Social Media Role to Support Palestinian on Palestine—Israel Conflict (2021)

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Abstract. This paper aims to find out the media narrative in responding to cases in Palestine and Israel. This study used a qualitative approach with descriptive methods to explain social media narratives. In addition, this study used Qualitative Data Analysis Software (Q-DAS). These methods utilized analysis software to find the score from the social media data. The software analysis used was Nvivo 12 Plus application. The results obtained include: first, the narrative raised by the media in Indonesia is to support Palestine against Israel. Second, social media relation tends to use dominating hashtags to share the information on Palestine's issues against Israel. The third narrative about Palestine and Israel supports the Palestinian protest and resistance (victims) homeland and freedom of Palestine and Al-Quds. This research focuses on social media to see the phenomena and analyze the parts based on social media data. Since this research is still limited on Twitter, it is recommended for further studies to accommodate the news background as part of the data.

Keywords: social media · Resistance and Protest · Conflict

1 Introduction

Social media has become one of the massive media to spread the human rights issue [1]. On Friday, May 7th, 2021, there was a clash between the Palestinian and the Israeli Police in Masjid Al-Aqsa. The Israeli Police and forces clash with the Palestinian society also appeared in Gaza city and West Bank. The clash between Palestine and Israel in 2021 began because the Israeli government wanted to take the Palestinian land, Sheikh Jarrah, Jerusalem. The conflict happened at Masjid Al-Aqsa. This research tries to know the kind of social media tendency on the case clash of the Palestine and Israel conflict of 2021. Social media resistance, protest, and movements are the reactions of the social injustice phenomenon [2]. The human rights issue becomes massive protest content correlated with the social media platform that can access everyone to respond to the human rights issue [3].

In this case, social media becomes tolls to express the voice, news and updates about the conflict of Palestine-Israel. Social media plays an essential role in making the citizen giving sympathy to the conflict. The previous research focused on social media function in the past conflict of Palestine-Israel.

At the end of the Social media campaign, there are following action movements in social life [4]. Social media is used to share opinions, narrate, and post comments to influence the other netizen [5]. In some countries in Asia, like Indonesia, using social media as a platform can attract netizen's attention to participate in the social movement or campaign [6]. In this social media, movements become a new form of protest that shows and reacts to social injustice accidents in social life.

Social media expresses the voice and provides the pros-cons perspective from the social phenomenon [7]. In 2014, there happened an attack in Gaza on July 16th, 2014 [8]. The clash was between The Al-Qassam Brigades and the Israel soldier. The resistance on Gaza in 2014 was from The Al-Qassam Brigades as part of the Hamas. With various tolls on social media, the netizens could share the information in real-time with the phenomenon. Tolls such as likes, comments, shares, and tweets on Twitter allow the netizens to take the perspective from the social until political phenomenon [9].

During the Gaza war in 2014, social media impacted victims' ability to speak for themselves by displaying their injury and misery of homes and loved ones to the world [10]. It appears that Palestinian activism has invested a lot in the victimization narrative on social media sites to beat the Israeli army morally. This expenditure is sponsored directly and indirectly by social media empathy movements for Palestinian civilians in Gaza Strip during conflict [10].

The previous research saw social media as an instrument of protest [9]. Other research focused on social media to coordinate the protest in several countries like Colombia [11]. While the Palestine-Israel conflict only focused on the conflict of the country [12].

This research focuses on three aspects: Content, Narration and Hashtags Relation used in social media. This study aims to the academics, NGOs, and society that concentrate on social media protest and the Palestine-Israel conflict.

This research also determines how social media supports the Palestinian resistance and protest on the Palestine-Israel conflict in 2021. In this research, the analysis tries to focus on three-point as an example:

1. Social Media Content Regarding Palestine-Israel Conflict (2021)
2. Social Media Relation Regarding Palestine-Israel Conflict (2021)
3. Social media narrative spread regarding Palestine-Israel conflict (2021)

2   Literature Review

2.1   Social Media and Expressing Idea

Social media allows people to interact with other people in personal (2 account inter-action) or group interaction. With the limitless borderline of interaction, social media has become a new public place [13]. The time spent on social media as a public arena creates the illusion that every topic and theme relating to social issues receives netizens'

reaction. The Umbrella Movement, Black Lives Matter, and the Arab Spring exemplify how social media elevate a speech [14, 15].

