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DISCOURSE NETWORK ANALYSIS OF THE ISRAELI PRODUCT BOYCOTT ISSUE ON THE ONLINE MEDIA PLATFORM DETIK.COM

Anting Sekar Adelina[1], Siti Masitoh[2], Eko Hartanto[3], Cholidah Astri Pertiwi[4]

[1]Faculty of Communication Science, Gunadarma University, Depok, Indonesia,

[2] Department of Public Relations, Akademi Komunikasi Media Radio dan TV, Jakarta, Indonesia,

[3]Department of Public Relations, Akademi Komunikasi Media Radio dan TV, Jakarta, Indonesia,

[4]Faculty of Communication Science, Gunadarma University, Depok, Indonesia,

[*]**Corresponding author, E-mail:** antingsekar239@gmail.com

Abstract

The boycott of Israeli products has become a trending topic in Indonesia as a form of support for Palestine and rejection of Israeli actions that are considered to violate human rights. This trend is growing through social media and digital platforms, to encourage participation in the boycott of Israeli products. This research aims to find out the news of the boycott of Israeli products on Detik.com through Discourse Network Analysis (DNA) with the aim of knowing the actors related to the news of the boycott of Israeli products and to find out the parties who support and reject the boycott of Israeli products. Pro and con statements on the news of the boycott of Israeli products on Detik.com were studied using Discourse Network Analysis (DNA) and network visualization using Visone software. The use of DCF theory refers to groups of actors forming and promoting discourse to influence policy or social issues. The results of the study based on news related to the boycott of Israeli products that have been collected from December 14, 2023 to March 14, 2024, there are 25 news with 55 statements from 25 actors. 5 categories were found with 80% positive statements and 20% negative statements. All statements that have been submitted provide news results that are more supportive of boycotts in response to Israel's actions against Palestine.

Keywords: Boycott of Israeli Products, Detik.com, Discourse Network Analysis, Discourse Coalition Framework.

Introduction

The advancement of internet technology has drastically transformed how people communicate, work, and engage with information globally. With greater connectivity and faster internet speeds, numerous sectors, including e-commerce, social media, education, and healthcare, have seen rapid growth. The rise of internet use has had a significant impact on many countries, particularly Indonesia. Data from the Indonesian Internet Service Providers Association (APJII) reports that approximately 25 million people in Indonesia are internet users, and this number continues to grow by around 25% annually. This growth is driven by the accessibility and ease of controlling and sharing information, as well as the simplicity of operating internet-enabled devices, which has allowed users to interact freely and form communities at the click of a button (Tabroni, 2012).

In January 2024, global internet usage data revealed that out of a total population of 8.08 billion, approximately 5.35 billion people were internet users, marking a 0.9% increase compared to the previous year. However, the report from *We Are Social* suggests that this figure may be underreported due to delays in data collection. Of these internet users, around 5.04 billion are active social media users. The role of information and communication technology has become indispensable in modern life, shaping how civilizations progress. Without these technologies, human development would not have

advanced as rapidly. The internet's capability to facilitate fast-paced activities and create a seemingly borderless world has played a critical role in connecting people across the globe (Gani, 2018).

One of the most discussed topics in Indonesia is the boycott of Israeli products, a movement that reflects widespread public support for Palestine and rejection of Israel's actions, often perceived as human rights violations. The boycott is typically triggered by violent incidents or controversial acts committed by Israel against Palestinians. This movement has spread through social media and digital platforms, encouraging the public to take part. In addition to online campaigns, protests and demonstrations have also been frequently organized to promote participation in the boycott of Israeli products. The discourse around this topic has grown, and various stakeholders, including activists, organizations, and media outlets, have been involved in shaping public opinion on this issue.

Detik.com, one of Indonesia's leading online news platforms, has been particularly active in covering news related to the Israeli product boycott. Through a series of articles and reports, *Detik.com* has regularly informed its readers about the developments in this issue, including news on demonstrations, online campaigns, and opinions from different parties involved. The coverage offers comprehensive insights into the underlying causes of the boycott, such as the Israel-Palestine conflict and Israeli policies in the region. It also captures the reactions of the Indonesian public and government to these events. In this way, *Detik.com* plays an important role in delivering balanced and in-depth information about the controversies surrounding the Israeli product boycott.

The international campaign to boycott Israeli products has gained momentum as part of a larger effort to exert economic pressure on Israel. One of the most notable global movements advocating for this cause is the Boycott, Divestment, and Sanctions (BDS) campaign, which was launched in 2005. This movement calls for boycotts of products, investments, and services linked to Israel as a form of protest against its policies toward Palestine. The goal of such economic pressure is to influence Israel's policies on occupation and human rights. While the BDS movement has garnered widespread support from groups and individuals around the world, it has also faced criticism. Some view this approach as an impediment to dialogue and peace efforts, arguing that lasting peace can only be achieved through direct negotiations between Israel and Palestine and through constructive international support.

Given the relevance of this ongoing issue, this research aims to investigate the actors who have been influential in the discourse surrounding the Israeli product boycott. Specifically, the study will focus on news coverage of the boycott on *Detik.com* by analyzing the content published by the platform. A comparison between *Detik.com* and *Kompas.com* revealed that *Detik.com* published 55 articles related to the Israeli product boycott, while *Kompas.com* published 40 articles on the same topic. Based on the higher volume of coverage, *Detik.com* was selected as the object of this research to explore the dynamics of the discourse on the Israeli product boycott in the Indonesian media landscape.

