

## Pro-Palestinian netizen cyber activism through the *Julid Fi Sabilillah* movement on Instagram

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### Abstract

This study investigates the *Julid Fi Sabilillah* movement, a pro-Palestinian cyber activism initiative on Instagram formed by Indonesian netizens in response to the Al-Aqsa Hurricane attack by Israel. The emergence of a social movement on social media called *Julid Fi Sabilillah* became a mutually supportive virtual community that was formed to fight Israeli propaganda and its supporters on social media by trolling, cursing, and terrorizing the social media accounts of Israeli supporters. This research aims to find out and analyze how *Julid Fi Sabilillah's* activism on Instagram social media creates propaganda and mental attacks and creates negative issues for Israeli supporters on social media. Using a qualitative approach and case study method, this research revealed that the *Julid Fi Sabilillah* movement successfully countered the narrative supporting Israel on Instagram. Findings reveal that the movement has effectively disrupted pro-Israel accounts, causing psychological distress among supporters and amplifying global awareness of Palestine's plight. This digital activism highlights the potential of social media in uniting global efforts toward political and humanitarian causes.

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### Abstrak

Penelitian ini menyelidiki gerakan "*Julid Fi Sabilillah*", sebuah inisiatif aktivisme siber pro-Palestina di Instagram yang dibentuk oleh warganet Indonesia sebagai respons terhadap serangan Badai Al-Aqsa oleh Israel. Munculnya gerakan sosial di media sosial yang bernama *Julid Fi Sabilillah* menjadi komunitas virtual yang saling mendukung yang terbentuk karena adanya tujuan melawan propaganda Israel dan pendukungnya di media sosial dengan cara trolling menghujat dan meneror akun media sosial pendukung Israel. Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimana aktivisme *Julid Fi Sabilillah* di media sosial Instagram dalam membuat propaganda, menyerang mental dan membuat isu negatif bagi pendukung Israel di media sosial. Dengan pendekatan Kualitatif dan metode

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studi kasus penelitian ini mengungkap bahwa gerakan *Julid Fi Sabilillah* berhasil melawan narasi pendukung Israel di Instagram. Hasil penelitian menunjukkan bahwa gerakan tersebut telah secara efektif mengacaukan akun-akun pro-Israel, menyebabkan tekanan psikologis di antara para pendukung dan meningkatkan kesadaran global akan penderitaan Palestina. Aktivisme digital ini menyoroti potensi media sosial dalam menyatukan upaya global menuju tujuan politik dan kemanusiaan.

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## INTRODUCTION

The Al-Aqsa Hurricane (Taufan Aqsa) attack carried out by Hamas military wing Izzudin Al Qasam fighters against Israel on October 7, 2023, shocked the world. Israel's fame with its intelligence and the army power through Agent Mosad was immediately humiliated by Hamas fighters. According to Israeli media reports, at least 750 Israeli citizens were missing, and more than 699 people were killed because of the attack. Hamas, through its press release, stated that they were ready to accept all the consequences of this attack, and they were prepared to fight for a long time until it was all out (Zamzami, 2023).

The Israeli government was very angry with this attack; in a press statement, Israeli Defense Minister Yaov Gallant stated that Israel was at war against human animals (Agustin, 2023). Meanwhile, the Prime Minister of Israel said that his country was fighting a fierce battle with its enemies, and they would feel the significant consequences of this event (Muhaimin, 2023). This anger is evidenced by Israel's attack on the Gaza population. As if they had no conscience, the Israeli army bombarded and massacred Gaza civilians regardless of gender and age; all of them became targets, and many women, children, and even babies were killed. Israel argued that their attack was aimed at Hamas, which was hiding among Gaza's residential areas. The Palestinian Ministry of Health stated that up to now, on December 27, 2023, the number of fatalities has reached 20,915, and 54,918 people have suffered from penetrating injuries (Patrio, 2023).

Indonesia is the largest Muslim country in the world and has a long history with the Palestinian people. The Indonesian government responded quickly to the international community, so they both paid particular attention to the war taking place in Palestine, especially in Gaza (Satris, 2019). This is proven by Indonesia's appearance at various events, both domestically and at international events, always campaigning

that Indonesia is always there for Palestine and fully supports Palestinian independence. Apart from support through diplomacy, Indonesia is also united in helping by sending donations in the form of money, food, clothes, medicines, speaking out, and being firm through social media by netizens (Putri & Pratiwi, 2022).

The war of opinions on social media is a complex phenomenon that is increasing and impacts social, political and cultural life, thus requiring in-depth understanding and strategic solutions (Salsabila & Laela, 2022). The war of opinion in various media is decisive. One thing that feels very close is on social media. Netizens are divided into those who support Palestine and those who support Israel. The free use of social media in conveying messages is very effective in playing out issues. (Pora et al., 2022) explains that netizens can create messages freely without being influenced by anyone because there is no direct face-to-face contact.

Indonesian netizens' support for Palestine on social media is solid; this is like a form of freedom in democratic countries, also referred to (Zain et al., 2015) as "cyber democracy", which generally refers to the freedom of individuals to gather and associate, participate in political activities, express opinions, and so on, which can be done offline and online (on the network). Previously, netizens moved independently, but because of the same goals and targets, a social movement emerged on social media called *Julid Fi Sabilillah*, a play on *Jihad Fi Sabilillah*. This movement is a virtual community that supports each other, which is formed in the cyber world by users because of their similarities, mutual interactions, and relationships, which are facilitated by the medium of computers connected to the internet, receiving special attention from various parties because they are well coordinated in defending Palestine in cyberspace (Rulli, 2017).

