

## The Influence of Indonesian Netizens' Response to the #Julidfisabilillah Movement on X (Twitter) in Fighting the Israel Defence Forces (IDF)

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### ABSTRACT

The rapid development of today's technology, including the use of social media, especially X (Twitter) has become a common part of daily life regardless of the social class and age of the user. This study aims to analyze the influence of #JulidFiSabilillah movements on platform X (Twitter), in the context of countering the actions of Israel Defence Forces (IDF). This study uses quantitative methods with a focus on statistical analysis and New Media theory to understand the response of Indonesia netizens to this movement. Data was collected through a survey of 400 respondents using non-probability sampling techniques. The results of the hypothesis test analysis using the t-test, obtained a t-calculation result of 36,007 ( $t_{cal} > t_{table} 1,966$ ) with a significance level of 0.004 ( $0.004 < 0.05$ ), indicating that ( $H_0$ ) was rejected and ( $H_a$ ) was accepted. The conclusion of this study shows that the #JulidFiSabilillah Movement has a significant influence on the Netizen Response Indonesia.

## INTRODUCTION

In today's digital era, social media has become the main platform for voicing opinions, rallying support, and disseminating information quickly and widely by individuals and groups. One of the interesting phenomena that has emerged on social media is the use of hashtags as a tool to consolidate messages and social movements. Hashtags are used as topic tags to group the data of a post or any content on the internet. The use of hashtags makes it easy to "archive" data from the internet, so that the desired data can be easily found by users online. The use of hashtags allows the linking of various posts related to a particular issue, so that the formation of a collective narrative that can attract the attention of the public and the media can occur (Mustofa, 2019).

One of the movements that has emerged on social media, especially on the X platform (Twitter), is a movement with the hashtag #JulidFiSabilillah, which is used to criticize and counter the actions of the Israel Defence Forces (IDF) against Palestine. This movement uses the power of X (Twitter) to spread information, raise awareness, and rally solidarity among netizens against humanitarian issues that occur in the conflict area. Information about the action of the social movement has quickly spread widely among Indonesian netizens and had become a trending topic on the social media platform X (Twitter). This is based on the number of social media users in Indonesia, which in 2024 will reach 139 million users out of a total population of 279.22 million people, with an average daily time spent using social media reaching 3 hours and 11 minutes. (We Are Social, 2024).

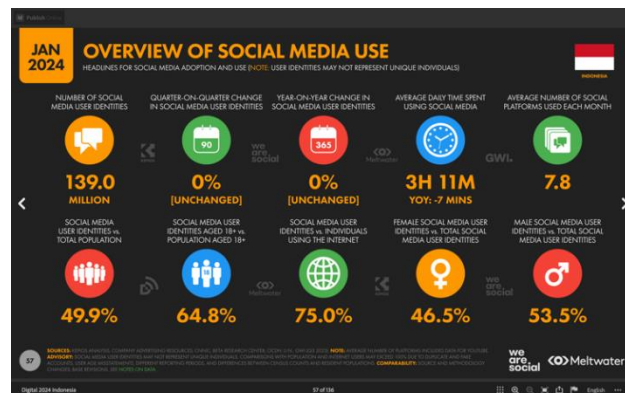


Figure 1.1 Social Media User Data in Indonesia in 2024  
Source: We Are Social

The hashtag Julid Fi Sabilillah is basically a combination of words from "Jihad Fi Sabilillah" which refers to fighting in the Way of Allah. This movement was first initiated by the account or pseudonym Erlangga Greschinov on November 16, 2023. In this Movement, actions were not carried out carelessly by Erlangga Greschinov, but were applied with detailed strategies and rules. One of the rules emphasized to every netizen who participates in this movement is that the opponents faced are Zionism and Israel, not Jews. The purpose of this Movement is to support the Palestinian cause and oppose the violence perpetrated by Israel. The main targets of the Movement are the Israel Defense Forces (IDF), Israeli citizens, and Israeli institutions that create an anti-Palestinian

narrative. This massive movement has also led to doxing and cyberbullying of members of the Israel Defense Forces (IDF) (Maheswara, 2023).