Several previous studies have explored similar topics using Discourse Network Analysis (DNA). For example, Salwa Fania (2023) conducted a study titled "Discourse Network Analysis of the 'Ferdy Sambo' News Coverage on *Kompas.com*," which applied DNA to analyze the relationship between news content and text analysis. This study found that the sentencing of Ferdy Sambo to the death penalty was linked to agenda-setting theory. Another relevant study was conducted by Dafa Rosi Berliana (2021), titled "Discourse Network Analysis of the 'Virtual Police' Policy on *CNNIndonesia.com*." This research examined the pro and con sentiments surrounding the virtual police policy debate using DNA and network visualization software called Visone. The study found that 61% of the statements in the news coverage were positive, while 39% were negative, based on the argumentative discourse theory developed by Maarten A. Hajer. Furthermore, Kyla Nur Alfia Kani

(2023) conducted a DNA study titled "Discourse Network Analysis of the IndoVac Vaccine Launch in Indonesia through *Detik.com*," which examined the public discourse surrounding the domestic vaccine launch, highlighting the role of social media users in gathering and sharing information about the vaccine.

The study will utilize Discourse Network Analysis (DNA), a method introduced by Philip Leifeld (2012), to visualize both political and socio-cultural discourses as networks. DNA is an emerging research method that integrates qualitative content analysis with quantitative social network analysis, making it highly suitable for communication studies. It allows researchers to systematically analyze the relationships between actors and the arguments they present within complex social issues.

The theoretical framework for this study is grounded in the Discourse Coalition Framework (DCF), developed by Hajer (2002). This theory emphasizes the role of language and social construction in shaping public discourse and policymaking. Actors involved in a public debate use arguments to persuade the public that their views are correct, positioning themselves in discussions about controversial issues. Through this process, they build coalitions by describing problems in specific ways to gain public support (Eriyanto, 2022). This study will apply DCF to analyze the discourse on the Israeli product boycott, focusing on how different actors promote or oppose the boycott within the news coverage on *Detik.com*.

To conduct this research, the study will utilize Discourse Network Analysis (DNA) software version 3.0.10, developed by Philip Leifeld. The software allows for a detailed analysis of how actors are connected through the arguments they make in the public discourse. By using this tool, the study will explore how ideas evolve and how actors align themselves either in support of or against the boycott. The research will analyze online news articles from *Detik.com* covering the Israeli product boycott between December 14, 2023, and March 14, 2024. This time frame was selected to capture the peak period of news coverage on this topic.

Hence, this research is titled *"Discourse Analysis and Actor Network of the Israeli Product Boycott Issue in Online Media Platform Detik.com (Implementation of Discourse Network Analysis)"*. Through this study, the researcher aims to provide a comprehensive understanding of how the boycott discourse is shaped and the roles played by different actors in this context.

Research Objective (s)

This analysis aims to identify who are the actors who support or reject the news related to the Boycott of Israeli Products on the Detik.com online news platform. In addition, this analysis also seeks to analyze how the network formed from the news of the Boycott of Israeli Products, including the relationship between actors and the dynamics of interaction that arise in the process of disseminating information in the media. The research does not only focus on the news content itself, but also on the key actors and the patterns of relationships between them that contribute to shaping the narrative and public perception of this issue.

Literature Review

2.1 Political Communication

Political communication refers to the process of exchanging information, ideas, and perspectives between political actors, institutions, and society within the context of political activities. It involves influencing political behavior through messages that hold significance for all citizens and often determine public policies. Various scholars have defined political communication in different

ways. For instance, Nimmo (2010) characterizes it as an activity that has actual and potential consequences for regulating human behavior in conflict situations, while Blake and Haroldsen (2014) discuss its impact on political functions. Furthermore, Rush and Althoff (2002) explain that political communication involves the transmission of politically relevant information within political and social systems. Thus, political communication can be seen as a critical process aimed at shaping attitudes, behaviors, and policies in a political system.

The functions of political communication, according to Widjaja (2016), include information dissemination, socialization, motivation, and facilitation of debates and discussions. These functions help societies understand political processes and make informed decisions. Moreover, political communication shapes public opinion, enhances political participation, and facilitates political education and recruitment. Its impact is particularly evident in shaping political images, managing public sentiment, and influencing political behavior.

2.2 New Media

New media, often referred to as digital media, encompasses platforms that combine various forms of data, including text, audio, and visuals, transmitted through digital networks. These platforms, as Flew (2008) notes, operate primarily through the internet and satellite systems. McQuail (2006) defines new media as platforms that integrate traditional media functions into digital formats, allowing users to interact, navigate content, and access virtual experiences. This transformation has introduced significant changes in the way information is consumed and shared, making media more interactive and interconnected.

New media is characterized by digitalization, interactivity, and networking. Users are no longer passive recipients but active participants who can provide feedback and engage with content. Hypertextuality allows users to navigate between different pieces of information seamlessly, while networked communication enables real-time interactions across geographical boundaries. The evolution of new media has also fostered the growth of participatory platforms like social media, where users can contribute content, share ideas, and form communities.

2.3 Online News

Online news refers to the dissemination of event reports through digital platforms. As defined by Hall (in Hermawan, 2022), online news is a repackaged form of traditional journalism, optimized for quick access and broad dissemination via the internet. It plays a vital role in today's information society, enabling users to stay informed in real time. Online news outlets, like *Detik.com*, provide a wide range of content, including hard news, features, investigative journalism, health updates, and more.