Social media also can bring positive and negative affect to the users and their social life. Social media brings a new form of social life to stay connected without seeing face-to-face meetings. Second, using social media possibility makes society more accessible and allows sharing of information to educate society. Third, social media is used to collecting massive support as a response to the social phenomenon. There are also adverse effects on the other side: First, criminal activity via social media. Second, social media may be a time sink for the younger generation more than any other activity. Third, social media platforms may be biased as a result of the fake [16].

Protest, rejection, and social movement can all be linked to connected demonstrators in social media. Networked protest can be viewed as a new kind of activism that propels citizens into a new social media realm. People can always observe the typical citizen-led protest but through the lens of social media, which requires lower media. It is easy to mobilize and allows citizens to give and express their voice readily [13].

With social media, netizens can take a side and express what can see as a response to the social-political phenomenon. Tufekci argued that the most significant advance of social networks (in comparison to traditional media channels) is the ability of individuals to explore and publish knowledge among their connections. Thanks to complex algorithms, users can record and offer information derived from past activity or preferences and other content shared within their network [6].

Social media uniqueness can provide the content targeted to the relevant users and possibly using persuasive power. However, folks passively follow or send texts of authorities; instead, social networking sites empower average people to reply to that with ruling classes using hashtags or direct interaction [14]. Lastly, a quickness of social media platforms had sped the media narrative, causing items to "trending" and "become viral" more rapidly [18].

2.2 Social Media Scope on Social Movements

Mainly as a medium, social media allow citizens to express their opinions, debate social problems, and organize protest participants [19]. Social media enables societies to understand better how people form and gather identities in response to social-political issues [20, 21]. The internet users via media platforms could utilize various features, including a hashtag, postings, comments, and sharing. Mass movement narratives could proliferate better quickly when trending topics such as #BlackLivesMatters are used, influencing the supportive group to accept others [22]. Social networking is now more adaptable in creating "original products" that can be shared quickly, connecting netizens to debate social concerns [23].

Social media could improve the productivity or number of citizens who use it by dealing with social and public issues; for example, they also check Twitter accounts that contribute to social campaigns [24]. Social media platforms such as Facebook, Twitter, and blogs can garner international attention and evolve into a social movement, as seen in the United States, Egypt, and Chile [25, 26]. Not only does the mass movement require social networks, but it also requires follow-up effort to ensure the social campaign's sustainability. While social movement sustainability can be increased by using social

media, without action, it can devolve into clicktivism or slacktivism, which occurs when the activist shuts off campaign activity and continuity [22, 27].

2.3   Social Movement and the Reality

Cohen and Arato both stated, "Civilized society has already been defined as both a zone of social interaction beyond economics or government, comprising primarily the personal sphere (especially the household), a domain of organizations (notably voluntarily groups), collective action, or modes of digital engagement" [28]. Castells claimed that "Demonstrators and normal citizens exploited that regime's greater accessibility to the advent of social media to spread the tale worldwide via Facebook and Twitter, transforming dread into fury and frustration to wish for a new humanity as a result of the Arab Spring" [29].

In either nation, Hongkong experienced a tremendous social movement. According to Chan, "The regionalist philosophy required that the Hong Kong government's agenda prioritize the defense of indigenous people." In reaction to the Chinese government's political intervention and the Hong Kong government's complicity, Hong Kong localism developed into a revolutionary mass movement as Chinese authority encroachment grew [30, 31]. Academics and students who were activists dominated the Umbrella Movement scene. It was an intellectually motivated movement. These combined energies aided the campaign's start and significantly increased the magnitude of a protest. The article concludes with a discussion on the role of academics who are human rights activists in social movements [32].

Based on the literature, the previous studies have not delivered the content, relation and narrative on social media in the social-political phenomenon. Hence, there seems to be a literature gap on social media and social movements. This research tries to explain social media's social movement or protest and resistance in the Palestine-Israel conflict (2021) from content, relation, and narrative. To explain the content, relation, and narrative on social media as a reaction to the Palestine-Israel conflict, it can be the novelty value to complete the previous research of social media, social movement, and middle east political conflict.

2.4   Social Media and the Middle East Conflit

Social media as part of technology can dive the attention of the conflict to the international audience [33]. Social media in the Middle East also allowed the netizens to spread the social condition, the information conflict, and deliver the message to the other netizen [34]. Social media removes the distance between the public and international conflict like the Israeli-Palestinian case [35]. Therefore, social media becomes a platform to access and interact with other citizens and the origin of the Middle East conflict. The data can see the resistance in the Middle East conflict [12].

