



A Social Network Analysis of Indonesian Online Conversations on the Palestine Conflict

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ABSTRACT

The Palestine conflict remains one of the most intensively discussed humanitarian issues in the digital sphere, particularly across Indonesian social media where public solidarity with Palestine is consistently strong. This study examines how Indonesian netizens engaged with the issue during June–July 2025 by combining Social Network Analysis (SNA), sentiment analysis, and thematic analysis. The research focuses on mapping network structures, identifying dominant narratives, and understanding emotional patterns that shaped public discourse. Data were collected through Brand24, which provides estimates of online mentions and digital reach across major social media platforms; however, these figures should be interpreted as approximations rather than exact measurements. A major spike in online attention occurred following the Israeli airstrike on July 3, 2025, which killed the head of the Indonesian Hospital in Gaza. This event intensified online discussions and elevated humanitarian frames, although the overall sentiment remained mixed, with neutral posts forming the majority. Network analysis indicates that conversations were centralized around mainstream media accounts, while thematic analysis reveals recurring topics such as Gaza attacks, broader Middle East tensions, Indonesian media responses, humanitarian concerns, and diplomatic relations. Emotional reactions were dominated by sadness, reflecting a surge of empathic engagement, while peace-oriented narratives appeared marginal. This study demonstrates how Indonesian social media users rapidly mobilize around humanitarian crises and how online media amplify emotional and agenda-setting dynamics. Limitations include reliance on platform-generated analytics and the short observation period, which constrain the generalizability of the findings.

Keywords: Social Network Analysis, Sentiment Analysis, Thematic Analysis, Palestine, Indonesia, Social Media Conversation

INTRODUCTION

The Palestinian-Israeli conflict has been a prominent subject of global attention, but its visibility has intensified in the digital era as social media platforms enable rapid, large-scale circulation of information across borders. This conflict is not only about territorial disputes, but also concerns human rights, national identity, and the involvement of international actors that complicate its resolution. Platforms such as Twitter (X), TikTok, Instagram, and YouTube have revolutionized the way people consume, distribute, and discuss political issue, including the Palestinian conflict ((Bakir & McStay, 2018).

In Indonesia—one of the world's most active social media environments—discussions related to Palestine consistently attract significant public engagement. With more than 170 million active social media users (We Are Social and Hootsuite, 2024), platforms such as X, TikTok, Instagram, and YouTube have become central arenas where Indonesians articulate humanitarian concerns, mobilize solidarity, and participate in global political conversations, including Palestine conflict. This development suggests that Indonesian users are active contributors shaping transnational narratives.

As the country with the largest Muslim population in the world, Indonesia has spiritual and ideological ties to the struggle of the Palestinian people, which is seen as a form of religious solidarity as well as a symbol of resistance against global injustice (Nuraini et al., 2025). This support is not merely symbolic but is also reflected in Indonesia's foreign policy, which is based on the principles of free and active diplomacy and global solidarity against colonialism and structural inequality (Samad et al., 2023). Beyond the state level, public support for Palestine is further strengthened by digital activism and strong religious narratives on social media, which often frame the Palestinian struggle as part of Indonesia's religious values and digital nationalism (Lim, 2013).

Social media users in Indonesia tend to share information about the Palestinian issue without first verifying it, especially when the content has emotional or religious overtones. This aligns with global findings indicating that emotional claims—such as those provoking anger, sadness, or moral condemnation—tend to spread more quickly on social media, even if the information is inaccurate (Hosseini & Staab, 2023).

Despite the high visibility of Palestine-related content in Indonesian digital spaces, scholarly analysis of how these conversations are formed, structured, and amplified remains limited. Existing research has examined political polarization and information diffusion using Social Network Analysis (SNA) in other contexts—such as U.S. polarization and Brexit-era misinformation (English, 2022)—yet similar methodological approaches have rarely been applied to the Palestinian conflict within the Indonesian setting. Research specifically examining how social network structures and the distribution of public sentiment are formed in online discourse about Palestine in Indonesia

remains very limited. Key questions that arise include: what are the patterns of conversation around this issue? Are they dominated by a few central actors? Furthermore, to what extent are public sentiments about this conflict dominated by negative, positive, or neutral content? This is relevant given the emotional nature of the Palestinian issue, which often triggers strong public responses in Indonesia.

The salience of these questions became particularly evident following a major escalation in July 2025, when an Israeli airstrike resulted in the death of Dr. Marwan al-Sultan, Director of the Indonesian Hospital in Gaza. Although this incident generated a surge in online engagement, its significance for this study lies not in its emotional resonance alone but in how it exemplifies the rapid, event-driven dynamics of digital discourse in Indonesia. The episode illustrates how specific trigger events can reorganize network structures, amplify certain narratives, and reshape public sentiment on a national scale—highlighting the need for systematic analysis rather than anecdotal observation.

Addressing this analytical gap, the present study adopts a multidimensional approach combining Social Network Analysis, sentiment analysis, and thematic examination to investigate Indonesia's online discourse on Palestine during June–July 2025. The objectives are threefold. First, to map the relational structure of conversations and identify influential actors within the network. Second, to assess the distribution of public sentiment—positive, negative, and neutral—across Palestine-related discussions. Third, to identify dominant topics and hashtags that signal how Indonesian users frame the conflict in the digital sphere. Through this approach, the study seeks to offer a clearer understanding of the mechanisms that shape Indonesia's digital engagement with one of the most enduring geopolitical issues of our time.

LITERATURE REVIEW

Recent studies have analyzed online conversations about the Palestinian-Israeli conflict on Indonesian social media, but their findings remain scattered across different methods and thematic foci. This research employ techniques such as community detection, topic modeling, and sentiment analysis (Azmina et al., 2025). Deep learning methods, including Convolutional Neural Networks, have demonstrated high accuracy in sentiment classification (Qofifa et al., 2024). However, despite these methodological advances, scholars argue that the Indonesian government has not maximized the use of platforms such as Twitter for e-diplomacy regarding the Palestinian conflict (Yulianti et al., 2019). Moreover, some studies reveal attempts by pro-caliphate groups to exploit the conflict, circulating narratives that emphasize Islamic identity and the caliphate as a political solution (Al-Kadzim et al., 2024a). Together, these works suggest a complex interplay between social media, public opinion, and political agendas, yet they do not fully explain how these dynamics manifest in large-scale conversation networks.

Beyond technical approaches, previous scholarship has also examined how social media shapes the linguistic and performative aspects of solidarity. For example, Fariha Nurul Isna et al. (2023) analyzed declarative speech acts related to Palestinian support on Twitter, showing that such expressions function as collective declarations that reinforce moral positioning against violence. Their findings highlight that online discourse is not merely informational but deeply embedded in affective and normative communication practices. This aligns with broader discussions about how language becomes a digital tool of resistance in humanitarian contexts.

Sentiment analysis studies provide another important layer of insight, although their conclusions differ. For instance, Simamora et al. (2024) reported a predominance of positive sentiment supporting the Palestinian struggle among Indonesian Twitter users, whereas Nurlela et al. (2023) found that neutral sentiment was more dominant. These discrepancies underscore the influence of several methodological and contextual factors, including the time period of data collection, the specific algorithms used (e.g., Naïve Bayes vs. machine learning hybrids), differences in keyword selection, and the varying levels of politicization during specific events. These factors shape how sentiment is detected and classified, indicating that sentiment analysis results should be interpreted with attention to temporal, technical, and semantic variability. The mixed findings also illustrate why a more integrated analytical design is needed to reconcile variations in public expression.