This form of news delivery has revolutionized the media landscape by offering immediacy, interactivity, and greater access to information. Users can consume news through various devices, participate in discussions, and share content with others. Moreover, online news platforms provide diverse content tailored to different audiences, enhancing the overall user experience.

2.4 Political News

Political news covers events related to government, public administration, and state affairs. It plays an essential role in informing the public about political decisions, debates, and policies that impact society. Political news includes reports on governance, elections, diplomacy, and international relations. The scope of political news extends from local government issues to global diplomatic affairs, shaping public perception and influencing political participation.

2.5 Boycotts

Boycotts are organized actions aimed at withdrawing from business or social relations as a form of protest. Boycotts are often used as a strategy to exert economic pressure on a target, typically in response to perceived injustices or unethical practices. In the context of Israeli products, the boycott movement seeks to influence Israel's policies in Palestine by urging consumers to refrain from purchasing Israeli goods. This form of protest is driven by the belief that economic sanctions can bring about political change.

According to Ladlier (in Kurniasari, 2023), boycotts are collective actions aimed at disrupting business relationships, while Friedman (in Sudarsono, 2008) defines them as campaigns that urge consumers to stop buying specific products to achieve certain objectives. In the case of Israeli products, boycotts are seen as moral support for the Palestinian cause and a way to protest against Israeli policies.

2.6 Discourse Network Analysis (DNA)

Discourse Network Analysis (DNA) is an approach that combines quantitative social network analysis with qualitative content analysis to map the relationships between actors and ideas within a discourse. Leifeld (in Eriyanto, 2022) explains that DNA enables systematic mapping of discourse structures in textual documents, such as news articles or political debates. This method allows researchers to visualize the connections between various actors and arguments in a discourse network, helping to identify key players and their influence within a particular narrative.

The DNA approach is particularly useful for analyzing public debates where there is disagreement or consensus on certain issues. By visualizing the alignment of actors with specific arguments, DNA helps researchers understand the dynamics of public discourse and the positions of different stakeholders. It provides insights into how ideas evolve and how coalitions form around certain narratives within the public sphere.

2.7 Discourse Coalition Framework (DCF)

The Discourse Coalition Framework (DCF), developed by Maarten Hajer (in Eriyanto, 2022), focuses on how actors form coalitions around shared narratives in public policy debates. DCF suggests that policy-making is not only a result of competing interests but also of competing discourses, where actors try to define issues in ways that garner public support. The framework highlights the importance of language and social constructs in shaping public perceptions and influencing policy outcomes.

Methodology

The data collected method used in this research is qualitative with the Discourse Network Analysis (DNA) method. The Discourse Network Analysis method is a new method that combines quantitative social network analysis with qualitative content analysis, especially on articles in online mass media. Discourse Network Analysis integrates Content Analysis (CA) which focuses on the content of text or documents with Social Network Analysis (SNA) which focuses on the distribution of information (Siagian, 2020).
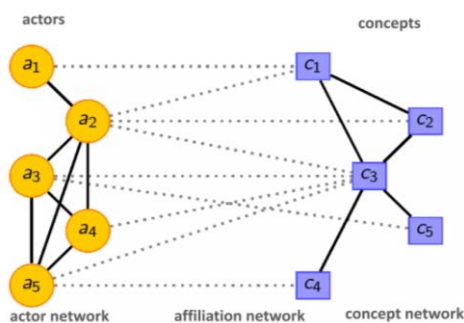
Figure 1. illustrates Affiliation Networks, Actor Congruence Networks, and Concept Networks (Source: Leifeld & Haunss, 2012)

In this figure, the Affiliation Networks between actors and concepts are represented by black dashed lines, while Actor Congruence Networks are depicted by thick black lines on the left, and Concept Congruence Networks are represented by thick black lines on the right. This framework is adapted in the study, Discourse Network Analysis of the Israeli Product Boycott Issue on the Online Media Platform Detik.com, where Affiliation Networks help map the connections between different actors and concepts related to the boycott. Actor Congruence Networks demonstrate the alignment of viewpoints between various actors, while Concept Congruence Networks highlight the relationships and shared themes between the concepts discussed.

Discourse Network Analysis can be used to analyze discourse in the media related to issues fought for in advocacy and campaign activities by civil society organizations. Discourse Network Analysis (DNA) software JAVA-based software, developed by Philip Leifeld of the Swiss Federal Institute of Aquatic Science and Technology and the Institute of Political Science, University of Bern, enables the implementation of discourse network models. DNA aims to provide categories and actors which are then visualized in the form of a structured network (Leifeld & Haunss, 2012).

Results

Detik.com has consistently reported on the Israeli product boycott, illustrating a strong commitment to addressing significant political and social issues in Indonesia and beyond. Through a steady stream of news articles, Detik.com provides readers with comprehensive information about the developments related to the boycott movement against Israeli products. This includes coverage of various aspects such as public reactions, economic implications, and responses from both the Indonesian government and international organizations. These articles demonstrate a well-rounded approach to reporting, ensuring that the public stays informed about the boycott's momentum and the underlying factors driving the movement. By keeping the public updated regularly, Detik.com plays a crucial role in fostering a deeper understanding of this issue among Indonesians.

The Israeli-Palestinian conflict, which has spanned decades, provides the broader context for this movement. The call for a boycott is not merely a response to recent events but a manifestation of long-standing frustration with Israeli policies in the Palestinian territories. This frustration is driven by various actions, such as military aggression, settlement expansion, and alleged human rights abuses. Detik.com's coverage helps readers connect these actions with the broader international movement to hold Israel accountable through economic means. By emphasizing the narrative of economic resistance, Detik.com provides an accessible way for Indonesians to engage with the complex geopolitical dynamics surrounding the conflict.

