

202010360311186

Akbar Muhammad Luthfi Al Mughni

Prodi Hubungan Internasional

**THE ROLE OF SOCIAL MEDIA A TOOL OF CYBER DIPLOMACY FOR GLOBAL
PUBLIC OPINION PRO PALESTINE**

*Disusun dan Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana Sosial
(S.sos.) Strata-1*

SKRIPSI



Oleh:

Akbar Muhammad Luthfi Al Mughni

202010360311186

**PROGRAM STUDI HUBUNGAN INTERNASIONAL
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS MUHAMMADIYAH MALANG**

2025

202010360311186

Akbar Muhammad Luthfi Al Mughni

Prodi Hubungan Internasional

LEMBAR PENGESAHAN

THE ROLE OF SOCIAL MEDIA A TOOL OF CYBER DIPLOMACY FOR GLOBAL PUBLIC OPINION PRO PALESTINE

Diajukan Oleh :

AKBAR MUHAMMAD LUTHFI AL MUGHNI

202010360311186

Telah disetujui

Pada hari / tanggal, 10 Juli 2025

Dosen Pembimbing



Ruli Inayah Ramadhono, M.Si.

Wakil Dekan I



Samudro Sisur Rijal, M.Hub.Int

Ketua Program Studi
Hubungan Internasional



Prof. Gonda Yumitro, M.A., Ph.D.

SKRIPSI

Dipersiapkan dan disusun oleh :

AKBAR MUHAMMAD LUTHFI AL MUGHNI
202010360311186

Telah dipertahankan di depan Dewan Penguji Skripsi dan dinyatakan
LULUS

Sebagai salah satu persyaratan untuk memperoleh gelar
Sarjana (S-1) Hubungan Internasional
Pada hari Kamis, 10 Juli 2025
Di hadapan Dewan Penguji

Dewan Penguji :

1. Prof. Gonda Yumitro, M.A., Ph.D
2. Hafid Adim Pradana, M.A.
3. Ruli Inayah Romadhoan, M.Si.

()
()
()

Mengetahui,
Wakil Dekan Fakultas Ilmu Sosial dan Ilmu Politik



Nyoman Rivaldo Riyal, M.Hub.Int



UNIVERSITAS MUHAMMADIYAH MALANG
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Jurusan : Ilmu Kesejahteraan Sosial * Ilmu Pemerintahan * Ilmu Komunikasi * Sosiologi *
Hubungan Internasional

Jl. Raya Tlogomas No. 246 Telp. (0341) 460948, 464318-19 Fax. (0341) 460782 Malang 65144 Pes.
132

SURAT PERNYATAAN

Yang bertandatangan di bawah ini :

Nama : Akbar Muhammad Luthfi Al Mughni
NIM : 202010360311186
Jurusan : Hubungan Internasional
Fakultas : Ilmu Sosial dan Ilmu Politik
UNIVERSITAS MUHAMMADIYAH MALANG

Dengan ini menyatakan dengan sebenar-benarnya bahwa

1. Tugas Akhir dengan Judul :
THE ROLE OF SOCIAL MEDIA A TOOL OF CYBER DIPLOMACY FOR
GLOBAL PUBLIC OPINION PRO PALESTINE adalah hasil karya saya, dan
dalam naskah tugas akhir ini tidak terdapat karya ilmiah yang pernah diajukan oleh
orang lain untuk memperoleh gelar akademik di suatu Perguruan Tinggi, dan tidak
terdapat karya atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, baik
sebagian ataupun keseluruhan, kecuali yang secara tertulis dikutip dalam naskah ini
dan disebutkan dalam sumber kutipan dan daftar pustaka
2. Apabila ternyata di dalam naskah tugas akhir ini dapat dibuktikan terdapat
unsur- unsur PLAGIASI, saya bersedia TUGAS AKHIR INI DIGUGURKAN dan
GELAR AKADEMIK YANG TELAH SAYA PEROLEH DIBATALKAN, serta
diproses sesuai dengan ketentuan hukum yang berlaku.
3. Tugas akhir ini dapat dijadikan sumber pustaka yang merupakan HAK BEBAS
ROYALTY NON EKSKLUSIF.

Demikian pernyataan ini saya buat dengan sebenar-benarnya untuk dipergunakan
sebagaimana mestinya.

Malang, 02 Juni 2025
Yang Menyatakan,




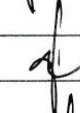
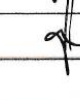



Akbar Muhammad Luthfi Al Mughni

BERITA ACARA BIMBINGAN SKRIPSI

Nama : Akbar Muhammad Luthfi Al Mughni
NIM : 202010360311186
Program Studi : Hubungan Internasional
Fakultas : Ilmu Sosial dan Ilmu Politik
Judul Skripsi : Peran Media Sosial Instagram dalam Akun @eye.on.paletine sebagai Alat Diplomasi Siber Pembentuk Opini Publik Global Pro-Palestine Tahun 2023

Pembimbing : Ruli Inayah Ramadhoan, M.Si.

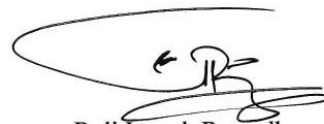
Kronologi Bimbingan:

Tanggal	Paraf Pembimbing	Keterangan
25 November 2023		Pengajuan Judul
28 September 2024		Abstrak
29 Juli 2024		Pendahuluan
29 Juli 2024		Metode
28 September 2024		Hasil dan Pembahasan
28 September 2024		Kesimpulan

Malang, 02 Juni 2025

Menyetujui,

Dosen Pembimbing



Ruli Inayah Ramadhoan, M.Si.

ABSTRAK

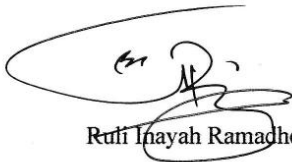
Akbar Muhammad Lutfi Al Mughni, 2025, 202010360311186, Universitas Muhammadiyah Malang, Fakultas Ilmu Sosial dan Ilmu Politik, Program Studi Hubungan Internasional, The Role of social media A Tool of Cyber Diplomacy for Global Public Opinion Pro Palestine, Dosen Pembimbing : Ruli Inayah Ramadhoan, M.S.i.