Erlangga Greschinov, as unit commander of the *Julid Fi Sabilillah* movement, explained that this movement was a humanitarian call and an effort to fight against the Indonesian people who both care about the Palestinian people whom Israel is still colonizing (Wijaya, 2023). This movement also has the aim of fighting Israeli propaganda and its supporters on social media by trolling, insulting, and terrorizing the social media accounts of Israeli supporters (Raharjo, 2023). Of course, this resistance has a powerful impact on the mental health of netizens who support Israel. Social media can encourage and mobilize various forms of social activism in digital society (Dwityas et al., 2024). Suppose social media is used to attack continuously by bullying or blaspheming. In that case, it will have a severe mental impact, the most common of which are depression, anxiety, stress, and even suicide (Desmiarti, 2023).

Whether or whether the causes being fought for are viewed as widespread issues has a significant impact on the effectiveness of social movements (Jamil et al., 2023).

Indonesian netizens who were once crowned as the most unfriendly netizens in Southeast Asia are indeed very clever at "diving and hunting" on social media every day *Julid Fi Sabilillah* soldiers can collect accounts supporting Israel, which will be targeted for attack (Ikhsan, 2023). Apart from social media accounts, Indonesian netizens also managed to get WhatsApp contacts and cell phones of Israeli netizens, thereby increasing the enthusiasm of Indonesian netizens to beat up Israeli supporters. This is proven by news in the media that several Israeli supporters complained about Indonesian netizens (Dedi, 2023).

Recently, the famous Israeli presenter, Shai Golden, in a local Israeli TV broadcast, threatened to support Palestinian supporters and labeled Indonesian netizens as terrorists for supporting Palestine. Instead of being afraid, Indonesian netizens are repeatedly attacking Shai Golden's account via @shai\_golden. Indonesian netizens also attacked the wife and family's accounts. In the end, Shai Golden apologized and regretted it after his account disappeared because it contained 780 thousand negative comments, and almost 480 profiles reported his account. This is one example of several proofs of the power of Indonesian netizens through the *Julid Fi Sabilillah* movement, which succeeded in destroying the mentality of Israel's supporters (Putra, 2023).

The phenomenon of *Julid Fi Sabilillah* as a moral movement supporting Palestine on social media is fascinating to research. This form of movement is also called activism on social media, a social movement that aims to change other people's views on an issue. The main characteristics of new media are its interconnectedness, access to individual audiences as recipients and senders of messages, interactivity, diverse uses as an open character, and ubiquitous nature (Putri & Pratiwi, 2022). Social media is only used to access information, whether updating or sharing. However, its uses and human needs are becoming broader and more varied. This is because social media plays a vital role in allowing the public to take action in ways never imagined before (Kosasi & Endri, 2022). The phenomenon of movements like this is not only happening now, but much previous research has discussed using social media in creating propaganda, public opinion, and even cyber-attacks. Usually, this arises when extraordinary events or phenomena occur in social life.

Activism or social movements usually involve direct action, such as campaigns, protests, demonstrations, boycotts, forming communities, spreading ideas, writing letters, and submitting petitions (Suswandy et al., 2020). According to Hafsari (2014), digital activism then developed and expanded, covering political movements and social issues. Many social movements are using new media to build their networks, including natural disaster volunteer, humanitarian, environmental, and other social movements.

Several examples of cases that have occurred in Indonesia are in the form of cyber activism on social media, such as #CicakVsCrocodiles, the feud between the Corruption Eradication Commission and the Police, which attacked each other and became public attention in 2009 (Heryanto, 2018). The public was also shocked by the tragic story experienced by a mother who complained to the Police because ASN officers raped her three children, but the Police did not follow up on her report and were even stopped. This case went viral on Twitter when the hashtag #percumalaporpolisi went viral in 2021. Second, These events are just a few examples of social movements on social media that went viral and attracted public attention (Wuriani, 2021).

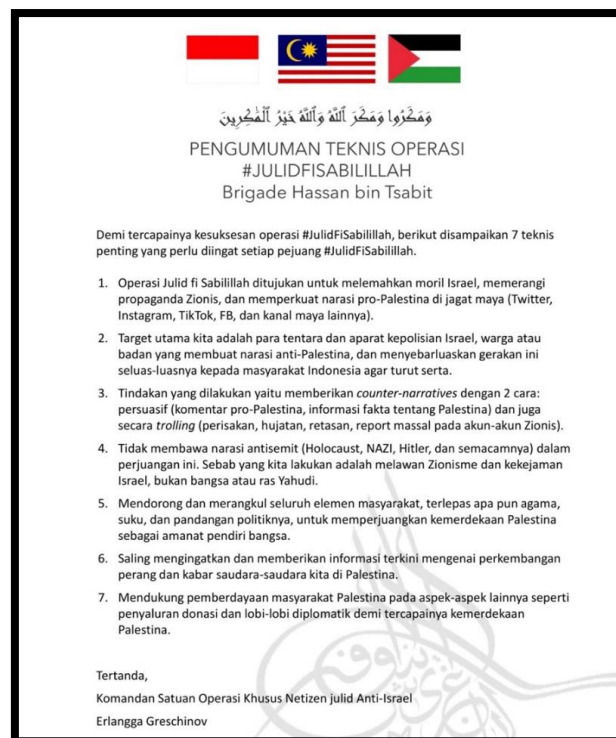


Figure 1. Technical rules for *Julid Fi Sabilillah* operations (Rahman & Amalia, 2023)

This research aims to analyze how the social media Instagram is used by netizens of the *Julid Fi Sabilillah* Army to create propaganda, mentally attacking and creating negative issues for Israel supporters on social media. What is also interesting from this research is that some strategies and norms are used as a reference by *Julid Fi Sabilillah* netizens in their actions so that they are well coordinated. For example, when attacking netizens who support Israel, one of the points that must be considered is that their attacks are aimed at Zionist Israel, not the Jewish religion. So, there are no

comments or posts that vilify the Jewish religion. You can see the technical rules for the *Julid Fi Sabilillah* movement on social media, as seen in Figure 1.