The articles published by Detik.com go beyond merely reporting on events; they also offer a deeper analysis of the reasons behind the boycott. The site explains how the movement is rooted in

political and humanitarian concerns. For instance, several articles detail how Israeli policies, particularly in Gaza and the West Bank, have drawn international criticism for their violation of human rights. These policies, which include settlement expansion and military blockades, are often framed as illegal under international law. By boycotting Israeli products, activists aim to apply economic pressure on Israel to change these policies. Detik.com highlights the moral and ethical dimensions of this boycott, allowing its readers to grasp the significance of the movement beyond mere consumer choice.

In addition to covering the economic aspects of the boycott, Detik.com also delves into the political ramifications of the movement. The boycott has sparked debates at both the national and international levels. While the movement is supported by many for its non-violent approach to resisting Israeli policies, it also faces criticism from those who argue that boycotts are not the most effective method of resolving conflicts. Detik.com gives voice to both sides of the debate, presenting arguments from activists who see the boycott as a necessary form of resistance, as well as from critics who believe that such actions might hinder peace negotiations. This balanced reporting helps readers form their own opinions on the issue while staying informed about the broader political discourse.

The discourse surrounding the Israeli product boycott is shaped by various actors, including activists, government officials, religious leaders, and international organizations. Detik.com's reporting features these voices, highlighting the diverse perspectives on the boycott. The coverage makes it clear that the boycott is not just an economic action but part of a larger narrative of resistance against occupation and oppression. For instance, religious leaders, particularly from Muslim-majority countries like Indonesia, often frame the boycott as a moral duty. This view resonates deeply within Indonesian society, where support for Palestine is widespread, and opposition to Israeli policies is strong. Detik.com's articles reflect this sentiment, emphasizing how the boycott is tied to broader issues of justice and human rights.

From the category of Aggression Preparation Actions and Aggression Actions, there are 12 statements, and the network of actor patterns regarding aggression preparation actions and aggression actions has been visualized. The statements made by various actors have been visualized using the software Visone, as shown in the following image:
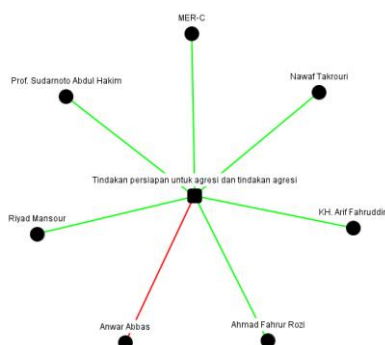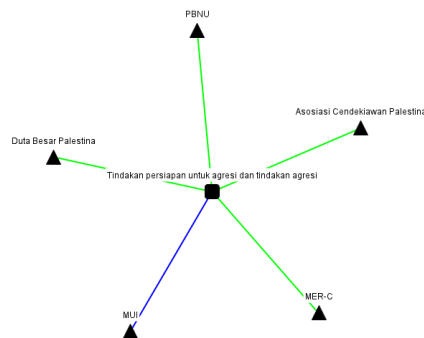

Person* x *Category Network

Figure 2. Actor-Based Category Network Visualization of Statements on Preparatory Actions for Aggression and Acts of Aggression (Source: Researcher's Analytical Results, 2024)

From the above figure, it can be observed that the connecting lines between the black circular nodes indicate the relationships between actors. Green lines represent actors who responded positively to the statements concerning the boycott of Israeli products. Six actors have given positive statements in this category: (1) MER-C, (2) Riyad Mansour, (3) Nawaf Takrouri, (4) Ahmad Fahrur Rozi, (5) K.H Fahruddin, and (6) Prof. Sudarnoto Abdul Hakim. One actor, Anwar Abbas, gave a negative statement.

The organizational network visualization is symbolized by black triangles, as shown in the following image:

Organization* x *Category Network

Figure 3. Organization-Based Category Network Visualization of Statements on Preparatory Actions for Aggression and Acts of Aggression (Source: Researcher's Analytical Results, 2024)

In this figure, it can be seen that five black triangles represent organizations, a number that differs from the actors because two actors belong to the same organization. The blue lines represent organizations that responded neutrally to the statements in this category. It is evident that the actors come from various organizations, signifying that the Israeli product boycott issue has garnered responses from numerous parties, primarily from governmental and international organizations. The frequency of statements made by the actors who made the most statements in this category are Prof. Sudarnoto Abdul Hakim, the Chair of MUI's International Relations and Foreign Affairs Division, and KH. Arif Fahruddin, the Deputy Secretary-General of MUI, both of whom made three statements each. Prof. Sudarnoto Abdul Hakim's statements emphasized that the boycott is aimed at weakening Israel's economy, as the sales profits from Israeli products contribute to funding aggression against Palestine. Furthermore, even though dates are considered halal, the fact that their sales are used to fund the killing of Palestinians makes them haram.