Within the field of SNA, several studies offer relevant insights into how online communities mobilize around humanitarian and political issues. Abyzan Syahadin (2025), for example, explored discussions about Rohingya refugees and found that online narratives were dominated by polarized and negative sentiments—patterns that mirror public reactions to the Palestinian conflict. Meanwhile, research by Zahra Qoirunnisa et al. (2024) highlighted digital activism through the hashtag #JulidFisabilillah, showing how Indonesian netizens construct solidarity within a transnational frame. These studies collectively emphasize the role of hashtags as mobilizing tools that structure conversations and strengthen collective identities.

Additional research deepens the understanding of how exposure to Palestine-related content shapes public attitudes. Nadya Faradila et al. (2024) found that Instagram's visual-centric features significantly influence pro-Palestinian attitudes, while Fajar Nugraha Asyahidda et al. (2022) noted that the Free Palestine movement among Indonesian Muslims is strongly shaped by religious narratives. Similarly, Fahmi Reksa Alfarisi et al. (2024) demonstrated how the Indonesian Ulema Council's (MUI) fatwa amplified digital activism and fostered global solidarity. Complementing this, Sri Hadijah Arnus (2024) examined the viral spread of religious hashtags, revealing how symbolic religious communication is instrumental in amplifying public engagement with the Palestinian conflict.

Lim (2013) classical framework provides a conceptual lens for understanding these dynamics, arguing that digital activism becomes effective when the narratives are simple, low-risk, and aligned with dominant meta-narratives such as nationalism and religiosity. This framework is highly relevant to Indonesian online discourse on Palestine, where themes of injustice, religious solidarity, and collective suffering remain central.

From this review, it is evident that previous research has illuminated important aspects of digital solidarity, public sentiment, and networked activism related to Palestine. However, the literature remains fragmented, with studies either emphasizing sentiment, network actors, or linguistic practices in isolation. Few studies integrate these perspectives into a comprehensive analytical model that simultaneously maps network structures, sentiment patterns, and thematic narratives within a defined time frame. Therefore, this study aims to address this gap by employing an integrated approach that combines social network, sentiment, and thematic analysis to produce a more holistic understanding of digital conversations about Palestine Conflict in Indonesia.

RESEARCH METHODOLOGY

This study uses a quantitative approach utilizing data collected through the Brand24 social media monitoring platform. Brand24 aggregates publicly accessible social media content through keyword-based tracking and real-time data crawling across platforms such as Twitter (X), TikTok, YouTube, Instagram, Facebook, and online news portals. Data collection was carried out from June 22 to July 22, 2025. Although the one-month period captures a surge in public attention—particularly following the July 2, 2025 incident involving the death of an Indonesian doctor in Gaza—it also introduces event-specific bias. Therefore, the findings should be interpreted as reflecting short-term discursive dynamics rather than long-term trends. During this period, Brand24 identified approximately 37,000 mentions related to the selected keywords.

To ensure that the dataset accurately represents Indonesian online discourse, multi-layered filtering was conducted. First, geographic filters were applied using Brand24's metadata categories such as source country, geotagged posts, and user location descriptions. Second, linguistic filtering was conducted by selecting content tagged as Bahasa Indonesia or written in Indonesian lexical patterns (e.g., Indonesian stopwords, morphological markers). Third, contextual filtering was applied by refining relevant keywords and hashtags such as #Palestina, #FreePalestine, Gaza, Israel, and variations in Indonesian spelling. Although Brand24 does not provide full access to platform-native APIs, this combination of filters increases the contextual relevance of the sample to Indonesian users. The dataset included text, images, and videos, but the analysis focused on textual components to enhance consistency in sentiment and network analysis.

Data analysis combined SNA, sentiment analysis, and thematic exploration. SNA was conducted by transforming user interactions—mentions, replies, quotes, and retweets—into a directed edge list. The processed data were analyzed using Gephi 0.10 and NetworkX in Python. Key SNA metrics included degree centrality, betweenness centrality, modularity-based community detection (using the Louvain algorithm), and visualization through ForceAtlas2. This approach allowed the identification of influential actors and the mapping of conversational clusters in Indonesian digital spaces.

Sentiment analysis was performed by classifying mentions into positive, negative, and neutral categories. The analysis applied a hybrid of lexicon-based and machine learning techniques. First, the Indonesian-adapted NRC lexicon was used for initial polarity scoring. Second, a Support Vector Machine (SVM) classifier was trained on manually labeled Indonesian social media text to refine sentiment classification and reduce noise arising from sarcasm, slang, or religious expressions. This two-step approach improves accuracy and transparency compared to relying solely on Brand24's internal sentiment classifier.

Thematic analysis was conducted by extracting frequently co-occurring terms and hashtags, followed by topic grouping using Latent Dirichlet Allocation (LDA) implemented in Python's Gensim. The results were then interpreted qualitatively to identify overarching narratives and recurrent topics. High-influence hashtags and accounts were also examined to determine their role in shaping online discourse. Together, these analytical steps provide an integrated view of how Indonesian netizens engaged with the Palestinian issue during a period of heightened attention.

FINDINGS AND DISCUSSION

Mention and Reach of Palestine Conflict on Indonesia Social Media

Analysis of the data collected over the one-month period indicates a substantial increase in online conversations related to the Palestinian issue. A total of 37,000 mentions were recorded between June 22 and July 22, 2025. This figure represents a +3752% increase compared with the baseline period of May 22 to June 21, 2025, during which only 960 mentions were captured.

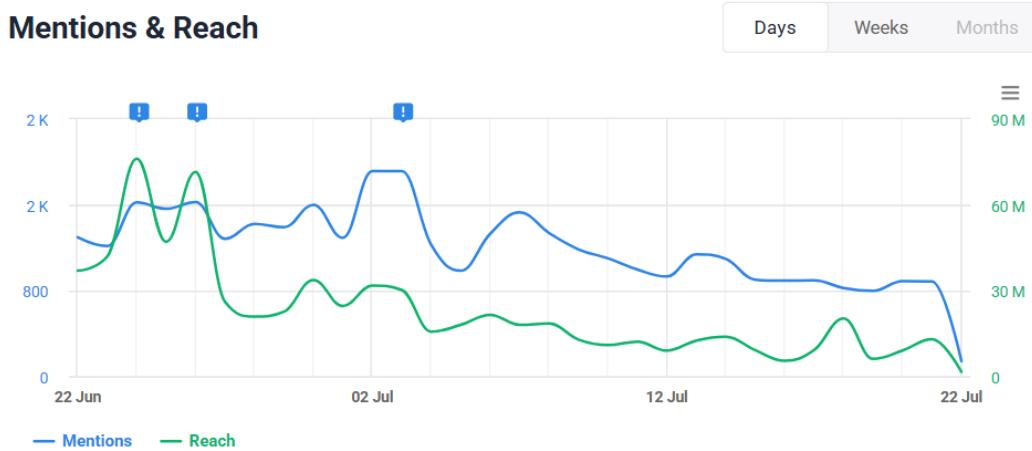


Figure 1: Mention and Reach of Palestine Issue on Indonesia Social Media

Source: Data Analysis

Figure 1 illustrates the daily trend and clearly shows that the sharpest surge occurred immediately after the incident on July 2, 2025, when an Indonesian doctor, Dr. Marwan al-Sultan, was killed in Gaza. This event served as a trigger for the dramatic rise in public attention.

