



## THE IMPACT OF SOCIAL MEDIA CRITICISM "JULID FISABILILLAH" AS A FORM OF SUPPORT FOR PALESTINE

### *DAMPAK KRITIK MEDIA SOSIAL "JULID FISABILILLAH" SEBAGAI BENTUK DUKUNGAN TERHADAP PALESTINA*

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#### Abstrak

Konflik antara Israel dan Palestina telah berlangsung selama lebih dari tujuh dekade dan melibatkan banyak faktor yang berbeda, termasuk peran Indonesia. Artikel ini menggunakan tinjauan pustaka untuk menganalisis dampak Gerakan "Julid Fisabilillah" di media sosial dalam mendukung Palestina. Masalah yang dibahas adalah bagaimana gerakan ini mendukung Palestina dan bagaimana gerakan ini memengaruhi dinamika media sosial. Metodologi penelitian mencakup data primer dari buku, jurnal, artikel, dan data sekunder dari situs berita resmi pemerintah. Gerakan ini menggunakan metode persuasif dan taktik trolling, dengan mengacu pada teori Opini Publik Digital, Diplomasi Digital, dan konsep Keamanan Siber. Meskipun berhasil membentuk opini publik, penting untuk mempertimbangkan risiko polarisasi dan keamanan siber. Kesimpulannya, keberhasilan gerakan ini bergantung pada pendekatan yang seimbang dan responsif serta kesadaran akan keamanan siber dan diplomasi digital. Di era informasi digital, sangat penting untuk menjaga keaslian informasi dan beradaptasi dengan perubahan dinamika media sosial agar berdampak positif dan berkelanjutan.

**Kata Kunci:** *Konflik Israel-Palestina, Media Sosial, Gerakan Julid Fisabilillah*

#### Abstract

The conflict between Israel and Palestine has been ongoing for over seven decades and involves many different factors, including Indonesia's role. This article uses a literature review to analyze the impact of the "Julid Fisabilillah" Movement on social media in supporting Palestine. The problem addressed is how this movement supports Palestine and how it affects social media dynamics. The research methodology includes primary data from books, journals, articles, and secondary data from official government news sites. The movement uses persuasive methods and trolling tactics, drawing on Digital Public Opinion theory, Digital Diplomacy, and Cyber Security concepts. While it has been successful in shaping public opinion, it is important to consider the risks of polarization and cybersecurity. In conclusion, the movement's success depends on a balanced and responsive approach and awareness of cybersecurity and digital diplomacy. In the era of digital information, it is crucial to maintain information authenticity and adapt to changes in social media dynamics to have a positive and lasting impact.

**Keyword:** *Israel-Palestine Conflict, Social Media, Julid Fisabilillah Movement*



## INTRODUCTION

The Israeli-Palestinian conflict is one of the longest-running conflicts in the Middle East. This conflict has been going on for more than 70 years and has no sign of ending. The Israeli-Palestinian conflict is a long episode that has lasted for more than seven decades and involves various elements, including Indonesia. The history of this conflict began with the aspirations of the Jewish people to establish a state in Palestine, which later developed into the independence of Israel in 1948. In that time, the conflict has undergone various changes and is now complex, involving many players trying to resolve it. There are various aspects that affect this conflict, such as political, economic, religious and colonisation dimensions which are the main factors in shaping the behaviour and decisions of the parties involved (Nurdyawati, 2020).

This conflict has caused tremendous suffering for both sides, in terms of loss of life, property, and psychology. The Israeli-Palestinian conflict can be traced back to 1948, when Israel was proclaimed an independent state. This proclamation was opposed by the Palestinian people, who felt that they had been deprived of their right to their homeland. Since then, the conflict between Israel and Palestine has raged on. In 2023, the Israeli-Palestinian conflict heated up again. This was triggered by Israel's attack on the Gaza Strip, which left hundreds of Palestinians dead and thousands injured. This attack sparked international outrage, including Indonesia (Rifki Eliandy et al., 2023).

