

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Israel-Palestine are two countries that currently still have a war conflict that has not yet ended. The beginning of this war occurred because of the struggle for ownership of the holy land since 1967 when Israel attacked Egypt, Jordan, and Syria, and succeeded in capturing Sinai, the highlands of the Gaza Strip (Muhammad Jamaluddin & Erik Ilham Habibillah, 2020). The sacred land conflict was not over. New problems recently occurred in October 2023 as Hamas militants broke through the border and entered Israel, resulting in around 3,000 rockets being fired at the Gaza Strip and killing at least 900 Israeli citizens. The Hamas attack was described as Operation Al-Aqsa Storm. Throughout the history of the Israeli-Palestinian Conflict. As a result of this attack, Israel finally responded by declaring war on Hamas. Israel did not remain silent and responded in a manner that Hamas did not expect. Israel responded to the invasion by bombarding strategic buildings in Palestine and resulting in many buildings collapsing and many Palestinians dying in this war. In the conflict that occurred in October 2023, it was no longer a religious conflict but rather genocide. It was not only Muslims who were killed, but the entire community in Palestine experienced this conflict.

Indonesia is a leading country in defending the rights of Palestinians. Indonesia has a very strategic position in the Israeli-Palestinian conflict and can mediate the conflict that continues to heat up between Israel and Palestine. The preamble to the 1945 Constitution states that independence is the right of all nations, thus making Indonesia a leading nation in supporting and supporting the independence of a nation. Apart from that, Indonesia and Palestine are

countries that are predominantly Muslim. In addition, Indonesian diplomacy is one way to strengthen and maintain communication with developing countries (Mudore, 2019). As citizens who have a sense of humanity, Indonesians must take part and support the struggle of the Palestinian people to liberate their country (Respati, 2023). Therefore, people can use digital diplomacy to help liberate Palestine. Indonesian citizens have social medias such as Instagram, Twitter, Facebook and others to spread Israeli atrocities against Palestinians.

Conflict is one of the social problems faced by many countries which often leads to disintegration and becomes a long-lasting problem. Conflict usually occurs when two or more tribes or religions meet, much like the conflict that occurred in these two countries, namely Israel – Palestine, where up to now the two countries have still not reached a resolution. The Israeli – Palestinian issue is the longest ongoing conflict in the Middle East. The occurrence of this incident has claimed many lives and has had a very bad impact on the lives of the people of both parties (Bloom & Reenen, 2013). The problem between the two countries faced by the Israeli and Palestinian communities is in fighting over land authority where both parties claim to have the same rights to the land (Muhammad Jamaluddin & Erik Ilham Habibillah, 2020). One preventive step that can be used to resolve conflicts is diplomacy. Diplomacy is a tool used to resolve conflicts between countries. Diplomacy is a negotiation process used by countries that aims to reach an agreement that can benefit both parties. Diplomacy can be used to resolve long-standing conflicts, such as the ongoing Israeli-Palestinian conflict (Rasyiqi, 2023).

Diplomacy is one of the instruments of a state in achieving an interest as a process of implementing the country's foreign policy. Along with the development of international relations, diplomatic practices are influenced by globalization, the information technology revolution, and increasing public participation. Diplomacy and technology also serve their respective interests. This is a new era in the world of diplomacy because diplomatic roles and activities are carried out by involving the public as representatives, no longer involving high-ranking state officials. With the presence of digital diplomacy

as a form of increasingly rapid technological progress. Currently, many countries are using internet network access to speed up government information to the public, one of which is Indonesia. Indonesia is also a country that uses digital diplomacy as an example in the Israeli-Palestinian conflict.

Digital diplomacy is a conceptual shift in diplomatic practice that emphasizes global community communication using social media. The benefits of developments in information and technology are able to develop this technological shift for countries to develop their diplomacy by utilizing social media (Nisa, 2022). The emergence of social media can be said to be a challenge to old diplomatic practices which tend to be rigid, formal and bureaucratic. However, technological discoveries can apparently revolutionize this view. Currently, there are many social medias such as Instagram, Twitter, Facebook, WhatsApp, and other social medias which can become the main feature in communication in the world (Hermanadi & Rizal, 2021). Social media can be a communication tool throughout the world and can spread news and information from all over the world.

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Digital diplomacy is a tool for building perceptions in the big picture, but the important point is how countries design digital diplomacy and create content. Digital diplomacy determines what message a country will give to foreign countries (Samad & Permatasari, 2023). As for diplomacy in Indonesia, the state's digital diplomacy utilizes the internet. Internet users in Indonesia are increasing each year. According to data, Indonesia has 150 million internet

users and 150 million social media users. Digital diplomacy can be an important activity for Indonesia considering the large number of social media users in the country. With social media we can see a lot of the hottest news that is happening in the world, for example the Israeli-Palestinian conflict (Ilmu & Internasional, 2022). The citizens who have a sense of humanity cannot participate directly to help resolve the conflict in Palestine and can only support the struggle of the Palestinian people to liberate their country (Respati, 2023). In this thesis, the author wants to examine in more depth how the Indonesian government as one of the countries that utilizes digital diplomacy can help resolve the Israeli-Palestinian conflict.