In addition to mention volume, this study also measured digital reach, which refers to the estimated number of unique users potentially exposed to the content. In Brand24, reach is calculated based on the aggregate follower count of accounts that post or share content related to the monitored keywords, adjusted by platform-specific visibility coefficients. Using this metric, the estimated social media reach during the study period was 596 million.

Similarly, non-social media reach, which includes exposure through news portals, blogs, and online forums, is computed by Brand24 using the average monthly readership of each site combined with the visibility score of the specific article or post. Using this calculation, the study recorded 97 million in non-social media reach.

Public engagement was also high, with 17 million interactions, consisting of likes, comments, and shares. Engagement figures represent actual interaction counts, not estimates, and therefore provide a more reliable indicator of public responsiveness to the issue. These clarified definitions strengthen the interpretability of the metrics and ensure that the reported numerical claims rest on transparent and reproducible methodological grounds.

Rather than merely reflecting a spike in activity, these metrics indicate a significant escalation in Indonesian public involvement in digital discussions on the Palestinian conflict. The magnitude and speed of the increase suggest that the discourse was

event-driven and highly sensitive to crisis moments, highlighting the reactive nature of online public engagement in Indonesia (Shadiqi et al., 2020). The huge surge in digital activity related to the Palestinian conflict in Indonesia is not merely an increase in volume, but reflects a significant escalation in public engagement that is highly triggered by moments of crisis and major events (Samad et al., 2023).

Furthermore, the results of influencer analysis based on share of voice show that mainstream media accounts and content creators on digital platforms play a central role in online conversations about the Palestinian issue.

Table 1: Mention and Reach of Palestine Issue According to Share of Voice

Profile name	Mentions	Reach	Share of Voice
Tribunnews youtube.com	757	68 M	11.353%
inilahcom tiktok.com	23	59 M	9.973%
officialinews tiktok.com	10	17 M	2.91%
tvOneNews youtube.com	326	17 M	2.799%
kompastv.indonesia tiktok.com	14	16 M	2.658%

Table 1 shows that Tribunnews, originating from the YouTube platform, ranks first with 757 mentions, an audience reach of 68 million, and a share of voice contribution of 11.353%. Second place is held by the TikTok account inilahcom with 23 mentions, but it has nearly the same audience reach of 59 million and a share of voice of 9.973%.

Following that is the TikTok account officialinews with 10 mentions, a reach of 17 million, and a share of voice of 2.91%. Meanwhile, the YouTube account tvOneNews recorded 326 mentions, a reach of 17 million, and a share of voice of 2.799%, indicating significant influence among other national media. Interestingly, the TikTok account kompastv.indonesia also appeared in the top five with 14 mentions, a reach of 16 million, and a share of voice of 2.658%.

These findings indicate that YouTube and TikTok are the main channels for distributing information and mobilizing support related to the Palestinian issue in Indonesia. The dominance of mainstream media accounts such as Tribunnews and tvOneNews confirms the central role of media institutions in shaping public opinion, while the presence of TikTok content creators with wide reach reflects a shift in the digital communication ecosystem towards short-form video platforms (Cervi & Marín-Lladó, 2022; Satria et al., 2024).

An analysis of online conversations about the Palestinian conflict shows that online news portals dominate the number of mentions, with tribunnews.com ranking first with

a total of 1,517 mentions, demonstrating its central role as one of the main sources of information distribution related to the conflict in Indonesia's digital space. Other news portals such as pikiran-rakyat.com ranked second with 502 mentions, followed by kompas.com with 493 mentions.

In addition to mainstream media, news aggregator platforms such as idntimes.com also made the list with 482 mentions. Interestingly, the short-video-based platform tiktok.com also made it into the top five with 431 mentions, indicating a shift in news consumption patterns among Indonesian social media users, particularly the younger generation.

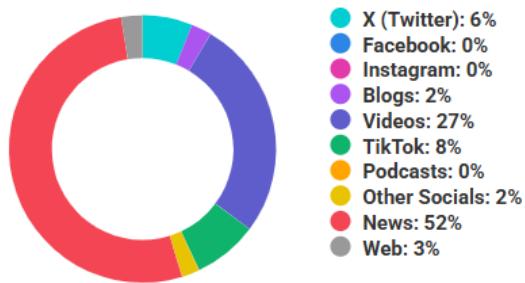


Figure 2: Source of Mentions of Palestine Issue on Indonesia Social Media

Source: Data Analysis

Figure 2 shows that the dominance of mainstream media in online conversations reflects public trust in traditional news institutions for information about the Palestinian issue. However, TikTok's presence in the top five shows that short video content has its own appeal in disseminating information, expanding audience reach, and triggering more intense public interaction. This also highlights the importance of monitoring the spread of narratives across various platforms, including entertainment-based social media, which are increasingly becoming an integral part of Indonesia's digital information ecosystem.

This data shows that narratives surrounding Palestine on Indonesian social media are not only massive, but also heavily influenced by news media framing and filled with negative emotional content. The dominance of negative sentiment and sadness indicates that the Indonesian public has an emotional connection to this issue, reinforced by religious background and collective identity as a majority Muslim country (Shadiqi et al., 2020). However, the low proportion of positive sentiment and lack of emotional variety also suggest that public discourse remains dominated by narratives of suffering, rather than shifting toward constructive solutions or advocacy for peace (Mudzakir, 2025; Nuraini et al., 2025).

The results of the sentiment analysis of these mentions reveal that the majority of conversations were neutral, with 21,256 mentions (58%) categorized as neutral sentiment. Meanwhile, negative sentiment dominated the conversations with a total of 13,000 mentions (35%), while positive sentiment only reached 2,744 mentions (7%). The peak of negative sentiment occurred on July 2, 2025, coinciding with the tragic airstrike that killed the hospital director. Negative mentions frequently used words such as tragedy, genocide, and hashtags like #Israel and #MarwanSultan, reflecting public anger and sadness over the incident. The overall sentiment distribution is visualized in Figure 3, a pie chart showing the proportion of each sentiment category.



Figure 3: Sentiment of Palestine Issue on Indonesia Social Media

Source: Data Analysis

An analysis of the most frequently used hashtags in online conversations about the Palestinian conflict shows that #israel dominated with a total of 4,146 mentions during the observation period. Second place was taken by #gaza with 3,072 mentions, followed by #palestine with 2,919 mentions. These three hashtags indicate that public conversation is focused on the main conflict areas and the parties directly involved.

In addition, several hashtags related to the regional geopolitical context also appeared frequently, such as #iran (2,032 mentions) and #hamas (1,279 mentions). The presence of these hashtags shows that public discourse is not limited to Palestine and Israel, but also includes the dynamics of regional actors who are considered to have a role in the escalation of the conflict. Interestingly, the hashtag #palestine in English appeared 1,909 times, indicating a cross-language resonance in the conversation, which was likely triggered by the involvement of a global audience and the reuse of international content by Indonesian users.