The Israeli-Palestinian conflict has long and complex historical roots. The conflict can be traced back to 1948, when Israel was proclaimed an independent state. This proclamation was opposed by the Palestinian people, who felt that they had been deprived of their right to their homeland. In 1948, a civil war between Israel and Palestine broke out. This war was won by Israel, which managed to control most of Palestine. This caused millions of Palestinians to flee to neighbouring countries, including Lebanon, Jordan and Egypt. Since then, the conflict between Israel and Palestine has continued to rage. This conflict has caused tremendous suffering for both sides, in terms of loss of life, property, and psychology.

Indonesia, as a country that consistently supports Palestinian independence, is actively involved in efforts to resolve this conflict. In addition to championing a two-state solution as a positive step to end the conflict, Indonesia also provides support in the form of humanitarian assistance to Palestine, including social and political movements in the region. By involving itself in the Israeli-Palestinian conflict, Indonesia has a significant role in finding a just and sustainable solution for peace in the Middle East (Wibowo, 2017).

In the era of globalisation and the development of information technology, social media has become the main means to voice aspirations and garner support on various social and political issues. Social media has become an important tool in global conflicts. Social media can be used to disseminate information, propaganda and mass mobilisation. In the Israeli-Palestinian conflict, social media has played an important role. Social media is used by both sides to spread information and propaganda. It is also used for mass mobilisation, both to support the conflict and to oppose it. One interesting phenomenon is the emergence of the "Julid Fisabilillah" movement, an online initiative that involves Indonesian netizens with key figures such as Erlangga Greschinov in providing support for the Palestinian cause through social media (News from Indonesia, 2023).



Carrying a name derived from a pun on the word "Jihad Fi Sabilillah," this movement attracted attention as a form of online resistance to Zionist propaganda (Prawira et al., 2021).

In Indonesia, social media has become an important tool to voice support for Palestine (Suara.com, 2023). The #JulidFisabilillah movement, initiated by Indonesian netizens, is one example of the use of social media to support Palestine. The #JulidFisabilillah movement has had a significant impact on the Israeli-Palestinian conflict. This movement has succeeded in putting psychological pressure on the Israeli army. A number of Israeli army social media accounts have been targeted by Indonesian netizens. The accounts are flooded with scathing comments criticising Israel for its actions in Palestine. This has left Israeli soldiers feeling disturbed and distressed. In addition, the #JulidFisabilillah movement has also succeeded in raising international awareness about the Israeli-Palestinian conflict. It has encouraged the international community to provide support to Palestine.

In this context, this article aims to detail and analyse the social media impact generated by the "Julid Fisabilillah" Movement as a form of support for Palestine. The formulation of the problem that arises is how the "Julid Fisabilillah" movement is an effort to support Palestine, the analysis of this phenomenon is expected to contribute to understanding the dynamics of social media in supporting the struggle of a group or country.

## **Review of theories and concepts**

### **Digital Public Opinion Theory**

Digital Public Opinion Theory is a conceptual framework that explores how developments in digital technologies, particularly social media, influence the formation and dissemination of public opinion. One of the key concepts in this theory is the "wisdom of crowds", which indicates that the collective opinions of the public exchanged online can generate greater wisdom than individual opinions. A key thinker in digital public opinion theory is Cass R. Sunstein, who in his work, "Republic.com 2.0" (2007), examines how the internet and social media shape patterns of public opinion behaviour. The theory's basic assumptions include the view that digital spaces provide a platform for a more open exchange of opinions, but can also create a "filter bubble" where individuals are only exposed to views that conform to their own beliefs. In the context of the title, Digital Public Opinion theory can provide an understanding of how social media, as used by Julid Fisabilillah, interacts with public opinion and shapes narratives related to support for the Palestinian conflict.

Digital Public Opinion Theory can provide an in-depth look at how social media can shape public opinion collectively and influence responses to geopolitical issues such as the Palestinian-Israeli conflict. Julid Fisabilillah's use of social media creates a digital space where opinions and views in support of Palestine can spread quickly. However, the theory also highlights the risk of an "echo chamber" or digital closed space, where individuals are only exposed to viewpoints that align with their own beliefs (Rinaldo Vignati, 2019). Therefore, understanding Digital Public Opinion theory can help analyse the complexity of the impact of social media in shaping opinions and support for political issues such as the Palestinian conflict.



