

**STRATEGI DIPLOMASI DIGITAL ISRAEL UNTUK
MENDAPATKAN LEGITIMASI INTERNASIONAL DALAM
PENDUDUKAN DI PALESTINA**

Di susun oleh

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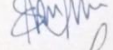


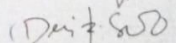
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ABSTRAK

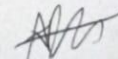
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Penelitian ini menganalisis metode diplomasi digital yang digunakan oleh Israel untuk mendapatkan legitimasi internasional terkait pendudukannya di Palestina. Dengan menggunakan teori diplomasi digital dari Ilan Manor yang menyoroti pentingnya narasi strategis dan penanganan krisis, penelitian kualitatif ini menganalisis 50 postingan dari akun resmi Israel di platform Twitter/X dan Instagram dari tahun 2021 hingga 2025. Hasil penelitian menunjukkan bahwa Israel menerapkan pendekatan yang rumit dan beragam. Melalui strategi penanganan krisis, Israel secara aktif memberikan respons terhadap kritik internasional dengan cara mengalihkan tanggung jawab, seperti menyalahkan Hamas atas krisis kemanusiaan di Gaza dan langsung menantang kredibilitas organisasi internasional termasuk PBB. Secara bersamaan, dengan narasi strategis, Israel terus-menerus membingkai ulang konflik dengan menempatkan dirinya sebagai korban serangan dari Hamas menggunakan tagar #IsraelUnderAttack dan merendahkan pihak lawan dengan mengaitkan Hamas dengan ISIS serta meragukan kredibilitas otoritas kesehatan di Gaza. Penelitian ini menyimpulkan bahwa diplomasi digital Israel berperan sebagai alat perang naratif yang terorganisasi untuk membangun kembali persepsi mengenai konflik, mengalihkan tanggung jawab, dan akhirnya menciptakan pengakuan atas kebijakan dan pendudukannya di Palestina di hadapan komunitas internasional.

Kata Kunci: Diplomasi Digital, Legitimasi, Sosial Media, Narasi Strategis, Managemen Krisis

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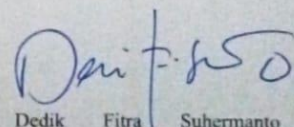
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Abstract

ABSTRACT

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This study analyzes the digital diplomacy methods used by Israel to gain international legitimacy regarding its occupation of Palestine. Using Ilan Manor's digital diplomacy theory that highlights the importance of strategic narratives and crisis management, this qualitative study analyzed 50 posts from official Israeli accounts on Twitter/X and Instagram platforms from 2021 to 2025. The results show that Israel employs a complex and diverse approach. Through its crisis management strategy, Israel actively responds to international criticism by deflecting responsibility, such as blaming Hamas for the humanitarian crisis in Gaza and directly challenging the credibility of international organizations, including the UN. Simultaneously, with its strategic narrative, Israel continuously reframes the conflict by positioning itself as the victim of Hamas attacks using the hashtag #IsraelUnderAttack and denigrating the opposing side by linking Hamas to ISIS and questioning the credibility of health authorities in Gaza. There is also a strategy that combines these two methods, where the crisis situation is used to strengthen a long-term narrative, for example, framing offensive military operations as an unavoidable "moral obligation" to rescue hostages. This study concludes that Israel's digital diplomacy serves as an organized narrative warfare tool to rebuild perceptions of the conflict, shift responsibility, and ultimately create recognition of its policies and occupation of Palestine before the international community.

Keyword: *Digital Diplomacy: Legitimacy, Social Media, Strategic Narratives, Crisis Management*

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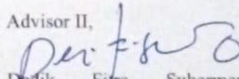
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







