SENTIMENTS VIA #ABRAHAMACCORDS ON THE UAE AND ISRAEL NORMALIZATION

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Abstract

On 15 September 2020, the UAE normalized relations with Israel, which sparked controversy on Twitter with the #AbrahamAccords. By using Digital Movement Opinion (DMO) and the concept of sentiment analysis, this study aims to determine the sentiment of public opinion that develops on Twitter media related to the normalization of this relationship. This study used a qualitative approach through the use of text mining methods using Natural language Toolkit (NLTK) as a platform in Python to analyze 490 tweets with #AbrahamAccords. The results of the study showed that the sentiment of public opinion that developed on social media Twitter was a positive sentiment with 75% of the 490 tweets. It also showed that views on the relationship between the UAE and Israel on social media Twitter via #AbrahamAccords tend to support this normalization. Some factors that influenced the positive sentiment were the role of the mass media and political actors.

Keywords: Abraham Accords, Sentiment Analysis, Public Opinion, Twitter

Abstrak

Pada 15 September 2020, UEA melakukan normalisasi hubungan dengan Israel yang yang mengundang kontroversi di Twitter dengan #AbrahamAccords. Dengan menggunakan Digital Movement Opinion (DMO) dan konsep sentiment analisis, penelitian ini bertujuan untuk mengetahui sentimen dari opini publik yang berkembang pada media Twitter terkait dengan normalisasi hubungan tersebut. Penelitian ini menggunakan metode kualitatif melalui pemakaian metode teks mining dengan menggunakan Natural language Toolkit (NLTK) sebagai platform di Python guna menganalisis 490 tweets dengan #AbrahamAccords. Hasil penelitian menunjukkan bahwa sentimen dari opini publik yang berkembang di media sosial Twitter adalah sentimen positif dengan 75% dari 490 tweet yang di peroleh. Hal ini menunjukkan bahwa pandangan terhadap hubungan UEA dengan Israel pada media sosial Twitter melalui #AbrahamAccords cenderung mendukung adanya normalisasi tersebut. Beberapa faktor yang mempengaruhi sentiment positif yang terjadi ialah peran media massa dan aktor politik.

Kata Kunci: Abraham Accords, Analisis Sentimen, Opini Publik, Twitter

Introduction

On 13 August 2020, the United Arab Emirates (UAE) announced the full normalization of relations with Israel through an agreement known as the *Abraham Accords Peace Agreement: Treaty of Peace, Diplomatic Relations, and Full Normalization* (Guzansky & Marshall, 2020). The deal was officially signed at the White House, Washington DC, United States, on 15 September 2020, by Sheikh Abdullah bin Zayed as the Minister of Foreign Affairs of the UAE and Benjamin Netanyahu as the Prime Minister of Israel (Singer, 2021). The signing of the Abraham Accords was a historical moment, especially since the formation of Israel in 1948 (Bowen, 2020). For Israel and the UAE, normalizing relations between the two countries is a form of effort to bring about peace in the Middle East (US State Department, 2020).

Before the UAE normalized foreign relations with Israel in 1979, Egypt had opened diplomatic relations with Israel. Jordan also later took a similar step in 1994. Thus, the existence of the Abraham Accord made the UAE the third country to establish diplomatic relations with Israel (CNN Indonesia, 2020). The normalization of diplomatic relations carried out by the UAE against Israel provides a change to the status quo that has persisted for more than 25 years, in which Arab countries continue to defend Palestine by not recognizing Israel's sovereignty (Aljazeera, 2020). The UAE's normalization policy certainly has raised pros and cons in Middle Eastern countries. Palestine and Iran are two countries that condemn the policy of normalizing UAE-Israel relations (Wirawan, 2020). Meanwhile, Egypt and Jordan support the UAE's actions because both countries consider that the existence of the Abraham Accord can create Peace and stability in the Middle East region (Wirawan, 2020).