## **Cyber Security**

The concept of Cyber Security is a holistic approach that addresses the security challenges arising from the cyber world, involving the protection of data, information, computer systems, and digital infrastructure from cyber threats and attacks. One of the key figures in the development of the cybersecurity concept is Bruce Schneier, a leading computer security expert who has contributed significantly to understanding and designing security strategies in the digital context. The basic assumption of this concept is that cyber threats can come from various parties, including hackers, criminal groups, and even countries engaged in cyber war (Schneier, 2015). In the context of the title, the concept of cybersecurity becomes relevant because support campaigns such as those conducted by Julid Fisabilillah's social media can be vulnerable to cyber threats, such as hacking attacks or data theft, which can harm support efforts and affect digital integrity.

the concept of cybersecurity has significant implications. Social media, as a key tool in support campaigns, can be the target of cyberattacks aimed at undermining or harming such efforts (Nithyanandh et al, 2020). Therefore, an understanding of the concept of cybersecurity allows researchers and practitioners to identify, prevent, and respond to potential cyber threats that could destroy the integrity of the campaign and harm the goals of support for the Palestinian-Israeli conflict promoted by Julid Fisabilillah.

## **Digital Diplomacy Concept**

Digital Diplomacy is a concept that examines how states and non-state actors utilise digital technologies and social media to achieve their diplomatic objectives. It involves analysing how states use digital platforms to communicate, influence global public opinion and engage in online public diplomacy. One of the key figures in the development of the concept of digital diplomacy is Corneliu Bjola, a professor at the School of Diplomacy and International Relations at the University of Oxford. The basic assumption of this concept is that by leveraging social media and digital technologies, countries can build a positive image, woo international public opinion, and facilitate dialogue between countries more effectively. In the context of the title, digital diplomacy theory can provide a perspective on how support efforts for Palestine, such as those undertaken by social media Julid Fisabilillah, can be strategically articulated and distributed through digital platforms to influence public opinion and support diplomatic objectives related to the conflict.

Digital diplomacy is relevant because it highlights the role of social media as a strategic tool in achieving diplomatic objectives and mobilising international support. Social media, as utilised by Julid Fisabilillah, can serve as a channel to deliver diplomatic messages to the global community, build coalitions of supporters, and design narratives that support diplomatic goals related to the Palestinian-Israeli conflict (Bjola & Holmes, 2015). By understanding the concept of digital diplomacy, research and analysis can delve deeper into how the use of social media in campaigns like Julid Fisabilillah's can influence international opinion and responses to these political issues.

## **RESEARCH METHODS**

This research will adopt a literature study methodology approach by using data derived from libraries or literature studies. This methodology involves searching and analysing various sources that are still relevant to the research subject. The research subject will include the reading and review of available sources, such as books, journals, and articles related to the research topic



(Berg,2001). The analysis process will involve the extraction of relevant information from these sources, and conclusions will be drawn to be presented in a written report. Primary data will be obtained from books, journals, and articles relevant to the research topic, while secondary data will be obtained from official government news sites to supplement the information.

This methodological approach has no specific founder as it is a research method commonly used in qualitative analysis. The basic assumption is that by detailing and analysing relevant sources, the research can gain an in-depth understanding of the topic under study. The involvement of secondary sources from official government news sites is considered complementary to provide a broader perspective and support the validity of the findings. In the context of the research title, this approach is relevant as the research aims to explore an in-depth understanding of the subject by using data from various sources, including books, journals, and official government news sites. This methodology enabled the research to present detailed and verified information in its final report.

## **RESULTS AND DISCUSSION**

The word "julid" comes from the Big Indonesian Dictionary (KBBI), which defines it as jealousy and spite. However, in everyday usage, the word is more often interpreted as the behaviour of being sarcastic or making overly harsh comments about others. The term became popular in Indonesia around 2017, initially used by gossip accounts on social media to describe their snarky behaviour. However, over time, the term "julid" began to be used by the wider community to refer to snarky behaviour in general.

Although the origin of the word "julid" comes from the KBBI, the use and understanding of this term has changed over time. Today, "julid" is often associated with negative and scathing comments that can create a negative impact on the targeted individual. However, it is important to note that criticism delivered in a polite and constructive manner, often referred to as constructive criticism, can help individuals to improve themselves. In this context, understanding the meaning of "julid" can provide insight into how social media, such as that of Julid Fisabilillah, can potentially be a means to voice support for the Palestinian cause without involving behaviour that harms or demeans others.