This research tries to determine what social media supports the Palestinian resistance and protest on the Palestine-Israel conflict in 2021.

Table 1. Hashtags Description.

#AlAqsaUnderAttack	Show That Al-Aqsa Under Attack
#FreePalestine	Showing support Palestine to be free
#GazaUnderAttack	Showing that Gaza under attack
#PalestiniaLiveMatters	Showing Support to the Palestinian Humans
#SavePalestine	Showing support to Palestine
#SaveSheikhjarah	Showing the support to the Palestine in sheikh jarrah Region

3   Method

This research used a Qualitative Method to analyze the data using Qualitative Data Analysis Software (Q-DAS). This research employed Descriptive to explain the data to express and deliver the value [34–36]. This research used social media data with six hashtags that became a trend on Twitter. This research used three analysis steps: first, content analysis to know the dominant content trends in social media Twitter. Second, social media relation aimed to know the hashtags relation in social media to express about Palestine- Israel conflict in 2021. Third, to know the narrative in social media Twitter about conflict Palestine-Israel 2021. The research steps are defined in some steps as explain:

1. Collecting data: social media data (hashtags) became trending on Twitter about Palestine-Israel Conflict (2021) using N-Capture to grab the data.
2. Input data: after collecting the data using Ncapture, input the data used Nvivo12Plus as the analysis software tool.
3. The data analysis in these steps using Nvivo12Plus used three kinds of analysis: Crosstab analysis, Cluster analysis, and Wordcloud analysis.
4. Presenting the data: after analyzing the data, presenting data from the analysis result and discussing and interpreting the analysis value.

This analysis used six hashtags as the primary data of social media related to the Palestine-Israel conflict (2021). The hashtags were trending on Twitter during the Palestine-Israel conflict from May 10th until May 15th, 2021. The hashtags chosen are revealed in Table 1.

4   Result and Discussion

In this part, the three-section analysis includes 1. Social media content regarding Palestine-Israel conflict (2021) using crosstab analysis in Nvivo12Plus. 2. Social media relation regarding Palestine-Israel conflict (2021) using cluster analysis in Nvivo12Plus. 3. Social media Narrative spread in Palestine-Israel conflict (2021) using word cloud analysis in Nvivo12Plus.
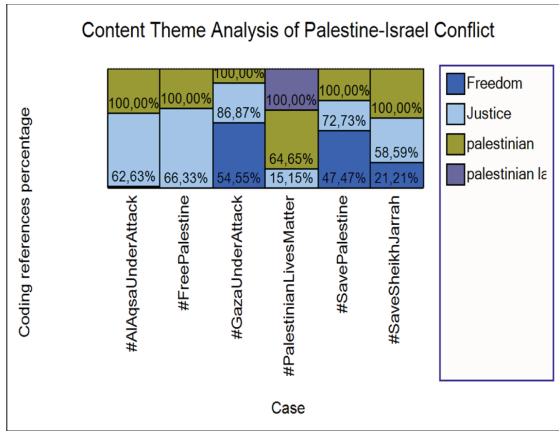
**Fig. 1.** Content Theme Analysis of Palestine Israel Conflict (2021).

Table 2. Content Theme Analysis of Palestine Israel Conflict (2021).

Hastags	Freedom	Justice	Palestinian	Palestinian Land
#AlAqsaUnder Attact	1,2%	61,3%	37,5%	0%
#FreePalestine	0,24%	65,56%	33,49%	0,71%
#GazaUnderAttack	54,31%	32,54%	13,13%	0,03%
#PalestiniaLiveMatters	0%	15,48%	49,14%	35,38%
#SavePalestine	47,21%	25,23%	27,42%	0,13%
#SaveSheikhjarah	21%	37,39%	41,6%	0%
Total	26,71%	28,21%	33.13%	11,94%

4.1 Social Media Content Regarding Palestine-Israel Conflict (2021)

This section wants to know what kind the social media content on case Palestine-Israel Conflict (2021). This research uses social media data specific on six hashtags with the analysis using crosstab analysis and to explain the result also value using descriptive and using charts and table—the explanation of this section in Table 2 and Fig. 1 as an example.