The normalization of the UAE's relations with Israel has become a trending topic worldwide, including on Twitter. As a matter of fact, many use social media to voice public opinion, one of which is Twitter (Syarief, 2017). Twitter is a micro-blogging social media, a means of communication in technological developments in the current digital era. Twitter is one of the platforms widely used by the public because it is free to use and interactive as well as thoroughly connected so that it can help people from various countries worldwide to interact (Lupton, 2014; Olofinlua, 2019). The use of social media such as Twitter is straightforward to access by just being connected to

the internet and without the need to use a lot of costs, so it makes a lot of public involvement in using social media (Putri et al., 2020). Twitter is a valuable platform for seeing people's opinions of a particular current event (Rastogi & Bansal, 2021). According to Klar et al. (2020) in their research showing that Twitter is an instrument that provides opportunities for scholars to encourage their research without having to be based on research that has been done by others. Using hashtags on Twitter is one way to promote research, including the research that the author will examine related to the #AbrahamAccords that emerged during the normalization of relations between the UAE and Israel.

The use of hashtags is commonly used on Twitter because using hashtags usually refer to a thing or event and are also widely used for events or events that are being discussed, including, in this case, #AbrahamAccords which refers to the normalization of relations between the UAE and Israel (Rill et al., 2014). Twitter and social media hashtags are a Digital Movement Opinion (DMO). DMO, according to Barisione et al.(2019), is a movement that expresses a public opinion on an issue. DMO is a unilaterally spontaneous comment from the public, which can be either negative or positive. It is a social movement that occurs online; and involves both sectoral and inter-sectoral scopes; without any pre-defined organizing network and is relatively short-lived (Barisione et al., 2019).

DMO is an emotional wave that appears on social media, a reaction to events that are important in global media coverage. The use of hashtags in social media, such as Twitter, is a keyword to identify a topic to be discussed, so using hashtags is a powerful way to analyze DMO. The emergence of his movement is caused by several things, such as an emotion-laden event or issue, public interest, political relevance, and events or issues covered mainly by news media. In the DMO analysis through hashtags, according to Barisione et al. (2019), several conditions must be met; first, the hashtag used as an independent mass communication must have a broad reach. Second, through the hashtag, there are pro and contra opinions about the event. Third, although DMO has a spontaneous character and does not have an extended period, it does not end in an hour or a day, making it possible to last a long time (Barisione et al., 2019).

Media is an exciting object to discuss, especially seeing how the role of the media is as a place to voice opinions from the public. In other words, this case is

included in mass communication–one of the studies in communication science. Mass communication is only associated with communication using mass media in the form of newspapers, magazines, or tabloids and electronic media such as television and radio. However, in the modern era now, mass communication has a broader scope or is known as the presence of multimedia, namely the internet, so mass media is not limited to print and electronic media but also multimedia in the form of the internet (Ritonga, 2018).

The development of technology and media has also created a new concept in viewing public opinion, especially in social media, known as new media. This new concept is known as sentiment analysis. According to Yadollahi et al. (2017) that sentiment analysis has two parts: first, *opinion mining*, which is a sentiment analysis that focuses on the expression of opinions, whereas the concept of opinion mining is more on text analysis which can be negative, positive and neutral; and second, *emotion mining*, which focuses on text analysis whether it conveys an emotion or not (Yadollahi et al., 2017). Sentiment analysis is used to achieve several goals, such as public opinion on an issue or policy (Holland & Spetalnick, 2020).

In this study, the author uses several references that have been made previously. Research conducted by Cheet et al. (2021) look at how people's opinions on Twitter are related to the impact of the Covid-19 pandemic on education using sentiment analysis. The results of this study found that tweets with negative sentiments were greater than positive tweets because even though learning from home was safe, changing the online system caused many problems both from the level of understanding even though there were technical problems both from the signal and the uneven access to the internet. The use of sentiment analysis in this study can see how the public responds and classify negative and positive opinions on an issue (Cheeti et al., 2021).

The second research is from Ruger et al. (2021) regarding the sentiment analysis of Shopee customers on Twitter using the naive Bayes algorithm. The results of this study indicate that positive and negative sentiments have the same value, namely 150:150, with a total sample of 300 tweets with a level of accuracy 97%. This study also shows that the sentiment analysis used is considered effective in seeing public opinion of a thing or issue that is currently happening (Ruger et al., 2021).