Preferensi negara-negara untuk menggunakan strategi diplomasi siber dengan memanfaatkan sosial media instagram untuk mendukung realisasi tujuan mereka kepentingan nasional telah menjadi fenomena internasional saat ini. Diplomasi siber di era modern Hubungan Internasional ternyata menjadi instrumen bagi negara untuk melaksanakannya soft power mereka, serta untuk menyampaikan pesan-pesan spesifik yang ditujukan kepada publik internasional. Dengan demikian, diplomasi siber dapat menjadi jalan alternatif bagi negara-negara yang mempunyai hambatan yang serius mempraktikkan diplomasi formal dengan cara konvensional. Palestina, sebagai suatu entitas yang berstatus hukum masih menjadi perdebatan, juga memanfaatkan diplomasi siber sebagai strateginya untuk mendapatkan dukungan dan pengakuan dari komunitas internasional. Tulisan ini bertujuan untuk menjawab pertanyaan tentang bagaimana Palestina diplomasi siber untuk mendapatkan dukungan dari negara-negara di dunia. Hasil dari penelitian ini menunjukkan bahwa diplomasi siber Palestina dilakukan dengan menggunakan akun instagram @eye.on. Palestine dengan fokus memberikan informasi kepada masyarakat internasional terkait kondisi yang ada di Palestina. Postingan yang di unggah oleh akun @eye.on.Palrestine dapat dikategorikan kedalam empat hal yaitu penderitaan masyarakat Palestina akibat serangan Israel, kerusakan infrastruktur di Palestine, serangan Israel terhadap warga Palestina dan dukungan-dukungan yang diberikan oleh Negara lain terhadap Palestina. Diplomasi siber yang dilakukan oleh Palestine memang belum dapat menghentikan serangan Israel atas Palestine tapi melalui diplomasi tersebut, rakyat Palestina mendapat banyak dukungan dari berbagai negara yang terlihat dari banyaknya opini publik global yang pro terhadap Palestine.

Kata Kunci: Diplomasi Publik, Diplomasi Siber, Israel, Konflik, Palestine

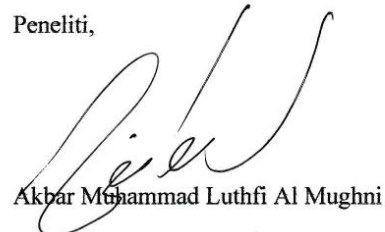
Malang, 02 Juni 2025

Menyetujui,
Pembimbing,



Ruli Inayah Ramadhoan, M.Si.

Peneliti,



Akbar Muhammad Luthfi Al Mughni

ABSTRACT

Akbar Muhammad Luthfi Al Mughni, 2025, 202010360311186, University of Muhammadiyah Malang, Faculty of Social and Political Science, International Relation Study Program, The Role of social media A Tool of Cyber Diplomacy for Global Public Opinion Pro Palestine, Advisor : Ruli Inayah Ramadhuan, M.S.i.

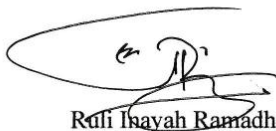
The preference of countries to use cyber diplomacy strategies by utilizing Instagram social media to support the realization of their national interests has become an international phenomenon today. Cyber diplomacy in the modern era of international relations has become an instrument for countries to exercise their soft power and convey specific messages to the international public. Thus, cyber diplomacy can serve as an alternative avenue for countries facing significant obstacles in practicing formal diplomacy through conventional means. Palestine, as an entity whose legal status remains a subject of debate, also employs cyber diplomacy as a strategy to secure support and recognition from the international community. This paper aims to address the question of how Palestine utilizes cyber diplomacy to gain support from nations around the world. The results of this study show that Palestinian cyber diplomacy is carried out using the Instagram account @eye.on.Palestine, with a focus on providing information to the international community about the conditions in Palestine. The posts uploaded by the @eye.on.Palestine account can be categorized into four areas: the suffering of the Palestinian people due to Israeli attacks, infrastructure damage in Palestine, Israeli attacks on Palestinian civilians, and support provided by other countries to Palestine. While Palestinian cyber diplomacy has not yet been able to stop Israeli attacks on Palestine, through this diplomacy, the Palestinian people have received significant support from various countries, as evidenced by the growing global public opinion in favor of Palestine.

Keyword: Conflict, Cyber Diplomacy, Israel, Palestine, Public Diplomacy

Malang, 02 Juni 2025

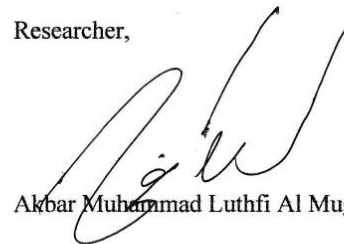
Approved,

Advisor,



Ruli Inayah Ramadhuan, M.Si.

Researcher,



Akbar Muhammad Luthfi Al Mughni

KATA PENGANTAR

Puji syukur kepada Allah SWT dan junjungan umat Islam yaitu Nabi Muhammad SAW. Karena berkat arahan dan tuntunan Nabi Muhammad SAW, pendidikan menjadi salah satu tiang utama penyangga umat. Dimana dengan pendidikan, kita dapat membedakan apa yang baik dan apa yang buruk, serta meningkatkan rasa keimanan kita kepada Allah SWT atas karunia dan nikmat yang kita rasakan melalui pendidikan. Berkat rahmat Allah SWT serta dukungan keluarga serta teman-teman maka telah terselesaikan sebuah penelitian yang berjudul **“THE ROLE OF SOCIAL MEDIA A TOOL OF CYBER DIPLOMACY FOR GLOBAL PUBLIC OPINION PRO PALESTINE”** sebagai syarat kelulusan untuk mendapatkan gelar strata S-1 pada jurusan Hubungan Internasional di Universitas Muhammadiyah Malang.

Penulis juga ingin mengucapkan terimakasih ter-khususnya kepada:

1. Ibu dan Ayah yang senantiasa memberikan dukungan selalu kepada penulis agar dapat menyelesaikan perkuliahan dengan baik dan memberikan jasanya yang tidak bisa tergantikan dengan apapun, kecuali melihat anaknya sukses dan bermanfaat untuk banyak orang dimasa depan.
2. Baiq Syura Mahfuzatuzzahra yang selalu ada dan setia menemani ketika penulis berkeluh kesah mengenai penelitian.
3. Bapak Ruli Inayah Romadhoan selaku dosen pembimbing yang sudah seperti orangtua dan keluarga penulis diperantauan, yang selalu memberikan arahan, bimbingan serta dukungan semangat kepada penulis baik didalam bidang akademik maupun diluar bidang akademik.
4. Serta teman-teman yang tidak bisa disebutkan satu persatu yang terus mendukung penulis.

202010360311186

Akbar Muhammad Luthfi Al Mughni

Prodi Hubungan Internasional

Semoga penelitian yang telah dilakukan dapat memberikan wawasan baru kepada ranah pendidikan dan penelitian di kalangan masyarakat, mahasiswa, dan dunia.