Figure 1.2 Illustration of the movement #JulidFiSabilillah  
Source: Dall-e/inilah.com

Although the #JulidFiSabilillah movement has attracted significant attention on social media, concrete data is still needed to test the influence of Indonesian netizens' response to this movement in the context of the Israeli-Palestinian conflict against the Israel Defence Force (IDF) through social media platforms, especially X (Twitter). It is important to understand how netizens' responses affect the public's perception and attitude toward the issue and how the presentation of the issue through X (twitter) affects the response. By understanding the New Media theory used in this movement, a deeper insight into the communication strategies applied and the impact of the messages conveyed can be obtained.

This study aims to analyze how #JulidFiSabilillah movements are reviewed through statistical analysis and New Media theory on X (Twitter) in the context of countering the actions of the Israel Defence Forces (IDF), focusing on identifying various responses used in the delivery of messages by X (Twitter) users through three forms of response: cognitive, affective, and conative. The study will also identify how Indonesian netizens respond to and interact with #JulidFiSabilillah hashtags on X (Twitter), whether the responses show a pattern of support, rejection, or neutrality, and how intense and frequent those responses are. In addition, this study will explore how netizens' responses affect public perceptions and attitudes towards the Israeli-Palestinian conflict and the IDF, as well as whether positive or negative responses from netizens affect the increase or decrease in support for these movements.

## LITERATURE REVIEW

The research conducted by Fentika and Mahmud entitled "Hashtag War in Gaza: An Analysis of the Role of Indonesian Citizens in #JulidFiSabilillah from the Transnational Conflict Dimension" published in the Journal of Communication Sciences Vol.01, No.02 (2024) pages 21-30, aims to uncover the motivations, narratives, and impacts of #JulidFiSabilillah in the broader context of the Israeli-Palestinian War. The results of the study have contributed to a deeper understanding of the role played by Indonesian netizens on online

platforms in mobilizing global support and shaping perceptions during geopolitical conflicts. The impact, judging from the positive sentiment generated, has strengthened support for the Palestinians, but has also caused discomfort and frustration on the part of Israel (Qoirunnisa & Mustofa, 2024).

Then, the research conducted by Windhi entitled "Brigade Hassan Bin Tsabit: Indonesian Netizens in the Social Media War to Support Palestine" published in the *Journal on Education* Volume 06, No. 02, January-February 2024, aims to analyze and understand the role and impact of online activism, especially those carried out by the Hassan Bin Tsabit Brigade, in supporting Palestine through the TikTok platform. In this study, the important role played by the Brigade Commander, Erlangga Greschinov, including sharing accounts deemed to support Palestinian oppression, has been analyzed. The significant impact found includes the response from the Israeli side and the change in strategy of the Israel Defence Forces (IDF) accounts on TikTok. The results of this study illustrate how social media has a significant role in shaping public opinion and supporting social change (Saputra, 2024).

The next related research conducted by Wike and Berlian entitled "The Influence of #Seethebeautyinverydaythings Campaign Activities on TikTok on Brand Awareness of Scarlett Whitening Products" published in the *Journal of Communication Sciences* Volume 13, No. 1, January 2024, pp. 1-10, aims to examine the influence of #seethebeautyinverydaythings campaigns on TikTok on brand awareness of Scarlett Whitening products. Based on the results of descriptive analysis and hypothesis testing, it was concluded that the #seethebeautyinverydaythings campaign on the TikTok application was quite successful in increasing brand awareness of Scarlett Whitening's products. The results of the descriptive analysis showed that the respondents' response to this campaign was very positive, indicating a significant increase in brand awareness (Selistyawati, Primadani, & Putri, 2024).

