

Hashtag for humanity: Analyzing #alleyesonrafah movement on social media

Hashtag untuk kemanusiaan: Analisis penggunaan #alleyeonrafah di media sosial

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Abstract

The humanitarian conflict between Israel and Palestine has spread not only to the real world but also to the virtual world. This research analyzes the #alleyesonrafah movement on social media as a form of global awareness campaign regarding the situation in Rafah, an area in Palestine that is the last line of protection for residents. Through a digital ethnography based on a content analysis approach, this research explores how hashtag is used by social media users to disseminate information, build transnational solidarity, and mobilize support. Data is collected from platforms such as Twitter, Instagram, and Facebook, with a focus on the frequency of use of hashtags, types of content shared, and interaction patterns among users. The research results show that the #alleyesonrafah movement has successfully attracted global attention, especially through humanitarian narratives spread by activists, non-governmental organizations, and the general public. This study also reveals the important role of social media as a medium for minority voices and driving social change. The #alleyesonrafah movement has demonstrated the profound power of social media as a tool for raising global awareness and fostering transnational solidarity in the face of humanitarian crises. However, this is only the beginning of understanding the complex interplay between digital activism and real-world impact. To build on this foundation, future research should adopt a multi-dimensional approach that explores not only the immediate effects of hashtag-driven campaigns but also their long-term implications, ethical considerations, and broader societal influences.

Keywords: digital movement; hashtag #alleyesonrafah; humanitarian conflict; social effect

Abstrak

Konflik kemanusiaan antara Israel dan Palestina tidak hanya merembet ke dunia nyata, tetapi juga ke dunia maya. Penelitian ini menganalisis gerakan #alleyesonrafah di media sosial sebagai bentuk kampanye kepedulian global terkait situasi di Rafah, sebuah wilayah di Palestina yang menjadi garis perlindungan terakhir bagi warga. Melalui etnografi digital dengan pendekatan analisis konten, penelitian ini mengeksplorasi bagaimana tagar digunakan oleh pengguna media sosial untuk menyebarkan informasi, membangun solidaritas transnasional, dan memobilisasi dukungan. Data dikumpulkan dari platform seperti Twitter, Instagram, dan Facebook, dengan fokus pada frekuensi penggunaan tagar, jenis konten yang dibagikan, dan pola interaksi di antara para pengguna. Hasil penelitian menunjukkan bahwa gerakan #alleyesonrafah berhasil menarik perhatian global, terutama melalui narasi kemanusiaan yang disebarkan oleh para aktivis, lembaga swadaya masyarakat, dan masyarakat umum. Penelitian ini juga mengungkap peran penting media sosial sebagai media untuk menyuarakan suara minoritas dan pendorong perubahan sosial. Gerakan #alleyesonrafah telah menunjukkan kekuatan media sosial yang mendalam sebagai alat untuk meningkatkan kesadaran global dan menumbuhkan solidaritas transnasional dalam menghadapi krisis kemanusiaan. Namun, ini hanyalah permulaan untuk memahami interaksi yang kompleks antara aktivisme digital dan dampak di dunia nyata. Untuk membangun fondasi ini, penelitian di masa depan harus mengadopsi pendekatan multi-dimensi yang tidak hanya mengeksplorasi efek langsung dari kampanye yang digerakkan oleh tagar, tetapi juga implikasi jangka panjangnya, pertimbangan etis, dan pengaruh sosial yang lebih luas.

Kata kunci: gerakan digital; hashtag #alleyesonrafah; konflik kemanusiaan, efek sosial

Introduction

The international conflict between Israel and Palestine, which has persisted for over seven decades, remains one of the most protracted and contentious issues in modern history. Rooted in a complex interplay of historical, political, and religious factors, the conflict has proven to be deeply problematic,

with no lasting resolution in sight. The ongoing struggle has not only resulted in significant loss of life and displacement but has also perpetuated cycles of violence, mistrust, and suffering for both communities (Zhumatay & Yskak 2024). The Israel-Palestine conflict, as a recurring aspect of human society, has consistently inflicted profound psychological and social damage, leaving scars that endure across generations (Ayoub et al. 2024). In the context of the Israeli-Palestinian conflict, these impacts are particularly acute, as the violence and instability have disrupted daily life, eroded social cohesion, and fostered a pervasive sense of insecurity among civilians on both sides.

At the heart of this conflict lies the Zionist movement, which has played a pivotal role in shaping the geopolitical landscape of the region. Zionism, which emerged in 1896 as a political ideology, was formally articulated by Theodor Herzl, an Austro-Hungarian journalist and political activist (Taylor 1972). Herzl's vision was born out of the widespread persecution and discrimination faced by Jewish communities in Europe, where they were often subjected to hostility, exclusion, and violence. In response to this systemic oppression, Herzl proposed the establishment of a Jewish homeland as a solution to the "Jewish question." Shindler (2024) he believed that creating a nation-state for Jews would provide a haven where they could live free from persecution and exercise self-determination. This idea gained traction among Jewish communities, particularly in Europe, and laid the groundwork for the eventual establishment of the State of Israel in 1948.

