



UNIVERSITAS NASIONAL

**THE 17+8 MOVEMENT IN WHAT IS UP INDONESIA'S
INSTAGRAM POSTS: A CASE STUDY OF CDA**

UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirements for the Sarjana
Sastra (S.S)

LEILA ALYSIA SYAFIIQOH
222003516037

FACULTY OF LANGUAGES AND LITERATURE
ENGLISH LITERATURE STUDY PROGRAM
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FORM OF APPROVAL


We hereby certify that MISS **LEILA ALYSIA SYAFIIQOH**, a registered student of this university, have completed her Research for Undergraduate Thesis, which is ready for defense.

Title of Undergraduate Thesis:

**The 17+8 Movement in What Is Up Indonesia's Instagram Posts:
A Case Study of CDA**

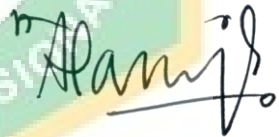
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February 20th 2026



Dr. Siti Tuti Alawiyah, S.S., M.Hum

February 20th 2026

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Examined on this day, February 25th 2026

The Board of Examiners:

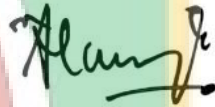
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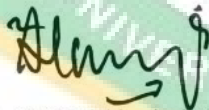
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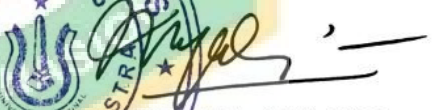
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A Case Study of CDA**

is my own work and contains no plagiarism, it has not been submitted previously for any other assessed unit on this or other degree courses.

I have read and understood that the University Regulation on Conduct of Examinations.

Jakarta, February 20th 2026



Leila Alysia Syafiqoh

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ABSTRAK

Pada era digital, media sosial memiliki peran penting dalam penyebaran informasi sosial dan politik, khususnya di kalangan Generasi Z. Salah satu wacana politik yang berkembang di Indonesia dan diperbincangkan oleh khalayak di media sosial adalah wacana 17+8 yang berisi tuntutan masyarakat terhadap pemerintah Indonesia. Salah satu akun media sosial yang menyebarluaskan wacana ini adalah What Is Up Indonesia di Instagram. Dengan menggunakan metode penelitian kualitatif, penelitian ini memiliki tujuan untuk menganalisis representasi wacana 17+8 dalam unggahan Instagram What Is Up Indonesia menggunakan pendekatan CDA Norman Fairclough, dengan menganalisis teks pada tiga dimensi, yaitu teks, praktik diskursif, dan praktik sosiokultural. Hasil penelitian ini menunjukkan bahwa melalui unggahan Instagramnya, WIUI merepresentasikan masyarakat Indonesia sebagai subjek yang terkena dampak dari kebijakan yang dibuat oleh pemerintah. WIUI juga berusaha untuk melakukan penekanan terhadap ideologi demokrasi yang terancam karena adanya kebijakan yang merugikan rakyat sipil di Indonesia.

Kata kunci: Analisis Wacana Kritis, Norman Fairclough, model tiga dimensi, 17+8, What Is Up Indonesia

ABSTRACT

In the digital age, social media plays an important role in the dissemination of social and political information, especially among Generation Z. One of the political discourses that has developed in Indonesia and is being discussed by the public on social media is the 17+8 discourse, which contains the demands of the people towards the Indonesian government. One of the social media accounts that disseminates this discourse is What Is Up Indonesia on Instagram. Using qualitative research methods, this study aims to analyze the representation of the 17+8 discourse in What Is Up Indonesia's Instagram posts using Norman Fairclough's CDA approach, by analyzing the text in three dimensions, namely text, discursive practice, and sociocultural practice. The results of this study show that through its Instagram posts, WIUI represents the Indonesian people as subjects affected by government policies. WIUI also attempts to emphasize the threat to democratic ideology posed by policies that harm civilians in Indonesia.

Keywords: Critical Discourse Analysis, Norman Fairclough, three-dimensional model 17+8, What Is Up Indonesia



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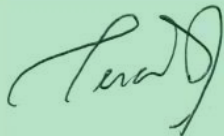
The completion of this undergraduate thesis would not have been possible without the help, guidance, support, and prayers of many people. I would also like to express my gratitude to:

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7. And lastly, I would like to thank myself for completing my studies and sticking with it despite the burnouts.

I acknowledge that this research still has limitations and weaknesses. I sincerely hope this undergraduate thesis will be beneficial to readers and other interested parties.

Jakarta, February 20th 2026



Leila Alysia Syafiiqoh



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