Table 2: Hashtags of Palestine Issue According to Share of Voice

Hashtags	Amount of Mentions
#israel	4146
#gaza	3072
#palestina	2919
#iran	2032
#palestine	1909
#hamas	1279
#viral	1154
#fyp	1131

Outside of the political context, several popular hashtags on social media such as #viral (1,154 mentions) and #fyp (1,131 mentions) also made the list. This shows the strategy of users, both individuals and organizations, to expand the reach of content related to Palestine by utilizing the popularity algorithms of TikTok and Instagram, so that such content is more likely to appear in other users' feeds or timelines (Cervi & Marín-Lladó, 2022).

These findings underscore the role of hashtags as an important tool in organizing online conversations, increasing the visibility of issue, and expanding audience reach. Hashtags with political content such as #israel, #gaza, and #palestina dominate substantive discourse, while algorithmic hashtags such as #viral and #fyp support the distribution of content on short-form video platforms (Anisa et al., 2024).

Amplification of the Palestine Conflict

The next findings show the amplification of Palestine issue during a month. This data shows that narratives surrounding Palestine on Indonesian social media are not only massive, but also heavily influenced by news media framing and filled with negative emotional content. The dominance of negative sentiment and sadness indicates that the Indonesian public has an emotional connection to this issue, reinforced by religious background and collective identity as a majority Muslim country. However, the low proportion of positive sentiment and lack of emotional variety also suggest that public discourse remains dominated by narratives of suffering, rather than shifting toward constructive solutions or advocacy for peace.

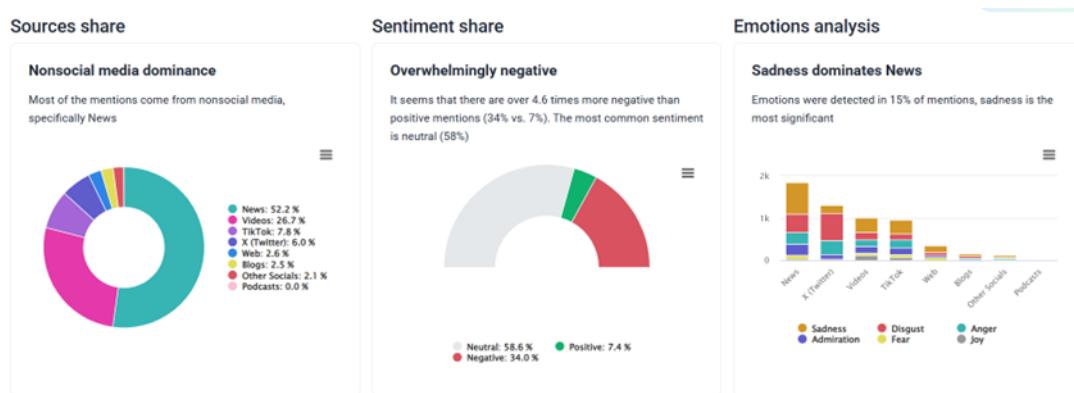


Figure 4: Amplification of Palestine Issue on Indonesia Social Media

Source: Data Analysis

The data shown in Figure 4 provides an overview of the distribution of sources, sentiment, and public sentiment in Indonesia regarding the Palestinian issue on social media throughout the monitoring period.

1. Sources Share: Dominance of Non-Social Media

The first pie chart shows that most of the conversations about Palestine originated from non-social media, particularly online news, which contributed 52.2% of the total conversations. This indicates that media framing and agenda still have a dominant influence in shaping public opinion. Additionally, videos (26.7%) and social media platforms such as TikTok (8%), X or Twitter (6%), and YouTube (2.5%) also contributed, but their shares were significantly smaller compared to news media. This fact shows that information about Palestine tends to be consumed through channels considered credible or official by the public, rather than through horizontal conversations among netizens.

2. Sentiment Share: Negativity Dominates

Sentiment data shows a varied landscape of public responses to the Palestinian issue. While 34% of mentions express negative sentiment, reflecting concern, anger, or frustration over the humanitarian situation, these are not the only narratives present. A large proportion of the conversations—58.6% of all mentions—are classified as neutral, suggesting that much of the online discourse consists of factual reporting, informational updates, or non-emotional commentary shared by both media outlets and individual users.

Although positive sentiment accounts for only 7.4%, it still represents an important dimension of the discourse. Mentions coded as positive often include expressions of solidarity, hope, religious encouragement, humanitarian support, or the amplification of aid initiatives. These patterns indicate that, alongside frustration and grief, some

users frame the conflict through more constructive or motivational lenses, such as calls for peace, prayers for protection, or celebration of humanitarian efforts.

Incorporating these alternative narratives helps reveal that public reactions to the conflict are not exclusively defined by negative emotions. Instead, they reflect a combination of outrage toward violence, neutral informational exchange, and smaller but meaningful instances of positive engagement and solidarity, offering a more balanced and multidimensional interpretation of the data..

3. Emotions Analysis: Sadness Dominates Discourse

Further emotion analysis confirms the dominance of sadness as the most prominent emotion, found in 15% of total mentions, particularly on news channels and platforms such as X/Twitter and TikTok. This emotion far surpasses other emotions such as admiration, anger, fear, and even joy, which appear in much smaller volumes. This dominance of sadness indicates that the Indonesian public is responding to the Palestinian crisis with deep empathy, perceiving this conflict as a humanitarian tragedy that resonates emotionally.

The percentage of negative sentiment is generally higher than positive or neutral sentiment. Although some studies have found a significant proportion of positive sentiment, it still does not dominate. The lack of emotional variety and low positive sentiment reinforce the picture that public discourse is still focused on narratives of suffering, rather than solutions or peaceful advocacy (Al-Kadzim et al., 2024b; Nasreddin, 2023).

Social Conversation Theme on Palestine Conflict

Thematic analysis of online discussions among Indonesian netizens on the Palestine issue reveals several prominent focal points that shape public discourse. These include the Iran–Israel conflict, which is often linked to broader geopolitical tensions in the Middle East, and the recurring attacks on Gaza that trigger widespread outrage and empathy. Expressions of Palestinian solidarity are pervasive, often accompanied by criticism of perceived global inaction and calls for stronger support from Muslim-majority countries. Indonesian media responses are also a topic of concern, with netizens debating issues of framing, bias, and media silence. The humanitarian crisis in Gaza receives significant attention, particularly in the context of civilian casualties, access to aid, and violations of international law. Conversations around ceasefire negotiations reflect both hope and skepticism, while discussions on Indonesia–Palestine diplomatic relations highlight national pride and the desire for more assertive political action.