Instagram was chosen because it is a social media platform widely used by Indonesian netizens. Data shows that in 2023, Instagram users in Indonesia will reach 104.8 million and occupy the fourth position with the most users worldwide, after Brazil in third place (Social, 2023). Apart from that, Instagram has also become one of the platforms chosen by the *Julid Fi Sabilillah* movement to attack Israeli supporters. This has been confirmed above with the case of Israeli presenter Shai Golden.

## **METHODS**

This research uses qualitative research. According to (Lexy, 2019), qualitative research aims to understand phenomena about what has happened to the research subject, for example, behavior, perception, motivation, actions, and others (Zohrabi, 2013). Qualitative research is employed to find and examine what is precisely invisible—that is, to see the substance of the communication that is implied (Umarella et al., 2020). Qualitative research methods contain the understanding that qualitative research does not use evidence based on mathematical logic, numerical principles, or statistical methods (Setiawati & Putra, 2021). This research aims to describe Pro-Palestinian Cyber Activism on Instagram social media, so qualitative methods are very suitable for finding information and analyzing and understanding the subject of study.

This study employed a case study research design. According to (Irawan, 2015), a case study is generally described as a model that academics utilize in-depth to learn about and comprehend the phenomena of life that exist around specific people or social units. In the course of a research process, interview techniques are used by researchers to gather data (Sugiyono, 2019).

To get the anticipated data, researchers use the interview question guide that Patton suggests to explore questions to gain a deeper understanding (Patton, 2014). The processes Miles and Huberman outlined (Silaban et al., 2024) are employed in the data analysis technique: data collection, data reduction, display data, conclusion drawing, and verification (Zulfirman, 2022). Informants or research volunteers are crucial to a study. Key informants (informants) who are experts in their domains will be interviewed to gather the data required for this study.

The criteria for selecting informants are adjusted to the needs of the research, in addition to having an Instagram account and creating content supporting Palestine, the selected accounts are not anonymous or robots like buzzers. The selected accounts have a clear identity, have a master who directly manages social media. All selected accounts have been contacted by researchers and have been interviewed, but some of them do



not want their real identities to be leaked to the public, so researchers only write social media accounts with pen names or names listed on Instagram.

Here are some accounts that have been selected by researchers and have been interviewed by telephone and email. *First*, @catatanqalbuku is an Instagram account managed by a female student who claims to have joined the *Julid Fi Sabilillah* movement. He used this Instagram account to invite Indonesian netizens to care and even join this movement. In addition, this account also often attacks Instagram accounts supporting Israel with a direct command pattern from the commander *Julid Fi Sabilillah*. *Second*, the *Animasi religi* account is an Instagram account that was newly created after the Al-Aqsa storm attack on October 7, 2023. The account owner explained that this account was used not only to educate the public about Palestine but also to be a source of material for Palestinian supporters such as the *Julid Fi Sabilillah* troops to counter the lies of netizen accounts supporting Israel, many of which are inconsistent with what is happening in the field. The following Instagram account supporting the *Julid Fi Sabilillah* movement is @lilypersyadayani. Unlike the previous two accounts, this account writes its real name and openly posts content supporting Palestine. In an interview with the Instagram owner, she admitted that she has always supported full Palestinian independence.

## **RESULTS AND DISCUSSION**

*Julid Fi Sabilillah* is a moral movement from Indonesian society in cyberspace. The emergence of this movement was due to feelings of anger, anger, and annoyance at the attacks, massacres, and killings carried out by Israel against Palestinian Gaza residents. Before this movement, Indonesian netizens supporting Palestine fought individually on social media to voice justice for Palestine. A good initiative emerged from Commander *Julid Fi Sabilillah* Erlangga Greshinov @greshinov; he was called after seeing Israel's barbarity on social media showing vile propaganda (see Figure 7). Erlangga invited netizens who support Palestine to join and move together in fighting against Netizens who support Israel. Finally, this movement became massive on social media and became the world's mainstream media spotlight.

As we know, Indonesian netizens have great potential to create viral and "popular" content on social media. Based on data from (Social, 2023), social media users in Indonesia as of January 2024 were 139 million people; this number is 49.9% of Indonesia's population, which reached more than 279 million. Of course, this is not a small amount. Furthermore, apart from having many users, in research conducted by the Digital Civility Index in 2020, Microsoft named Indonesian netizens as the most impolite or unfriendly netizens on social media in Southeast Asia. These two potentials

can be utilized well by the *Julid Fi Sabilillah* movement to counter the propaganda made by Israel on social media (Arthamevia et al., 2022).