Research from Hitman and Zwilling (2022) examines the response of people in Arab countries through Twitter media when the UAE established relations with Israel

through the account of the UAE leader. In their research, they found that the UAE public, in the majority, supported the steps to normalize relations carried out by the UAE. This study has similarities with previous studies that both discussed the relationship between the UAE and Israel on Twitter media. However, method, object, and time setting distinguish this research from The research by Hitman and Zwilling (2022). The current study used sentiment analysis, while previous research employed social network analysis. The previous study focused on posts on Twitter of Arab leaders which is different from this study that examined the hashtag #AbrahamAccords on Twitter due to the normalization of the relationship. The previous study attempted to shed light on the opinion of the Arabs before the normalization occurred, while this study analyzed the public opinion on Twitter media after the normalization of the relationship.

Based on this background, this research aims to look at public opinion on Twitter media through #AbrahamAccords in terms of sentiment analysis and Digital Movement Opinion. This research is important because this research is the first to discuss public sentiment on the UAE's relationship with Israel through the hashtag #AbrahamAccords.

Method

This study used qualitative research methods, which are inductive research, and in general, researchers provide views or explore meanings and insights in a situation. Qualitative research is a social action that emphasizes how a person interprets the social reality of the individual (Mohajan, 2018). It is further explained that qualitative research is not research that studies in the form of numbers or statistics, but this research focuses on social and cultural anthropology, philosophy, psychology, history, and sociology (Mohajan, 2018). The qualitative method in this research is through data collection in the form of words and pictures, emphasizing the results' meaning (Anggito & Setiawan, 2018).

This study used sentiment analysis which is a process that determines sentiment and groups the polarity of text in a document or sentence, categorized as negative, positive, and neutral (Prabowo & Wiguna, 2021; Rachman & Pramana, 2020). A sentiment analysis is a natural language processing at the granularity level by

classifying documents, sentences, and phrases (Srivastava et al., 2019). This sentiment analysis focuses on giving sentiment to each sentence so that the sentences obtained can be classified into positive, negative, and neutral (Ardiani et al., 2020). The sentiment analysis is carried out by machine learning, extracting data from Twitter (Shayaa et al., 2018). The sentiment analysis using text mining is the process of processing data in the form of text carried out by a computer which will later be used as a pattern to obtain important information or information that has not been previously known (Sari & Wibowo, 2019; Simanjuntak & Pramana, 2021). Text mining is capable of generating information through the grouping and processing of large amounts of unstructured data.

Text mining is also used to get helpful information from a text which does not have a structured format (Prabowo & Wiguna, 2021). In this case, text mining is used as a type of Text mining algorithm to classify text on Twitter (Thakur & Kumar, 2022). Text Mining effectively analyzes and compares words in large and unstructured amounts of data (Xu & Guo, 2018). The tools in this research use Python with the Natural Language Toolkit (NLTK), a Python platform for analyzing text. This study uses Python because Python is a simple programming language and has special functions in linguistic data processing (Bird et al., 2009). In this study, 532 tweets were obtained from September 2020 to February 2021, which went through the cleaning process. There are 490 tweets referring to the normalization of the UAE's relations with Israel.

In looking at sentiment analysis on objects or phenomena on social media, several processes must be carried out, especially on Twitter. Analyzing tweets using Sentiment analysis is popular in using NLP (Natural Language Processing) (Corcoran et al., 2020). In analyzing sentiment on the #AbrahamAccords, the first step was to install the python library using the Twint Library, a tool to access tweets on Twitter from the desired accounts without the need to use an API (Application Programming Interface). The use of Twint makes it possible to extract all tweets via keywords and the desired time on Twitter (Yanti et al., 2021). Then NLTK (Natural Language Tool Kits) with the pip install command was used. Pip in Python is a packages manager used to install libraries that are useful in analyzing text (Takefuji, 2021). The next step was to use numpy, a Numerical term in Python used to handle big data quickly and efficiently because Twitter will process large amounts of data (Shukla & Parmar, 2016). Then

Pandas and matplotlib were used to visualize the data obtained from Twitter (Persson & Khojasteh, 2021). In analyzing the sentiment of each tweet, the Lexicon approach is used to see the meaning of the language, either positive or negative. Vader was used as a Lexicon-based analysis tool to see sentiments expressed through social media such as Twitter. Vader is highly recommended because it is fast and efficient, and there is no doubt about its accuracy (Botchway et al., 2020).