Malang, 02 Juni 2025



Akbar Muhammad Luthfi Al Mughni



DAFTAR ISI

LEMBAR PENGESAHAN	ii
LEMBAR PERSETUJUAN	iii
SURAT PERNYATAAN	iv
BERITA ACARA BIMBINGAN SKRIPSI	v
ABSTRAK.....	vi
ABSTRACT.....	vii
KATA PENGANTAR	viii
DAFTAR ISI.....	x
LOA	xi
INTRODUCTION	2
METHOD	4
RESULTS AND DISCUSSION.....	4
CONCLUSION.....	16
REFERENCES	17
HASIL CEK PLAGIASI.....	20



202010360311186

Akbar Muhammad Luthfi Al Mughni

Prodi Hubungan Internasional



Jl. Kampus Bukit Indah No. 7 & 8, Desa Blang ulo -24353, Kec. Muara Satu Kota Lhokseumawe
Lhokseumawe, 28 Oktober 2024

Nomor : 12/Penerimaan/MSPR/X/2024
Lampiran : -
Perihal : Penerimaan Naskah Publikasi Jurnal

Kepada Yth.

Akbar Muhammad Luthfi Al Mughni
Universitas Muhammadiyah Malang

Terimakasih telah mengirimkan artikel ilmiah untuk diterbitkan pada Jurnal Malikussaleh Social and Political Reviews (E-ISSN 2746-8100) dengan Judul:

**“THE ROLE OF SOCIAL MEDIA IN THE @EYE.ON.PALESTINE
INSTAGRAM ACCOUNT AS A CYBER DIPLOMACY TOOL FOR
PRO PALESTINE GLOBAL PUBLIC OPINION 2023”**

Berdasarkan hasil review, artikel tersebut dinyatakan DITERIMA untuk dipublikasikan di Malikussaleh Social and Political Reviews untuk Volume 5, Nomor 2, Edisi November 2024. Artikel tersebut akan dapat diakses secara online di <https://ojs.unimal.ac.id/mspr/index>.

Demikian informasi ini disampaikan dan atas perhatiannya diucapkan terimakasih.

Hormat kami,
Editor in Chief



(Prof. Dr. Suaqi, M.Si)

	<h1 style="text-align: center;">The Role of social media A Tool of Cyber Diplomacy for Global Public Opinion Pro Palestine</h1> <p style="text-align: center;">Akbar Muhammad Luthfi Al Mughni¹ Ruli Inayah Ramadhoan² Universitas Muhammadiyah Malang, Jalan Raya Tlogomas No, 246 Malang, East Java, Indonesia 65144, *Corresponding Author, Email: irakbar10@webmail.umm.ac.id</p>
Keywords:	Abstract
Conflict, Palestine, Israel, Public Diplomacy, Cyber Diplomacy	<p>The preference of countries to use cyber diplomacy strategies by utilizing social media, Instagram to support the realization of their national interests has become an international phenomenon today. Cyber diplomacy in the modern era of international relations has turned out to be an instrument for countries to exercise their soft power and convey specific messages aimed at the global public. Thus, cyber diplomacy can be an alternative for countries that have serious challenges conveying formal diplomacy using conventional means. Palestine, as an entity that still has legal status, also utilizes cyber diplomacy as a strategy to gain support and recognition from the international community. This article aims to answer the question of how Palestinian diplomacy can gain support from countries in the world. The results of this research show that Palestinian cyber diplomacy is carried out using the Instagram account @eye.on. Palestine focuses on providing information to the international community regarding the conditions in Palestine. Posts uploaded by the @eye.on.Palestine account can be categorized into four things, namely the suffering of the Palestinian people due to Israeli attacks, damage to infrastructure in Palestine, Israeli attacks on Palestinians and support provided by other countries to Palestine. The cyber diplomacy carried out by Palestine has not been able to stop Israel's attacks on Palestine. Still, through this diplomacy, the Palestinian people have received a lot of support from various countries, which can be seen from the large number of global public opinions that are pro-Palestinian.</p>
DOI : 10.29103/mspr.v%vi%i.19049 Volume 5, Number 2, November 2024 ISSN 2746-8100 (online)	
Submitted: Okt. 18 th , 2024 Accepted: Nov. 08 th , 2024	

INTRODUCTION

International Relations, as a study which initially focused on a country's politics, war, peace and hard power, has now changed over time so that it is not only focused on relations between countries within the scope of territorial boundaries but is also related to the roles and activities of State actors and non-State actors use a soft power approach to achieve a national interest that is aspired to be realized. Globalization is an essential factor in changing the focus of international relations, considering that globalization has dramatically changed the order of world society by eliminating the territorial boundaries of a country (Ciasca, 1961; Firdaus et al., 2020).

Diplomacy is one of the most important foreign policies in the era of globalization, considering that the era of globalization allows for a country's connection with other countries to achieve its national interests. Through diplomacy, a country can articulate and interpret its national interests through official representatives of the actors involved in diplomacy (Barston, 2019). Diplomacy has a broad definition; in essence, through diplomacy, a relationship can be established in which there is receiving and providing information from each country so that the country's interests can be realized.

Diplomacy, which has been used as a form of foreign policy since the 20th century, has now undergone fundamental changes; where diplomacy is not only carried out formally by one country with another country but nowadays, diplomacy is also carried out through public diplomacy. According to Joseph Samuel Nye, public diplomacy is a tool used by Government and non-government actors to communicate information needed so that the public from other countries pays attention (Zamzami, Fauzi Wahyu., 2022).

Through public diplomacy, a country hopes for public attention from other countries through exchanging information and communication. Public diplomacy is an essential step in international policy that a country must carry out to provide understanding through direct exchange of information and communication with other state and non-state actors. This direct communication makes it possible for the information received to more effectively influence the Government in making policies. Information and communication technology in public diplomacy can be called digital diplomacy or Diplomacy. Muwaffiq (2020) defines digital diplomacy as diplomatic activities that utilize information and communication

technology through social media.

Information and communication technology allows state and non-state actors to complete their diplomatic tasks more effectively and efficiently. Apart from that, it is not only state and non-state actors who can carry out public diplomacy because developments in technology and information have enabled the public to participate in public diplomacy by utilizing social media. Through social media, public diplomacy can be carried out by exchanging information to increase international trust and provide more information to understand developing issues from various sources directly.

Of the many social media platforms that exist today, Instagram is one of the most widely used in public diplomacy activities. The various features on Instagram, such as sharing photos and videos and providing captions for each post, make Instagram widely used by public diplomacy actors to convey their vision and mission. The use of social media, such as Instagram, as a diplomatic tool has increased, especially in terms of global issues. Social media has become a forum for diplomacy to exchange information related to current global issues, such as conflicts between countries, such as the conflict between Israel and Palestine in 2023. On October 7, 2023, the war between Israel and Palestine occurred again, where Hamas, which is a Palestinian military group, carried out massive attacks on Israeli settlements and military installations by crossing the Gaza-Israel barrier. The attack left 1400 Israelis dead. Moreover, in response to this, Benjamin Netanyahu (Prime Minister of Israel) declared war against Palestinian Hamas.

