married young, but they weren’t even conservative, apart from that the one who antu Pak Quraish only knew that Najwa Shihab was not wearing a headscarf even though Nahla Shihab and the others were wearing headscarves.”</p>
<p><b>Y*A*</b> <i>“Cerdas, kritis, bisa membuat narasumber yang diwawancarainya gelagapan akibat rentetan pertanyaan yang diajukannya.”</i></p> <p>“Intelligent, critical, able to make the interviewees flustered due to the series of questions he asked.”</p>	<p><b>D*</b> <i>“Jangan kemana-mata tetap di “Alis Najwa” wkwk Saya Najwa Shihab, tuan rumah “Alis Najwa””</i></p> <p>“Don’t go anywhere, stay at “Alis Najwa” wkwk I’m Najwa Shihab, the host of “Alis Najwa””</p>
	<p><b>M*Y*</b> <i>“Najwa shihab, mngkin lebih suka budaya islam moderate, yg teradopsi dr gaya barat. Dia mngkin trmasuk org yg keras kepala,utk mnutup hijab scr syar’i. likes father likes son.”</i></p> <p>“Najwa Shihab, perhaps prefers moderate Islamic culture, which is adopted from the western style. he may be a stubborn person, to cover the hijab syar’i. likes father likes son.”</p>

(continued)

**Table 1.** (continued)

Positive Comments	Negative Comments
	<p><b>A*K*</b> <i>“Paling takut dan ga pernah kritik jokowi. Itulah sosok sebenarnya seorang nana”</i></p> <p>“Most afraid and never criticized Jokowi. That is the true figure of a Nana”</p>

of the identity of the authors in the Quora discussion forum, thinking essentially results in and welcomes interactive communication. The ongoing dialogue in the Quora discussion forum is a practice of a form of communication that includes speakers and asks for speech as questioners and answerers. A message or question from a user and then an answer from another user is a form of dialogue response in a discussion forum. The root of user thinking will lead to the development of a dynamic form of communication from one user to another which then occurs in the discussion group through the comments column in the Quora application.

### 3.3 Macro Level (Social Practice)

From the perspective of a society that already relies on technology, the Internet as a source of information has become a part of the body that is difficult to separate. It led to the emergence of a new culture of communication. Understanding culture means realizing that there are always changes in a person’s life that are constantly happening. The nature of culture never freezes and settles in one space and process. Culture became a practice that was constantly being developed. Visual culture as a media phenomenon. Social media has shaped a new cultural aspect for society. This new culture provides experience and knowledge that can be easily and effectively acquired. Culture will continue to develop with the development of the times and technology.

The Quora discussion forum is one of the spaces of visual culture production. Relationships of journalistic substance to be built in the background. This interface is an option when the current structure is unclear and only shows gauges or power tools. Slowly, in making policies, people’s aspirations are not so much considered in making a policy. Meanwhile, social media has become the aspiration of the wider community to give their opinions freely. Currently, social media has become a reservoir for people’s aspirations and paved the way for democracy without having to think about the starting point that will occur if channeling aspirations in the public sphere. Discussing Najwa Shihab’s character is branding and opening up space to talk about it in cyberspace. Such dialogue is usually difficult to channel through different media channels or personnel. This confirms that debate has an ideology. It is known that the media is largely not only a center of information exchange, but today it is a tool for sharing information.

A discourse has the effect of increasing the reader’s sensitivity to the social environment as well as the phenomena that are happening in our environment [22]. Then the discourse is expressed by questions and answers as the purpose of the account user. A user by the name of **K\*G** asks a question by starting a discussion, *Apa yang membuat*

*seorang Najwa Shihab berani dalam berargumen?* (What makes a Najwa Shihab brave in arguing?) The opening text of this new topic of discussion is an attraction to revive the discussion between members of Quora users who are involved in sharing information about Najwa Shihab. Then the C\*MW user answers the question with, which is shown in the image above. In the comment section there is a communication of users replying to comments so that it extends to different discussions.

<b>K*G</b>	<p>: <i>“salah kamu, Karena dia anak “seseorang”, paham sampe sini ? Ingat gak kasus penyiar tv swasta yg “bukan siapa-siapa” hanya sekedar penyiar tv sedang wawancara narasumber, di katin kambing dan didorong lehernya oleh si narasumber”</i></p> <p>“it’s your fault, because he’s “someone’s” child, understand until here? Do you remember the case of a private TV broadcaster who was “nobody” just a TV announcer interviewing a source, he was said to be a goat and pushed by the neck by the source?”</p>
<b>C*MW</b>	<p>: <i>“oh ya? itu mungkin salah satu faktor juga ya, bahwa dia dari keluarga privileged secara sosio politik. Mungkin itulah yang membuat Najwa Shihab merasa dia diperlakukan sejajar dengan semua narasumbernya. Intinya, jangan bawa narasumber yang aneh aneh ya?”</i></p> <p>“Oh yeah? That’s probably one of the factors, too, that she is from a socio-politically privileged family. Maybe that’s what makes Najwa Shihab feel she’s being treated equally with all of her sources. The point is, don’t bring in sources that are weird, okay?”</p>
<b>K*G</b>	<p>: <i>“bukan itu intinya bro, Intinya kalo di Indonesia, Bawa narasumber yg aneh boleh, tapi pastikan dulu orang tua kamu siapa, punya uang banyak gak, terus kalo semua itu gak punya gak apa2 TAPI backingan kamu harus orang “sangat KUAT”, Jadi pake prinsip orang Jawa, Ojo kaget, ojo gumunan, ojo dumeh, Jadi kalo saya dengar atau baca komentar orang2 tentang najwa shihab pertanyaannya berani2 sih naif dan lugu sekali bagi saya, sangat naif dan sangat lugu malah,”</i></p> <p>“That’s not the point, bro. The point is that in Indonesia, you can bring strange sources, but first make sure who your parents are, whether you have a lot of money or not, and if you don’t have all of that it’s okay BUT your backing must be “very STRONG” people, So, use Javanese principles, don’t be shocked, don’t be surprised, don’t be arbitrary. So if I hear or read public comments about Najwa Shihab, the questions are very bold, really naive and very innocent to me, very naive and very naive instead,”</p>