The differentiating gap and newness of research based on previous research are as follows:

Research by Fentika and Mahmud entitled "Hashtag War in Gaza: An Analysis of the Role of Indonesian Citizens in #JulidFiSabilillah from the Transnational Conflict Dimension" has been conducted to examine the motivations, narratives, and impacts of #JulidFiSabilillah in the broader context of the Israeli-Palestinian War. The research method used in this study uses a qualitative method, with the main focus of the research being on the role of Indonesian netizens in mobilizing global support and shaping perceptions during geopolitical conflicts. Although important insights into the global impact of Indonesian netizens' activities have been provided by this study, the author's novelty of research is offered by deepening the focus on individual responses of Indonesian netizens, assessing different forms of responses, levels of engagement, and their understanding of movements and conflicts. In addition, an evaluation of the perception of the effectiveness of the movement was also carried out in the author's research, so that more specific insights into how Indonesian netizens are involved and assess #JulidFiSabilillah movement can be provided.

Research by Windhi entitled "Hassan Bin Tsabit Brigade: Indonesian Netizens in the Social Media War to Support Palestine" has been conducted to analyze the role and impact of online activism by Hassan Bin Tsabit Brigade on TikTok. The use of research methods in this study uses qualitative methods, by analyzing the important role of the Brigade leader, Erlangga Greschinov, as well as its impact on the response from the Israeli side has been carried out in this study. The author's research, on the other hand, focuses more specifically on the response of Indonesian netizens to the #JulidFiSabilillah movement. Apart from the perspective of role and impact, various forms of response, level of involvement, and understanding of these conflicts and movements are also explored in the author's research. An evaluation of the perception of the effectiveness of this movement has been carried out, so that a more comprehensive insight into the involvement of netizens in socio-political movements can be offered. Thus, how social media has a significant role in shaping public opinion and supporting social change can be described, and a unique contribution in the existing literature with a specific focus on individual responses and perceptions of socio-political movements on social media can be provided by the author's research.

Meanwhile, a study by Wike and Berlian entitled "The Influence of #Seethebeautyinverydaythings Campaign Activities on TikTok on Brand Awareness of Scarlett Whitening Products" has been conducted to examine the influence of marketing campaigns on TikTok on brand awareness of Scarlett Whitening products. This research method uses a quantitative method with a descriptive approach, the focus of this research is on respondent responses and increasing brand awareness. On the other hand, the focus of the author's research is on social and political activism in the context of the Israeli-Palestinian conflict, by exploring how netizens respond to #JulidFiSabilillah movement, and evaluating the involvement and perception of the effectiveness of the movement. Different dimensions compared to the marketing focus carried out by Wike and Diamond offered by the Author's research.

## **METHODOLOGY**

Quantitative research methods are applied in this study, according to Sugiyono (2018), quantitative research is based on a positivism approach, where data is collected in the form of measurable numbers or variables, then analyzed using statistical methods to test hypotheses and identify significant patterns or relationships between these variables. Based on the explanatory review, this study is a type of associative research with causal relationships, where according to (Cooper & Schindler, 2008) causal relationships aim to test hypotheses about causal relationships from actions taken. In this study, there are variables that play a role as influencing factors (independent variables) and influencing variables (dependent variables). Therefore, this study is focused on the Influence of Indonesian Netizens' Response as an independent variable on the #JulidFiSabilillah Movement on X (Twitter) dependent variable.

The data collection technique was carried out using a survey method with a questionnaire prepared using the Likert Scale. According to Sugiyono (2018), the Likert Scale is used to measure the attitudes, opinions, and perceptions of netizens towards #JulidFiSabilillah movements and issues related to the Palestinian-Israeli conflict. The sampling method uses a non-probability sampling technique, where not every member of the population has the same chance to be selected as a sample. The number of samples was determined using the Slovin formula with a margin of error of 0.05 for a 95% confidence level, resulting in 400 samples or respondents. According to Sugiyono (2018), the Slovin formula is used to determine a representative sample size of the population.

The theoretical framework of New Media (new media) on social media platforms, especially X (Twitter), provides a new way to transform the ease of accessing, presenting, conveying information or messages and forming or reflecting views that have a significant impact on the perspective or public opinion on social media, especially X (Twitter). Information or messages in the #JulidFiSabilillah movement on X (Twitter) can be correlated with the New Media theory because it can review the interaction process in tags, mentions, comments, and hashtags to see the influence of Indonesian netizens' responses to public perceptions and attitudes on the #JulidFiSabilillah hashtag movement against the Israel Defence Forces (IDF) and the Palestinian-Israeli conflict.