During the conflict between Israel and Palestine in 2023, cyber diplomacy via Instagram was widely used by Palestinians to spread awareness of the truth of the conflict and to increase international support for Palestine amidst the increasingly intense attacks carried out by Israel in the Palestinian territories, especially in the Gaza Strip. Instagram, which can be accessed worldwide, offers multimedia communication without structural barriers and can instantly distribute conflict-related information to many viewers simultaneously. Instagram also makes it easier to gather information from conflict zones. In the Israeli Palestinian conflict in 2023, images sent by activists and conflicting parties on Instagram accounts have become an alternative source of information for the international community. Cyber diplomacy through the dissemination of information by Palestine via Instagram has earned Palestine much support from various parties throughout the world.

Through this research, the author seeks to examine the impact of the use of cyber diplomacy carried out by Palestinians via the social media Instagram on the conflict with

Israel in 2023. The author will also examine the impact of the use of cyber diplomacy carried out by the Palestinians via the social media Instagram on the formation of pro-PALESTINE global public opinion in 2023.

METHOD

This research can be grouped as qualitative descriptive research, which aims to describe the facts about the Israeli and Palestinian war and the use of Instagram social media as a diplomatic tool to shape global public opinion regarding this conflict. This research uses secondary data from various sources such as books, journals, online news portals, and social media related to the war between Israel and Palestine. The technique used to analyze the data is a deductive analysis technique, which is carried out by analyzing the problem, in general, using theory so that a research hypothesis is obtained. Then, the hypothesis is explicitly tested with existing data and theory.

RESULTS AND DISCUSSION

The Concept of Public Diplomacy in International Relations

According to Kumalaningrum (2021), public diplomacy can be interpreted as a tool to influence international public perception by providing information about a country's condition and image so that the desired national interests can be realized. The use of public diplomacy is usually carried out with soft power, considering that the aim of public diplomacy is to change a person's perception of a country positively.

Therefore, Santoso (2024) stated that public diplomacy is a soft-power diplomatic tool that changes a person's perception of a country so that the public can follow what they want without feeling forced. The use of soft power referred to in this case is that because of the public's positive understanding or perception of a country, it can make the public like a country so that disruption can be minimized when the national interests of the country of origin are implemented.

The end of the Cold War era became the starting point for the increasing need for public diplomacy. This was motivated by three factors: the spread of democracy, the media explosion, and the rise of Non-Governmental Organizations (N.G.O.s), which then changed the nature of power and increasingly limited the freedom of action of a country's Government

(Cull, 2009). Along the way, technological developments, information, and transportation have influenced several changes in international relations, so diplomatic activities are no longer exclusively the domain of official diplomatic actors under the state.

The primary difference between traditional and public diplomacy is that, in public diplomacy, interactions occur not only between the Government of one country and other countries but also between the people of one country and the governments of other countries. This is in line with the opinion of Wardhana (2022), who states that the target of diplomatic actors is the most fundamental difference between public diplomacy and traditional diplomacy. Traditional diplomatic activities are usually carried out with state visits by state representatives, while public diplomacy involves actors other than the state, and the process is unofficial. Leonard (2009) states that there are several stages in implementing public diplomacy, as can be seen in the following table:

Table 1. Level of Diplomatic Activity

<i>Hierakhi</i>	<i>Activity</i>
<i>Introduction of a country to the international world</i>	Make people understand more about a country
<i>Increased appreciation for a country</i>	Make the public have a positive perception of a country
<i>Creating ties with the community</i>	Providing invitations to study, tourism and cultural exchange to better understand the values of a culture
<i>Providing Influence</i>	Offers to companies from other countries to invest in various fields, especially the economic sector.

The table above shows the activities in the public diplomacy stage, which include:

- a. Introduction of a country to the international world.

Through this stage, the international world will know about the existence of a country.

Various activities are carried out at this stage so that the international world knows

about the existence of a country and the people within it. This is done by increasing the branding of a country so that it is better known internationally.

b. Increased appreciation for a country.

This stage occurs when the international world knows and accepts a country. At this stage, several activities can be carried out to form a positive international perception of a country, for example, by showing a country's important position in the international world regarding capacity and capability. Apart from that, positive international perceptions of a country can also be realized by highlighting a country's openness as a friend who can accept friendship with other countries.

c. Creating ties with the community

This stage is carried out to create engagement between people from other countries who already have a positive perception of a country, which can be done by providing invitations to study, tourism and cultural exchanges to understand the values of a culture better.

d. Providing Influence

After the introduction stage, which provides a positive perception and makes people from other countries interested in a country, the influence stage can be carried out. At this stage, increasing cooperation through student exchanges, providing scholarships, and cooperation in the economic field can be carried out to form closer relations between one country and another.

Cyber Diplomacy

Cyber diplomacy is the evolution of public diplomacy that includes and uses new communication platforms in the 21st century. As explained by Trisna (2023), cyber diplomacy links the impact of innovation in communication and information technology with diplomacy. Cyber diplomacy is also part of public diplomacy 2.0, EDiplomacy, and virtual diplomacy. Cyber diplomacy is since it recognizes that new communication technologies offer new opportunities to interact with broader society by adopting a network approach and utilizing an increasingly multicentric and interdependent global system (Trisni & Putri, 2023).

Global politicians are increasingly transforming diplomacy from traditional diplomacy to cyber diplomacy. State actors and non-state actors can carry out cyber diplomacy. State actors usually use diplomatic cyber through the Ministry of Foreign Affairs and embassies,

which are representatives of one country in another country (Setiawan & Suryanti, 2021). The use of cyber diplomacy by the Embassy can be carried out more adaptively by paying attention to various other aspects, such as the history, culture, values and traditions of other countries so that it can be hoped that national interests can be realized (Prakoso et al., 2019).

Dynamics of the Israeli and Palestinian Conflict

The origin of the Israeli Palestinian conflict was the desire of European Jews to establish a Jewish Homeland in the Palestinian territory when power over Palestine was transferred to Britain (previously controlled by Ottoman Turkey) in 1917. The existence of the Balfour Declaration accompanied the transfer of power over Palestine from Ottoman Turkey to Britain on November 2, 1917. In this declaration, it was stated that Arthur James Balfour (British Government) appreciated and supported the aspirations and enthusiasm of the Jewish people who wanted to establish territory in Palestine, and the British Government would help the Jews make this happen.