Many researchers argued that the realization of this vision "was wrong" and has come at a significant cost. The Zionist aspiration to establish and expand a Jewish state has led to the displacement and marginalization of the Palestinian population, who have long inhabited the land. Sultany (2024) said over the decades, the expansionist policies of Zionist leaders and the Israeli government have increasingly encroached upon Palestinian territories, leading to widespread condemnation and resistance. The occupation of Palestinian land, the construction of settlements, and the imposition of restrictive policies have fueled tensions and perpetuated the cycle of violence. Critics argue that the Zionist project, while providing a refuge for Jews, has often disregarded the rights and aspirations of the indigenous Palestinian population, resulting in a deeply asymmetrical conflict (Siddiqui 2024).

However, this desire became a hot topic for Palestine because the Zionists wanted to seize the Palestinian territory to establish a Jewish-based country. Like the latest trendy adage "a bad person is a good person who is hurt", the cruel antipathetic and discriminatory treatment of Jews in Europe has a bad impact on Palestine because this region is its old home. Until now, this passion has transformed into a series of brutal attacks that are detrimental to the Palestinians. The attacks continued to spread to various areas in Palestine until they reached the Rafah area. On May 7, 2024, the Israeli attack came in and bombarded the Rafah region. Before being attacked by Zionists, in October 2023 Rafah was a province Governorate which is relatively intact and clean from the refugee camps resulting from the genocide that occurred. Since the Israeli attack, Rafah has become an affected area and has complicated the fate of Palestine because Rafah is the safest crossing for the entry of humanitarian aid from various countries to Palestine (Hardman 2024). Suddenly, this attracted world attention and sympathy, resulting in various social reactions.

Through the hashtag #alleyesonrafah netizens - the term for social media users - began to voice and publish the sad events that occurred in Rafah. This is an example of netizen reactions on social media and has had several positive impacts, such as inviting people to donate, raising social awareness, and helping to voice the detrimental conflict in the land of Rafah. Hashtag is a keyword small size which is visualized through the pound sign (#). Using a hashtag which is also called the pound sign (#) has advantages compared to other words found in the hashtag concerned. The meaning arises from the special relationship between words (as linguistic symbols) and humans. Meaning in people's minds is not attached to words, but words that evoke meaning. So, there is no direct relationship between an object and the symbols used to represent it.

The utilization function of hashtags on social media can be varied, including as a grouping tool, a tool for raising informative posts, and having a persuasive influence (Meladia et al. 2018, Ta'amneh & Al-Ghazo 2021). Hashtags are considered to be an effective tool for grouping posts that are linear with the issue addressed. Its use is persuasive so that it can invite netizens on social media to also highlight cases

or phenomena that occur. As was done in the case of Laura Anna's death. #justiceforLaura emerged as a form of humanitarian campaign to help the family of the late Laura Anna obtain justice for the case that befell her child. Through digital ethnography methods (Varis 2015), the author examines how hashtags can be used as a form of solidarity with the international conflict in Rafah. The author codified data sourced from social media to become the main data and primary source for this research. The results of this research are expected to reference digital campaigns and the use of appropriate technology in the digital era and the transnational conflict between Israel and Palestine.

Research Method

The author uses a qualitative approach with the Digital Ethnography method. Digital Ethnography is a research method used to study social phenomena in digital environments such as social media platforms (Kozinets 2006, Pratama 2017, Achmad & Ida 2018). This approach includes observing and evaluating how people engage, communicate, and build communities on the Internet. Data collection was carried out through social media such as Twitter, Instagram, and Facebook, researchers traced posts, comments, and other interactions related to hashtags based on Brand24.com. This can include finding out who the key influencers are, monitoring posting frequency, and looking at the type of content being shared (text, photos, and videos, for example).

The study focuses on three major platforms—Twitter, Instagram, and Facebook—chosen for their widespread use and their ability to facilitate global conversations. This research has been conducted since 'All Eyes on Rafah' went viral at the end of May 2024. The image with the slogan 'All Eyes on Rafah' is known to have been first uploaded by the account @shahv4012 on Monday, 27 May 2024, until December 2024. Ethical considerations were prioritised, ensuring informed consent, user anonymity, and adherence to platform guidelines, particularly given the sensitive nature of the topic (Fuhrmann & Pfeifer 2020). Data collection involved tracking the #alleyesonrafah hashtag, identifying key influencers, and analyzing the types of content shared, such as text, images, and videos. Researchers also monitored the frequency of hashtag usage over time, noting peaks in activity during significant events related to the conflict (Athira & Balyan 2023). This phase laid the groundwork for a deeper exploration of how the movement unfolded across digital spaces.