The data obtained by extracting data using the Twint library with the keyword #AbrahamAccords can be seen in Table 1.

Table 1. Data of Tweets Collected From #AbrahamAccords

Screen Name	Text	Timestamp
InbarCohen13	Today we're going to make HISTORY and bring Peace closer in the Middle East #AbrahamAccords #UAEIsrael #BahrainIsrael	2020-09-15 21:45:05
4noura	I love Peace, but this is not Peace. Neither was Israel's support of Apartheid South Africa or El Salvador leading up to civil war or Bahrain, denying its people freedom. https://t.co/DgG23KGT5a #UAE #Bahrain #Israel #Normalization #Imperialism #AbrahamAccords	2020-09-15 20:40:44
Rvilkomerson	Today the "peace" treaty normalizing relations between #UAE & #Israel will be signed at the White House. But Israeli bombs over Gaza should not be normal. The Apartheid Wall should not be normal. Systemic oppression & racism should not be normal. #AbrahamAccords	2020-09-15 07:08:54
JoelCRosenberg	Numerous Evangelical leaders — including those I brought to the United Arab Emirates as part of a delegation in	2020-09-15 07:08:54

Thani75	2018 — will be @WhiteHouse for the #AbrahamAccords signing tomorrow. Huge answers to our prayers for Peace. To my Palestinian & Israeli brothers, violence reaps violence. Peace reaps prosperity. Give Peace a chance and join UAE, Bahrain, and Israel. Let's fix what history broke #AbrahamAccords.	2020-09-16 00:07:45
RCamposDuffy	@realDonaldTrump weening us off Middle East oil & making America energy independent, helped set the stage & geopolitical positioning for historic #AbrahamAccords peace deal. Why isn't the media talking about this? @RichardGrenell @PeteHegseth @GovMikeHuckabee @KatiePavlich	2020-09-21 02:18:49

Results and Discussion

This study discussed the language expressions that appear to normalize relations between the UAE and Israel through Twitter media. The keyword that immediately leads to normalizing the relationship is #AbrahamAccords.

Visualization Sentiment on the Relationship of UAE-Israel
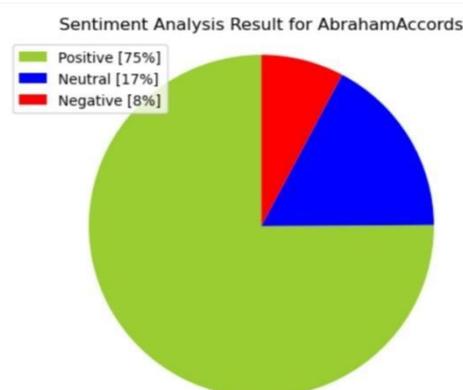

Figure 1. #AbrahamAccords Tweets Based on Sentiment

Based on the number of tweets obtained, there are 75% positive sentiments. Based on the diagram, about 17% of tweets have neutral sentiments, and about 8% of tweets have negative sentiments. The positive sentiment indicates that it supports the establishment of relations between the UAE and Israel. At the same time, neutral demonstrates no positive or negative sentiment value because it is not on one side. The negative sentiment indicates that it does not support the relations carried out by the UAE with Israel.
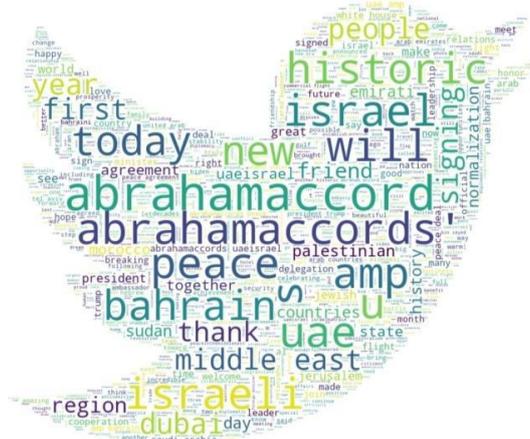