Beyond this, Detik.com's reporting also delves into the question of whether the boycott is linked to terrorism. In the global discourse surrounding the boycott, one of the most contentious points is the accusation that boycotting Israeli products could indirectly support terrorist organizations. This debate is particularly salient because some of the groups resisting Israeli occupation, such as Hamas, have been labeled as terrorist organizations by Israel and other countries. This has led to concerns that supporting the boycott might be seen as aligning with these groups. Detik.com addresses this issue by presenting a range of views from both supporters and opponents of the boycott. From that observation gathered from various actors, have been visualized using the Visone software, as depicted in the following image:
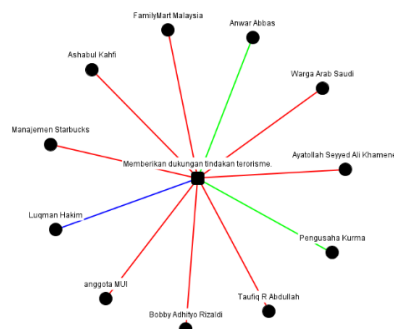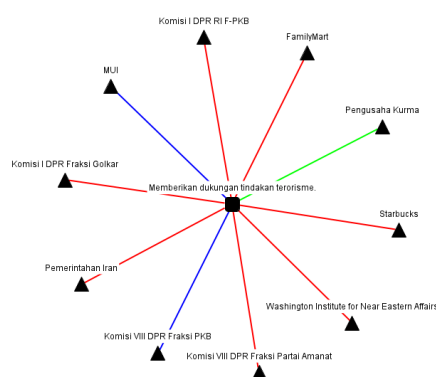
Person* x *Category Network

Figure 4. Actor-Based Category Network Visualization of Statements Supporting Terrorism Actions in the Israeli Product Boycott News (Source: Researcher's Analytical Results, 2024)

From Figure 4, it can be seen that there are 11 connecting lines between black circular nodes representing actors. The green lines indicate actors who responded positively to the statements regarding the Israeli product boycott. There are two actors who provided positive responses in this category: (1) Anwar Abbas and (2) a Date Merchant. Blue lines represent actors who responded neutrally to the statements in the Israeli product boycott news. There are eight actors who made negative statements, including (1) MUI member, (2) Bobby Adhityo Rizaldi, (3) Taufiq R. Abdullah, (4) Ayatollah Seyyed Ali Khamenei, (5) Saudi Arabian Citizens, (6) FamilyMart Malaysia, (7) Ashabul Kahfi, and (8) Starbucks Management. The organizational network is symbolized by black triangles, as seen in the following image:
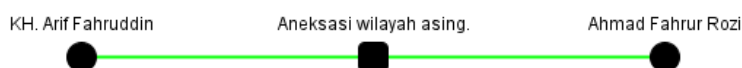

Organization* x *Category Network

Figure 5. Organization-Based Category Network Visualization of Statements Supporting Terrorism Actions in the Israeli Product Boycott News (Source: Researcher's Analytical Results, 2024)

In Figure 5, it can be observed that there are 10 black triangles representing organizations. This number differs from the number of actors, as two actors belong to the same organizations. From the figure, it is evident that various actors come from different organizations, meaning the Israeli product boycott news has received responses from many parties, including governments, organizations, and companies.

Another significant aspect of Detik.com's coverage is its focus on the issue of annexation, which has been a key driver of the boycott movement. Israeli settlement expansion in the West Bank and East Jerusalem is widely regarded as illegal under international law, and the boycott is often framed as a response to these policies. The settlements, which are seen as a form of de facto annexation, have sparked international outrage, particularly in Muslim-majority countries like Indonesia, where there is strong support for Palestinian statehood.
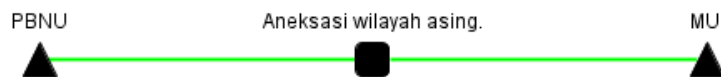
In the category of foreign territory annexation, there are two statements that have been visualized in the actor network regarding the annexation of foreign territories. These statements, made by actors in relation to the Israeli product boycott, have been mapped using Visone, as shown in the following image:

Person* x *Category Network

Figure 6. Actor-Based Category Network Visualization of Statements on Foreign Territory Annexation Related to the Israeli Product Boycott (Source: Researcher's Analytical Results, 2024)

As seen in Figure 6, there are two actors represented by black circles who responded positively, indicated by green lines. These actors are (1) K.H. Arif Fahruddin and (2) Ahmad Fahrur Rozi. The positive connections suggest agreement or collaboration between the two actors in their statements on the issue of foreign territory annexation. The organizational network is represented by black triangles, as shown in the following image:
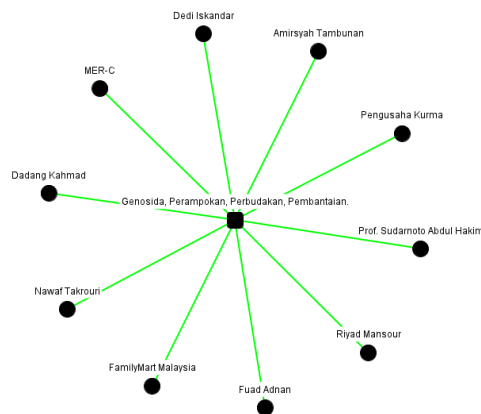

Organization* x *Category

Figure 7. Organization-Based Category Network Visualization of Statements on Foreign Territory Annexation Related to the Israeli Product Boycott (Source: Researcher's Analytical Results, 2024)

In Figure 7, there are two black triangles representing organizations, which correspond to the number of actors in Figure 6. It is evident that the actors making statements about "foreign territory annexation" predominantly come from Islamic organizations. This indicates that both K.H. Arif Fahruddin and Ahmad Fahrur Rozi share a similar level of concern or perspective on the issue, even though the total number of statements they made does not exceed one. These statements were reported in an article on the online media platform Detik.com on March 12, 2024, with the headline: "Call for Boycott of Israeli-Affiliated Products During Ramadan, MUI: It Is Mandatory."