The origin of the word "social media" can be found in the development of technology and social interaction in the digital age. The term comes from the English word, "social media," which literally refers to digital platforms that enable interaction and content sharing among users. Along with the development of the internet, social media became a term that encapsulates various platforms such as Facebook, Twitter, Instagram, and others. Early founders and figures who contributed to shaping the concept of social media include Mark Zuckerberg with Facebook in 2004, Jack Dorsey with Twitter in 2006, and Kevin Systrom and Mike Krieger with Instagram in 2010 (Mandiberg,2012).

Behind social media is the belief that digital technology can facilitate wider and faster social interaction, connecting individuals in different parts of the world. Social media views that every individual has the potential to contribute, share ideas, and engage in global dialogue. social media became the main vehicle in organising and voicing support for the Palestinian issue, as done by Julid Fisabilillah's social media.





In the Big Indonesian Dictionary (KBBI), the word "social media" can be found which explains that social media is a page or application that allows users to create and share content or engage in social networking. Or also a means used to communicate and interact online between individuals. The founder of the concept of social media cannot be attributed to one specific individual, as its development occurred evolutionarily along with technological advances and the internet. The basic assumptions of the term include the idea that through these platforms, individuals can share information, exchange ideas, and form social relationships without geographical limitations.

Social media has become an important phenomenon in modern society and plays a crucial role in conveying messages of support for the Palestinian issue. Social media is not only a communication tool, but also a place where public opinion can be formed and support for global issues can be expressed (Fuchs, 2021). Understanding the concept of social media from the KBBI and its development over time provides a basis for evaluating how social media, as used by Julid Fisabilillah, can influence perceptions and support for the Palestinian-Israeli conflict.

The word "impact" in the Big Indonesian Dictionary (KBBI) comes from the Javanese "dhepmak," which means impact or collision. In its development, this word was later adopted in Indonesian with a broader meaning, including the meaning of physical or non-physical collisions, as well as influences that can bring both positive and negative results. In everyday language, "impact" is often used to describe changes or consequences arising from an event or action.

Impacts include the influence of social media on public opinion, support for the Palestinian issue, and social dynamics formed through campaigns such as Julid Fisabilillah. The use of social media as a tool to disseminate information and form opinions has a significant impact in supporting or harming certain goals.

The "Julid Fisabilillah" movement combats the spread of Zionist propaganda in the social media sphere, and undermines the mentality and morale of Israeli soldiers. The "Julid Fisabilillah" movement carries out its actions through social media with unique and controversial methods. Utilising two approaches, persuasive methods and trolling tactics, the movement's persuasive methods create a counter-narrative to strengthen support for Palestine.

### **Persuasive method**

The persuasive methods used by the movement involve the establishment of alternative narratives to strengthen support for Palestine. This approach relies on the dissemination of pro-Palestinian information and conflict-related facts as a key strategy to build understanding and sympathy among the public (Jowett & O'donnell, 2018). One of the founders of this persuasive movement is that it is difficult to be specific, as it may involve a variety of individuals, activists, or groups coming together to voice support for Palestine. The basic assumption behind this persuasive method is that by presenting more complete and in-depth information about the conflict, people can better understand the reality on the ground and build solidarity towards the Palestinian cause.

As a case study example, these movements may use social media, blogs and other online platforms to spread pro-Palestinian information. They may share news, photos and videos that illustrate a side of the conflict that often does not get extensive coverage in mainstream media



(Yasseri,2017) Through the use of adequate data and statistics, this persuasive movement seeks to dismantle stereotypes and narratives that may have dominated the Palestinian-Israeli issue. By engaging individuals directly through social media, the movement seeks to create direct engagement that can influence public opinion and build solidarity.

The persuasive method used by this movement creates an alternative narrative and involves disseminating pro-Palestinian information through social media. Julid Fisabilillah can be considered as one example of a movement or social media account that uses this approach to strengthen support for Palestine. By detailing facts and information that are often not covered by mainstream media, Julid Fisabilillah and similar movements seek to influence people's views and form a more inclusive opinion on the issue of the Palestinian-Israeli conflict (Cervi & Marín-Lladó,2022).