In an interview on CNN TV (2024), Elangga said that *Julid Fi Sabillah* is a play on *Jihad Fi Sabilillah*; this name emerged naturally from Indonesian netizens themselves because perhaps jihad is not carried out by fighting with weapons directly in the field but through social media channels so *Julid Fi Sabilillah* is very appropriate to its name. To become a member of this movement, there are no special requirements, and you do not have to join officially. If netizens support Palestine, attack netizens who support Israel, and follow instructions from commanders on social media, then that is enough.



Figure 2. Shai Golden, a presenter and supporter of Israel, apologizes to Indonesian netizens

Until now, *Julid Fi Sabilillah's* troops who are active and have declared themselves joining have reached more than 100,000. This movement has been followed by various countries such as Malaysia, Brunei, Turkey, and England, as stated by Erlangga on National TV media. The impact of this movement has proven to frustrate many netizens who support Israel. Apart from Shai Golden (see Figure 2), who apologized for threatening netizens who support Palestine, an IDF soldier (see Figure 3) also threatened Indonesian netizens by reporting Indonesian netizens to Interpol.



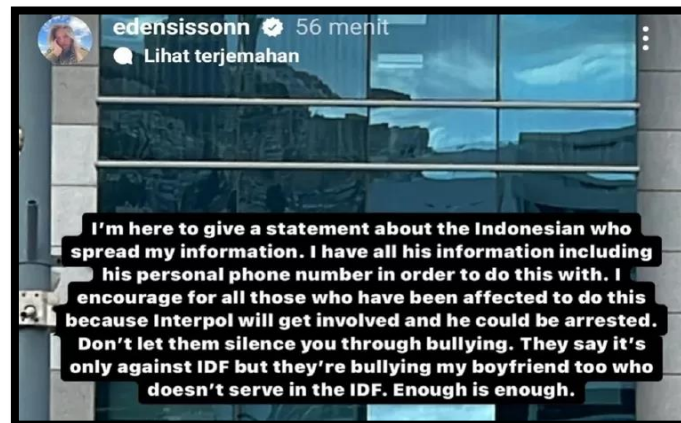


Figure 3. @edensissonn Israeli Defense Force (IDF) soldier threatens to report Indonesian netizens to Interpol.

*Julid Fi Sabilillah's* troops created many strategies to bully Israeli supporters. The attacks were carried out based on instructions from the commander by creating and publishing content supporting Palestinian independence, reporting social media accounts to be stopped or suspended, and what was most often frustrating was giving insults via direct message (DM) on Instagram and by calling directly via cell phone. All personal data is searched and provided by a team that understands personal data search systems. All data is taken and distributed to netizens to be thoroughly manipulated until the target feels disturbed and frustrated.

This research began by looking for Instagram social media accounts with affiliations or members of the *Julid Fi Sabilillah* social movement. Searches and observations were conducted for one week until several Instagram accounts were found willing to be used as sources. The criteria for selecting sources were adjusted to research needs; apart from having an Instagram account and creating content supporting Palestine, the accounts chosen were not anonymous or robots like buzzers. The selected account has a clear identity and has a master who directly manages social media. Researchers have contacted all selected accounts and have been interviewed. However, some do not want their real identities to be leaked to the public, so researchers only write social media accounts with pen names or names listed on Instagram. The accounts of @catatanqalbuku, @animasi\_religi, and @lilypersyadayani, as seen in Figures 4, 5, and 6, are several accounts that researchers have selected.

@catatanqalbuku is an Instagram account managed by a student who claims to have joined the *Julid Fi Sabilillah* movement. At first, his Instagram was only used to search for and share general information. However, after the Al-Aqsa storm attack on October 7, 2023, his Instagram account posted information about Palestine more often.

He also uses this Instagram account to invite Indonesian netizens to care and join this movement.

"Initially, I used social media only as a means of communication, seeking information and sharing information, but after the Aqsa storm incident, I used it to be part of the defenders of Palestine and liberators of Aqsa" (Results of an interview with @catatanqalbuku, 2024).

Apart from that, this account also often attacks Instagram accounts supporting Israel with direct command patterns from commander *Julid Fi Sabilillah*. The condition of Palestine is still worrying; the Israeli invaders continue to massacre, kill, expel, and destroy everything in Gaza. Not only humans were the targets, but Israel also hit buildings and even animals.

"I joined, and I entered one of the WhatsApp groups for coordination and strategy planning" (Results of an interview with @catatanqalbuku, 2024).

This is one of the motivations for @catatanqalbuku to join and collaborate with other supporters in many movements, such as *Julid Fi Sabilillah*, Hasan bin Tsabit brigade, Indonesian Julid Force, and others. Of course, all of them have the same vision, namely hitting the Instagram accounts of Israeli supporters so that they are depressed and even stressed by the many comments or direct messages sent directly by *Julid Fi Sabilillah's* troops.

There are many *Julid Fi Sabilillah* movements in Indonesia, including the Hasan Bin Tsabit Brigade (BHBT), Indonesian Netizen Army (TNI), Indonesia Julid Force (IJF), Indonesia Netizen Force (INF), and others. All these movements had the same aim, but they were different in managing the technical aspects of the attack, and the highest command was still Mas Greschinov. Everyone has command of the attack. Please allow permission for what I am explaining from the Hasan Bin Tsabit Brigade" (Results of an interview with @catatanqalbuku, 2024).

Everything in the attack was well organized. Like other organizations, the *Julid Fi Sabilillah* Army also has a compact team that is given responsibility according to the distribution agreed upon from the meeting results. Commands can be carried out

quickly according to directions. One of the essential keys in an attack is ammunition in the form of solid data. There must be no lies or slander.