## RESEARCH RESULT AND DISCUSSION4

### *Validity Test*

The validity test was carried out to ensure that the questions in the instrument used were in accordance with the concept measured, so that interpretation errors could be avoided when the instrument was given to the respondents.

Variable	No Item	R Table	R Calculate	Conclusion
Movement #JulidFiSabilillah (X)	P1	0.361	0.764	Valid
	P2	0.361	0.652	Valid
	P3	0.361	0.843	Valid
	P4	0.361	0.808	Valid
	P5	0.361	0.816	Valid
	P6	0.361	0.750	Valid
	P7	0.361	0.772	Valid
	P8	0.361	0.724	Valid

Indonesian Netizens' Response (Y)	P1	0.361	0.828	Valid
	P2	0.361	0.816	Valid
	P3	0.361	0.844	Valid
	P4	0.361	0.838	Valid
	P5	0.361	0.878	Valid
	P6	0.361	0.885	Valid
	P7	0.361	0.843	Valid
	P8	0.361	0.902	Valid
	P9	0.361	0.860	Valid

Table 4.1 Validity Test  
Source: SPSS 29 Data Processing Analysis Results

Based on table 4.1 of the validity test results above, the result was obtained that the value of the calculation > table of 0.361 was owned by all question items in each variable (Variable X Movement #JulidFiSabilillah) and (Variable Y Response of Indonesian Netizens). Thus, it can be stated that the statement items on each of these variables are valid.

### *Reliability Test*

Reliability tests are carried out to ensure that the instrument has a high level of consistency in measuring what is observed in the study, so that the results obtained from the instrument can be trusted and reliable.

Variable	N of Item	Critical	Cronbach Alpha	Conclusion
Movement #JulidFiSabilillah (X)	8	0.700	0.897	Reliable
Indonesian Netizens' Response (Y)	9	0.700	0.952	Reliable

Table 4.2 Reliability Test  
Source: SPSS Data Processing Analysis Results 29

Based on table 4.2 above, it is known that the value of the Cronbach Alpha coefficient obtained from the results of the reliability test is greater than 0.700. Therefore, it can be concluded that the statement items used in the variables in this study have been declared reliable.

**Descriptive Analysis**

a. Cognitive Response Analysis

The use of Cognitive Response is important to gain an in-depth understanding of the extent to which the goals and messages conveyed by the movement #JulidFiSabilillah are understood and received by respondents, with the aim of identifying their level of awareness and acceptance of the message conveyed.

Understanding the #JulidFiSabilillah Movement				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Understanding	8	2	2
	Medium Understanding	27	6.8	8.8
	High Understanding	85	21.3	21.3
	Very High Understanding	280	70	70
	Total	400	100	100

Table 4.3 Analysis of Cognitive Responses, Understanding Related to #JulidFiSabilillah Movement

Source: SPSS 29 Data Processing Analysis Results

Based on table 4.3 above, overall, from a total of 400 respondents, it is known that the level of understanding related to #JulidFiSabilillah movement varies. It was found that low understanding was shared by 8 respondents (2%) where netizens only knew the name of this movement without understanding its purpose, motivation, or impact. While the understanding is being held by 27 respondents (6.8%), it can be interpreted that the netizen knows the main purpose of the movement, several important events related to it, and know little about the background or history of the movement. However, their understanding is still limited to general aspects without going into specific details or more complex issues related to the movement. High understanding was recorded in 85 respondents (21.3%), while the large majority, namely 280 respondents (70%), had a very high understanding, netizens knew in detail the historical background, goals and strategies, as well as the social and political impact of the #JulidFiSabilillah movement.

b. Conative Response Analysis

Conative response analysis was used to understand the extent of respondents' involvement in #JulidFiSabilillah movement and its impact on their behavior related to the issues discussed. to the phenomenon of #JulidFiSabilillah movement.