Figure 2. World Cloud Sentiment #AbrahamAccords

Through *World Cloud,* the most dominant words are the words *AbrahamAccords*, but three other words are rather more prevalent, namely *Israel*, *Peace*, and *UAE*. It can be said that the World Cloud shows that the relationship between the two countries is considered a form of peace. If looking back at the relationship between the two countries, there was no background to the previous problems. Historically, there has been a conflict between Israel and Arab countries that began in 1947 when the United Nations (UN) divided the territory based on a mandate, dividing Palestine into a Jewish state and an Arab state. This conflict broke out when the British army prepared to withdraw from Palestine, marked by a war between Israeli and Arab troops(The Editors of Encyclopedia Britannica, 2022). Before the withdrawal of the British forces on 15 May 1948, Israel declared independence, which was responded to by Arab troops from Egypt, Jordan, Iraq, Syria, and Lebanon, that occupied the southern and eastern parts of Palestine and the eastern part of Jerusalem. But even so, Israel won control of the main line of Jerusalem, which repeatedly repelled Arab forces. In 1949, Israel succeeded in occupying all of the Negev up to the Egyptian-

Palestinian border except the Gaza Strip (The Editors of Encyclopedia Britannica, 2022).

The conflict between Arab countries and Israel was due to opposition from the Arab League in 1948, which stated that it did not accept the existence of a Jewish state, so there were many wars, military operations, and terrorist operations. Although previously there were peace agreements made by Arab countries such as Egypt in 1979 and Jordan in 1994, there is still no creation or direction toward peace in the Middle East (Hitman & Kertcher, 2018). The complexity of the Israeli-Palestinian conflict is difficult to resolve. One of the efforts that were made began in 1990, when Arab countries focused on determining the Israeli-Palestinian battle, which was the Oslo Agreement in 1993, the Camp David Summit in 2000, The Taba Summit in 2001, and the Annapolis conference in 2007. In resolving the Israel-Palestine conflict, it received support that focused on peacemaking aimed at resolving the competition through the Arab Peace Initiative in 2002 led by Saudi Arabia, in which the Arab League announced guidelines for resolving the conflict. The Israeli-Palestinian contest promised to build relations with Israel in the context of comprehensive peace between Israel and Palestine (Hitman & Kertcher, 2018).

However, all mediation efforts have failed because there are still conflicts between Israel and Palestine. Another thing is the Arab Spring factor, namely the political uprising that occurred in 2011, which made it increasingly unclear and challenging to create a solution to resolving the Arab-Israeli conflict, especially the creation of Peace in the Middle East. The Abraham Accords is considered one of the efforts to make Peace in the Middle East, especially in the Israeli-Palestinian conflict. Other words that also appeared, such as *Region*, *Bahrain, Countries*, and *Middle East*, related to the normalization of the UAE with Israel. As said to be in concern with the region, which in this case seems to lead to a region which, of course, the agreement provides changes for the Middle East. Then there is the word *Bahrain*, a gulf country that is also a member of the Abraham Accords. The words *Countries* and the *Middle East* refer to regions and countries involved in normalizing relations with Israel; apart from the UAE are countries in the Middle East that have joined in normalizing relations with Israel, such as Bahrain, Sudan, and Morocco.

Table 2. Most Used Words

Words	Count
Peace	219
Israel	211
UEA	143
Bahrain	78
Sign	67
History	61
Ueaisrael	51

Based on 490 samples of tweets used, it shows that the most widely used words related to the UAE's relationship with Israel through #AbrahamAccords are the word *peace*, followed by the word *Israel*. Then there are also the words *UAE*, *Bahrain*, and so on, which are related. The word *peace* shows a tendency to be more supportive of the relationship between the UAE and Israel for creating peace in the Middle East, as shown in the previous world cloud. The word *peace* is most widely used because the peace agreement between the two countries carries the title of the contract with the name *Treaty of Peace,* which is an entire diplomatic relationship carried out by the two countries. The word peace is inherent in normalizing relations between the two countries (Singer, 2021). *Bahrain* is also a word used quite a lot because, apart from the UAE, Bahrain is a country that also normalizes relations with Israel, which is also part of the Abraham Accords. On 18 October 2020, Bahrain and Israel signed seven normalization agreements (Singer, 2021).