The authors used the Contextual Analysis stage which looks at wider socio-politics to find out the roles of hashtags in the genocidal conflict in Palestine, especially Rafah. The final phase of the research involved analyzing the collected data to uncover patterns, themes, and interaction dynamics. Thematic analysis revealed recurring motifs such as "solidarity," "resistance," and "international accountability," while sentiment analysis provided insights into the emotional tone of posts, ranging from empathy and hope to anger and frustration. These steps underscore the transformative potential of hashtag movement in shaping global narratives while also highlighting the need for further research into the long-term impact of digital movements, cross-platform comparisons, and the ethical implications of studying sensitive topics in digital spaces. To avoid bias in digital ethnography, the authors employ data triangulation, maintain transparency in methodologies, and avoid selective editing. It is also engage in reflexivity to recognize personal biases and adhere to ethical standards to respect participants' rights. These strategies enhance the validity and reliability of research findings.

Results and Discussion

In this article, researchers will discuss digital transformation that influences the way social campaigns are carried out, especially through the use of social media and hashtag functions. The first sub-chapter will examine how the hashtag #AllEyesOnRafah has become an important tool in social mobility, calling for justice and attention to the humanitarian crisis occurring in Rafah, Gaza. This research explains that the tools of resistance in conflict are not only limited to the physical battlefield, but also extend to the digital realm, where social media functions as a platform for spreading messages and gathering support. Next, researchers will explore how digital media has transformed into a new battlefield, where narrative and propaganda confront each other. In the second sub-chapter, The authors discuss the impact of digital militarism and how social media is used by various factors to shape public opinion and influence policy.

Finally, in the third sub-chapter, examine in more depth the power of the social movement triggered by the hashtag #AllEyesOnRafah, as well as the benefits and challenges faced in its spread. By comparing the data obtained with previous studies and relevant theories, this article provide a deeper understanding of the social and political dynamics involved in this digital campaign.

#Alleyes on Rafah: Calling for justice on social media

In the digital age, social media platforms have emerged as powerful tools for social and political activism, enabling individuals and communities to raise awareness, mobilize support, and advocate for change on a global scale. The #alleyesonrafah movement, which gained traction in response to the ongoing conflict in Rafah, Gaza, exemplifies the transformative potential of social media in shaping public discourse and catalyzing collective action for humanitarian causes. #alleyesonrafah has emerged as a significant digital activism campaign, particularly in the context of the ongoing Israeli-Palestinian conflict. The attack that occurred in Rafah on May 7 2024 was a phenomenon that attracted world attention because Rafah is the only safe route for distributing humanitarian aid from various countries (Priambada 2024). With this incident, sympathy arose online which was transformed into a post with #AllEyesOnRafah as a form of prayer and support. This hashtag has been used by individuals and organizations around the world to draw attention to the humanitarian crisis in Rafah, a city in the southern part of the Gaza Strip. Social media platforms such as Twitter, Instagram, and Facebook have become key vehicles for mobilizing support, spreading awareness, and calling for justice in response to the severe conditions facing civilians in the region.

Digital activism through hashtags like #AllEyesOnRafah enables the amplification of marginalized voices and the online dissemination of information in real time on a global scale (Kusuma 2022). These platforms offer a space where individuals can bypass traditional media filters and directly share their experiences and perspectives. Hashtag This has a positive impact, including raising awareness and humanity, as a form of action mobility, and public discourse. People using the hashtag posted pictures, videos and stories about conditions in Rafah to help humanize the conflict and make the suffering of civilians visible to a global audience. This hashtag serves as a call for international support and intervention. Activists and organizations call on their followers to donate to humanitarian causes, participate in protests, and pressure governments and international bodies to take action. By trending on social media, #AllEyesOnRafah has the power to influence public opinion and bring this issue to the forefront of global conversation. This may lead to increased media coverage and political attention.

Social media has fundamentally changed the way humanitarian crises are communicated and responded to (Prastya 2011). Social media platforms enable the rapid dissemination of information. Posts that use hashtags can reach millions of users in minutes, making it a powerful tool for urgent calls to action. Then the visual nature of platforms like Twitter, Instagram, and Facebook allows activists to share compelling images and videos that can evoke emotional responses and spur viewers to action. Not only that, hashtags create a virtual community of activists, advocates, and concerned individuals who can share resources, strategies, and information. This networking approach increases the impact of the campaign (Purwani 2021).

The existence of the use of hashtag #AllEyesOnRafah is certainly accompanied by several challenges. *First*, Misinformation and Disinformation: The rapid spread of content on social media also opens the door to the spread of misinformation. Ensuring that the information shared below is accurate and credible is an ongoing challenge. *Second*, Short Engagement: Hashtags often experience short-lived popularity. The challenge for campaigns like #AllEyesOnRafah is to maintain momentum and ensure that conversation leads to sustained action. *Third*, Impact on Policy: Although social media activism raises awareness, translating this awareness into concrete policy changes is a complex and often slow process (Ramadhani & Shasrini 2023).