Together, these themes demonstrate how Indonesian netizens engage with the Palestine issue not only as a distant conflict, but as a matter of moral, religious, and political significance:

1. Iran-Israel Conflict

This theme includes a number of news items from popular media outlets such as CNBC Indonesia, YouTube (through news channels), and Viva.co.id, which generally present a negative narrative. These news stories tend to highlight violence and the escalation of armed conflict. For example, headlines such as *Portrait of Israeli Attacks Turn This Place into a Mass Grave* and *Palestinian Missile Storm Hits Israel* show the use of dramatic diction to emphasize the damage and tension resulting from this conflict. Not only focusing on Israeli military actions, the news coverage also includes the impact on Palestine, such as the expulsion of residents and the increasing threat of attacks. All of this shows that the media adopts a strong conflict frame in its reporting, which is an approach that highlights confrontation, escalation, and military force rather than resolution efforts or humanitarian narratives.

In addition, there is almost no coverage highlighting aspects of peace, international mediation, or humanitarian aid taking place amid the conflict. This imbalance shows how online media, especially mainstream media, prefer to present the reality of conflict through the lens of violence, which in turn can reinforce public perceptions of conflict as inevitable and escalating. The dominant negative sentiment can also reinforce certain biases and stereotypes, both towards state actors (Israel, Iran, Palestine) and towards ethnic or religious groups symbolically associated with the conflict. Such reporting not only reflects geopolitical dynamics but shapes public opinion through repetitive narratives.

Meanwhile, the word cloud for this theme reveals the words that appear most frequently in the digital discourse related to this conflict. The words Israel and Iran dominate in the largest size, indicating that these two countries are the main subjects of public discussion. In addition, words such as *serang*(attack), *senjata* (weapons), *misil*(missiles), *perang* (war), and *militer* (military) reinforce the tendency of narratives to focus on aspects of violence and confrontation.

This shows that the public—through social media, forums, or online news—talks more about this conflict in the context of war and attacks. Narratives containing violence and militarization dominate digital representations, obscuring humanitarian issue such as refugees, civilian casualties, and the suffering of ordinary people on both sides.

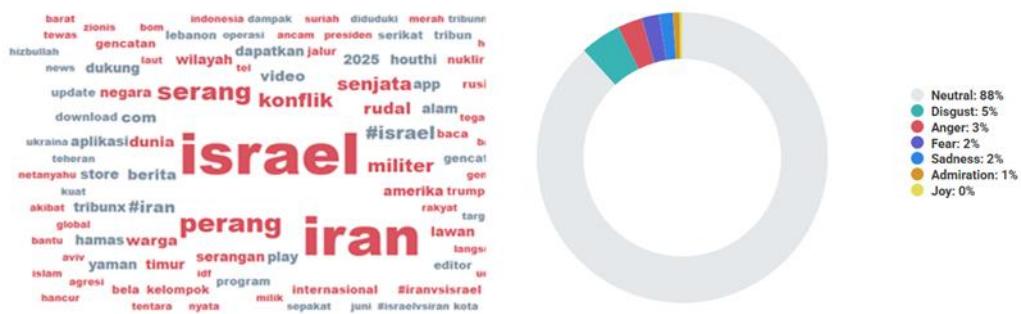


Figure 5: Iran-Israel Conflict Theme on Indonesia Social Media

Source: Data Analysis

Figure 5 shows that the word cloud displays a number of hashtags such as #iranvsiisrael, #israel, and #perangisrael, indicating that this conflict is not only a media concern but also a battleground for public opinion on digital platforms. The use of such hashtags indicates how netizens participate in reinforcing the narrative of conflict through digital symbols. Hashtags also serve to build communities of opinion, strengthen group identities, and deepen polarization. However, what is interesting is the absence of words related to conflict resolution, such as damai (peace), gencatan senjata (ceasefire) or mediasi (mediation). This shows that public discourse tends to be reactive to violence and rarely provides space for narratives of peaceful resolution.

These findings reveal how the Iran-Israel conflict is represented digitally, with a strong emphasis on violence, militarization, and antagonism. Mainstream media outlets convey news that reinforces negative sentiments and makes violence a central element of the narrative, while public discourse on social media reinforces this narrative through the spread of conflict-oriented keywords and hashtags (Cervi & Marín-Lladó, 2022). This can reinforce the public perception that the conflict is permanent and inevitable, and reduce empathy for victims and peace efforts. Thus, both media and digital users play a role in shaping a conflict reality that is full of bias, fear, and polarization. The narratives constructed tend to narrow the space for critical and empathetic reflection on a geopolitical conflict that is actually highly complex (Daniele & Kelsch, 2025; Morrison, 2022).

2. Gaza-Israel

This theme was represented and discussed in online media in two important elements that were analyzed, namely the most frequently mentioned news items (top mentions) from mainstream media and the context of public discussion in the form of word clouds. The three main news stories featured by media outlets such as Liputan6, YouTube, and CNBC Indonesia consistently contain negative sentiment and focus on the violence committed by Israel in the Gaza Strip. One news story reveals Israel's

airstrike on aid transport vehicles, illustrating the military impact on civilian facilities. Another news item highlighted the bombing of a church that killed Catholics and civilians in Gaza, as well as a drone attack on a refugee tent that caused casualties and injuries. These news items show a pattern of coverage that is highly oriented towards tragedy and the intensity of violence, without providing much space for narratives of mediation, diplomacy, or international aid. Words such as tewas (killed), serang (bombard), and berduka (mourning) are used emotionally to draw public attention to the suffering of the victims, but also have the potential to reinforce the image of an endless conflict.



Figure 6: Gaza-Israel Theme on Indonesia Social Media

Source: Data Analysis

Meanwhile, the context of public discourse reflected in the word cloud in Figure 6 reinforces the representation of violence in digital discourse. The word Israel is the most dominant element, followed by the words serang (attack) and terbunuh (killed) reflecting that public perception is largely shaped by military action and the number of casualties. Additionally, words such as rute (route), militer (military), tentara (army), dan tembakan (shoot) further reinforce the militaristic framing that dominates the discourse space.

Interestingly, however, there is the emergence of words related to the humanitarian dimension, such as *penduduk* (residents), *luka* (injured), *sakit* (sick), *dokter* (doctor), and *kesehatan* (health), indicating that this issue is not only viewed from the perspective of armed conflict but also from the direct impact on the lives of civilians in Gaza. This indicates that part of the public discourse is beginning to shift toward narratives of civilian suffering and the need for medical assistance, although this has not yet become dominant. In addition, the emergence of terms such as *gereja* (church), Marwan, and Indonesia shows that this event is not only associated with regional actors but also attracts attention from the international and religious communities, including the Indonesian public.

This shows that the Gaza-Israel conflict has become a transnational issue that triggers empathy across national and religious boundaries. However, in general, public discussions still barely touch on peace efforts. Words like *damai* (peace), *gencatan senjata* (ceasefire), or *mediasi* (mediation) are absent from the word cloud, meaning that digital conversations are more reactive to violence and casualties and have not yet actively built narratives for conflict resolution (Bachtiar et al., 2021). This has the potential to reinforce cycles of polarization and collective trauma in the digital space.

3. Palestine Solidarity Movement

From the popular news perspective, it appears that the narrative circulating not only touches on support for Palestine, but also the tension caused by expressions of solidarity. For example, news about actress Gal Gadot causing controversy at the Jerusalem Film Festival due to her pro-Israel comments and cornering of Hamas has been in the spotlight, especially as it is linked to the war in Gaza. This shows how the issue of Palestinian solidarity intersects directly with the world of celebrities and popular culture, thereby expanding the scope of the conflict narrative to the realm of symbolism and media representation.