The presence of the Balfour Declaration cannot be separated from the leadership of Chaim Weizmann (the Jews), who contributed to making weapons for the British army so that they could help win the war between England and Ottoman Türkiye. For his services, the British Government gave Chaim Weizmann a gift in the form of land in Uganda for the Jews. However, the prize was rejected because Chaim Weizmann wanted Palestinian territory, considering that the Palestinian territory was under British rule after the defeat of the Ottoman Turks. Moreover, this request was finally granted by the British Government at that time (Marston, 1988).

The agreement between the British and the Jews resulted in a large-scale transition of the Jewish people to Palestine within a few years. The arrival of Jews to Palestine was rejected and criticized by Palestinian Arabs, but this could not stem the wave of the arrival of Jews from various regions to Palestine. The tensions between the Jewish people and the Palestinian Arabs were increasingly unable to be controlled by the British Government, so after the Second World War, the British Government handed the problem over to the United Nations (Marston, 1988).

In 1947, the United Nations took steps to overcome tensions between Israel and Palestine by dividing the Palestinian territory into two parts, namely 54% for Israel and 46% for Palestine. In this division, the Israelis obtained a wider land distribution, even though the Palestinian Population was 31.5% larger than the Israeli Population at that time (Ashed,

2015). The conflict between Israel and Palestine peaked in 1948 when Israel proclaimed its independence and was followed by a war between Israel and Palestine for six days. In this war, Israel succeeded in occupying several Palestinian territories which were previously declared to belong to Palestine in the 1947 agreement.

The conflict between Israel and Palestine prompted the holding of the Geneva Conference in 1973 and the Oslo agreement to reconcile the two countries. However, the peace efforts made for Israel and Palestine failed after the assassination of the former Israeli Prime Minister, Yitzhak Rabin, in 1995. Peace efforts between Israel and Palestine were initiated in 2013-2014, initiated by the United States, but the peace efforts failed again.

At the end of the first week of October, to be precise, on Saturday, October 7, 2023, the Hamas militant group carried out a surprise attack at 08.57 local time, which overwhelmed Israel's defences. Massive attacks sent by air and land caused the dividing wall between Israel and Palestine to collapse instantly. Attacks carried out by Hamas against Israel have killed more than 1,400 people and taken at least 239 hostages. Since then, Israel has launched a retaliatory attack on Gaza. As of October 29, 2023, attacks carried out by Israel against Palestine had killed 8,005 people and injured more than 20,200 others (Davis, 1996).

Cyber Diplomacy Through Instagram Social Media Carried Out by Palestine in 2023

The use of social media for public diplomacy can be called cyber diplomacy. "The use of social media in informationsharing activities includes various activities such as creating content, including blogs, social networks, wikis, forums, and virtual worlds" (Kinyanjui, 2014). Social media gives diplomats new tools to interact with the public and shape public opinion. One of the main advantages of social media in public diplomacy is that it allows diplomats to bypass traditional gatekeepers such as mainstream media and reach the wider public directly.

One social media platform that is widely used for public diplomacy is Instagram. The term Instagram consists of the words "instant" and "telegram," which can be interpreted as a form of fast and instant communication like telegram, which is visual (Thomas & Bhat, 2022). Instagram is an entirely visual social media platform for sharing photos and videos. The use of Instagram in public diplomacy makes diplomacy more visual and accessible for the public to understand. This makes Instagram the fastest-growing social media network among world leaders, and many world leaders and foreign ministries worldwide joined Instagram to reach a wider audience (Sheludiakova et al., 2021).

Instagram is one of the social media platforms widely used as a tool for Palestinian public diplomacy in the Israeli Palestinian conflict in 2023. This is because Instagram is more focused on images and videos, so visual content from the development of the Israeli Palestinian war can be conveyed Better than just content in words without images or videos. In cyber diplomacy, apart from state actors, non-state actors, such as economic interest groups, environmental watch groups, and cultural activity groups, interact and influence each other. Through public diplomacy, state and non-state actors help explain relevant information about a country. They can also refute or correct misinformation about a country's self-image worldwide (Candrasari et al., 2022; Okafor, 2022).

Palestine's use of public diplomacy via social media is nothing new. Before the conflict between Israel and Palestine in 2023 occurred, Palestine had used the social media Twitter to carry out public diplomacy to gain international support for the recognition of Palestine as a sovereign state. Palestine's efforts to gain support for its country's sovereignty are carried out by spreading the various supports it has received from other countries via the Twitter account @nadplo. On this account, Palestine provides information about bilateral relations with various countries, as is carried out by sovereign countries. For example, when France suffered a terrorist attack in 2016, Palestine provided support to the French State and expressed its condolences for the terrorist tragedy in Nice, France. In Palestine's upload on Twitter, Palestine began its remarks with the words "State of Palestine." This can be seen as an attempt by Palestine to align itself with the French state, namely that they are both sovereign states.

Not only that, in the statement, Palestine also stated, "... Palestine firmly stands in solidarity with France in this painful time." Palestine's statement in the quote can be interpreted as meaning that Palestine describes itself as the same country as France so that it can empathize and feel what the French state feels about this tragedy. Not only that, in the Instagram post, Palestine also wrote, "... Palestine firmly stands in solidarity with France in this painful time," which is a manifestation of the equalization of the character of a country where Palestine, as the same country as France, can feel sad about the tragedy. The humanity that is happening in his country.

The conflict between Israel and Palestine in 2023 has become an exciting and viral issue on Instagram. In the conflict between Israel and Palestine, public diplomacy via social media and Instagram is often carried out by Palestinians through the accounts of Palestinian embassies in various countries. Apart from that, the cyber diplomacy carried out by Palestine

in 2023 will also be carried out by many non-state actors, one of which is the Instagram account @eye.on.palestine.

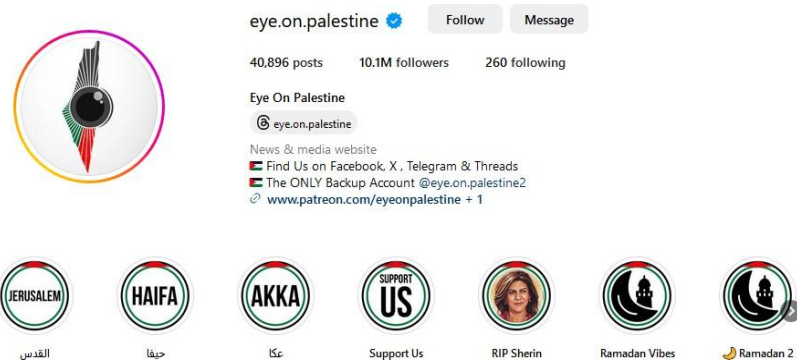


Figure 1. Eye.On.Palestine Instagram account

Eye on Palestine is the most prominent Palestinian social media account with more than ten million followers on Instagram, and it continues to actively reveal the condition of Palestine after the Israeli and Palestinian war in 2023. Posts uploaded by the @eye.on.Palestine account can be categorized into three things. Namely the suffering of the Palestinian people due to Israeli attacks, damage to infrastructure in Palestine, Israeli attacks on Palestinians and support provided by other countries to Palestine.

