



Content Analysis Of Quora Social Media Content Regarding The Issues Of Husband Wife Divorce

Nursapia Harahap¹, Widya Dhea Aqtari²

¹*Faculty of Social Science, State Islamic University of North Sumatera, North Sumatera, Indonesia*

Email : nursapiaharahap@uinsu.ac.id

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Abstract

This research aims to find out why many users of the Quora social media application are tempted to tell their stories on the application and to find out whether the Quora social media application is able to be a safe space and has a good effect on its users. This

research uses a social media content analysis research design to interpret a post from social media content. Data collection techniques were carried out using interviews and observation as primary data and documentation as secondary data. The research results prove that Quora social media users do not hesitate to publish their sadness online with the aim of getting sympathy from other people and also being able to reduce the anxiety in their hearts.

Keywords: *Affair, Divorce, Husband, Quora, Wife*

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Introduction

Family is a place to learn, adapt, communicate and socialize in the smallest scope. Therefore, family is the most valuable thing that people have. The formation of a family that is harmonious, complete, full of love and affection within it occurs as a result of healthy communication, as well as religion which is used as the basis, guideline and guidance in marriage.

Marriage is a relationship between a man and a woman with the aim of forming a family. Marriage is not just about a man and wife, but also about family, religion, beliefs, and commitment. The relationship that exists in this sacred bond called marriage is intimate, close, intimate and warm. Marriage can also be interpreted as an adaptation process, therefore it requires good and healthy communication in order to strengthen and maintain the marriage relationship (Zainuddin & Wahid, 2022)

In an Islamic perspective, marriage is the longest and longest form of worship, a contract that justifies the association between a man and a woman who is not yet a Muslim, both of whom essentially have rights and obligations (Tantu, 2013). This explanation shows that marriage is synonymous with a pure and sacred relationship. It cannot be denied that this sacred bond in marriage can be a topic of conversation for everyone, whether through direct communication or via social media. Talking about marriage, you must be familiar with divorce which is a dark spot in marriage itself. The realization of family conditions that are *sakinah*, *mawaddah*, *wa rahmah* is a big demand for both husband and wife, so that if problems occur in the family they can be resolved well and in harmony.

The realization of family conditions that are *sakinah*, *mawaddah*, *wa rahmah* is a big demand for both husband and wife. So, the formation of a *sakinah* family does not happen naturally but through planning, and is built through efforts between husband and wife, and is a principle that must be obeyed and carried out together. The formation of a *sakinah mawaddah warahmah* family in society will give birth to individuals who have good character and behavior (Musyahidah & Rustina, 2023).



Now, social media is not only used as a tertiary need, but has become everyone's primary need. The convenience that social media offers makes people not think twice about accessing social media. Not only is it used as a forum for communicating and interacting virtually, social media is also used by people as a place to share stories, whether emotional, sad, happy and sometimes even very personal for the individual. Social media has a positive impact in the form of ease of interacting with other people on a large scale, expanding social networks without limits of distance and time, providing information easily, and having lower costs (Cahyono, 2016). Apart from that, social media is used as a place to reveal issues of infidelity among some husbands and wives. This phenomenon has become commonplace and natural for us to encounter on social media and has become a hot topic for netizens.

Lately, we often see cases of divorce between husband and wife, not only heard through stories from people in real life, but also on social media. This is a sign that family and marriage are not sacred and holy events. The increasing number of divorce cases every year is proof that there are many problems between husbands and wives and families that cannot be resolved properly (Sukasna & Rohmah, 2023). Divorce after marriage is an act that is frowned upon by any religion, even though Islam does not state that divorce is a haram act (Saeful Amri, 2019). Unresolved problems between the two parties that have accumulated over time affect the emotional behavior of married couples because when a partner feels betrayed they will often be carried away by emotions of anger, disappointment, doubt, which can be associated with symptoms of depression (Azhar et al., 2018). This allows the two couples to decide to divorce.