The results obtained when examined again in the concept of sentiment analysis which emphasizes the sentiment of public opinion by analyzing the text. There are three aspects to assessing public opinion sentiment: positive, negative, and neutral. After analyzing the data set from Twitter using Python, it can be seen that the results of the concept of sentiment analysis in this study are public opinion that supports, does not support, and is neutral in the relationship between the two countries.

Positive and Negative Sentiments to UAE-Israel Relationship

Relations carried out by the UAE with Israel have caused mixed opinions on Twitter media. On one side, a positive attitude is discovered, showing that the relations carried out by the UAE with Israel can create peace. Another opinion is that the relationship built is not an act of peace. There are reasons underpinning this situation to form. Several things create positive and negative opinions in the relations between the two countries. First, a positive opinion or support for the relations between the two countries. The positive views of the collaboration are due to the narrative of peace building in the Middle East. As in the results obtained previously, the words often used are peace. In this case, the relationship between the two countries cannot be separated from the role of the United States. The involvement of the President of the United States, Donald Trump, has a significant role in achieving the normalization of relations between the UAE and Israel (Holland & Spetalnick, 2020). Trump mentioned that normalization is a way of peace and the absence of disputes or conflicts between religions because the three countries are countries in the same region. Still, the UAE and Bahrain do not have diplomatic relations with Israel due to disputes with Palestine. So, normalization is the hope of creating peace.

In addition to what President Trump conveyed, the built peace narrative is also based on the Abraham agreement, which is an agreement on normalizing the UAE's relations with Israel in the contract declaration. The order for one of the visions or things to be done is to pursue Peace (US State Department, 2020). From the declaration, the three countries agreed to maintain peace and security in the Middle East and promote peace throughout the world. This shows that Arab countries such as the UAE and Israel are normalizing relations with Israel merely to create peace and security. In addition, the narrative built by the UAE considers the Abraham agreement as the first step in realizing peace; this relationship can solve the problem of the conflict between Palestine and Israel. The UAE considers the existence of these relations, making Israel freeze not to annex the west bank and temporarily stop their territory's expansion in Palestine (Bayrak, 2021).

Second, the negative opinions, in general, can be seen from the data that the normalization of the relationship is a betrayal by the United Arab Emirates against Palestine and considers it as not peace but an acknowledgment of Israel's position in

Jerusalem. It can be said that although the relationship between the two countries is established by raising the narrative of peace, the Palestinian issue will still be questioned if it cannot resolve the problems between the two countries (Remez, 2021). The description that emerged was also seen in the media covering the relationship between the two countries. The relationship between the two countries created a media narrative in which most were optimistic about the cooperation but also criticized the issue of arms sales and questioned Israel's commitment to annexing the west bank (Guzansky & Marshall, 2020).

Differences in international media can be seen in how the global media cover the normalization of relations between these two countries. For instance, Bloomberg and CNN, which are US media, cover the normalization of relations between the UAE and Israel in a more positive direction. CNN describes the Abraham Accords as a historic agreement and a win-win situation (Allam, 2020). Bloomberg described the agreement as a landmark and a historic step in Middle East politics. European media such as the Guardian, France 24, and Deutsche Welle (DW) gave a mixed picture of the relationship as the Guardian described the relationship as historic. At the same time, France 24 and Deutsch Welle (DW) describe it from different perspectives, such as Trump's political interest in running for elections and the agreement as a betrayal of Palestine. Al Jazeera's Arab media better described the agreement's impact on Palestinian sovereignty (Allam, 2020).

In concern to giving an opinion toward an issue, public opinion cannot be separated from the role of the media in presenting a topic that is considered by the public, especially in the UAE's relationship with Israel. Twitter is the impact of globalization which makes it a hybrid media. Hybrid media is a technology-based media that combines mass media and interpersonal communication to reach a broad audience across space and time. That public opinion in voicing opinions on the normalization of the UAE and Israel relations is undoubtedly influenced by the media itself because there are many sources of information available. It is circulating in it (Abraham, 2014).