“We have several teams to carry out attack commands. (1) The data team is tasked with searching for Zionist data such as Instagram accounts, Tiktok, X (Twitter), WhatsApp, etc. (2) The sentence drafting team is tasked with compiling factual sentences in the form of rebuttals to the propaganda spread or posted by the target (Zionist) account: (3) Attack team, namely all BHBT fighters who carry out attacks on target accounts. We have a particular schedule every day for carrying out attacks on Zionist social media accounts, as well as supporting pro-Palestinian accounts to keep Palestinian news up on social media” (Results of an interview with @catatanqalbuku, 2024).

So far, Instagram has been very effective for him in carrying out his *Julid Fi Sabilillah* mission. @catatanqalbuku said that Instagram has become easier and more familiar to use. Apart from that, many figures are also active on this social media.

I found that many public figures used Instagram to support Palestine, which made it easier for me to collaborate on posts to reach more users. Most Palestinian journalists use Instagram to post news, making it easier to get up-to-date news (Results of an interview with @catatanqalbuku, 2024).

@animasi\_religi is an Instagram account that was created after the Al-Aqsa storm attack on October 7, 2023. Although this account is very active and has quite a lot of followers, it has already had more than 5000 followers recently. This account is owned by @angga\_renong, the pen name of a man who works as a state civil servant (ASN) and cares about Palestine.

“@animasi\_religi is still new; this account was created several months after the Palestinian issue became viral or massive. On average, his followers are very militant” (Results of an interview with @animasi\_religi, 2024)

The content created provides specific information about Palestine through images, short videos, or exciting animations. Many people continue to share the content, so it is busy on social media. @angga\_renong explained that this account was used not only to educate the public about Palestine but could also be used as material for

Palestinian supporters such as the *Julid Fi Sabilillah* troops to counter the lives of many netizen accounts supporting Israel, which were not appropriate in the field.

“Religious animation with images and narration is more sarcastic. However, I am softer than others. So, because the audience market was transparent, I also reported that in Gaza, there were not only murders or massacres but there was also news of the victory of hope and so on” (Results of an interview with @animasi\_religi, 2024).

He created all the animated content in a relatively short time; he made it between hectic jobs. He collected the materials from various mainstream media, focusing on news about Palestine. Once selected, it is then analyzed and validated with various other media for comparison. When the content is finished, it is shared via Instagram, which is chosen as social media, which, according to him, is easier to use and faster to go viral than other social media. Like content about watermelon and Palestine was posted on January 22, 2024. This post has been shared and forwarded by many netizens on Instagram.

“I usually take the materials from mainstream media, analyze them first, and validate them with various other sources so that the information is not fake” (Results of an interview with @animasi\_religi, 2024).

Israel's crimes are so terrible that they have even exceeded the limits of humanity; for this reason, he wants to open the eyes of netizens, especially Indonesian netizens, so that they know data and facts about Palestine and Israel, especially the history of why conditions in Palestine have become like this, all the facts and This data is packaged with interesting animated content so that various groups can watch it. As a teacher and lecturer, @angga\_renong understands that interesting, animated content is very popular with young people. So, he turned his Instagram content into a weapon to encourage the younger generation to have sharp literacy and analysis about Palestine.

“On October 7, after content creator certification, I finally discussed watermelon. When I made it, many people were interested. Including many of my students who ask about the history of Palestine with exciting videos” (Results of an interview with @animasi\_religi, 2024).

One interesting fact about @angga\_renong is that he is not directly part of *Julid Fi Sabilillah's* group, but he admits that he is part of the Palestinian fighters who participated in enlivening *Julid Fi Sabilillah's* content in attacking Israeli supporter accounts. This means that when there is a command directive to post content about Palestine or attack Israeli support accounts, @angga\_renong is ready to help and even make the content viral.

“Regarding the *Julid Fi Sabilillah* movement, it is good because there are other channels of preaching or other movements on social media. It turns out it is not canned. Can unite movements. So, people also have a role to play in this movement. It turns out that this movement was like the help of birds carrying water when the prophet Ibrahim was burned. Even though it is small, if this movement is done together, it can be enormous, and the enemy can lose” (Results of an interview with @animasi\_religi, 2024).

The following Instagram account supporting the *Julid Fi Sabilillah* movement is @lilypersyadayani, which differs from the previous two accounts; this account writes its real name and openly posts content supporting Palestine. From the results of an interview with the owner of Instagram, he admitted that he had always supported complete Palestinian independence, but he posted very intense content supporting Palestine after the events of October 7, 2023, or after the Al-Aqsa Hurricane incident. Along with his earnest support, he found netizens with the same enthusiasm for defending Palestine and joined the *Julid Fi Sabilillah* movement. He admitted that he was pleased and participated by following the instructions given by Commander *Julid Fi Sabilillah*.

“Yes, I joined and participated actively in the *Julid Fi Sabilillah* activities. I want to be one of Al Aqsa's defenders in a way that can be done” (Results of an interview with @lilypersyadayani, 2024).

The content posted results from searches or information from various media, especially mainstream media supporting Palestine. He then reviews and validates the information he gets. If it matches the facts, he immediately forwards it or posts it again on his Instagram account.

By commenting, attacking IDF and Israeli accounts, tagging known friends, and sharing story posts (Results of an interview with @lilypersyadayani, 2024).