I am first, related to the suffering of the Palestinian people. The Instagram account @eye.on.Palestine mainly covers the suffering of children and women amid war. As can be seen in the following image:



Sumber: Instagram account post @eye.on.palestine

Figure 2. Suffering of Children and Women in Palestine

Second, it is related to infrastructure damage in Palestine. The Instagram account @eye.on.Palestine also uploaded many photos and videos showing damage to significant

buildings and infrastructure in Palestine due to Israeli attacks. This can be seen in the following image:



Sumber: Instagram account post @eye.on.palestine

Figure 3. Damage to infrastructure in Palestine due to Israeli attacks

Third, it is related to Israeli attacks on Palestinians. In several posts, the @eye.on.palestine account posted photos of Israeli attacks on Palestine, the following picture:



Source: Instagram account post @eye.on.palestine

Figure 4. Israeli attacks on Palestine

Finally, it is related to the support provided by other countries to Palestine. Apart from uploading the conditions of society in Palestine, the @eye.on.palestine account also uploads the support that Palestine receives from other countries, such as Turkey and Yemen, as seen in the following picture:



Figure 5. Support for Palestine from Turkish and Yemeni Citizens

Referring to Leonard (2002), who divides the hierarchy of public diplomacy into four parts, namely increasing public knowledge and recognition, increasing public appreciation, increasing public connection and interest, and influencing society, the aim of public diplomacy through Instagram posts of the Palestinian embassy in the Israeli Palestinian conflict will also be grouped into four hierarchies of public diplomacy.

First, to increase public knowledge and recognition, namely knowledge about the country's existence. If it is related to the conflict between Israel and Palestine in 2023, the aim of public diplomacy carried out by the Palestinian Embassy is to disseminate information about the condition of Israel and Palestine, which have experienced conflict for 75 years ago because of Israel's actions in the Palestinian territories.

Second, to increase public appreciation, which can be interpreted as public diplomacy via social media, Instagram was carried out by Palestine to make the public see that Palestine

has a vital position on a particular issue, namely as the "guardian of the Al Aqsa Mosque." As is safe to know, the al Aqsa Mosque has an essential history for Muslims, namely as a silent witness to the journey of the Isra' Miraj of the Prophet Muhammad SAW. from Mecca to Jerusalem.

Third, increase connection and interest. One of the tag lines raised by Palestine in its public diplomacy is about humanity. This is closely related to the indiscriminate attacks carried out by Israel on residential areas, places of worship and even hospitals, which are actively operating to help the community after the war on October 7, 2023.

Fourth, to influence society. In contrast to conventional diplomacy, the focus and target of public diplomacy are the international public, who pays attention to and cares about international issues. Palestine's public diplomacy aims to influence and gain support from the public for what is happening to Palestine currently.

Understanding the concept of public diplomacy leads to the goals of public diplomacy that a country hopes to achieve. Even though the Palestinian aim has never been explicitly stated as to the aim of the public diplomacy carried out, the aim of the public diplomacy carried out by Palestine can be read implicitly through the various public diplomacy activities carried out, namely to gain international support for Palestinian sovereignty as a state, which ultimately refers to International attention to human rights violations in the Palestinian territories must be stopped immediately.

For Palestine, social media is critical to be able to convey the conditions of their region so that the international world can understand the suffering experienced by the Palestinian people. Therefore, they can get support so that human rights violations in the Palestinian territory can be stopped. Meanwhile, for Israel, the use of social media can be used to increase the fighting spirit of its soldiers by exposing the various achievements of the conflict so that the enemy's fighting spirit can be weakened.

The economic gap between Israel and Palestine allows Israel to have greater power in controlling information that can be exposed from the Gaza region, such as sorting information that can be published internationally. This can be seen in Israel's policy of monopolizing information under the Israel Defense Forces (I.D.F.) Spokesperson Unit can be accessed via YouTube (Ben-David, 2014).

Controlling information from the Gaza Strip was met with resistance from the Palestinian side, where in 2008, the Palestinian party succeeded in spreading information via Twitter in the form of photos and videos. Apart from that, Palestinian journalists also use

several other alternatives to disseminate information related to Palestine, namely via Skype and blogs. This was also ultimately welcomed by Palestinian supporters outside the Palestinian territories who used the Qassam Count bot to find out updates about conditions in Palestine.

In 2023, when the Israeli and Palestinian conflict re-emerges, technological and information developments have become much more developed, with Palestinian people using social media more intensely. This has succeeded in making the international response to the Israeli and Palestinian conflict higher. However, Palestine's use of social media as a cyber diplomacy tool only sometimes runs smoothly. In 2023, the Instagram account @eye.on.palestine was also blocked by Instagram, although the account was restored in the end.

Public Opinion Formed from Instagram Social Media Reporting about the Israeli and Palestinian Conflict

In cyber diplomacy, social media is one of the platforms that is often used. Through cyber diplomacy, social and political interests will be channelled through social media as a form of public diplomacy effort. Social media is used as a forum for public diplomacy to shape and influence public opinion; social media platforms play a vital role.

The fundamental difference between conventional media and social media lies in their characteristics. Social media can disseminate information quickly to various parties, and this condition is difficult to control. Meanwhile, even though press freedom is regulated, conventional media still has filters on some news, regulations, and codes of ethics in conveying information to realize responsible freedom. Therefore, the public uses social media more to express their aspirations.

Public diplomacy aims to influence public opinion or elites in other countries to change that country's foreign policy to gain benefits for the influencing country. The term public opinion is often used to refer to the collective opinions of many people (Qadri, 2019); where these opinions are formed after the public learns about an issue which then influences their attitudes, views and behaviour (Kelman, 2017). Opinions can show a person's attitude because opinions are expressed verbally, while behaviour is expressed nonverbally (Mehrabian & Ferris, 1967).

Public opinion is an inseparable part of a country's foreign policy. Tsauro (2016) states that there are two approaches regarding the relationship between public opinion and the

implementation of public policy: the bottom-up approach and the top-down approach. The bottom-up approach views relationships as created through a pluralist policy formulation model. Foreign policy originates from the needs of the people, so public opinion creates foreign policy. Meanwhile, the top-down approach is based on the principle of Conventional Wisdom. In this case, the elite understands the needs of society, so after going through a foreign policy consensus, public opinion is born.