On the other hand, some actors argue that the boycott movement could be counterproductive, particularly when it comes to fostering dialogue between Israelis and Palestinians. They believe that economic sanctions will only serve to deepen the divide and make it harder to reach a negotiated solution to the conflict. The network visualization highlights these differing perspectives, showing how the discourse on annexation is both a legal and moral issue for many of the actors involved.

The discourse surrounding Israel's actions in the Palestinian territories also includes more severe accusations, such as claims of genocide, mass killings, and human rights abuses. These accusations are often at the forefront of the arguments made by those supporting the boycott, as they believe that Israel's policies amount to crimes against humanity that require an international response. Detik.com's reporting on this issue is particularly detailed, providing readers with insights into the moral and legal arguments driving the boycott.

There are 15 statements in the genocide, piracy, slavery, and apartheid visualized in the form of a grid pattern. This category highlights the most serious allegations leveled against Israel, including claims of genocide and mass murder. Boycotters argue that Israel's military campaign, particularly in Gaza, is a systematic attempt to eliminate the Palestinian population. They also point to the economic blockade of Gaza as a form of collective punishment, which they argue constitutes slavery or piracy under international law. The network of actors visualized shows strong agreement on these points, with human rights organizations and religious leaders often at the forefront of this discourse. This narrative frames Israel's actions as violations of international law, and justifies boycotts as a form of resistance to these crimes. These statements have been mapped using Visone software, as shown in the following figure:

Person **x** *Category Network*

Figure 8. Actor-Based Category Network Visualization of Statements on Genocide, Robbery, Slavery, and Massacres (Source: Researcher's Analytical Results, 2024)

In Figure 8, all connecting lines between the black circular nodes represent the relationships between actors. There are 10 actors who responded positively to the statements, indicated by green lines. The actors who gave positive responses include: (1) Fuad Adnan, (2) Riyad Mansour, (3) Prof. Sudarnoto Abdul Hakim, (4) a Date Merchant, (5) Amirsyah Tambunan, (6) Dedi Iskandar, (7) MER-C, (8) Dadang Kahmad, (9) Nawaf Takrouri, and (10) FamilyMart Malaysia. The organizational network visualization is represented by black triangles, as seen in the following image:
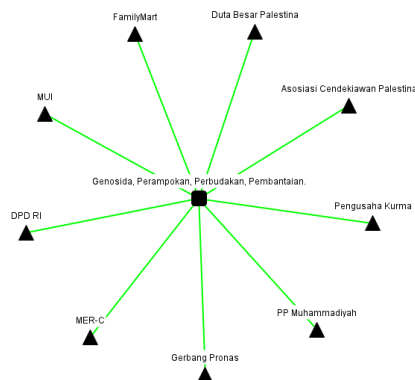
Organization **x** *Category*

Figure 9. Organization-Based Category Network Visualization of Statements on Genocide, Robbery, Slavery, and Massacres (Source: Researcher's Analytical Results, 2024)

In Figure 9, it is shown that there are 9 black triangles representing organizations, which differ from the number of actors because some actors belong to the same organization. From this, it can be inferred that most of the actors making statements on genocide, robbery, slavery, and massacres come from governmental organizations

The discourse on genocide and human rights abuses is central to the boycott movement, as it emphasizes the moral responsibility of the international community to take action against Israel. Detik.com's coverage reflects the gravity of these accusations, providing readers with a clear understanding of why many activists view the boycott as not just an economic tool but a moral imperative. However, the site also presents the views of those who dispute these claims, arguing that Israel's actions are a response to security threats and do not constitute genocide.

Israeli military actions in the Palestinian territories have been widely condemned by international organizations, including the United Nations, for violating the laws of war. Detik.com's coverage provides detailed reporting on these accusations, showing how they are used to justify the boycott as a form of accountability.

The Violations of Customs and Laws of War category contains statements from actors stating that Israel's military actions violate international law, particularly the laws of war. They point to specific incidents, such as attacks on civilian infrastructure and excessive use of force, as evidence that Israel does not comply with international norms. The visualized network shows strong alignment among actors who believe that these violations justify boycotts. These actors argue that economic pressure is necessary to hold Israel accountable for its actions and to prevent further violations. There are 13 statements in this category, visualized through actor network patterns relating to violations of the customs and laws of war. The statements were visualized using Visone, as shown in the following figure:
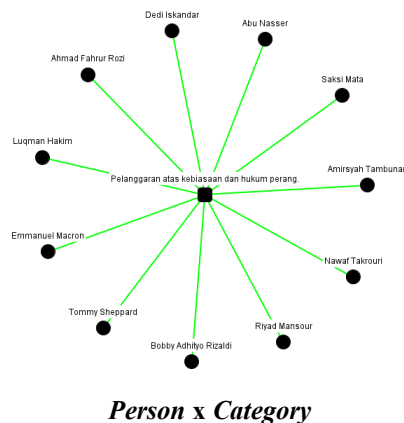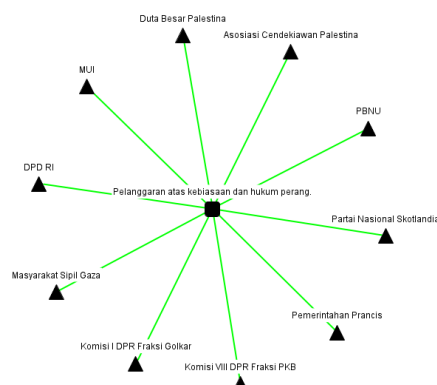