Digital media as a new battleground

Digital media has emerged as a new battleground in modern conflicts, transforming the landscape of war and political campaigns. Social media platforms have become central to this shift, enabling anonymous groups to run divisive issue campaigns targeting battleground states during elections (Kim et al. 2018).

Kaempf (2013) argued that the rise of digital technologies has eroded the traditional separation between sender and receiver, creating a heteropolar global media landscape that alters the relationship between media and conflict. This digital revolution has led to a "military-social media complex" where popular apps and platforms serve as global informational warfare proxies, empowering citizen militia keyboard warriors. The digital realm now allows for full spectrum access, replacing the previous military goal of full spectrum dominance. Consequently, digital media has become a new battleground in the Israel-Palestinian conflicts.

In the mid to late 2000s, Israel experienced technological advances and social media flourished among Israeli society. This marks a new chapter in Israeli colonialism and militarism. The period 2000-2012 was an important period of growing digital militarism in Israel (Kuntsman & Stein 2020). The term "digital militarism" refers to the expansion of military culture into the realm of digital media. Digital militarism means processes occur on platform. Digital communications and consumer practices have become military tools for state and non-state actors, both within the scope of military operations and civil society. This phenomenon became widespread in the first two decades of the 21st century and continues until now. High-tech weaponry and cyber warfare are areas where the Israeli military excels and excels. The growing use of social media has an impact on Israeli militarism (Kuntsman & Stein 2020).

The militarization of social media does not only exist in the Israeli context. Social media has formed an integration with military operations around the world, taking place on various platforms, such as Twitter, Instagram, and YouTube. These various platforms were used as broadcasting or public relations media during times of war to support the military and political interests of each party. Several years ago when Western countries used social media to promote counter-terrorism. Official Israeli bodies are trying to present social media as a state tool, including civilians and Israeli supporters who are part of it. They are consumers and distributors of digital media during Israeli military activities (Kuntsman & Stein 2020). In 2014, Israelis spent a lot of time on social media. At the same time, Israel's progress in the high-tech sector continues to be considered a leader in technological innovation.

In carrying out propaganda during the war, apart from using mass media, the state also acted through official social media accounts. This was demonstrated by the Israeli military's Twitter account when it succeeded in killing the Hamas military commander, Ahmad al-Jabari. This incident made the page busy with messages exchanged between Israel and Hamas. Some experts consider this event to be the first "Social Media War" (Kuntsman & Stein, 2020). The presence of social media broadens the actors' concentration from peace negotiations towards digital propaganda. Thus, state-owned foreign affairs bodies such as the Ministry of Foreign Affairs not only carry out their role in peaceful diplomacy but also report on conflicts that contain sensitive content. This indirectly proves that the state plays a role in normalizing the circulation of war and violent content. However, the actors involved in this contribution are indeed more numerous, including corporations, journalists, film directors and video game designers (Jackson et al. 2021).

Social media has an important role in the dissemination of various information that occurs throughout the world, including the Israeli-Palestinian conflict. Apart from having a positive impact in the form of information disclosure by each individual and agency on various platforms, this brings the potential for bias in the information circulating. Media bias harms the important role of the media in presenting objective and accurate information. Media bias has a strong influence on shaping public perception and understanding. This influence will trigger polarization and tension among world communities that are divided into certain perceptions (Ramadani et al. 2024). In the context of the Israeli-Palestinian conflict, biased reporting from the mass media makes this issue even more complex.

Presentation The news used by the media in reporting is one of the factors causing bias (Ramadani et al. 2024). **Presentation News** means selecting and emphasizing some information, but ignoring other information (Entman 1993). Apart from that, media bias can also be reflected in the choice of diction that is not neutral and the point of view used in reporting (Morstatter et al. 2018). The impact of media bias influences public perceptions of the conflict, often causing commotion in social media discussions. Several previous studies confirmed the existence of reporting bias towards the Israeli-Palestinian conflict. For example, research from Zawawi et al. (2024) a discussion regarding the differences in reporting by Al-Jazeera and BBC media in response to Hamas attacks on Israel. The research concluded that there

were different alignments between the two media. Al-Jazeera stated that Hamas' attack on Israel was an act of defense or defensive effort, on the contrary, the BBC said that Hamas' attack was an act of terrorism that included acts of abuse and torture of civilians.