In addition, the topic of deportation threats against Palestinian supporters in the United States adds a new dimension to the digital discourse, namely the emergence of repression against political expression and humanitarian support. This shows that solidarity with Palestine is not only about foreign affairs, but also concerns freedom of expression, civil rights, and resistance to domestic political domination in Western countries. An article from Kompasiana titled Exposing Israel's Arrogance and Its Global Network highlights the growing counter-hegemonic narrative among social media users, emphasizing that the Palestinian conflict is not merely about a land dispute but a form of modern colonialism involving global powers and transnational domination. This clarifies that solidarity with Palestine has become a space for articulating criticism of global structural injustice, as well as a channel for voicing resistance against a broader system of oppression.

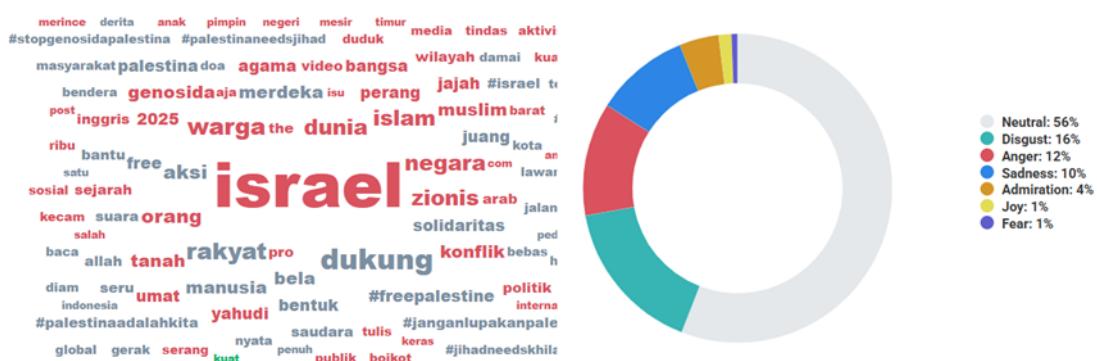


Figure 7: Palestine Solidarity Movement Theme on Indonesia Social Media

Source: Data Analysis

However, Figure 7 shows the narrative that has developed has the potential to polarize. Words such as *zionis* (Zionist), *setan* (evil), *genosida* (genocide), and *kekerasan* (violence) show that public discourse is fraught with sharp moral dichotomies. While this strengthens solidarity on one hand, it also has the potential to create rigid dividing lines between us and them, which in some contexts can escalate into intolerant attitudes or mass judgment. In this regard, it is important for civil society actors and the media to navigate this discourse wisely, so that the solidarity movement remains committed to the values of justice, humanity, and human rights, without falling into the trap of fanaticism or extreme rhetoric.

These findings show that the solidarity movement for Palestine in the digital space has developed into a complex and layered field of discourse. Not only does it voice support for the victims of conflict, but this discourse also serves as a channel for criticism of global hegemony, structural injustice, and the suppression of political expression. With a strong public participation base and dissemination through hashtags and social media, digital solidarity for Palestine shows that this humanitarian issue has transcended geographical boundaries and become part of the global struggle for justice (Mudzakir, 2025; Shadiqi et al., 2020).

4. Indonesia News Update on Palestine Issue

The dynamics of public discourse in Indonesia regarding the Palestinian issue in mid-2025, with content disseminated through online media and social media, show that humanitarian issue remain the center of attention, as highlighted by Viva.co.id's coverage of the threat to hundreds of babies in Gaza due to the Israeli blockade. This narrative carries a high degree of empathy, indicating that Indonesian media not only highlight the political aspects of the Israel-Palestine conflict but also address the most vulnerable aspects of the humanitarian crisis.

Meanwhile, positive-toned content from YouTube—specifically, a call to support Palestine through children's cartoons—adopts a lighter and more inclusive approach in fostering awareness from a young age. On the other hand, the hukumonline.com article discussing the involvement of certain parties in the Gaza reconstruction process highlights the policy dimension and the role of Indonesia (or Indonesian entities) in the post-conflict reconstruction process. All three provide a comprehensive picture that Indonesia's discourse on Palestine does not stop at emotional sympathy but is beginning to address the realm of global participation and responsibility.

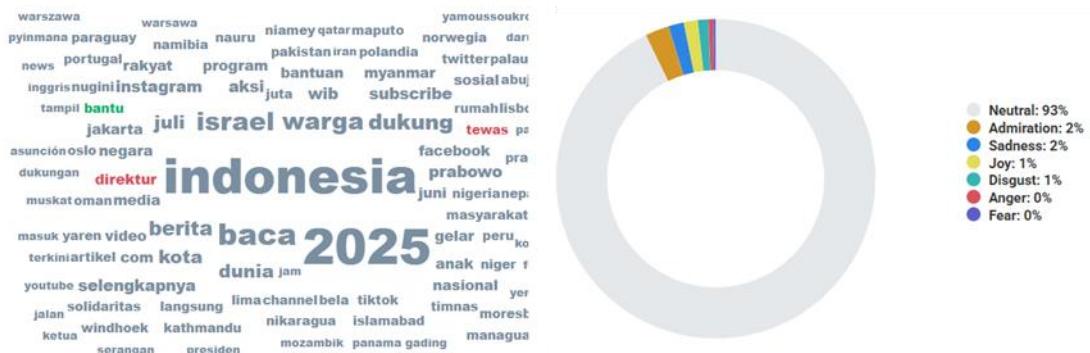


Figure 8: Indonesia News Update of Palestine Issue on Indonesia Social Media

Source: Data Analysis

In the word cloud, the word Indonesia appears prominently, indicating the high level of participation and centrality of Indonesian public opinion in global conversations surrounding the Palestinian conflict. In addition, the words 2025, *baca* (read), *berita* (news), and *subscribe* show the high level of interest among the public in following the latest developments through various information channels, including online media and social media. The presence of words such as *children*, *citizens*, *bantuan* (aid), *solidaritas* (solidarity), and *dukungan* (support) emphasizes that public discourse is dominated by humanitarian sentiments and collective solidarity. Interestingly, the context of the conversation also includes geographical and global elements such as Warsaw, Mozambique, Portugal, Myanmar, and Namibia, which can be interpreted as an indication that the Palestinian issue has become a global concern, and public discussions in Indonesia are also connected to international opinion networks. This demonstrates that Indonesian netizens are not acting in isolation but are part of a global ecosystem advocating for justice and humanity.

These findings confirm that Indonesians play an important role in shaping the discourse of solidarity with Palestine through digital spaces. Various forms of content—from headlines, short videos, to in-depth articles—demonstrate the diversity of approaches used to support the Palestinian struggle. The word cloud also shows that this discourse has evolved into a more complex direction, no longer merely focusing on *dukungan* (support) or *kemarahan* (anger), but encompassing educational, collaborative, and even diplomatic aspects. This indicates that Indonesia's digital public space can serve as an important arena for citizen diplomacy, while also reflecting collective awareness of global issue that transcend national boundaries (Anisa et al., 2024). The next challenge is how to consolidate this digital energy into a tangible movement that can bring about long-term policy changes or concrete contributions to the recovery and reconstruction of Gaza.