Involvement in the #JulidFiSabilillah Movement				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Understanding	12	3	3
	Medium Understanding	34	8.5	11.5
	High Understanding	136	34	34
	Very High Understanding	218	54.5	100
	Total	400	100	100

Table 4.4 Analysis of Conative Responses, #JulidFiSabilillah Movements  
 Source: SPSS 29 Data Processing Analysis Results

Based on the results of the conative response analysis data in table 4.4, it shows the distribution of the level of involvement of respondents to #JulidFiSabilillah movements. Of the total 400 respondents who participated, the majority showed a significant level of engagement. As many as 54.5% of the respondents (218 people) indicated very high engagement, indicating strong commitment and active participation in the movement, such as activism on X (Twitter) where respondents as netizens often create, share, and interact with content that supports the movement, such as tweets, retweets, and comments that show support. In addition, 34% of respondents (136 people) showed a high level of engagement, who regularly shared and interacted with the movement's content, although not as intensive as the very high engagement group. On the other hand, there were 8.5% of respondents (34 people) who had a moderate level of involvement, indicating quite active participation. Respondents as netizens occasionally create, share, or interact with content that supports the movement. The smallest minority group, 3% of respondents (12 people), showed low engagement rates, who only observed or read movement-related content without active participation and occasionally shared or liked content, but not regularly or actively.

c. Affective Response Analysis

The importance of understanding the emotional impact that respondents may experience in responding to #JulidFiSabilillah movements is because the evaluation of affective responses can provide deep insights into how individuals perceive and emotions towards #JulidFiSabilillah movement phenomenon.

Involvement in the #JulidFiSabilillah Movement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Understanding	47	11.8	3	3
	Medium Understanding	223	55.8	55.8	67.5
	High Understanding	130	32.5	32.5	100
	Total	400	100	100	

Table 4.5 Analysis of Affective Responses, #JulidFiSabilillah Movements  
Source: SPSS 29 Data Processing Analysis Results

Based on the results of the analysis in table 4.5, the level of engagement in the #JulidFiSabilillah Movement showed significant variation in the emotional responses of the respondents. Of the total 400 respondents involved in this study, it can be seen that the majority, i.e. 55.8%, showed a moderate level of emotional involvement. Respondents in the emotional engagement category are showing support through participation in online discussions, spreading information, and using #JulidFiSabilillah hashtags on their X (Twitter) account, and feel it is important to engage and have an ongoing concern for the movement, even if it does not drastically change their daily behavior or feel deeply affected personally. Then, the high emotional involvement of this movement was shown by 32.5% of the respondents, it can be interpreted that the respondents as netizens have very intense involvement, feel very emotional and connected to each other. Meanwhile, low emotional engagement was indicated by about 11.8% of respondents. This shows that respondents as netizens have only minimal involvement, such as occasionally liking or sharing content related to the movement, but are not actively involved in discussions or campaigns, as they do not feel emotionally connected to the movement and do not see any direct relevance to their personal lives, despite supporting the movement in general.

**Kolmogorov-Smirnov Normality Test**

The normality test is used to evaluate the extent to which a sample of data can be considered to be from a population that follows a normal distribution.

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			400
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		3.90869099
Most Extreme Differences	Absolute		.089
	Positive		.089
	Negative		-.059
Test Statistic			.075
Asymp. Sig. (2-tailed) <sup>c</sup>			.075
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		.074
	99% Confidence Interval	Lower Bound	.071
		Upper Bound	.052
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 79654295.			

Table 4.6 Kolmogorov-Smirnov Normality Test  
 Source: SPSS 29 Data Processing Analysis Results

The results of the normality test in table 4.6 above, show a significance of 0.075. Because the significance value (asyp. sig. (2-tailed)) greater than 0.05, this indicates that the data in this study can be stated to follow the normal distribution.