## **1.2. Research Question**

Based on the background description above, the research problem that the author addresses is:

“What are the roles of the Indonesian Government’s Digital Diplomacy on Israel – Palestinian conflict in 2023?”

## **1.3. Theoretical Framework**

To examine the research that the author describes, the author will use international relations theories to analyze this research, namely the concept of digital diplomacy and the concept of public diplomacy.

### **1.3.1. The Concept of Digital Diplomacy**

Currently, the increasingly sophisticated development of the internet opens up space for all groups to take advantage of the use of social media on various occasions. If the internet is used well and wisely, it can produce positive things, but it does not rule out the possibility that it can also produce negative things. The use of the internet is not only done by individuals. Countries can also take advantage of the presence of the internet to achieve their national interests, influence public opinion, collaborate, etc. By using the internet, it is easier for people to obtain information and developments in the world. The growing emergence of the internet makes communication

between people easier. Social media is present and changing the paradigm of communication with society which can be done over unlimited distance, time and space, so it can happen anytime and anywhere without having to meet. With the presence of Tweeter, Facebook, Instagram, Google and the like, people can interact without having to meet.

Digital diplomacy as a strategy for managing change through digital tools and virtual collaboration. In particular, the adoption of digital diplomacy, namely the use of social media for diplomatic purposes. Digital diplomacy considers changes in practices in how information is disseminated to the wider community (Antoni et al., 2021). Thus, it is a new type of diplomacy, a part of public diplomacy, which is being developed by countries including Indonesia because of the many benefits that it can bring. With the help of data, satellites and other technologies, digital diplomacy can help increase the power of analysis and public opinion on the information obtained.

Digital diplomacy in disseminating information about a conflict in society can be seen in the dissemination of information on conflicts that occurred in Palestine and Israel. Digital diplomacy can be said to be an effective tool in maintaining a country's reputation, because digital diplomacy can provide two-way communication between users. By starting to disseminate information about this conflict to the public, new opinions can be created about the conflict. Dissemination of information through digital diplomacy utilizes social media that is often used by the public such as Facebook, Instagram and Tweeter, thereby making the informationspread quickly among Indonesian people.

### **1.3.2. The Concept of Public Diplomacy**

Public diplomacy can be associated with efforts that can influence public attitudes. Public diplomacy can also be interpreted as a process of government communication with the foreign public which aims to provide

an understanding of the country, attitudes, institutions, culture, national interests, and policies taken by the country (Citra, 2009). Public diplomacy is also a nation branding medium, because public diplomacy can achieve the national interests of a country through understanding, providing information, and influencing foreign audiences. Public diplomacy can be said to be a type of diplomacy related to public involvement in diplomacy. This thesis uses this theory because public diplomacy also includes social media to disseminate information that can be seen by people throughout the world. Social media has become a form of digital diplomacy in the world. The goal of public diplomacy is to build understanding, strengthen relationships, and advance the country's national interests through open communication and various public-oriented activities.

The author chose this theory because the public diplomacy described above will be used to analyze the issue in this thesis. Social media has become the main information dissemination platform in society. In this case, it has a big impact on public opinion regarding the Israeli-Palestinian conflict, which is a big problem that must be resolved. A lot of information is spread widely among the public through social media, both negative and positive opinions. So far, the spread of this information among the Indonesian people has mostly given positive impact, where the Indonesian people who previously did not know about this conflict slowly began to support justice in the conflict that occurred. Apart from that, social media platforms also posted information regarding the boycott of products that support Israel, so that it had an impact on Indonesian people to start reducing consumption of these goods. The impact of the boycott of Israeli products has resulted in losses, although these losses are not yet total losses, but at least society has started to take part in this conflict.

Therefore, the dissemination of information through social media has a big impact in building Indonesian people's opinion in understanding the current conflict. The power of social media is able to provide a lot of information which spreads awareness on life and the conflict waged by

Israel, making the citizen unable to remain silent, by helping to spread information throughout Indonesian society and the world.