5. Gaza Humanitarian Crisis

This theme reflects the urgency and severity of the humanitarian crisis currently unfolding in Gaza as a result of Israel's military aggression, which has been ongoing for over 20 months. All three featured content pieces in the Top Mentions section are negative in tone and highlight the suffering of Palestinian civilians from various angles, including hunger, access to clean water, and physical violence experienced while attempting to obtain aid. An article from Liputan6.com highlights how Gaza has become the least livable area due to prolonged attacks and blockades that hinder the entry of humanitarian aid. Meanwhile, content from KompasTV via its YouTube channel shows the suffering of Gaza residents who were shot while trying to collect aid flour, underscoring the escalation of violence against civilians. On the other hand, Antaranews.com highlights the destruction of water treatment infrastructure, making access to clean water a major challenge for the survival of residents. These three narratives reveal intertwined dimensions: physical violence, food shortages, and infrastructure crises that cause systemic and layered suffering for the people of Gaza.

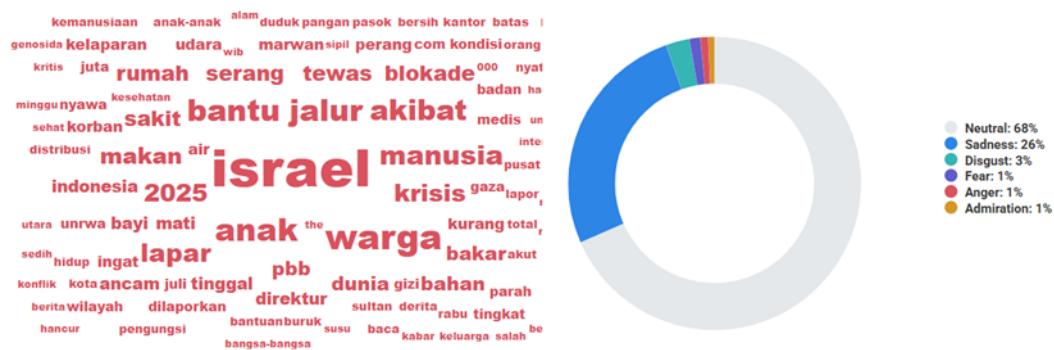


Figure 9: Gaza Humanitarian Crisis Theme on Indonesia Social Media

Source: Data Analysis

The word cloud context of a discussion in Figure 9 reinforces this narrative with the appearance of words such as *Israel*, *bantuan* (help), *jalan* (path), *akibat* (consequence), *serangan* (attack), *blokade* (blockade), *anak* (child), *lapar* (hungry), *makan* (eat), and *kematian* (death) in large sizes, indicating high frequency and the dominance of humanitarian topics in public discourse. These words underscore the profound dimension of the humanitarian tragedy—particularly the suffering of children and infants who are experiencing hunger, malnutrition, and direct violence. In addition, the emergence of words such as *kesehatan* (health), *air bersih* (clean water), *PBB* (UN), *laporan* (report), and *krisis* (crisis) indicates pressure on the international community and institutions such as the UN to take action. This context also shows that public discourse is not only focused on suffering, but also on aspects of global responsibility, aid distribution, and reporting of human rights violations.

These findings illustrate that the Gaza crisis is no longer merely a political issue or armed conflict, but has shifted into a major humanitarian disaster that requires an immediate and coordinated global response. Public discourse in Indonesia and local media have paid great attention to the suffering of Gaza residents by highlighting narratives that focus on the direct impact on daily life, especially vulnerable groups such as children (Cervi & Marín-Lladó, 2022). This demonstrates the sensitivity of Indonesian society to cross-border humanitarian issue and their potential to mobilize international opinion and solidarity. However, the greatest challenge ahead is how to convert this attention into effective diplomatic pressure, organized humanitarian aid, and greater civil society involvement in pushing for a long-term resolution to the humanitarian crisis in Gaza (Nasereddin, 2023).

6. Ceasefire Negotiations

This theme describes the complex political and diplomatic dynamics surrounding the ceasefire negotiations between Israel and Palestine. The three featured content items in the Top Mentions section highlight how the ceasefire issue is not only a humanitarian matter, but also a battleground for Israel's domestic and foreign political interests. An article from CNBC Indonesia, for example, shows internal criticism from two former Israeli prime ministers against Prime Minister Netanyahu's plan to build a humanitarian city in Gaza. They likened the plan to a concentration camp, reflecting strong condemnation of the Israeli government's militaristic approach and dehumanization of Palestinians in its rhetoric. Negative sentiment is also evident in a video from Tribun Video, which states that Netanyahu is cornered by internal and external pressure. Meanwhile, news from Antaranews highlights the European Commission's rejection of Israel's claim that Hamas is stealing humanitarian aid in Gaza, as it is not supported by strong evidence. This demonstrates international skepticism toward Israel's narrative and resistance to efforts to discredit Palestinian groups in the context of aid distribution.

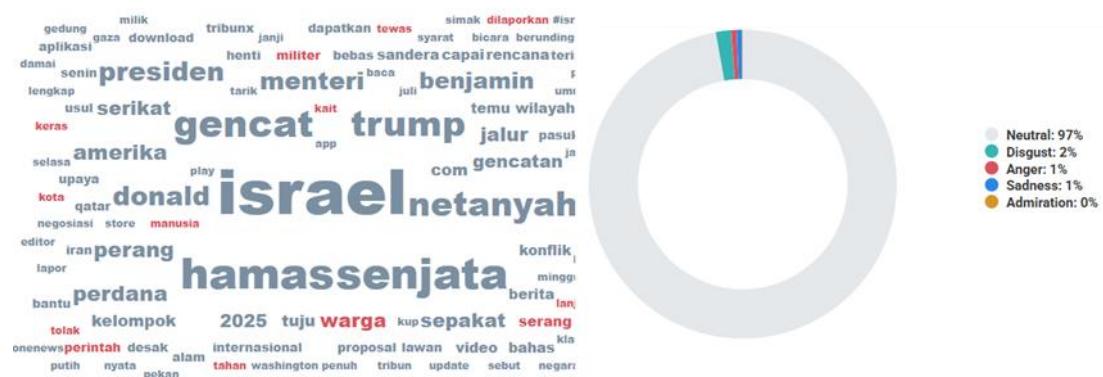


Figure 10: Ceasefire Negotiations Theme on Indonesia Social Media

Source: Data Analysis

The word cloud found in Figure 10 reinforces the geopolitical dimension of this issue, with the emergence of dominant words such as Israel, Netanyahu, *gencatan senjata* (ceasefire), *perang* (war), *senjata* (weapons), Hamas, Trump, 'America', and *presiden* (president). This indicates that the discourse surrounding the ceasefire is heavily influenced by the roles of key political actors—both within Israel and from major countries like the United States. The emergence of the names Trump and 'Benjamin' (Netanyahu) shows the involvement of the global political elite in a tense diplomatic process. Words like *internasional* (international), *proposal*, *sepakat* (agreement), and *negosiasi* (negotiation) also show that the ceasefire process is seen by the public as a negotiation that is not simple, but rather fraught with political compromise and military interests. The emergence of words such as *kemanusiaan* (humanitarian), and *desa* (village) shows that the effectiveness and morality of the proposed solution are also being questioned.