Differences in the country of origin of the media are one of the things that often cause this presentation and biased contrasting reporting (Zawawi et al. 2024). As previously exemplified, Al-Jazeera originates from Qatar and is one of the countries supporting Palestinian independence from Israel. On the other hand, the BBC, which is an international media from England, is one of the countries that supports Israel's claim to Palestinian land. Therefore, different media backgrounds influence different reporting results. Difference presentation The news has an impact on diplomacy and peace efforts at the regional level, as well as international support for one side. In this case, mass media is used as a tool to support the country's political and ideological interests. As a result, the value of objectivity and accuracy in reporting from the mass media is questionable. Ultimately, the results of the work of the mass media which have the potential to develop conflict among the international community need to be accounted for (Zawawi et al. 2024).

Media bias regarding reporting on the Israeli-Palestinian conflict is not a recent problem. Media bias has long existed in this conflict that has lasted for seven decades. As shown by Yarchi et al. (2021) media bias regarding the Israeli-Palestinian conflict before the 1967 war. It was explained that the reports issued by the New York Times tended to side with Israel. This is in contrast to the Arab media which tends to support Palestine. These two studies prove that tendentious reporting towards one party has existed for a long time. This is also the case with the results of several other similar studies discussing media bias in reporting on the Israeli-Palestinian conflict. Several examples of these cases show that the country of origin of the mass media often directs news whose influence can shape public opinion.

To shape public opinion, a strategy is needed to play mass communication appropriately. It needs to be acknowledged that the use of mass media is one of these strategies. Various forms of news or propaganda issued continuously and using various media, such as television, radio and the internet, over time will begin to develop certain opinions among the public. Furthermore, another strategy that is often applied is to use sympathy. Generating sympathy can speed up the process of forming public opinion, namely by encouraging the public to harbor certain feelings (Sarihati et al. 2022). These two strategies are not uncommon in discussions regarding the Israeli-Palestinian conflict. Apart from being carried out by mass media agencies, this activity is also often shown by individuals on social media. The impact of media bias and the presentation of news results in a polarized social media society split between two camps.

The power of social media and mass media is so massive and important, it can interfere with the state in carrying out its interests. This is the reason that forced Israel to close Al-Jazeera's operations while the Gaza war was continuing. According to the Israeli government, Al-Jazeera is considered a threat to Israel's national security. This step was realized after being approved by parliament. Afterwards, Al-Jazeera's offices in Israel were closed, broadcasting equipment was confiscated, as well channels and websites related to Al-Jazeera were cut off (The Times of Israel 2024)^{3,22}]]}}}},"schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json"} Israel's decision is not surprising considering Al-Jazeera's recent activism, which has strongly criticized Israel's military operations in Gaza. Israel's repressive attitude towards the media has been going on for years. According to a report from Al-Jazeera, Israel made several attempts to paralyze press freedom activities, such as attacking media buildings and arresting journalists. Apart from that, social media cannot be separated from the targets of government control. In this case, steps were taken such as removing content as well as monitoring and censoring social media.

#alleyesonrafah: The power of social media movement for peace and humanity

When examined based on socio-cultural dimensions, especially on Twitter, the use of hashtags has three interpretations, namely: (1) hashtags aim to convey criticism and disappointment, both towards the government and an institution; (2) hashtags as a mobilization of issues, discourse and policies; and (3) hashtags as a form of solidarity (Harmoko & Purwaningrum 2022). This goal strengthens the role of hashtags as a sign system in a digital world that contains communication and information. Sign system

there is a sign of how social movements through hashtags can influence society widely and unlimitedly in cyberspace through the information contained. Including one of the humanitarian tragedies that occurred in Rafah, Palestine, the hashtag #alleyesonrafah (BBC News Indonesia 2024) was created which was then shared via template stories on Instagram with shares reaching 47 million users. This hashtag was uploaded for the first time on Tuesday, May 28 2024. #alleyesonrafah is a form of solidarity with humanitarian issues in cyberspace which was echoed by the deadly attack on a Rafah camp while Rafah itself was designated as a humanitarian safe zone (Cahyani 2024).

The #alleyesonrafah itself started from a video recording of Richard Patekorn, WHO representative in the Palestinian territories. In one moment of conversation in February, he mentioned the phrase all eyes on Rafah who interprets attack Israeli troops. This phrase was then repeated massively in various actions by officials and humanitarian activists. From that moment the slogan All eyes on Rafah appeared in various demonstrations throughout the world, one of which was the social movement of humanitarian solidarity on social media. This hashtag then became more massive until May 2024 due to the political context and timing of the upload. Apart from that, because of the use of features add yours by Instagram, making it easier for users to add other hashtags with just one click All Eyes on Rafah. Meanwhile, this hashtag also significantly contains participatory information, inviting social media users to be more actively open to humanitarian issues. This participatory impulse is also in line with the controversy which creates two different views of opinion and thus results in engagement continuously.