**Table 1. 1 Literature Review**

NO	PENULIS	JUDUL	ISI
1.	(Samad et al., 2023).	Optimizing Indonesia's Digital Diplomacy through a Multitrack Peace Building Approach: A Case Study of the Palestine-Israel Conflict	This research was conducted to optimize Indonesia's digital diplomacy towards the Israel-Palestinian conflict through a multitrack peace-building approach. This digital diplomacy was done through social media from religious leaders in Indonesia. This research uses multitrack peace-building theory with qualitative research methods, using social media, namely Twitter, as a form of disseminating information related to the Israel-Palestinian conflict.
2.	(Suratiningsih et al., 2020).	Diplomasi Pemerintah Indonesia dan NGO Kemanusiaan Indonesia Dalam Isu Palestina pada Tahun 2014-2020	This research was conducted to determine the role of government diplomacy and NGO's operating in the humanitarian sector, in this case discussing the Palestinian humanitarian issue. This research uses multitrack diplomacy theory, which focuses on field research methods and literature research with a focus on Palestinian humanitarian diplomacy where this diplomatic step is the right step for Indonesia as a middle power that seeks to contribute actively regionally and globally.

3.	(Saudi, 2020).	Analisis Peran Diplomasi Digital dalam Komunikasi Internasional	This research was conducted to determine the role of digital diplomacy in international communication activities carried out by state actors. This research uses qualitative methods with data collection techniques. With digital diplomacy, state actors can easily carry out international communications in order to build good international relations in diplomacy.
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The three studies above focus on the role of the Indonesian government's digital diplomacy in the Israel-Palestine conflict in 2023. The results of the three journals that the author researched regarding digital diplomacy in the Israel-Palestine conflict have several similar studies using the same theories, research objectives, and so on. The three journals that the author studied contained content regarding the role of digital diplomacy in communication and also the government in handling the Israeli-Palestinian conflict. The thesis this author wrote is about the role of the Indonesian government's digital diplomacy in the Israeli-Palestinian conflict. This explains the importance of digital diplomacy such as social media in the Israeli-Palestinian conflict. The difference with previous research is that this thesis will write about lies on government social media is that the Ministry of Foreign Affairs can post the latest news on the Israeli-Palestinian conflict to the whole world so they can see how cruel Israel is in destroying Palestine. The Indonesian government on the Ministry of Foreign Affairs' social media pages such as Instagram, Twitter, and the official Ministry website contains a lot of support and assistance to the Palestinian people. Many Indonesian people, artists, and influencers have also voiced their solidarity in supporting Palestine. This is a form of act of defending the Palestinian people by speaking out about genocide which has claimed many Palestinian lives and has also led to mass boycotts of pro-Israel brands. Pro-Israel brands are now starting to be seen by many people who are



starting to boycott them such as Unilever, Nescafe, Nestle and others. so that it can suppress the company's economy. even on social media, all people in the world are flocking to provide information related to the boycott of brands that still support Israel.

#### **1.4. Hypothesis**

Based on the theoretical framework and research question explain so, the roles of Indonesian Government's Digital Diplomacy on Israel – Palestinian conflict in 2023 are:

1. Facilitating the dissemination of information about the Israel-Palestinian conflict widely.
2. Increasing the awareness of the Indonesian people to strengthen solidarity in providing support for Palestine

#### **1.5. Methodology**

In this research, the author uses a qualitative approach that combines descriptive and inductive elements. The main aim of this research is to export and understand the meaning explained by the author. The focus object in this research is the role of digital diplomacy in the Israel - Palestine conflict in 2023. This research will analyze and understand the perspective and meaning contained therein (Rochmah et al., 2023). To search for concepts, ideas, arguments or find research related to the object the author is researching, the author uses secondary data sources originating from information sources such as news, articles, and data from social media platforms. This research is exploratory and descriptive, with the aim of understanding and explaining the role of digital diplomacy in the Israeli – Palestinian conflict. This research method provides an approach to determine the Indonesian Government's digital diplomacy in Israeli – Palestinian conflict in 2023.

Overall, the qualitative research method approach aims to enable the author to understand the influence of digital diplomacy in optimizing the dissemination of information via social media to the Indonesian people regarding the Israeli and Palestinian conflict.

## **1.6. Scope of Research**

To make it easier to write this research, the author provides the scope of the research. The author's focus in this research is only on the Indonesian Government's digital diplomacy in Israel - Palestinian conflict in 2023 with the reach of the Indonesian state. This is because Indonesia has a big role in providing information about the conflict that occurred in Israel - Palestine.

## **1.7. Writing Systematics**

To make it easier to see and understand the discussion in this thesis, it is necessary to present a systematic framework and guidelines for writing the thesis. The author of this thesis uses the following writing systematics:

### **CHAPTER I: INTRODUCTION**

The introductory chapter contains several elements such as background, problem formulation, theoretical framework, hypothesis, research methods, and systematics of writing.

### **CHAPTER II:**

This chapter will explain the research results, analysis, and answers to the problems in this research. In this chapter, the author will explain in more depth the influence of digital diplomacy on the Indonesian government and the challenge in efforts to play the role of digital diplomacy in the Israeli-Palestinian conflict.

### **CHAPTER III: CONCLUSION**

This chapter contains conclusions from all the research the author has conducted. The conclusion contains the problems in the research as well as the results and answers to the problems in this research.