The data shows that the content theme on case Palestine -Israel (2021) defines in fourth nodes or category: Freedom, Justice, Palestinian, and Palestinian land. From the "freedom", the highest in the #GazaUnderAttack with 54.31%. On the second pole is #SavePalestine and third place is #SaveSheikhJarrah with 21%. The category of "justice" there is the highest is #FreePalestine with 65.55%, on the second place is #AlAqsaUnder-Attack with 61.3%. The third place is #GazaUnderAttack, with 32.54%. The category or theme of "Palestinian land" the highest is #PalestinianLivesMatters with 35.38%, The second place is #FreePlaestine with 0.71%, Third place is #SavePalestine with 0.13%. Category of "Palestinian" the highest is #PalestinianLivesMatter with 49.14%,
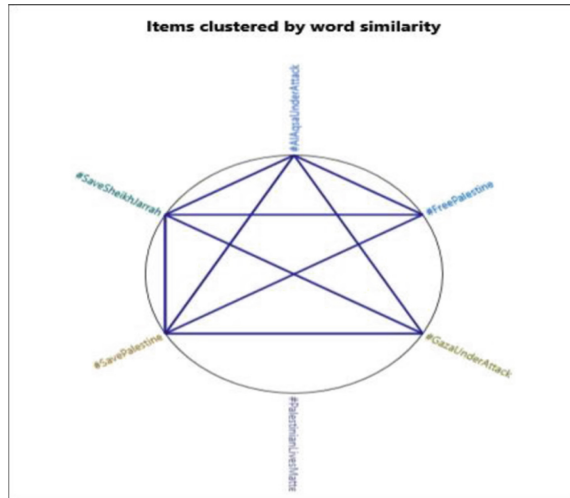
Fig. 2. Social Media Relation Analysis case of Palestine Israel Conflict (2021).

second place is #SaveSheikhJarrah with 41.6%, Third place is #AlAqsaUnderAttack with 37.5%. From the total theme percentage, the highest is Palestinian with 33.13%, on the second place is Justice with 28.21%, third place is Freedom with 26.715 and Palestinian land with 11.945.

From the analysis parts, some points can be concluded:

1. Social media content, in this case, mostly tended to support the Palestinians from the repressive measure that happened during the Palestine-Israel conflict (2021).
2. The social media hashtags concentrated on Palestinians as a theme on social media talks. The netizens focused on the Palestinian perspective as a Victim of the Palestine-Israel conflict (2021).

4.2 Social Media Relation Regarding Palestine-Israel Conflict (2021)

This analysis uses parts to know what kind of social media relation is in the Palestine-Israel conflict (2021). This analysis part used Cluster analysis to know what kind of social media relation is in this case. The explanation of the analysis in Fig. 2 and Table 3 is as follows.

This analysis using a limit from -1,0 and 1 point. -1 shows the negative value for relation. 0 means possible to see the relation, and one means positive value to see the relation in this analysis using Pearson Correlation Coefficient. The analysis with the limit in the lower sector is 0.7 points, and the limit in the upper sector is 1 point. On this analysis part, the highest relation is #SaveSheikhJarrah and #SavePalestine with 0.918022 points. On the second pole is #SavePaletine and #GazaUnderAttack, with 0.845361 points. The third place is #SaveShekihJarrah and #AlAqsaUnderAttack with 0.77554 points. In this analysis, we can see using 0.7 lower limit the relation appears,

Table 3. Social Media Relation Analysis case of Palestine Israel Conflict (2021).

Hashtags A	Hashtag B	Result
#SaveSheikhJarrah #SavePalestine	#SavePalestine #GazaUnderAtlack	0,918022 0,845361
#SaveSheikhJarrah	#AlAqsaUnderAttack	0,77554
#SavePalestine	#AlAqsaUnderAttack	0,773085
#FreePalestine #SaveSheikhJarrah	#AlAqsaUnderAttack #GazaUnderAttack	0,765059 0,765046
#SaveSheikhJarrah	#FreePalestine	0,733777
#SavePalestine	#FreePalestine	0,732938
#GazaUnderAttack	#AlAqsaUnderAttack	0,719492
#GazaUnderAttack	#FreePalestine	0,685217
#PalestinianLivesMatter #SaveSheikhJarrah #PalestinianLivesMatter	#AlAqsaUnderAttack #PalestinianLivesMatter #GazaUnderAttack	0,668276 0,645949 0,622262
#SavePalestine	#PalestinianLivesMatter	0,605974
#PalestinianLivesMatter	#FreePalestine	0,59197

indicating that the relationship appears and tends strongly with the highest relation on #SaveSheikhJarrah and #SavePalestine with 0.918022 points.