Occasionally, he also creates content with his friends in collaboration. He proves the seriousness of his support for Palestine with the content that can be seen on his Instagram account. Previously, he posted more often about his life, but now he posts support for Palestine more often. Apart from that, as a supporter of the *Julid Fi Sabilillah* movement, this account pays close attention to the target or objectives that will be attacked according to instructions from the commander. In the form of propaganda posts about Israel's crimes against Palestine, it flooded the comments column of netizens supporting Israel, from artists and Israeli government officials to the Israeli army itself. Examples are seen in Figure 7.

If you look at the calls and invitations to write from @greshinov and @ijffofficial, they are very systematic and well-planned (see Figures 8 & 9). In his appeal, the background to why the attack was carried out, the day it was carried out, and even the implementation time were written in detail. The form of the journal is also explained, and the targets of netizens supporting Israel who will be attacked are shown directly, as in the example above. This movement was well organized; *Julid Fi Sabillah* netizens immediately followed the directions.

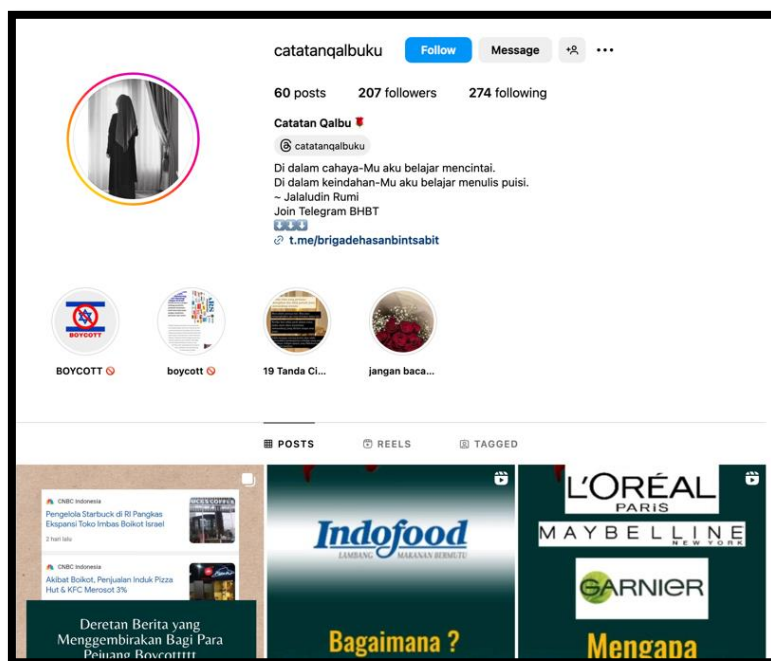


Figure 4. Instagram account supporting the *Julid Fi Sabilillah* movement @cintaanqalbuku