Based on data from the Religious Courts Agency of the Supreme Court, it is written that every year the divorce rate continues to increase, including in 2015 there were 394,246 cases, in the following year in 2016 it increased to 401,717 cases, then in 2017 it increased to 415,510 cases, and in 2018 it continued experienced an increase of 444,358 cases. At the end of 2020, in the Covid-19 era, as of August, there were 306,688 cases. This data proves that divorce in Indonesia reaches an average of a quarter of the two million marriages a year (Hidayati, 2021). The effects that result after a divorce are not only the status of both parties changing but also the impact on the children they have, this is because parents are obliged to



fulfill their children's basic needs as best as possible so that their physical, psychological, intellectual and social growth can proceed smoothly. good (Erika Ramadhani & Krisnani, 2019). Rinanda Rizky Amalia Shaleha and Iis Kurniasih's research entitled "Infidelity: A Scientific Exploration of Infidelity" found that infidelity causes negative effects for both the perpetrator and the victim, and requires a healing process that is not easy and short. Even if you already have children, the child's mental condition is disturbed so that one of the factors in children's behavior that tends to be naughty is due to their parents' infidelity (Shaleha & Kurniasih, 2021).

The occurrence of divorce between husband and wife is caused by several factors, such as infidelity; economic conditions; lack of communication between husband and wife; high level of ambition at work which causes a lack of time, attention and affection (Ganefwati & Merdie, 2022). Infidelity is one of the gateways to divorce between husband and wife, this is based on the tarnish of the sacred bond based on perfecting some religion and becoming worship. Having another dream man or another dream woman outside the context of having a husband or wife is one of the causes of infidelity (Nugraha & Barinong, 2020). Communication that is not going well between the two stems from the high intensity of using social media plus a lack of openness between each other which ultimately leads to infidelity (Qomaro, 2017).

This unhealthy and good relationship between husband and wife causes one of the two parties to look for a place of comfort other than the family they have formed and have. Lack of religious basis in carrying out marriage, not respecting mutually agreed commitments are problems that cause infidelity. Even after being married for several years, dozens or decades, it doesn't become anything special. For the reason that the vision and mission are no longer united, one of the two parties commits an extramarital affair and ends in divorce. The factors that cause social media users to express their complaints to the public are the fast and responsive responses given by netizens; there is attention and support received but not only positive responses but also negative ones; there is a feeling of dependence because it gets sympathy and empathy from many people (Hamzah & Putri, 2022). Social media users also feel that by sharing what they have experienced in real life, they can lighten the burden in their



hearts a little. If you can't sort it out well, it cannot be denied that social media is the cause of infidelity. Alina Khilmiya's previous research entitled "Analysis of the Influence of Social Media in Divorce Cases at the Kudus Religious Courts" explained that one of the factors in increasing the divorce rate was caused by infidelity in which a third person was present on social media (Khilmiya, 2021).

Quora is a type of social media that allows its users to answer and ask questions to other users, even providing various topics according to the users' interests. So, if you like some of these topics, they will continue to appear on the user's homepage (Lisdayanti Irwan et al., 2020). Apart from that, the feature that Quora provides for its users is direct notification so that users don't miss new topics or questions and answers written by other users. With this feature that Quora has, many users ask questions about the problems they have so that other users answer and provide input to the questioner. In fact, some users use Quora as a place to reveal the infidelity they are experiencing, because they think that Quora can be a safe public space.

Currently we can see that men and women who already have a partner, children, a stable or well-established economy, adequate facilities are not able to stem cases of infidelity. This raises questions for the public about what problems occurred, and what caused the affair to occur. Previous research with the title "Motives for Using Instagram Social Media among Teenagers" by Witanti Prihatiningsih explained that someone needs media for cognitive needs, integrative needs, social integration needs, entertainment needs, and affective needs, where these affective needs give us access to freedom. express on social media (Prihatiningsih, 2017)

The need for readiness and awareness when a man and woman get married is one of the keys to preventing infidelity which can lead to divorce. The realization of successful communication is determined by mutual support in every communication activity carried out (Luthfi, 2017). Creating a warm, harmonious, harmonious and happy family is the goal that every married couple wants to achieve.