Person* x *Category

Figure 10. Actor-Based Category Network Visualization of Statements on Violations of the Customs and Laws of War (Source: Researcher's Analytical Results, 2024)

From Figure 10, all connecting lines between the black circular nodes represent relationships between actors. There are 11 actors who responded positively to the statements, as indicated by green lines. The actors who gave positive responses include: (1) Bobby Adhityo Rizaldi, (2) Riyad Mansour, (3) Nawaf Takrouri, (4) Amirsyah Tambunan, (5) Eyewitness, (6) Abu Nasse, (7) Dedi Iskandar, (8) Ahmad Fahrur Rozi, (9) Luqman Hakim, (10) Emmanuel Macron, and (11) Tommy Sheppard. The organizational network visualization is represented by black triangles, as seen in the following image:

Person x Category

Figure 11. Organization-Based Category Network Visualization of Statements on Violations of the Customs and Laws of War (Source: Researcher's Analytical Results, 2024)

In Figure 11, it is shown that there are 10 black triangles representing organizations. This number differs from the number of actors because some actors belong to the same organization. Most of the actors providing statements on "violations of customs and laws of war" come from Islamic organizations and government bodies. From that figure shows that the actors who made the most statements in this category are the Eyewitness, representing the Gaza civilian population, and Nawaf Takrouri, Chairman of the Palestinian Scholars Association, both of whom made two statements each. The Eyewitness reported that the attacks struck a shelter tent and a hospital, resulting in the deaths of two healthcare workers. This statement underscores the principle that healthcare workers and civilians should not be targeted in conflicts and must be protected.

Network Patterns of Israeli Product Boycott Coverage on Detik.com using Discourse Network Analysis Visualized by Visone

Visone is used to create visual representations of network structures within data sets, exported from Discourse Network Analysis (DNA) software. The visual analysis is divided into three sections: Agreement, Disagreement, and Combined. The first visualization focuses on statements categorized as Agreement, representing positive responses from the actors, shown below:

Person x Category Network   *Organization x Category Network*
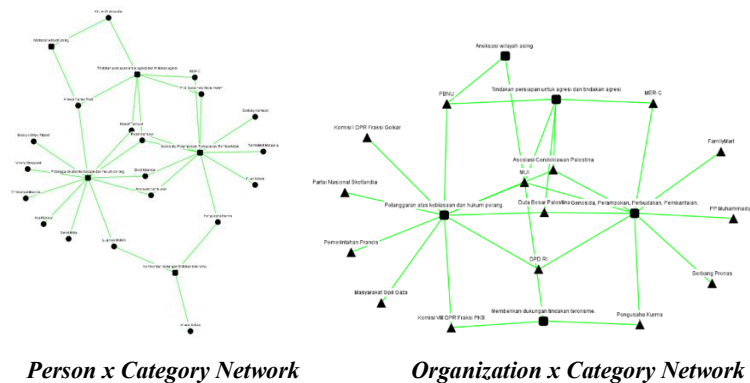
Figure 12. Statement Category Network (Agreement) (Source: Researcher's Analytical Results, 2024)

In Figure 12, statements that express agreement or positive sentiment towards the Israeli product boycott are represented by green lines. Five black circular nodes represent five categories of positive statements: (1) Preparatory actions for aggression and acts of aggression, (2) Support for terrorism, (3) Foreign territory annexation, (4) Genocide, robbery, slavery, and massacres, and (5) Violations of the customs and laws of war. The second visualization illustrates Disagreement, where actors express negative or opposing sentiments regarding the Israeli product boycott.

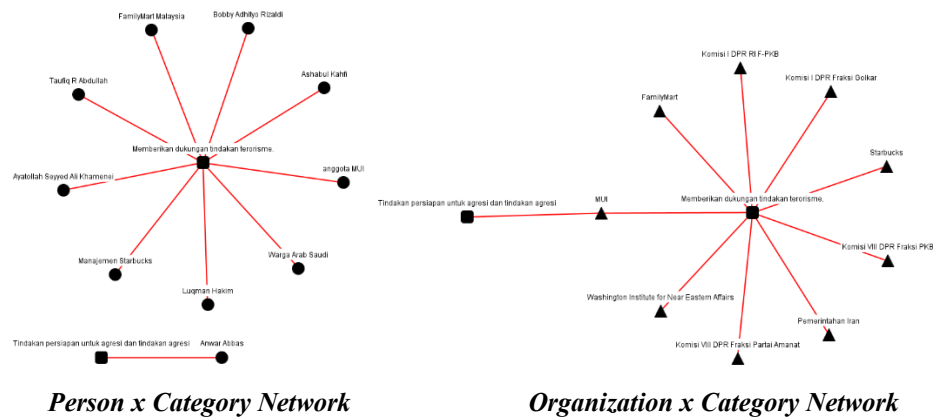*Person x Category Network*   *Organization x Category Network*

Figure 13. Statement Category Network (Disagreement) (Source: Researcher's Analytical Results, 2024)

Figure 13 highlights statements of disagreement or opposition to the Israeli product boycott, indicated by red lines. Two black circular nodes represent two categories of negative statements: (1) Support for terrorism, and (2) Preparatory actions for aggression and acts of aggression. The third visualization combines all sentiments surrounding the Israeli product boycott. In this visualization, categories are represented by black circular nodes, actors by black circular nodes, and organizations by black triangular nodes.