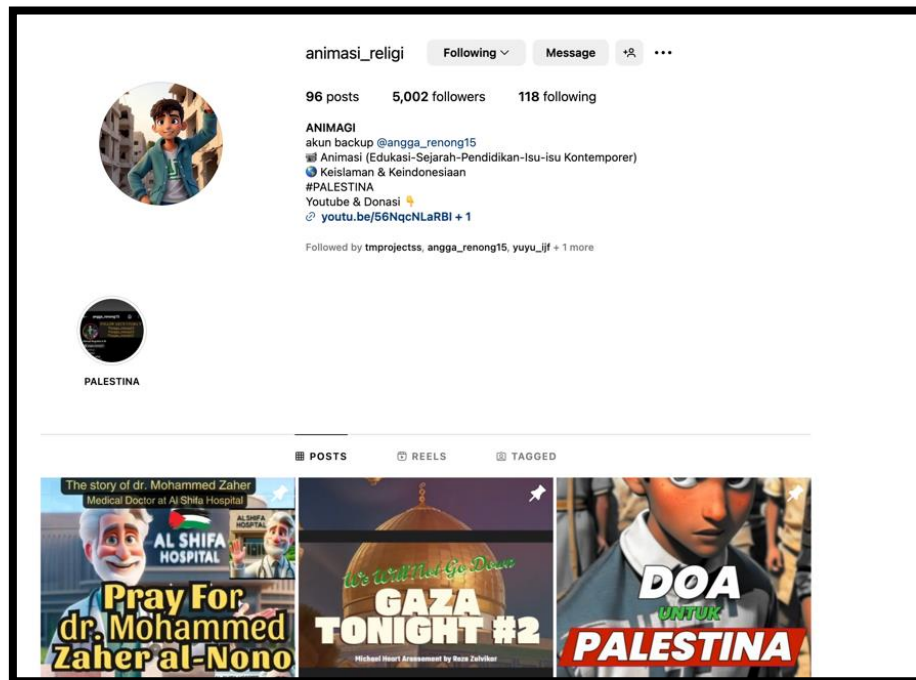


Figure 5. Instagram account supporting Julid Fi Sabilillah @ animasi\_religi

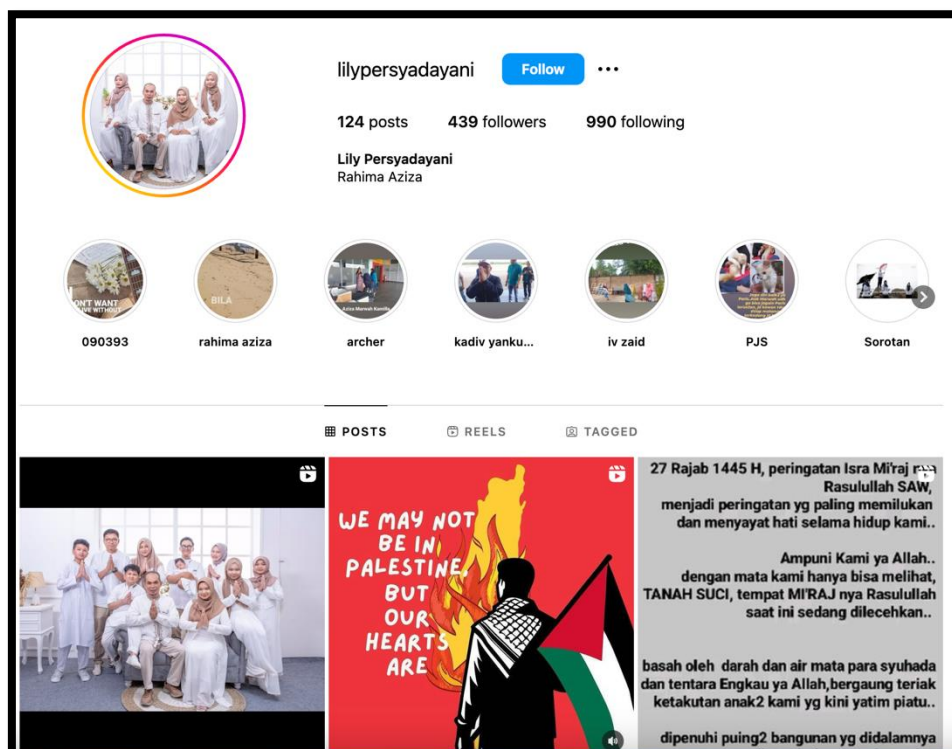


Figure 6. Julid Fi Sabilillah's supporting Instagram account @lilypersyadayani

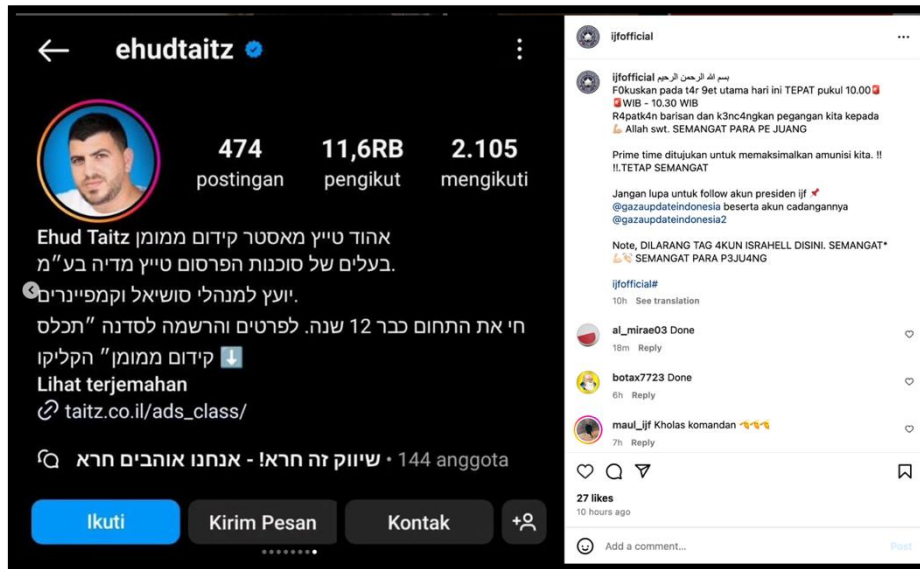


Figure 7. Instagram accounts of netizen supporters of Palestine @ehudtaitz whom Julid targeted

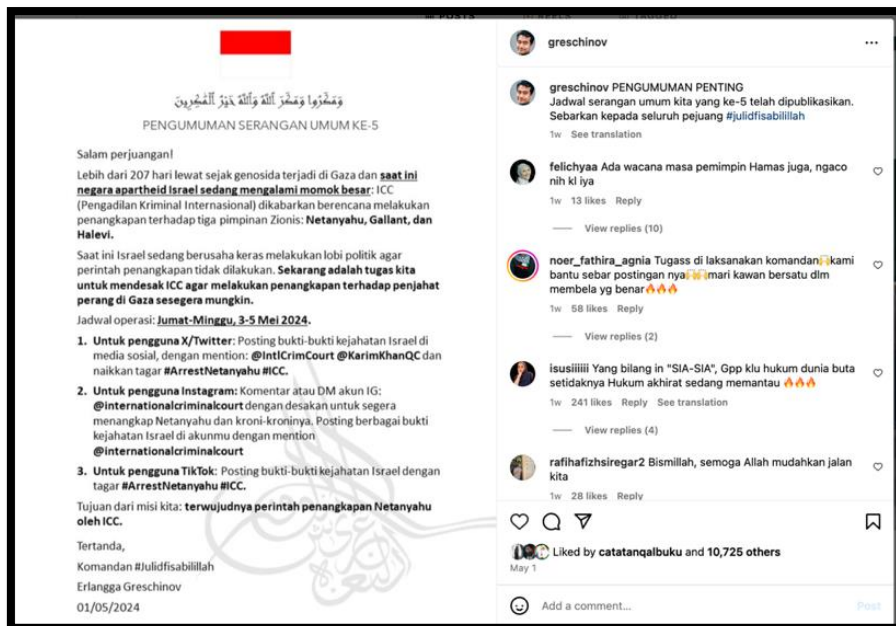


Figure 8. Announcement of Julid Fi Sabilillah's Attack Instagram account @greschinov Commander Julid Fi Sabilillah



Figure 9. Invitation to attack netizen accounts supporting Israel from @ijfofficial

Until now, the struggle in cyberspace has been ongoing. Netizens *Julid Fi Sabilillah* are increasingly voicing justice and freedom for Palestine. The spirit of this movement will continue to be active, so it is natural to call it "activism" to change society from not caring about the Palestinian issue to being aware of it and supporting it by joining in the struggle. All those fighting are united, well-organized, and caring social activists continue to provide updates on collective efforts to create social and political change (Putri & Pratiwi, 2022). One way social activism activities are carried out is by enriching knowledge about the issue and utilizing digital technology (Ananda, 2020).