Engagement This itself is an interaction carried out between users in the form of likes, shares, comments, and the like. Several factors increase interaction, especially in the hashtag #alleyesonrafah, namely the role of emotions. Berger & Milkman (2013) stated that content that has positive or negative emotions has the potential to be more viral. Especially for content that triggers someone to take action through interaction. In other words, the hashtag #alleyesonrafah itself contains various information regarding the situation in Rafah which contains the actual conditions of the Palestinian people who have been affected by the tragedy of the conflict. Victims of war, which even involve women, small children and vulnerable ages, indirectly arouse the empathy of social media users to contribute to sharing content and template all eyes on Rafah. Apart from the emotional value in it, influence influencer also contributes to increasing the virality of the hashtag itself. Various world-famous figures such as Gigi Hadid, Bella Hadid, Mark Ruffalo, Jenna Ortega, Melissa Barreta, Giacomo Gianniotti, Rosie O'Donnell, and Kehlani are active actors who have a wider network to influence their followers.

The existence of influencer violation social media can shape behaviour. One post or video can trigger a trend and have the effect of increasing awareness about the issue socio-political. So they can reach a niche audience and with the same ability gain more massive support (The Influence of Social Media Influencers: How They Shape Our Culture – Elementary School Teacher Education, t.t.). #alleyesonrafah itself was promoted, one of the ways, via Instagram. While Instagram is the platform the main one that gave birth to the influencer as someone capable of being an opinion leader in platform social media. Anjani & Irwansyah (2020) explain that influencers are divided into three, namely mega influencers or celebrity influencers, macro influencers such as journalists and the press, and micro-influencers. Apart from celebrities, everyone's eyes On Rafah also continue to make massive use of its macro influence and micro influence. Both statuses have consistent content, especially regarding Palestinian issues related to Rafah. Para influencer This is also what continuously uses the hashtag #alleyesonrafah.

If you then pay attention to the top trending hashtag Alleyesonrafah on Instagram itself, there are several influencer accounts such as @yahia_gouasmi who has 54.8k followers and consistently talks about Palestine, @yipeng.ge as a health practitioner who has 21.1k followers, @imdoctornahla with followers 149k, @anu.paajanen an art influencer who consistently talks about Palestine through his art, and the account @islamic_official02 with 1.3 million followers. Some of this activity indicates the involvement of account influencers who are indirectly active in popularizing the hashtag #alleyesonrafah. Apart from containing content, it is intended to invite social media users to actively participate in looking at the issues in Rafah. This hashtag also functions as information regarding actual conditions in Palestine. Such as content that contains quite sensitive images and videos of affected victims. Some of the victims were civilians, journalists, doctors, and even hospital areas that were affected by the attack. These objects are not permitted to be attacked under international humanitarian law (Sari 2021).

In a similar writing, Suryaningtyas (2024) and Van Steenberghe (2024) explain how the military aggression by Israel which occurred for eight months as of June 2024 starting after October 7 2024 occurred in violation of the existing laws of war should complied with in the event of armed conflict by the belligerents. There are at least several aspects that are violated in Israeli military aggression, namely violations against civilians and civilian objects, violations against children, violations towards medical personnel, violations against prisoners of war, violations against journalists, violations related to the use of dangerous chemical weapons, to blocking humanitarian aid. Failure to comply with the principles of International Humanitarian Law is an action that urges Israel to open reconciliation restore economic and social rights and guarantee access to basic services that have been violated.

Through the same awareness regarding violations of international humanitarian law, various movements using the slogan Alleyesonrafah have been attempted in various countries as a form of agreement on the occurrence of humanitarian violations. A study by Azhar et al. (2024) explains that the humanitarian issue in Palestine through Alleyesonrafah specifically shows how children become victims and at the same time implications of spreading the issue of the Palestinian-Israeli conflict on Instagram through communication patterns and containing an assessment of the latent dangers of the impact of the conflict. The spread of the issue of the Palestinian-Israeli conflict on social media has then created questions about the concept of humanity that should be adhered to by countries in conflict, especially in protecting the welfare of children in conflict areas (Azhar et al. 2024). This contextually shows that the hashtag #alleyesonrafah has quite a complex function. Where it is not limited to just being a hashtag provider of information but at the same time a form of global community anxiety in responding to actions that violate humanitarian rights which in this context violate International Humanitarian Law.

The factors mentioned later became one of the basic reasons for the massive spread of the hashtag #alleyesonrafah itself. By seeing Figure 1, in results tracking, for example, #alleyesonrafah has reached 326 million users on social media and 4 million on non-social media as of 27 May 2024-26 June 2024. It is known that the graphic volume experienced a significant increase between 27 May to 30 May 2024 which managed to reach around 60 M social media users as of May 29 2024 as the highest number. This data shows how the hashtag #alleyesonrafah has succeeded in reaching social media users widely since its initial distribution.