Many people around the world have responded to the conflict that has occurred between Israel and Palestine since relations between Israel and Palestine heated up on October 7, 2023, via social media and Instagram. State and non-state actors are involved in voicing their opinions on their respective social media platforms and showing their support for a country. Pro-Palestinian demonstrations took place in various cities in Europe and the United States. Even a massive demonstration, attended by more than 20,000 people, also occurred at the Lincoln Memorial, Washington DC, where US. presidents-elect usually give speeches after winning the election. The crowd shouted pro-Palestinian chants and called on the U.S. Government to stop the grant aid that is routinely given to Israel every year.

From 7 to 11 November 2023, there were 2.9 million posts on Instagram with the hashtag #freepalestine. This shows that there has been a shift in public opinion in the Israeli and Palestinian conflict in which the public provides positive support for Palestine. The rise of support for Palestine as a form of public opinion often gives rise to new problems where pro-Palestinian social media activists experience accounts being blocked or postings deleted, including an activist named Mohammed el-Kurd being deleted and accused of 'committing hate speech,' even though he posted is a video showing Israeli police carrying out violent actions, without any personal comments. Activists also complained about the limited distribution of their posts or the removal of pro-Palestinian groups on social media (Elmimouni et al., 2024).

CONCLUSION

The use of social media in cyber diplomacy has become increasingly common in recent years and has given diplomats new tools to interact with stakeholders, shape public opinion, and coordinate response efforts during crises. Palestine's cyber diplomacy during 2023 will be carried out by state and non-state actors, one of which is carried out by the Instagram account @eye.on.palestine, Palestine's most extensive Instagram account. Posts uploaded by the @eye.on.Palestine account can be categorized into three things, namely the suffering of the Palestinian people due to Israeli attacks, damage to infrastructure in Palestine, Israeli attacks on Palestinians and support provided by other countries to Palestine.

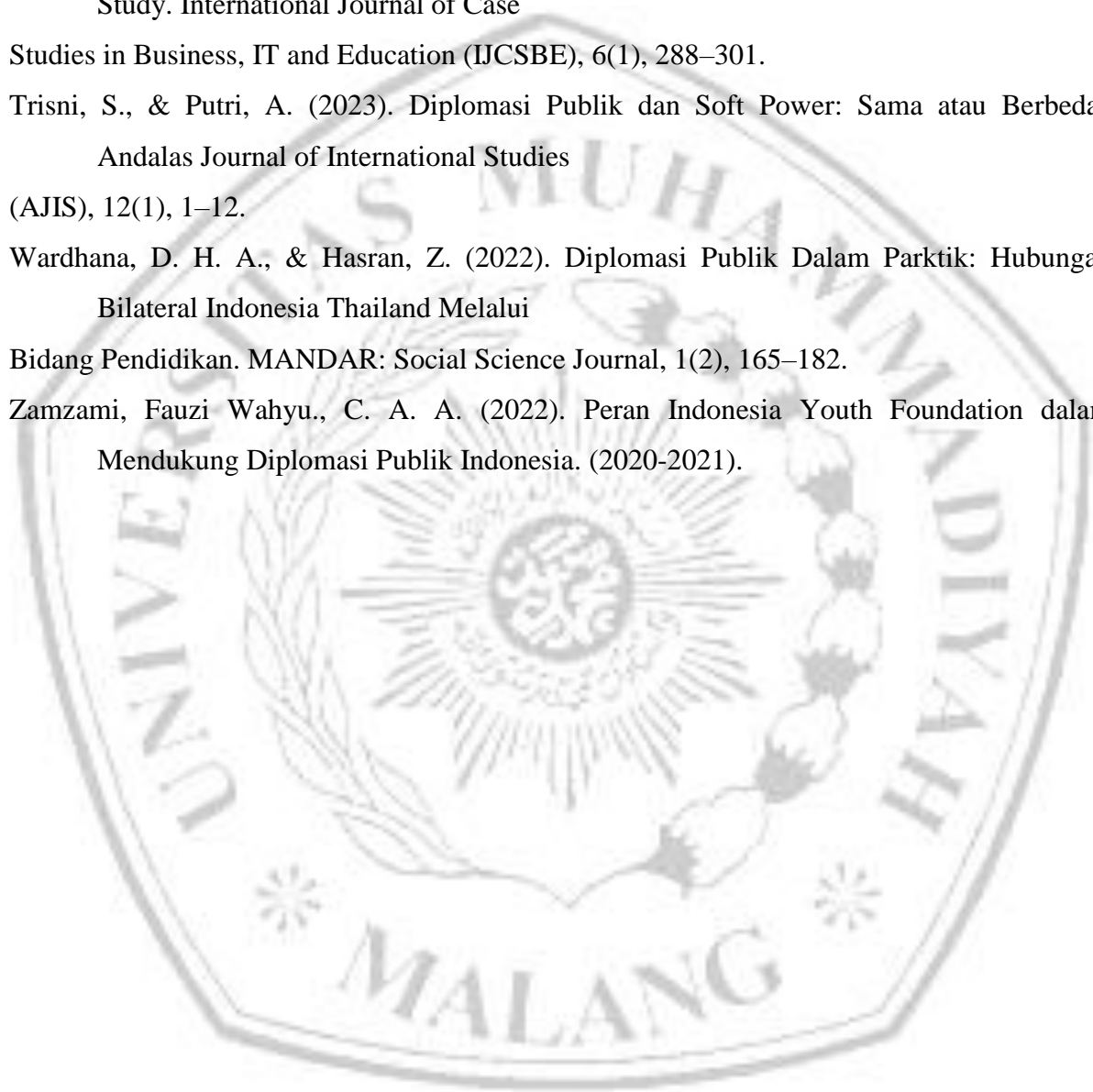
The use of social media in diplomacy can be analyzed from various theoretical perspectives, including network and public diplomacy. While social media offers many opportunities for diplomacy, it also poses challenges, such as the need to balance transparency with confidentiality, maintain diplomatic protocols, and protect the security of communications. Despite these challenges, social media has become integral to modern diplomacy, offering new opportunities for diplomats to interact with foreign publics, promote their country's interests and values, and manage crises. The Instagram social media cyber diplomacy carried out by Palestine is an international campaign that focuses specifically on concerns involving ending the Occupation and Israeli attacks on the Palestinian People, which have caused many casualties, especially children and women. The cyber diplomacy carried out by Palestine has succeeded in making Palestine receive much support from various countries and criticism for Israel's actions against Palestine.