In executing persuasive methods, these movements may also incorporate strong narrative strategies to effectively communicate their message. The creation of a counter-narrative may involve presenting the history of the Palestinian-Israeli conflict from a broader perspective, highlighting the humanitarian impact, and emphasising the rights of the Palestinian people (Page& Thomas,2011). Actors in this movement can create emotional and motivational content, using images and personal stories to touch the hearts of the global community. This persuasive method, which combines factual data and emotional aspects, aims to stimulate widespread sympathy and support, shaping a more inclusive public opinion towards the Palestinian issue.

While these persuasive methods can have a positive impact on building support for Palestine, it should be noted that the movement may also be faced with challenges, including counterpropaganda and disinformation efforts from adversaries (Howard,2018). Through the dissemination of accurate information, this persuasive movement hopes to effectively respond and respond to such challenges. Therefore, cybersecurity and online activity monitoring are important aspects in protecting the integrity of the information disseminated by this movement and maintaining the sustainability of their persuasive efforts.

In addition, these persuasive methods can also involve digital diplomacy efforts to expand its reach and influence. By incorporating digital diplomacy strategies, the movement can interact directly with the international community, non-governmental organisations and key figures in creating alliances or gaining further support. Digital diplomacy can include using online platforms to communicate with governments, mobilise global support, and deliver persuasive messages to international stakeholders (Bjola & Holmes, 2015). This approach harnesses the power of global connectivity and provides an opportunity to embrace broad support in favour of humanitarian and peace efforts in the Palestinian territories.

Persuasive methods involving counter-narratives and the dissemination of pro-Palestinian information through social media, such as those employed by Julid Fisabilillah, reflect the dynamics of contemporary digital activism. By utilising sophisticated persuasive strategies, the use of narratives, and digital diplomacy, the movement can achieve significant impact in shaping public opinion and supporting humanitarian causes amidst the complex and controversial conflict between Palestine and Israel. The development and implementation of these methods continues to involve challenges and adaptations to the dynamic online environment, so further study of the role of persuasive methods in this context could provide a deeper and more relevant understanding.



## **Trolling Tactics**

The trolling tactics employed in this endeavour include a variety of methods, such as bullying, blasphemy, hacking, and mass reporting of accounts deemed to support Zionist ideology (Bocij,2006). This approach also involves photo editing of Israeli soldiers and the application of love scam tactics, which aim to express disapproval of Israel's actions. While these strategies are controversial, the ultimate goal is to raise global awareness and create online pressure on those perceived to be harming Palestinians.

The founders of this trolling tactic may be difficult to identify specifically, as trolling often involves anonymous individuals or groups participating in online activities without open identities. The basic assumption behind these trolling tactics is that by exposing disapproval of Israeli actions online, the movement can create a public opinion that is more critical of Zionist policies. These tactics can involve using social media platforms to express protests against Israeli actions, and photo editing and love scams can be used as tools to amplify the message and magnify its impact (Caverly,2019).

In the context of this case study, trolling tactics are specifically aimed at exposing disapproval of Israel's actions and supporting the Palestinian cause. The case of "Julid Fisabilillah" can be considered a case study, where these tactics were implemented specifically to amplify pro-Palestinian messages and raise global awareness of the conflict. Through the use of love scam tactics and photo editing, the movement sought to create a controversial narrative that gained widespread attention and support in voicing disapproval of Israeli policies.

In addition, trolling tactics can also include image manipulation through photo editing of Israeli soldiers and the application of love scam tactics. Photo editing aims to change perceptions of Israelis by manipulating certain images so that they appear more detrimental or controversial. Meanwhile, the love scam tactic, which is commonly used for the purpose of romantic deception, in this context is geared towards exposing negativity and disapproval of Israel's actions by capitalising on the emotional interactions established online (Khomaeny,2023). While this may create tension and polemics, it aims to showcase the impact of Israel's actions on the Palestinian people and gain global sympathy.