Methods

The research method used in this research is a qualitative method which is carried out to identify the natural circumstances of the phenomena that occur. This qualitative research explains with more meaning than producing calculations (Harahap, 2020). The data obtained in this research is in the form of documentation and also some data from literature collected by researchers which will later be used as analysis material. This is in line so that the results can be analyzed according to the research approach that has been chosen and will then carry out an interpretation process to answer the problem formulation that has been determined.

The focus of the study in this research is Quora social media users who take part in providing their stories and responding to other people's stories about infidelity and divorce. This research uses a social media content analysis research design to interpret a post from social media content. This analysis of social media is a technique for drawing conclusions systematically and objectively in identifying certain characteristics of a message (Lisanto et al., 2023).

The data used in this research are several posts from Quora social media which tell stories of infidelity to divorce which will then be analyzed using social media content analysis. The data that has been collected is then analyzed in 3 stages, namely the first stage of data reduction, which is collecting primary and secondary data, then sorting the data, determining themes, and classifying the data according to the research problem. The next stage is data presentation, at this stage the data that has been collected is used as a narrative as a data presentation that explains the findings in the form of systematic sentence descriptions, diagrams and relationships between categories. Then the final stage is drawing conclusions, namely conclusions formed from the results of research that occurred in the field accurately (Kumalahayati & Yusriyah, 2022).



Results (or Results and Discussion)

Nowadays, social media has become a primary need for everyone, where if they don't play social media for even one day, the user feels that something is missing in carrying out their daily activities. The large number of applications available on social media means that users have many choices and can be the reason why social media is everyone's primary need nowadays. Indicators of the intensity of social media use are conversations, involvement and participation (Suyati & Rozikin, 2023).

The results of Sartika and Sugiharsono's research prove that self-efficacy influences consumption behavior to a greater extent than the intensity of social media use itself. The causal factors for this are influenced by the level of education and age which have a big impact on how to control oneself (Yuhanis Sartika, 2020). In this case, social media allows its users to express, engage in conversations, collaborate, exchange information, and communicate with other people in a virtual environment (Juliantari & Serly Novita, 2022).

An application called Quora has become the choice of social media fans, a microBlog which provides space for everyone to talk about and read several topics that raise various issues. One of the issues that is often discussed in the Quora application is the issue of romance, which is familiar from love to infidelity. Quora provides features for its users to be able to ask and answer questions anonymously and publicly. Therefore, several Quora users answer and provide questions according to their personal experiences. The features provided make users continuously tell their stories and read stories that relate to what they feel.

After researchers conducted observations on the content in the period 16 July 2023 to 16 August 2023, the results obtained were that Quora was able to become a safe space and a solution for people who wanted to tell and convey their stories about households that were less harmonious and were on the verge of divorce. . Parker, Saundage, and Lee explained that there are stages in social media content analysis starting from selecting the content, analyzing the content, interpreting the content, and drawing conclusions. These four stages are thought to be able to produce themes that characterize the meaning that will be concluded from the content (Lisanto et al., 2023).



Discussion

In the initial stage, namely selecting the content, researchers have classified topics related to the issue of infidelity. After the researcher selected the content, the researcher found 2 uploads which contained the issue of infidelity. The second stage in the social media content analysis process is analyzing the content. This stage researchers are required to carry out an analysis of the content that has been selected in the previous stage which has relevance to the research topic. Researchers found a fanpage in image.1 which contains stories of people who think that cellphones are a trigger for infidelity nowadays.