These findings show that narratives surrounding the ceasefire in Gaza speak of ending violence, while also describing the political legitimacy crisis in Israel, global diplomatic pressure, and public skepticism about the good intentions behind the conflict resolution. The discourse developing in Indonesian media and digital platforms shows critical awareness of the Israeli government's rhetoric, as well as hopes that the international community will not only take symbolic action but will genuinely push for a fair and humane peaceful solution (Haugbolle & Olsen, 2023). This narrative shows how the Indonesian public is increasingly engaged in reading this conflict from a broader geopolitical perspective, not just as a regional Middle Eastern issue, but as part of a global discourse on humanity, human rights, and modern colonialism.

7. Indonesia's Pro-Palestine Diplomacy

Palestine conflict became a hot topic in Indonesia's digital space, especially in July 2025. The Top Mentions panel displays three major news stories that show Indonesia's solidarity with Palestine. First, the meeting between the Palestinian Ambassador and leaders of Islamic organizations in Indonesia indicates strong symbolic diplomacy, reinforcing the narrative of historical and emotional closeness between the two nations. Second, President Prabowo's statement at the BRICS Summit regarding support for Palestinian independence shows that this issue is also being used as strategic diplomacy on the global stage, reaffirming Indonesia's position as a non-aligned nation that upholds the values of humanity and international justice. Third, the concrete action of sending 10,000 tons of rice by the DPP IMM is proof that Indonesia's solidarity is not only rhetorical but also manifested through tangible assistance that reflects concern for the humanitarian crisis in Palestine.

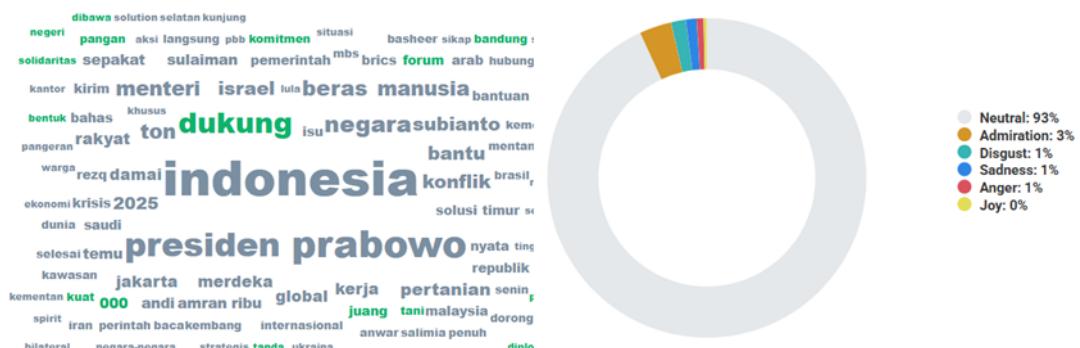


Figure 11: Indonesia–Palestine Relations Theme on Indonesia Social Media

Source: Data Analysis

Meanwhile, shown in Figure 11, the context map of the discussion in the word cloud shows that the narrative developing on social media combines elements of solidarity, such as *dukungan* (support), *tolong* (help), *kemanusiaan* (humanity), and *perjuangan* (struggle), with elements of geopolitics and national security, such as *beras* (rice), *makanan* (food), *krisis* (crisis), and *pertanian* (agriculture). Words such as president, Prabowo, and Indonesia dominate, indicating that this discourse is heavily influenced by the government's official position and statements. The emergence of terms such as BRICS, *internasional* (international), and *forum* (forum) shows that there is a global dimension to the discussion, with the public highlighting Indonesia's role in the world political constellation regarding the Palestinian issue. Additionally, words such as *beras* (rice), *makanan* (food), and *ketahanan* (resilience) indicate that the public associates this issue with domestic conditions, debating the balance between foreign aid and domestic needs.

Overall, this data shows that the Indonesia–Palestine relationship is understood by the public not only as a moral and religious commitment but also as a strategic issue touching on foreign policy, international diplomacy, and cross-border humanitarian solidarity (Bachtiar et al., 2021; Mudzakir, 2025).

Dominance of Sadness and Lack of Peaceful Narratives

Although the findings show a huge wave of digital solidarity for Palestine in Indonesia, sentiment and emotion analysis reveals a dominance of sadness and negative sentiment, with very few positive conversations. This imbalance indicates that public discourse remains trapped within the framework of recurring tragedy and violence, with insufficient space for constructive narratives such as peace, reconciliation, or advocacy for long-term policies.

This imbalance poses challenges in leveraging digital spaces for humanitarian agendas. Instead of building productive collective awareness, narratives centered on suffering

can lead to compassion fatigue or empathetic exhaustion among audiences. This risks reducing the long-term effectiveness of humanitarian aid campaigns and narrowing the opportunities for civil society to act as a catalyst for change through policy advocacy or diplomatic pressure (Bachtiar et al., 2021).

Furthermore, the mainstream media's framing of violence without offering any narrative for a solution, as well as the lack of words such as peace, reconciliation, or mediation in the word cloud, indicates that the role of peace journalism is still very limited (Nasereddin, 2023). Yet, in the context of a complex and prolonged crisis like Palestine, the public needs a framework that transcends the victim vs. perpetrator dichotomy and enters into a reflective space about future resolutions (Anisa et al., 2024).

CONCLUSION

This study concludes that the Palestinian conflict has become the main focus of attention in Indonesian society's digital discourse, especially after the tragic incident on July 2, 2025, which killed the head of the Indonesian Hospital in Gaza. Through Social Network Analysis (SNA), sentiment analysis, and thematic analysis, this study successfully uncovered the dynamics of online conversations characterized by a surge in volume (+3752%), the dominance of negative sentiment and emotions of sadness, and network centralization on mainstream media accounts and digital content creators such as TikTok and YouTube. Public conversations tended to be framed within narratives of violence and suffering, with little room for discussion about peace or long-term solutions. Additionally, the use of hashtags and content distribution on algorithm-based platforms indicated that digital participation was also influenced by visibility logic, which often reinforces biases and polarization.

The main contribution of this research lies in its comprehensive mapping of the social network structure and emotional landscape of the Indonesian public in response to the Palestinian issue. A multidimensional approach combining Social Network Analysis (SNA), sentiment analysis, and thematic analysis provides a strong methodological foundation for understanding how public opinion is formed in the digital age. The findings of this research highlight the significant role of short-form video-based social media, which is increasingly becoming the primary channel for disseminating hum.

For future research, it is recommended that studies not only focus on quantifying emotions or digital actors, but also explore deeper affective and psychosocial dimensions, including how expressions of sadness and anger shape collective behavior or influence public policy. Qualitative approaches such as critical discourse analysis and digital ethnography can complement our understanding of the symbolic meaning in narratives of solidarity. Additionally, there is a need for research on the effectiveness of digital advocacy—whether the virality of hashtags or content truly impacts aid

mobilization, policy changes, or international diplomacy. Comparative research across platforms is essential to understand the differences in public discourse dynamics between TikTok, Instagram, X, and YouTube. Finally, future research is expected to begin integrating the perspective of peace journalism to promote more solution-oriented and balanced alternative narratives amid the dominance of violent narratives.

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