In this case, we can see how new media, such as social media, affect the old media. The mass media that used to be only printed and electronic media has included new media, such as Twitter (Zain, 2014). In the case of the normalization of the UAE's relations with Israel, it is an international issue that involves global media such as

Association Press, Bloomberg, CNN, Reuters, and Agence France-Presse media which 90% are media that provide information in the world. These media have penetrated the digital world, such as social media, to convey information, including Twitter, a social media widely used by the public (Mcphail, 2010). In this case, public opinion on an issue will not be separated from the role of the media, which includes a topic considered necessary for the public. The research results we obtained can be seen in Figure 3.
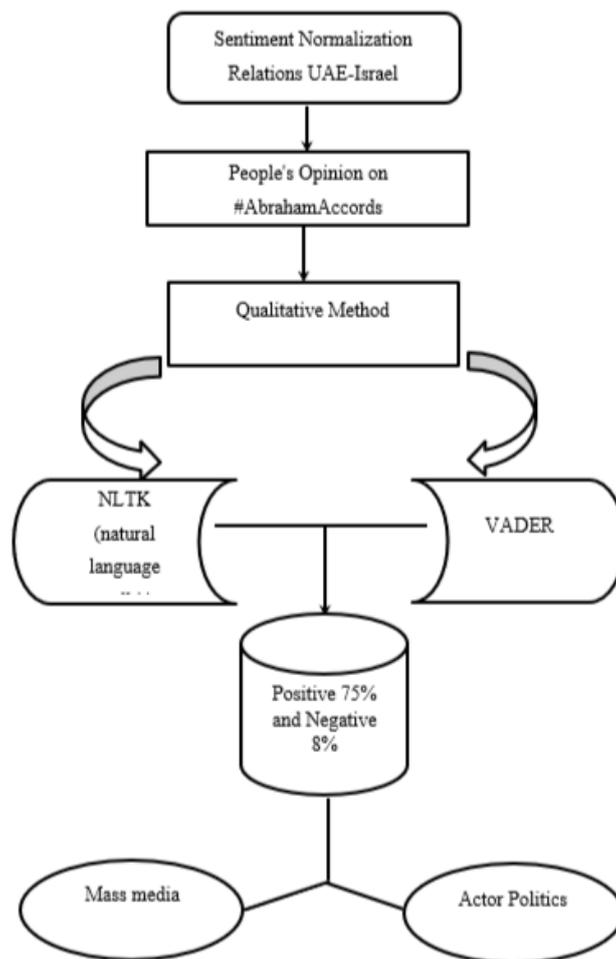

Figure 3. Summary of Research Results

After going through the sentiment analysis process through the hashtag #AbrahamAccords, it is found that public opinion sentiment supports and does not support the normalization of the relationship. These factors are influenced by the role of the media and the political actors involved. Based on the DMO concept by Barisione et al. (2019), the role of media and actors influences the formation of public opinion

through hashtags as a communication medium. The emergence of hashtags on social media, such as Twitter, as a form of DMO is influenced by news media covering events that are considered essential to the public. The difference in news media covering the normalization relationship between the two countries has been explained above. The media indirectly displays positive and negative things from the normalization of the relationship. The actors' influence cannot be separated from the transnational social media that can reach and affect anyone (Barisione et al., 2019).

Social media, such as Twitter, will not be separated from politics; this is because social media creates new trends in political participation and changes political communication by building relationships between users and informing users about recent events (Ahmad et al., 2019). Social media is a platform that can benefit specific groups, communities, or political actors; as we know, on Twitter, we see the hashtag, which is one way to refer to a thing or event. The use of hashtags is a form or method of giving opinions or discussing. The behavior of users in discussing or discussing specific topics facilitated by social media makes informal and formal politics happen (Highfield, 2016).

Using hashtags on social media such as Twitter is one way to increase movement and attract attention or as an approach. Highfield (2016), in his book, *Social Media and Everyday Politics*, states that social media is a place for personal politics and politicizing the personal (Highfield, 2016). This will not be separated from the social media we use daily. As said by Highfield (2016), personal politics or politicizing the personal is conducted by using hashtags. Using hashtags like #AbrahamAccords on Twitter is one way to influence people.