From the analysis parts, we can get two mains point as an example:

1. Social media, in this case, appear and tend to be strong proven by using a 0,7 lower limit. The relation appears with the highest relation score on #SaveSheikhJarrah and #SavePalestine with 0,918022 points. With hashtags, the citizen is connected and can voice and perspective social phenomena.
2. Social media provide the netizen with a rising voice by using hashtags as "mark" and connected with another Netizen using another hashtag with the same content or same goals.

4.3 Social Media Narrative Spread

This analysis tries to know the kind of social media narrative spread case of the Palestine-Israel conflict (2021) using word cloud analysis, limiting the 50 words on the picture analysis result. The analysis is revealed in Fig. 3 and Table 4.

From the analysis parts, hashtags dominate the narrative spread on social media. In social media, narrative spread the highest word score is #asvepalestine with 48970 counts. On second place is 43730 count. The third place is 29717 count. Besides, the narrative also shows the nation or action as Palestine and Israel.

From the analysis parts, the main points are an example:

Social media narrative dominated to support the social media protest and resistance case of the Palestine-Israel conflict in 2021. Dominated word using in Top ten is from

Fig. 3. Social Media Narration Spread case of Palestine Israel Conflict (2021).

Table 4. Top 10 Social Media Narrative Spread case of Palestine Israel Conflict (2021).

Word	Count
#Savepapalestine	48970
#saveheikhjarrah	43730
#gazunderattact	29717
Palestine	23048
#Alaqsaunderattack	22902
#Palestinianlivematter	21790
#freepalestine	20177
Israel	19266
#Palestine	13293
#Palestinewillbefree	11223

Hashtags used in this case the hashtags using #SavePalestine, #SaveSheikhJarrah and others. Besides, social media narrative also references the country or actors like Palestine and Israel. Another universal word like children also appears on the word cloud analysis.

From the analysis parts, we can get some main points from three analysis parts for the example:

1. Throughout this context, social media platforms are primarily devoted to defending Palestinians against restrictive measures taken during the Palestine-Israel conflict (2021) [39].
2. From either the social networking hashtags, it appears that netizens are focusing on the Palestinian position as a victim of the Palestine-Israel conflict (2021).

3. Social media is visible and tends to be influential in this situation, as demonstrated by using a 0,7 lower limit on the relationship score for #SaveSheikhJarrah and #SavePalestine, both of which have a score of 0,918022. By utilizing social media elements such as hashtags, citizens may interact and focus on societal phenomena [11].
4. Social media enables netizens to raise their voices by using hashtags as "marks" and connecting with other netizens who use hashtags with similar content or intentions.
5. In 2021, social media narratives reigned to promote the social media protest and resistance cause for the Palestine-Israel conflict. The most often used word in the top 10 is #SavePalestine, followed by #SaveSheikhJarrah and others. Apart from that, social media narratives frequently include references to a country or actor, such as Palestine and Israel, and another universal term, such as children, appears in the word cloud analysis [40].

5   Conclusion

Social media content regarding the Palestine-Israel conflict supported the resistance and protest of Israel's attack on Palestine in Masjid Al-Aqsa and eviction of settlements in the Sheikh Jarrah region, Palestine. Besides, social media users or netizens also focus on the Palestinian position as victims of the Palestine-Israel conflict. Social media relation in this phenomenon tends to be strong because it is possible to see on lower limit 0.7 from 1 point, with the highest relation is #SaveSheikhJarrah and #SavePalestine, both of which have a score of 0,918022. It demonstrates that citizens may interact and focus on societal phenomena by utilizing social media elements such as hashtags. Social media enable netizens to raise their voices by using hashtags as "marks" and connecting with other netizens who use hashtags with similar content or intentions. Social media narratives dominated social media during the Palestinian-Israel war in 2021 to support the cause of the social media protest and resistance movement. Palestine's top ten most frequently used words are #SavePalestine, #SaveSheikh Jarrah, and others. Some additional noteworthy words and phrases that frequently occurred in social media posts include Palestine and Israel, and a worldwide concept like children emerges in the word cloud analysis. Limitation: This research also has limitations like the social media platform only focused on Twitter social media; this research cannot accommodate the news background as parts of data. Recommendation: The following research can compare with another case about resistance and protest support using social media in another region.

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