Even though the world strongly condemns Israel's barbaric actions, the attacks, bombings, and massacres continue to reach a senseless and inhumane stage. Even the Rappah area, which is the largest refugee camp for Gaza residents, was hit by missile bombs by Israel. This incident added to *Julid Fi Sabilillah's* enthusiasm for activism on social media. Collectively and with the same mind, efforts to change and advocate for the Palestinian people continue to be fought until the status quo changes (Nasution, 2022).

The three social media accounts described above are a small part of many activists who struggle on social media with one goal, although sometimes they use their methods in practice. If you look again at the admin or user account, there are differences in the relationship between *Julid* and *Sabilillah*. For example, the @animasi\_religi account, even though he wants to participate and be part of *Julid Fi Sabilillah*, he admits that he is not part of any group but is ready to fight together, such as creating and sharing Palestinian content for massive distribution, this is called a form of cyber

activism through social media. As explained by Sharma (2021), several reasons encourage people to participate in the social media activism movement: (1) social media activism helps build communities that work for the common good; (2) activists often use social media as a tool to share the personal experiences of those who are underrepresented, and (3) social media activism offers a platform for individual expression.

The support of Indonesian netizens who take part in social media is clear evidence of the Indonesian people's concern for Palestine. The aim of forming *Julid Fi Sabilillah's* troops is to fight public opinion carried out by Israeli supporters who play up issues to justify Israel's disgraceful actions. As (Juleha et al., 2024) view, the media can be used to spread propaganda or incorrect information, which can unfairly influence public opinion. This phenomenon needs to be improved to ensure objective and accurate information continuity. So, if the narratives supporting Israel are not challenged, netizens will assume that what Israel is doing is right. Some systems embedded in modern media may be able to control the minds of people or society (Alfianistiawati, 2021).

According to data from (Social, 2024), Instagram is still among the top four most used visual-based social media, with almost 2 billion people worldwide. This allows discussion of social movements and visual communication as essential elements in information exchange (Cornet et al., 2017). This is also one of the reasons netizens *Julid Fi Sabilillah* used it to massively defend Palestine.

There are several reasons why users use Instagram (Lee et al., 2015), including (1) social interaction, which allows users to build and maintain social relationships and get support; (2) storage, which allows users to record important moments in their lives; and (3) self-expression, which allows users to show their personality, lifestyle, and preferences through photos or videos.

However, Haq et al., (2022) revealed that there are several shortcomings of Instagram social media compared to others, such as the unavailability of these features, including trending topic features, interaction at both levels, highly visual-based content, re-sharing features, virality measurement, and the limited exposure time of Instagram stories, can curb users' information exposure, which in turn impacts the achievement of social activism.

Overall, what *Julid Fi Sabilillah's* army did and defended Palestine, countering the narrative of Israeli supporters and influencing other netizens to join in their support, proved to be very successful. This can be seen from the increasing number of netizens who follow this movement. This movement has also attracted world attention and has even become a very frightening threat to the targets of Israel's supporters. Apart from

that, the uncomplicated organization and content that is educational and makes sense resonates with netizens.

Lim (2017) outlines several components that ensure that social media activism movements are successful: (1) the movement's discourse must follow the primary cultural values consumed by society today, such as light packaging, headline appetite, and appearance; (2) popularized with a simple story; (3) involves low-risk actions, and (4) is in line with the grand narrative that society believes it is pushing; and (5).

## **CONCLUSION**

This research concludes that the *Julid Fi Sabilillah* movement exemplifies how organized social media activism can effectively counter specific narratives and influence public opinion. Emerging as a response to Israel's attacks on Gaza, this pro-Palestinian cyber movement demonstrates the power of collective digital efforts to challenge Israeli propaganda, disrupt pro-Israel narratives, and amplify global awareness of Palestinian struggles. Using Instagram as its primary platform, the movement has successfully coordinated actions, including trolling, targeted messaging, and spreading counter-narratives, to undermine the psychological and informational campaigns of Israeli supporters.

The movement's structured approach—featuring task divisions such as data collection, sentence drafting, and executing digital attacks—has ensured its effectiveness. Furthermore, its focus on creating and distributing impactful, accurate, and engaging content has resonated widely, attracting substantial global attention and participation. In carrying out its mission, *Julid Fi Sabilillah's* troops have a division of tasks, such as a data team that searches for data against the Israeli forces in various media. A sentence drafting team that prepares counter-narratives against Israeli propaganda and an attack team that is ready to wait for commands to attack accounts supporting Israel.

Ultimately, *Julid Fi Sabilillah* highlights the evolving role of digital platforms in modern activism, showcasing their potential not only as tools for expression but as formidable channels for advocacy and global solidarity. The movement underscores the importance of well-organized digital strategies in achieving social and political change.

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