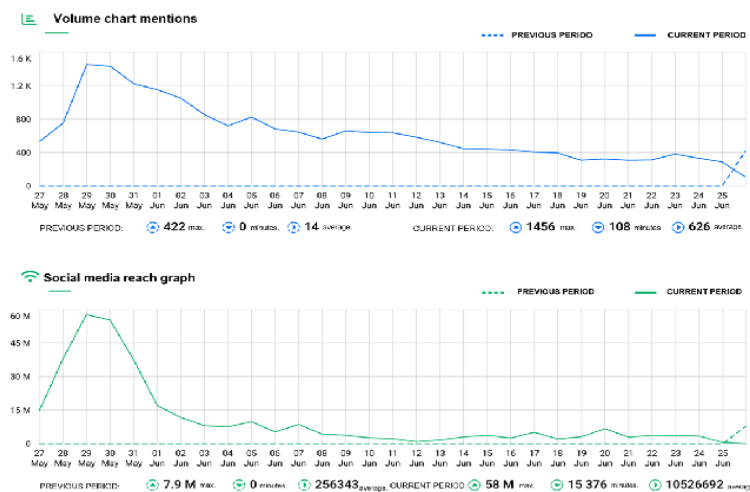


Figure 1.

Chart of social media mentions and reach

Source: Brand24.com

The social media accounts that contributed greatly to the mention of this hashtag were Twitter, followed by TikTok, on video, news, and blog platforms. In Table 1, through the Tiktok account itself, five top accounts have significant influence, such as the 1000m100 account, mitskisjoy, isyroque, shopinseason, and sya_orang_pendosa. Meanwhile (see Table 2), sites that have quite a big influence in increasing visits to hashtags are YouTube, Twitter, TikTok, LinkedIn, Wikipedia, and followed by various other sites. These sites themselves are sites which are quite popular in the digital community for searching and finding information.

Table 1.
Top public data

Profile	Source	Vote Sharing	Influences
100m100	Tik Tok	2.566%	8.4 M
mitskisjoy	Tik Tok	1.904%	6.2 M
isyroque	Tik Tok	1.828%	6.0 M
shopinseason	Tik Tok	1.632%	5.3 M
sya_seorang_pendosa	Tik Tok	1.442%	4.7 M
habxyz_	Tik Tok	1.225%	4.0 M
racerlaoban	Tik Tok	1.192%	3.9 M
filosopha_azzahra	Tik Tok	1.19%	3.9 M
niyyanac	Tik Tok	1.116%	3.6 M
dalitazka_	Tik Tok	1.082%	3.5 M
celinaJaitly	Twitter	1.048%	3.4 M
lailysyahda	Tik Tok	0.949%	3.1 M
loufssela	Tik Tok	0.821%	2.7 M
anil_lobo	Tik Tok	0.778%	2.5 M
manshijrah_	Tik Tok	0.761%	2.5 M
lierlier339	Tik Tok	0.759%	2.5 M
retiredheause	Tik Tok	0.734%	2.4 M
yellowwwwbabyss	Tik Tok	0.71%	2.3 M
bitteresbian	Tik Tok	0.707%	2.3 M
4rep_select	Tik Tok	0.664%	2.2 M

Source: Brand24.com

Table 2.
Collection of media sites that have influence

Website	Visitor	Influence Score
youtube.com	34 B	10/10
twitter.com	4.5 B	10/10
tiktok.com	2.5 B	10/10
linkedin.com	1.9 B	10/10
en.wikipedia.org	1.2 B	10/10
twitch.tv	1.0 B	10/10
quora.com	835 M	10/10
theguardian.com	379 M	10/10
indiatimes.com	302 M	10/10
aol.com	300 M	10/10
orkohasan.wordpress.com	267 M	10/10
linktr.ee	221 M	10/10
ameblo.jp	209 M	10/10
tumblr.com	194 M	10/10
medium.com	180 M	10/10
indianexpress.com	164 M	10/10
forbes.com	162 M	10/10
detik.com	148 M	10/10
oneindia.com	126 M	10/10
abc.es	108 M	10/10

Source: Brand24.com

In addition to the mention of this hashtag in Table 3, it also contains other trending hashtags that follow their spread such as #alleyesonrafah, #freepalestine, #palestine, #fyp, #gaza, #rafah, and #viral with the context of discussions with hashtags that have previously been massively used. The context of this discussion explicitly explains how the hashtag #alleyesonrafah is maximally utilized through the context of similar discussions that support its spread on social media. Several related data have shown that this hashtag is moving massively, reaching tens of millions to hundreds of millions of users on various social media. This also moved more people to open up about the humanitarian issue in Rafah Palestine (see Figure 2).

