

Gerakan Boikot Terhadap Israel di Media Sosial: Analisis Kritis Terhadap Gerakan Boikot, Divestasi dan Sangsi (BDS Movement) di Twitter = The Boycott Against Israel on Social Media: A Critical Analysis of the Boycott, Divestment And Sanction (BDS Movement) on Twitter

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Abstrak

Di tengah peperangan yang kembali berkecamuk antara Israel dan Palestina sejak 7 Oktober 2023, gerakan BDS terus menunjukkan eksistensi dan pengaruhnya dalam memobilisasi masyarakat internasional. Ketertarikan publik Internasional terhadap gerakan BDS melalui media sosial mengalami peningkatan secara signifikan. Perang yang terjadi tidak hanya dalam hardpower, tetapi juga softpower melalui media sosial, termasuk Twitter. Perjuangan bangsa Palestina pun dilakukan secara non-violence melalui BDS Movement. BDS menjadi gerakan ekonomi politik internasional yang dinilai efektif menjadi ancaman Israel. Dari latar belakang tersebut, peneliti menganalisis jejaring informasi, aktor berpengaruh dan dampak pemberitaan media terhadap gerakan BDS Movement pada periode 1 Januari-30 Mei 2024 dengan kata kunci #BDSMovement dan #boycottIsrael pada platform Twitter. Penelitian kualitatif ini menggunakan Social Network Analysis Model dan teori Media-Policy Interaction dengan terlebih dahulu mengumpulkan data tweets (crawling data) menggunakan APIs X (Twitter). Lalu data yang terkumpul dianalisis secara tematik dan divisualisasikan menggunakan software NetworkX. Hasil penelitian menemukan terdapat 29.927 tweets dengan 22.056 aktor (nodes) dan 22.710 jaringan (edges). Bulan Mei 2024 Gerakan BDS di twitter meningkat signifikan karena adanya aktivitas boikot yang dilakukan di berbagai institusi perguruan tinggi di dunia. Analisis sentimen menunjukkan bahwa terdapat 76,4% merupakan sentimen negatif, 12,6% sentimen positif dan 11% Sentimen netral. Pada penelitian tersebut juga mengungkap bahwa semua publikasi bersifat organik dan tidak terindikasi menggunakan Bot. peneliti mengungkap ada 20 akun twitter yang menjadi pusat penyebaran informasi BDS, satu di antaranya adalah BDS Movement. Peneliti tidak menemukan respons langsung dari Israel, tetapi respons terhadap BDS Movement datang dari Amerika Serikat dan Inggris yang merupakan sekutu dekat Israel. Kampus juga merespons gerakan BDS Movement dengan berbagai cara.

.....Amid the war that has been raging between Israel and Palestine since October 7, 2023, the BDS movement continues to show its existence and influence in mobilizing the international community. International public interest in the BDS movement through social media has increased significantly. The war is not only in hard power but also soft power through social media, including Twitter. The struggle of the Palestinian people was carried out in non-violence through the BDS Movement. BDS is an international political economy movement that is considered effective as a threat to Israel. From this background, researchers analyzed information networks, influential actors, and the impact of media coverage on the BDS Movement from January 1-May 30, 2024, with the keywords #BDSMovement and #boycottIsrael on the Twitter platform. This qualitative research uses the Social Network Analysis Model and Media-Policy Interaction theory by first collecting tweet data (crawling data) using APIs X (Twitter). Then the collected data was analyzed thematically and visualized using NetworkX software. The results found 29,927 tweets

with 22,056 actors (nodes) and 22,710 networks (edges). In May 2024, the BDS movement on Twitter increased significantly due to boycott activities carried out at various higher education institutions in the world. Sentiment analysis showed 76.4% negative sentiments, 12.6% positive sentiments, and 11% neutral sentiments. The study also revealed that all publications were organic and there was no indication of using Bots. researchers revealed that 20 twitter accounts were the center of BDS information dissemination, one of which was the BDS Movement. Researchers did not find a direct response from Israel, but responses to the BDS Movement came from the United States and Britain, which are close allies of Israel. Universities have also responded to the BDS Movement in various ways.