REFERENCES

- Barston, R. P. (2019). *Modern diplomacy*. Routledge.
- Candrasari, R., Febryanto, S., & Ariza, C. (2022). Promotion & Marketing Strategy Of Bener Meriah Tourism Potential In Increasing The Number Of Visitors (A Study At The Tourism Office Of Bener Meriah Regency 2022). *Proceedings of International Conference on Social Science, Political Science, and Humanities (ICoSPOLHUM)*, 3, 22.
- Ciasca, A. (1961). I capitelli a volute in Palestina. *Rivista Degli Studi Orientali*, 36, 189–197.
- Cull, N. J. (2009). *Public diplomacy: Lessons from the past (Vol. 22)*. Figueroa Press Los Angeles, CA.
- Davis, M. G. (1996). *The Cold War, refugees, and United States immigration policy, 1952--1965*. Vanderbilt University.
- Elmimouni, H., Skop, Y., Abokhodair, N., Rüller, S., Aal, K., Weibert, A., Al-Dawood, A., Wulf, V., & Tolmie, P. (2024). *Shielding or Silencing?: An Investigation into Content Moderation during the Sheikh Jarrah Crisis*. *Proceedings of the ACM on Human-Computer Interaction*, 8(GROUP), 1–21.
- Firdaus, F., Putra, J. S., Saaulia, R., & Adnis, S. (2020). *Yasser Arafat dan konflik Palestina-Israel (tinjauan sejarah)*. *Khazanah: Jurnal Sejarah Dan Kebudayaan Islam*, 10(1), 1–12.
- Kelman, H. C. (2017). Processes of opinion change. In *Attitude change* (pp. 205–233). Routledge.
- Kinyanjui, J. W. (2014). *Effects of social media revolution on public diplomacy: the case of united states of America embassy in Nairobi*. University of Nairobi.
- Kumalaningrum, W. S. (2021). *Strategi diplomasi publik Pemerintah Korea Selatan terhadap Indonesia melalui Hallyu*. *Indonesia Berdaya*, 2(2), 141–148.
- Leonard, D. C., Filippenko, A. V, Li, W., Matheson, T., Kirshner, R. P., Chornock, R., Van Dyk, S. D., Berlind, P., Calkins,

- M. L., & Challis, P. M. (2002). A study of the type II-plateau supernova 1999gi and the distance to its host galaxy, NGC 3184. *The Astronomical Journal*, 124(5), 2490.
- Marston, G. (1988). Armed intervention in the 1956 Suez Canal crisis: the legal advice tendered to the British government. *International & Comparative Law Quarterly*, 37(4), 773–817.
- Mehrabian, A., & Ferris, S. R. (1967). Inference of attitudes from nonverbal communication in two channels. *Journal of Consulting Psychology*, 31(3), 248.
- Muwaffiq, M. A. (2020). *Diplomasi Indonesia Dalam Perlindungan Tenaga Kerja Indonesia (TKI) Di Malaysia Tahun 2016-2017*. Program Studi Ilmu Hubungan Internasional Fakultas Ilmu Sosial Dan Ilmu
- Okafor, S. O. (2022). Colonial Vestiges, Indigenous Policy-Logical-Framework, and Sustainable Development in Nigeria. *Jurnal Ilmu Sosial Dan Ilmu Politik Malikussaleh (JSPM)*, 3(1). <https://doi.org/10.29103/jspm.v3i1.6263>
- Prakoso, S. G., Ardita, N. D., & Murtyantoro, A. P. (2019). Analisis Diplomasi Soft Power Denmark Terhadap Indonesia (Studi Tentang Kerja Sama Pengelolaan Lingkungan di Indonesia) [An Analysis of Denmark's Soft Power Diplomacy in Indonesia (A Study nn Environmental Management Cooperation in Indonesia)]. *Jurnal Politica Dinamika Masalah Politik Dalam Negeri Dan Hubungan Internasional*, 10(1). <https://doi.org/10.22212/jp.v10i1.1317>
- Qadri, H. (2019). *Business ethics in Islam*. Routledge.
- Santoso, R. A., Zeba, D. N., Tia, M. S., & Barella, Y. (2024). Bridging Borders: Exploring Diplomatic Ties Through Educational Exchange Between South Korea And Indonesia. *Nusantara Journal of Multidisciplinary Science*, 1(10), 876– 883.
- Setiawan, I. P., & Suryanti, M. S. D. (2021). Keterlibatan Asean dalam Menangani Konflik Myanmar (Studi Kasus: Konflik Etnis Rohingya 2017 – 2019). *POLITICOS: Jurnal Politik Dan Pemerintahan*, 1(2). <https://doi.org/10.22225/politicos.1.2.2021.83-97>

- Sheludiakova, N., Mamurov, B., Maksymova, I., Slyusarenko, K., & Yegorova, I. (2021). Communicating the Foreign Policy Strategy: on Instruments and Means of Ministry of Foreign Affairs of Ukraine. SHS Web of Conferences, 100, 2005.
- Thomas, L., & Bhat, S. (2022). A Comprehensive Overview of Telegram Services-A Case Study. International Journal of Case Studies in Business, IT and Education (IJCSBE), 6(1), 288–301.
- Trisni, S., & Putri, A. (2023). Diplomasi Publik dan Soft Power: Sama atau Berbeda? Andalas Journal of International Studies (AJIS), 12(1), 1–12.
- Wardhana, D. H. A., & Hasran, Z. (2022). Diplomasi Publik Dalam Parktik: Hubungan Bilateral Indonesia Thailand Melalui Bidang Pendidikan. MANDAR: Social Science Journal, 1(2), 165–182.
- Zamzami, Fauzi Wahyu., C. A. A. (2022). Peran Indonesia Youth Foundation dalam Mendukung Diplomasi Publik Indonesia. (2020-2021).



202010360311186

Akbar Muhammad Luthfi Al Mughni

Prodi Hubungan Internasional



UNIVERSITAS MUHAMMADIYAH MALANG
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Jurusan : Ilmu Kesejahteraan Sosial * Ilmu Pemerintahan * Ilmu Komunikasi * Sosiologi * Hubungan Internasional
Jl. Raya Tlogomas No. 246 Telp. (0341) 460948, 464318-19 Fax. (0341) 460782 Malang 65144 Pes. 132

LEMBAR PERSETUJUAN
DETEKSI PLAGIASI

SKRIPSI/TESIS/DISERTASI DENGAN JUDUL:*)

THE ROLE OF SOCIAL MEDIA A TOOL OF CYBER DIPLOMACY
FOR GLOBAL PUBLIC OPINION PRO PALESTINE

Oleh:

Nama : Akbar Muhammad Luthfi Al Mughni

NIM : 202010360311186

Telah memenuhi persyaratan untuk dilakukan deteksi plagiasi

Malang, 02 Juni 2025

Menyetujui,

Dosen Pembimbing

Ruli Irayah Ramadhono, M.Si.