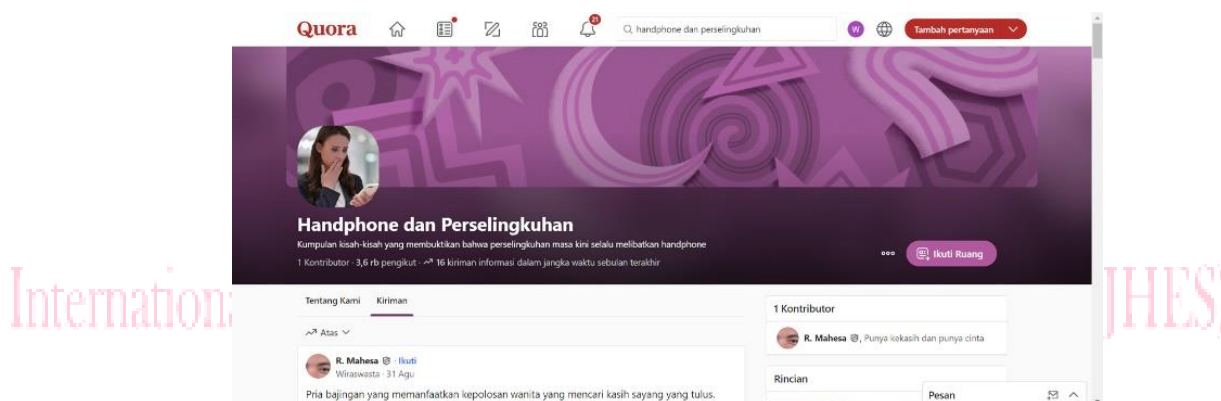


Image.1 Fanpage on the Quora application which discusses stories of infidelity
(Source : Quora Application)

There are also quite a few people who follow the stories on the fanpage, including 3.4 thousand followers with 5 posts of information in the last week. This phenomenon is often known as hyperhonest, namely excessive emotional outpouring on social media, not knowing the privacy space so that the story can be consumed by many people on social media and when doing so the person gets their own satisfaction and peace (Erland Hamzah & Citra Eka Putri, 2020). From this it can be concluded that it turns out that many people use Quora as a forum for conveying their complaints, which after that can become a sedative for themselves and other people who will read with the same problems.



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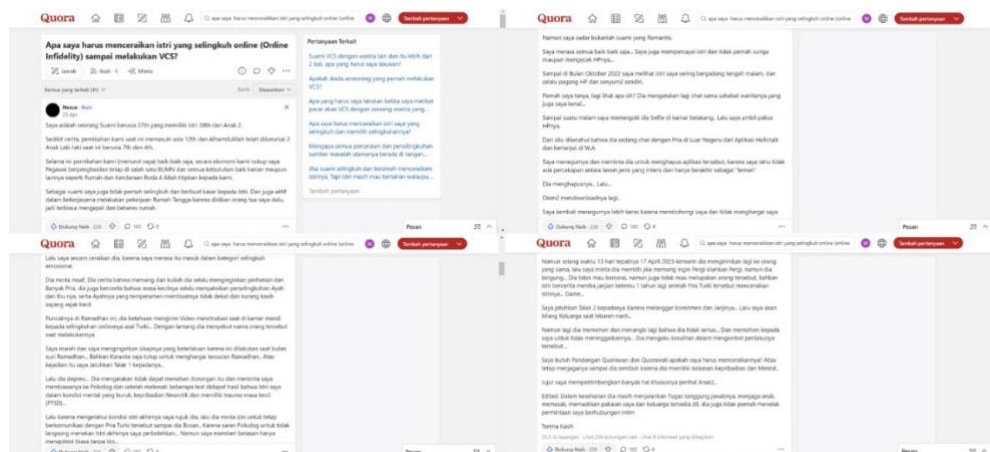


Image.2 The story of infidelity through online networking experienced by the Nexus account owner
(Source : Quora Application)

After researchers carried out content analysis on this application, they found a question that was answered by the user based on his personal experience, namely conflicts or problems in the user's household with the nexus account name in image.2. The account user tells the story of his wife's affair through online networks and asks for responses and responses from other Quora users regarding the problems the user is facing.