The use of #AbrahamAccords is inseparable in terms of personal politics or politicizing the personal. The author finds that there are accounts that play an active role in forming positive opinions of the UAE's relations with Israel through the #AbrahamAccords. These accounts are the accounts of politicians from Israel, UAE, Bahrain, and America, such as @tedcruz, @Hsajwanization, @AviKaner, and @ EladStr, who play a role in it; this is because, in the communication network, individuals are connected in a pattern and interest in creating relationships between actors—interacting with each other so that on Twitter, both in #AbrahamAccords. Thefore, it cannot be separated from the role of actors such as political actors in shaping

these sentiments (Bakry, 2020). In this case, it can be seen that these accounts are active in campaigning for the Abraham Accords by framing the Abraham Accords as a way of establishing peace. These accounts tweeted things that positively framed the UAE's relationship with Israel in the #AbrahamAccords.

The involvement of political actors in the hashtag #AbrahamAccords is a characteristic of DMO itself. Through the concept of DMO Barisioneet al.(2019), there are four characteristics of DMO. First, DMO is carried out spontaneously, and there is no coercion or regulation of this because, in social media, users express opinions spontaneously or provide criticism of an issue that occurs. The opinions they give are usually in the form of posts. Second, DMO does not have an extended period because it is an opinion and spontaneity. There are no actors who organize it. Third, those opinions are generally more homogeneous; users express views clearly whether they support them or criticize them. Fourth, a cross-border that makes involvement of many actors (Eriyanto, 2019).

Based on the four characteristics of DMO, the first characteristic, when viewed from the hashtag #AbrahamAccords, namely opinions that occur spontaneously on the UAE's relations with Israel, this can be seen after the use of the hashtag appeared on Twitter after the normalization of relations between the two countries. The second characteristic is that it does not have an extended period because it is only an opinion spontaneously. This shows how the number of tweets obtained when the hashtag appears from the beginning has decreased. The existence of #AbrahamAccords has also not become trending on Twitter since the beginning of the normalization of relationships. Then the third opinion that is carried out is homogeneous, either supporting or criticizing this; it can be seen from the hashtag #AbrahamAccords that public opinion supports and does not support the relationship between the two countries. Finally, cross-border involves many actors in which #AbrahamAccord is a hashtag that discusses normalizing relations between the UAE and Israel. Of course, the actors involved are not only from one country but also from other countries. The involvement of political actors can be seen from each of the two countries in using hashtags to show that the agreement is a form of peace.

The results of this study corroborate the research conducted by Hitman and Zwilling (2022) in which the majority supported the normalization of the relationship.

This study also shows that media displays the relationship between the UAE and Israel in terms of political interests, betrayal of Palestine, and a change for peace in the Middle East which was not explained in previous research. Also, public opinion on the UAE's relationship with Israel is influenced by political actors. In this sense, UAE's relationship with Israel through hashtags is an opinion of a digital movement that involves many actors.

Conclusion

Social media is an inseparable platform in our lives today. With the development of technology, social media has become a place to interact and express ourselves. Twitter is one of the popular social media for people to interact and express themselves. One form of expression carried out by the public is using hashtags. Using hashtags is a thing that is commonly used in Twitter media for an event or issue that occurs. Using #AbrahamAccords is one way for the public to express their views on normalizing the UAE's relations with Israel. In this study, it was found that through #AbrahamAccords on Twitter social media, a sentiment of public opinion was more likely to support the relationship established by the UAE with Israel by assuming that it was a form of peace. This study contributes to knowing the public opinion that develops on Twitter towards the UAE's relationship with Israel, primarily through the hashtag that appears, namely #AbrahamAccords. The relationship between the UAE and Israel is an exciting topic for further research because the relations between the two countries are getting closer to normalization. The use of social media such as Twitter and sentiment analysis contributes to seeing public opinion that develops on social media, which is a medium of communication in today's modern era. The DMO concept here shows that the news media and political actors influence public opinion on the normalized relations between the UAE and Israel. Based on sentiment analysis, many political accounts between countries from Israel, the UAE, and America play an active role using the hashtag #AbrahamAccords, and when many media cover the normalization of relations between the two countries.

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