It is important to bear in mind that these trolling tactics, even with positive intentions in support of Palestine, can have unintended consequences. Bullying, blaming and mass reporting of accounts perceived to support Zionist ideology can escalate into personal attacks that harm the nuances of dialogue and fuel further tensions in the digital realm (Gilbert, et al.,2018). Therefore, there is a need for constant monitoring and evaluation of the effectiveness of these tactics and their impact on public understanding and opinion regarding the Palestinian issue.

Trolling tactics involving image manipulation and the application of love scams reflect the complexity of digital activism. While these efforts aim to express disapproval of Israel's actions, it is worth noting that the success and impact of these tactics may also depend on how society at large responds to them (Nirmalasari,2020). An in-depth analysis of how these tactics are received by online audiences could provide better insight into the dynamics of response to the campaign run by Julid Fisabilillah.





In addition, it should be noted that trolling tactics involving bullying, blasphemy, and mass reporting of accounts perceived to support Zionist ideology may run the risk of being counterproductive. These efforts may lead to restrictions on free speech or account suspensions, causing divisiveness and limiting open dialogue (Martinez et al., 2015). While the intention may be positive to support Palestine, the impact of these tactics could provide justification for opposing parties to adopt a similar approach, creating a destructive spiral in cyberspace.

The trolling tactics involved may also raise ethical concerns. Photo editing and online deception can undermine the integrity of the information conveyed by the movement, fuelling distrust from the public and undermining the legitimacy of the message being conveyed. Therefore, there needs to be a balance between creating provoking content and maintaining the authenticity of the information for the movement to be perceived as a trustworthy source of information.

Trolling tactics can also lead to polarisation and the formation of stronger camps on social media. When these tactics are used aggressively, they can create deep divisions between Palestinian supporters and proponents of Zionist ideology, complicating dialogue and complicating the search for a peaceful solution. Therefore, it is important for the movement to evaluate the long-term impact of such tactics and consider approaches that promote constructive dialogue and mutual understanding (Auxier & Anderson, 2021).

The involvement of authorities and law enforcement efforts are also important considerations in the context of trolling tactics. In some cases, the tactics used may violate social media platform policies or even laws related to online harassment. Therefore, the movement must remain cognizant of the legal risks associated with their tactics and ensure that their online activities are within the boundaries of applicable laws (Klonick, 2017).

In order to avoid potential risks and build sustainable support, the movement also needs to strengthen the educational aspect of their tactics (Mwaura, 2017). Strengthening people's knowledge of the Israeli-Palestinian conflict by presenting accurate and in-depth facts can be an important step to positively support their persuasive efforts. By building a strong understanding among the public, the movement can create a more stable and sustainable base of support.

The "Julid Fisabilillah" movement managed to achieve some significant impacts. The international support gained, especially from Malaysia and Turkey shows the success of the movement in mobilising global sympathy for the Palestinian cause (Jambione, 2023). Indonesian netizens, with their creativity in using social media, managed to garner support and expose Israeli army accounts. However, the positive impact was also accompanied by controversy. The movement's trolling tactics have drawn criticism from the public, as they are considered unethical and have the potential to spark greater conflict online.

## CONCLUSION

In the context of support for Palestine, movements like Julid Fisabilillah combine persuasive methods and trolling tactics by utilising Digital Public Opinion theory. They successfully utilise social media to shape public opinion, presenting facts that are overlooked by conventional media. While these tactics can create online pressure and raise global awareness, it should be noted that polarisation and counterproductive risks may arise from trolling tactics. The movement also integrates the concept of Digital Diplomacy by adopting narrative and digital diplomacy strategies



to gain international support and expand reach. Monitoring ethical risks, legal impacts, and adapting to the changing dynamics of social media are important to maintain the sustainability of this campaign, with cybersecurity awareness as a key measure to protect the integrity of information from cyberattacks and counterpropaganda.

Overall, the success of the movement depends not only on the effectiveness of persuasive methods, but also on a balanced and responsive approach. Cybersecurity and digital diplomacy are decisive factors in ensuring the continuity and effectiveness of the online support movement for the Palestinian-Israeli conflict. In the digital information age, maintaining the authenticity of information, responding to the changing dynamics of social media, and considering ethical and legal implications are key to achieving a positive and sustainable impact in efforts to shape public opinion and support humanitarian causes.

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