Table 3.
Popular hashtag data

Hashtag	Mentioned
#alleyesonrafah	18887
#freepalestine	7275
#palestine	4516
#fyp	3781
#gaza	3290
#rafah	3280
#viral	2459
#shorts	1730
#foryou	1635
#trending	1309
#israel	1204
#foryourpage	1179
#ceasefirenow	1086
#alleyesonpapua	1069
#islam	1018
#saverafah	1010
#savepalestine	885
#gazagenocide	833
#freegaza	832
#capcut	781

Source: Brand24.com

Konteks diskusi

help #foryoupage #hamas #Rafah_Holocaust #islam viral camp #IsraeliTerrorism #IsraelTerrorists people terrorist subscribe
 #savepalestine viral jabalia israel gaza #persb #ICC palestina #CapCut zionists #GazaHolocaust #FreePalestine #viral
 news #Mawazi #short #islamic rafah #ytshorts #muslim #IsraelCrimes attack #palestina #quran #israel #shorts allah #challenge
 tiktok #youtubeshorts palestine #israel #trending palestinian #rafahattack #mawazi #savegazapalestine #AllEyesOnRafah
 #shortsyoutube #freegaza #islamicstatus channel #pewdiepie #IsraelNewNazism #allah #savegaza social media #usa #islamicshorts video
 #Love #GazaGenocide facebook #iran idf #viralvideo #vina eye #israelhamaswar thank #foryou #trendingshorts #rafahmassacre ship
 #prayforpalestine #Genocide_in_Gaza netanyahu israel #fyp support hai eyes #Gaza #Palestine share instagram #Rafah
 #shortvideo #AllEyesOnPapua #fyp #CeasefireNow #saverafah #shortsfeed #palestinewillbefree #yibica #shortvideo free
 follow

Figure 2.

The discussion context related to main topic

Source: Brand24.com

Through research by Ma et al. (2013) using the Diffusion of Innovations Perspective approach to understand how information spreads on social media, he explains at least the context of social media *opinion leadership* (opinion leadership), *homophily* (similar characteristics), *tie strength* (bond strength), and *news preference* (news preferences) is a factor in how information can be disseminated. The most influential factor is *opinion leadership*. An individual who has extensive connections and is central in a social network (*degree centrality*) is said to be the main catalyst for information dissemination (Ma

et al. 2013). In the case of the hashtag #alleyesonrafah in the second image, several accounts appear to have levels *reachness* high levels have been able to influence the vote share by a fairly large percentage. This is supported by an active distribution list which is dominated by TikTok accounts as a social media platform that has a strong character for conveying important messages, especially in the scope of digital activism (Le Compte & Klug 2021).

Further explained *homophily* or the tendency of an individual to connect with the same interests is also a factor in the spread of hashtags. This can be seen from the variety of hashtags #alleyesonrafah on various social media. This is known from the first picture, mentions have been quite high since distribution on May 26 2024 and experienced a significant increase on May 30 2024, proving how social media has played a major role in showing the uniformity of connections between the interests of the social media user community. Especially with how social media algorithms are constructed to bring together users with similar interests (Bok et al. 2022). In the fifth picture regarding *popular hashtag data* and the fourth image, namely *The Discussion Context Related to Main Topics* also represents how each hashtag is also discussed or discussed with similar hashtags which drives the popularity of the main hashtag. The final factor that influences the rapid spread of this hashtag is news preference or preference for the type of news. This research further shows that information falls into categories *hard news* (serious news such as politics, economics, and social issues) tends to be shared more often than *soft news* (light news such as entertainment and lifestyle). This statement is supported by the third picture of how various platforms, which are not just social media, but also mass media that publish news, are one part that supports the dissemination of information rather than *main topic* based on the hashtag #alleyesonrafah.

Conclusion

The #alleyesonrafah movement has emerged as a powerful symbol of digital activism, successfully strengthening global attention to the humanitarian crisis in Rafah, which is a key area for aid distribution in Gaza. This social media campaign has mobilized support around the world by sharing images, videos and stories from Rafah, which not only humanize the conflict but also highlight the serious impacts experienced by civilians. The hashtag served as a call to action, encouraging donations, protests and international intervention. Despite facing challenges such as the spread of misinformation and temporary online attention, the campaign succeeded in influencing public discourse and raising awareness about the worrying conditions in Gaza. However, this study also has several limitations. First, this analysis focuses more on the short-term impacts of social media campaigns, and so may not fully capture the long-term effects of these movements on public policy and international action. Additionally, this research is limited to specific social media platforms, and does not consider interactions on other platforms that might also contribute to the spread of information and mobilization of support.

As a recommendation, further research is needed to explore the long-term impact of campaigns such as #alleyesonrafah on public policy and international responses. This research can also broaden its scope by analyzing various social media platforms and how each platform influences the way information is disseminated and received by the public. The novelty of this study lies in its emphasis on the role of hashtags in driving social action and global mobilization, as well as the challenges faced in maintaining campaign momentum in a rapidly changing information era. By understanding these dynamics, all parties better design strategies for more effective digital activism in the future.

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