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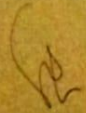
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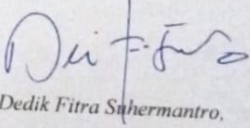
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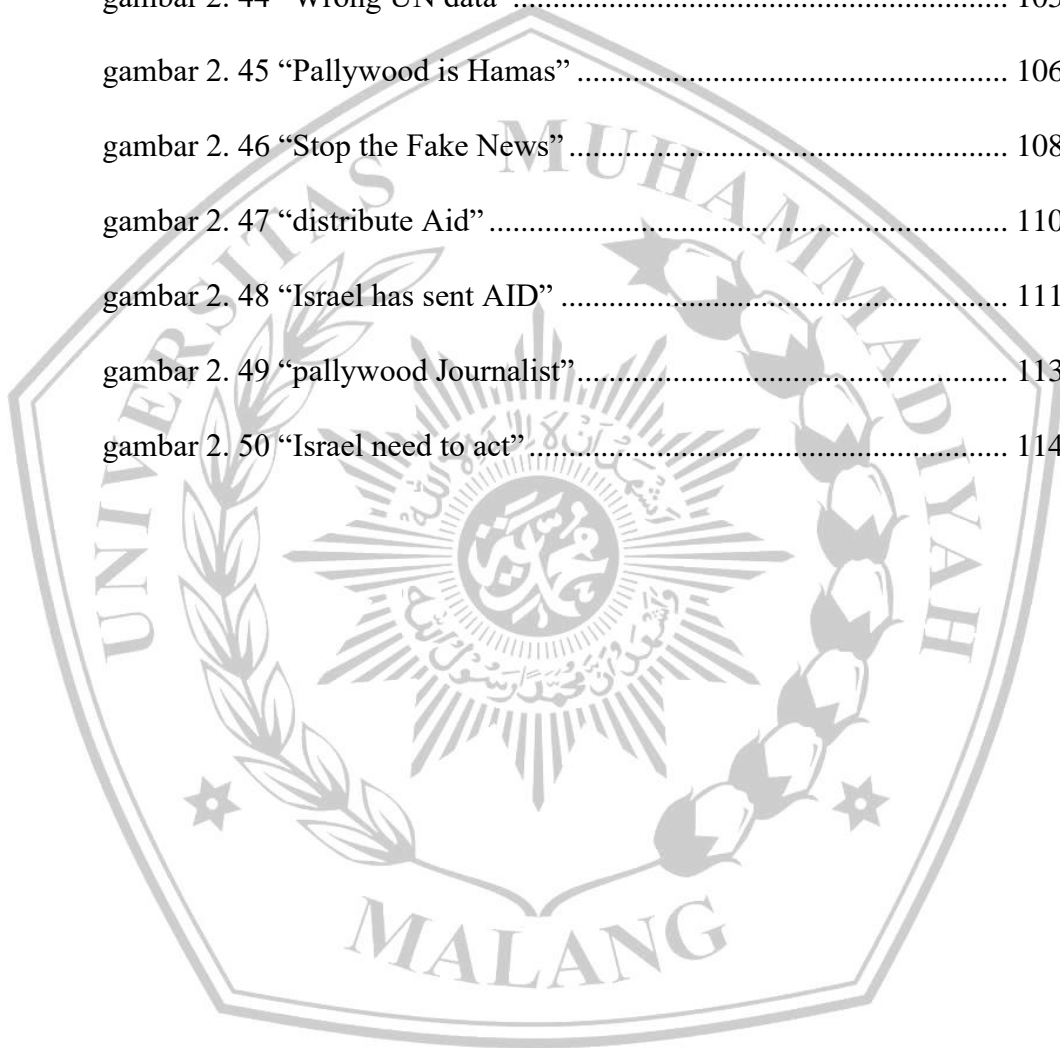
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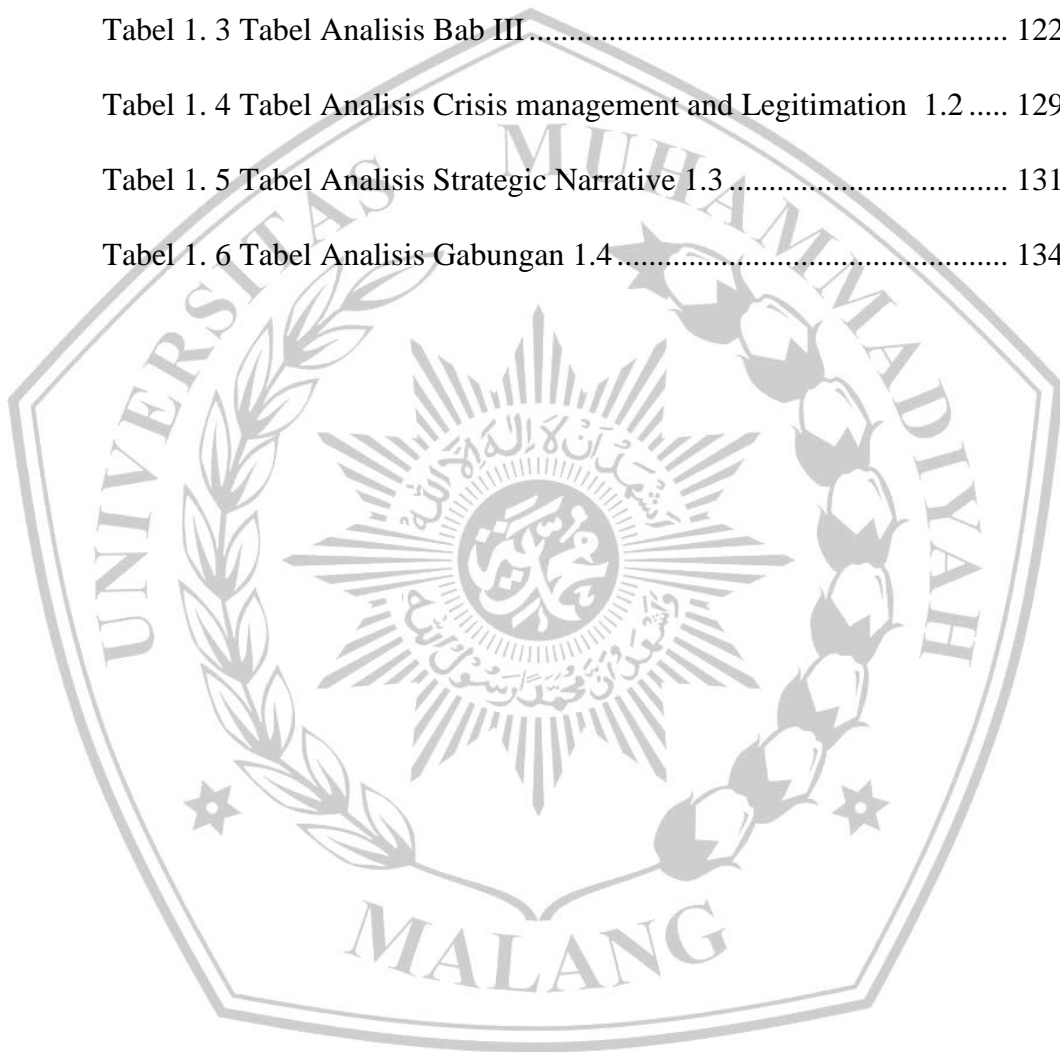
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