Based on the comments, the first member responded to the post by filing a disapproval statement on the comments of C\*MW users and convincing other users to participate. The response by C\*MW to answer and approve the rebuttal statement on the comments he made, surprisingly still gets a rebuttal in language that likens something. This answer is then solved using a fishing rod, settled to balance the conversation. Michel Foucault explains that an idea of discourse is related to the social sphere [17]. A controlled social environment can shape a culture of communication according to the backgrounds of different social environments.

According to Fairclough’s definition, language plays an important role in controlling each other from medium to medium [13]. Critical discourse analysis does not consider

the text to be neutral or self-serving. The text has real descriptive value, not what it is. Defining personal interests or means of communication always involves filling in textual content. So at this level, the communicator establishes an identity as the creator of the text. On the other hand, the social or environmental context of the owner of the text also favors the content or motive that is embodied. Critical discourse analysis is based on a combination of language use and constructed meaning. This analysis is then deconstructed through the study of language as a discourse that carries a specific ideology, always followed by a series of projections of power [13].

### **3.4 Formation of Public Opinion and Democratic Space in the Quora Platform**

The complexity of the mass media in communicating public aspirations makes the communication of public issues porous. The main needs of the public, such as democratization and the principle of equality in communication, are two important pressing issues that must be represented by the media, since the basis of democracy is a basic need for the operation of the media. Mass media, which is difficult to provide a space that meets the needs of the public, is strengthened by the presence of social media. Mass media, as one of the basic elements of the public sphere, currently faces various user interests, one of which is the dissemination of information. The dissemination of information and various social media platforms open serious obstacles to the ongoing democratic process. The presence of social media in the realm of democracy greatly influences changes in people's participation in communication. The flow of information through social media provides an opportunity for people to talk about the realities of their social life. Indirectly, people participate with the internet in exchanging their opinions and controlling public policy [23].

Community participation in political monitoring and environmental questioning complements healthy democratic development. Public participation in social media increases along with the dissemination of information. Thus, the public sphere becomes a virtual space. The Quora app discussion forum is used as the main discussion forum that generates discussions on a variety of topics. This is confirmed by the discussion about the character of Najwa Shihab, every Quora user has the opportunity to actively participate in expressing his opinion about the character of Najwa Shihab. The first access of the user or internet user to the virtual space forms an uninterrupted communication relationship to the global level, allowing everyone to express opinions, communicate, and interact with others without having to meet in person [24]. However, a dedicated virtual space does not necessarily create a full-fledged democracy. Dissent that is disseminated and responded to through social media is still limited to the process of speech formation.

The difference between virtual space and public space is that virtual space is the infrastructure for creating dialogue, while public space is the infrastructure for building democracy. This argument arises from reports of social media users still adhering to the mechanism of disapproval. The mutation of opinion from subject to public opinion is manifested in several discussion forums, such as the Quora application which according to Habermas is a space for dialogue between users which is one of the virtual public spaces. Responding to the opinions of Quora users is a form of repetition of critical discourse that should serve as a guide in designing an ideal public policy. Because the content of public policy is designed to respond to the problems of citizens [25].

The fulfillment of public needs can then be reconciled with current opinion or through representation in society or virtual public spaces.

## 4 Conclusion

Based on the results of the research studied by the author, a conclusion can be drawn into three categories, namely: first, micro-analysis (text analysis) of the structure of the quora text interpretation of the figure of Najwa Shihab. The textual structure of Quora's discussion forums suggests that the existence of social media as a means of communication provides both a form of repetition of communication and a discursive arena that positions the audience as the object of discussion. Sentence "*Apa pendapatmu tentang sosok Najwa Shihab?*" ("What do you think of Najwa Shihab's figure?") be the subject of persuasive text formatting to reinforce the attention of other users. The discussion of these topics is an affirmation that social reality has unique management mechanisms. Researchers found positive comments and negative comments about Najwa Shihab's figure on the Quora discussion forum. Second, the level of meso (discourse practice) at the level of practical application, the focus of discourse through the production process, distribution and then consumption of text. The text dialogue that takes place in the Quora discussion is closely related to the general perception of Najwa Shihab by Quora users. Third, the macro level (social practice) is considered an alternative avenue of text structure that ushers in a dominant version of discourse in social practice. Critical discourse analysis is a method used in validating a discussion activity in the public space in making decisions. Develop thoughtful and democratic policies. Netizens' opinions about Najwa Shihab's character in the Quora discussion forum are public opinions expressed or conveyed by various users. Through the improvement of contemporary social media and discourse management structures, the expectations and values of people and different realities can be combined.

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