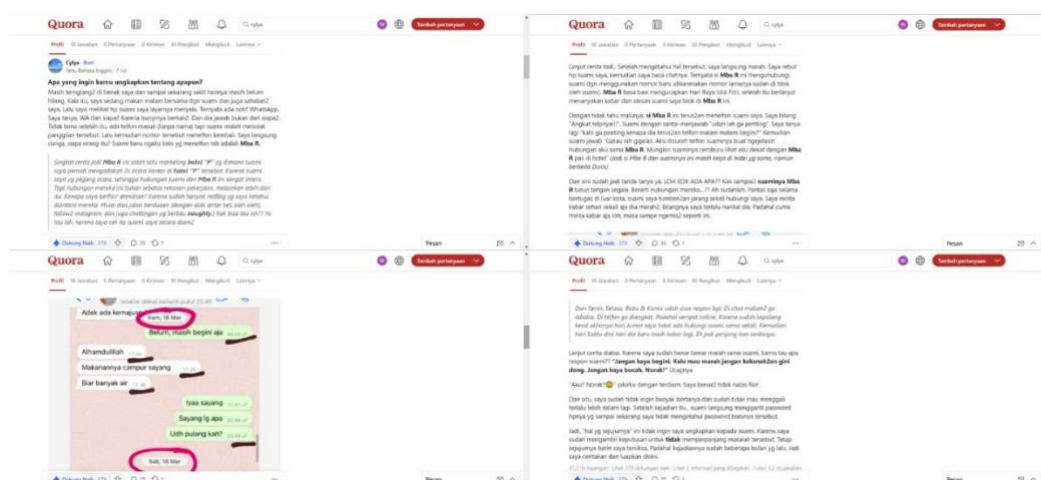


Image.3 Complaints from the Cylya account owner who suspects that her husband is having an affair
(Source : Quora Application)



In image.3, a Quora user with the account name Cylya tells the chronology of the alleged affair committed by her husband. The reason why she tells this is because she wants to express her complaints and the burden in her heart. From the discussion of these two accounts, it can be concluded that Quora discusses very diverse and interrelated issues, not only that, Quora can be a safe public space for its users to share what is in their hearts and minds.

The final stage in social media content analysis, namely interpreting the content, is a stage that explains the content that has been previously selected and analyzed from the side that raises the conflict inductively. At this stage the researcher reads repeatedly in order to find the meaning of each selected content as a whole. Researchers ensure that the selected content can be proof that the Quora application is people's choice to convey their stories intimately in the hope of getting a good response from other people. Research entitled "Self Disclosure of Broken Home Children on Tiktok Social Media" belonging to Cyntia Dewi Anggraini et al explains that the process of this phenomenon does not happen suddenly, starting from reading other people's comments who give positive responses and then being provoked to share what they have said. The flow is similar to what is read (Anggraini et al., 2022).

The problem that occurred with an account called Nexus was that there had been a decision to divorce his wife because according to the user, what the wife had done was below the limits of reasonableness, but considering the mental illness suffered by the wife, the user felt reluctant to divorce her and asked for a response and input from other users regarding problems faced by these users. It is also different in the account called Cylya, the user suspects that her husband is having an affair because of the husband's suspicious movements and behavior, such as calls from unknown numbers and other suspicious activities. These two stories are related to each other in that both feel uneasy about the behavior of their respective life partners.

The story written on Quora shows that under whatever circumstances, no matter how rich the wealth you have and no matter how beautiful your appearance, it is not a measure of loyalty in carrying out the sacred bond of marriage. The existence of physical and mental readiness as well as good commitment and religion between both parties is the main foundation in navigating the marriage bond (Latifatunnikmah & Lestari, 2017).



Conclusion and Recommendation

In the current era, social media has the power to influence a person's perspective. each individual should be able to filter what content they access and enjoy. In the uploads that researchers have selected and analyzed, the results show that Quora social media users do not hesitate to publish their sadness online, this aims to gain sympathy and empathy from other people, and is able to reduce the anxiety that is in their hearts. So, researchers can conclude that Quora is able to become a safe public space for its users to tell stories and respond to other people's stories. It is appropriate for us to consider what will be uploaded to the public, because digital traces are inevitable and will continue to appear if deeper access is carried out. Therefore, we must be able to filter and not be lulled by the influence of social media so that undesirable things do not happen one day.



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