**Simple Linear Regression Test**

Simple Linear Regression was conducted to evaluate the relationship between the dependent variable (Indonesian netizen response variable) and one

independent variable (#JulidFiSabilillah movement variable) in the context of linear regression, with the aim of testing how strong and significant the linear relationship between the two is.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.096	.604		6.778	.004
	Hashtag Movement #JulidFisabilillah	.483	.013	.875	36.007	.000

a. Dependent Variable: Indonesian Netizens' Response

Table 4.7 Simple Linear Regression Test  
Source: SPSS 29 Data Processing Analysis Results

Based on table 4.7 above, the results of a simple linear regression test, it is concluded that the Indonesian Netizen Response is significantly influenced by the #JulidFisabilillah Hashtag Movement. The estimated coefficient for the #JulidFisabilillah Hashtag Movement is 0.483 with a significance level of 0.004, indicating that any increase in this Hashtag Movement is positively correlated with the Indonesian Netizen Response.

#### *Coefficient of Determination Test*

The coefficient of determination is used to measure how well a linear regression model matches the observed empirical data, compare different models, and provide an understanding of how well the model can predict or explain the observed data.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 <sup>a</sup>	.765	.765	2.159

a. Predictors: (Constant), Hashtag Movement #JulidFisabilillah

b. Dependent Variable: Indonesian Netizens' Response

Table 4.8 Determination Coefficients  
Source: SPSS 29 Data Processing Results

Based on the results of the determination coefficient test in table 4.8, it shows that around 76.5% of the variability in the Indonesian Netizen Response can be explained by the #JulidFisabilillah Hashtag Movement. The correlation coefficient (R) between the independent variable and the dependent variable is 0.875, indicating the strength of the linear relationship between the two. An adjusted R Square of 0.765 takes into account the number of independent variables in the model, with a standard estimated error value of 2.159, which indicates the estimated average error of the model's predictions against the actual data.

**Hypothesis Test ( t )**

The t-test is used to test whether there is a significant difference between the mean of the two groups or to test whether the regression coefficient in the linear regression analysis is statistically significant from zero.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.096	.604		6.778	.004
	Gerakan Tagar #JulidFisabilillah	.483	.013	.875	36.007	.000

a. Dependent Variable: Indonesian Netizens' Response

Table 4.9 Hypothesis Test (t)  
 Source: SPSS 29 Data Processing Results

With the results of the t-hypothesis test in table 4.9, the t-statistical value for the influence of the #JulidFisabilillah Hashtag Movement on Indonesian Netizens' Responses was 36,007, exceeding the t-value of the table of 1,966 with a significance level of 0.004. Thus, the null hypothesis (H0) was rejected and the alternative hypothesis (Ha) was accepted, indicating that there was a significant influence of the #JulidFisabilillah Hashtag Movement on the Indonesian Netizens' Response in this analysis.

**CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of descriptive analysis and statistical tests in this study, it can be concluded that the #JulidFiSabilillah Movement has a significant influence on the response of Indonesian netizens. The majority of respondents, i.e. 70%, showed a very high understanding of this movement, reflecting that the message and goals of the #JulidFiSabilillah Movement have been conveyed effectively and well received by netizens. In addition, the level of engagement of

respondents was also very high, with 54.5% of respondents very actively involved in the movement and another 34% showing high engagement, indicating that most respondents not only understood but were also actively involved in various activities and initiatives related to the movement.

From the perspective of affective responses, 55.8% of respondents had moderate emotional involvement and another 32.5% showed high emotional involvement, confirming that the majority of respondents were not only cognitively and conatively engaged, but also had a fairly strong emotional connection with these movements. The results of the hypothesis test show that there is a significant influence of the #JulidFiSabilillah Movement on the Response of Indonesian Netizens, with a t-statistical value of 36,007 which is greater than the t-table value of 1,966 and a significance level of 0.004 which is less than 0.05, so that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. In addition, a determination coefficient (R<sup>2</sup>) test of 0.765 showed that this regression model could explain 76.5% of the variability in Indonesian Netizen Responses, with a correlation coefficient between independent and dependent variables of 0.875, showing a strong linear relationship between involvement in the #JulidFiSabilillah Movement and Indonesian netizen responses.

#### **ADVANCED RESEARCH**

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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