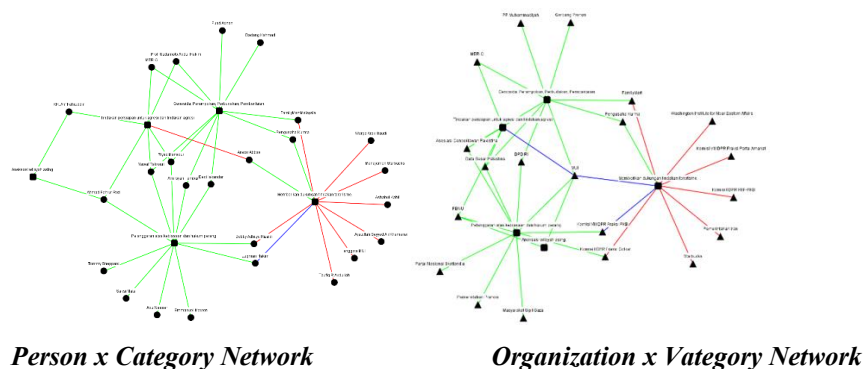*Person x Category Network*   *Organization x Vategory Network*

Figure 14. Combined Actor and Organization Statement Network (Source: Researcher's Analytical Results, 2024)

Figure 14 shows that the patterns for actor networks (Person x Category) and organization networks (Organization x Category) are almost identical. Green lines indicate positive statements, red lines represent negative statements, and blue lines signify neutral responses. There are 25 actor nodes, 20 organization nodes, and 5 statement concept nodes. The network indicates that 25 actors made statements about the Israeli product boycott, with 80% of the 44 statements being positive (agreement) and 20% of the 11 statements being negative (disagreement). The visualization makes it clear that positive statements (agreement) regarding the boycott dominate the discourse.
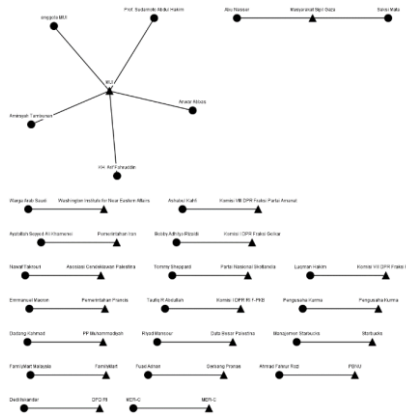
Figure 15. Actor Network by Organization (Source: Researcher's Analytical Results, 2024)

In Figure 15, the visualization of the actor network by organization features straight lines, indicating that actors who commented on the Israeli product boycott based their statements on informed perspectives. The graph showing the frequency of statements by actors highlights the individuals who made the most comments: Nawaf Takrouri, Chairman of the Palestinian Scholars Association, made six statements, followed by Riyad Mansour and Prof. Sudarnoto Abdul Hakim, each with five statements. The difference in the number of actor nodes and organization nodes suggests that some actors are part of the same organization, showing that the Israeli product boycott has prompted numerous organizations to respond and voice their opinions on the Israel-Palestine conflict.

The Israel-Palestine conflict has deep historical roots dating back to before the establishment of the State of Israel in 1948. Following World War I, Palestine came under British mandate, and tensions began to rise between the Jewish and Arab communities due to Jewish immigration. These tensions culminated in 1947 when the United Nations proposed a plan to divide Palestine into separate Jewish and Arab states. The Jewish community accepted the plan, while the Arab community rejected it, leading to the 1948 Arab-Israeli War. After the war, Israel declared independence and took control of much of the land allocated for the Arab state, displacing hundreds of thousands of Palestinians. The conflict escalated further after the 1967 Six-Day War, during which Israel occupied the West Bank, Gaza Strip, and East Jerusalem, intensifying long-standing disputes between Israelis and Palestinians.

In response to Israel's occupation and treatment of Palestinians, global movements have emerged to boycott Israeli products. These boycotts, supported by various international organizations and activists, aim to exert economic pressure on Israel to stop its aggression and human rights violations in Palestine. The boycott targets not only Israeli-made products but also companies that are believed to support Israel's policies. Opponents of the boycott argue that such actions are counterproductive and could harm the peace process by isolating Israel. The media plays a significant role in shaping public perception of these boycotts, with different outlets offering varying narratives that influence global opinion on the Israel-Palestine conflict.

An analysis of the media coverage of the Israeli product boycott on Detik.com, using Discourse Network Analysis (DNA), revealed how the news was framed and how public discourse was shaped. The analysis found that Detik.com consistently reported informative and factual news, meeting journalistic standards. Over a research period from December 14, 2023, to March 14, 2024, 25 related news articles were identified, featuring 55 statements, 25 actors, and five key categories: Preparatory Actions for Aggression, Support for Terrorism, Foreign Territory Annexation, Genocide, Robbery, Slavery, and Massacres, and Violations of War Customs and Laws. Through these reports, Detik.com highlighted how the boycott gained support, especially from Islamic organizations, while also

presenting opposing views that questioned

Conclusion

Based on the research findings from news reports regarding the boycott of Israeli products from December 14, 2023, to March 14, 2024, a total of 25 news articles with 55 statements from 25 actors were analyzed using Discourse Network Analysis. The actors who made the most statements were Nawaf Takrouri, Riyad Mansour, and Prof. Sudarnoto Abdul Hakim, with 19 actors expressing positive sentiments and 10 expressing negative ones. The network analysis revealed relationships between actors through statements categorized under aggression, support for terrorism, and violations of international war laws, highlighting patterns of both support and opposition to the Israeli product boycott. Based on these conclusions, the researcher provides several recommendations: first, for academic purposes, future researchers are encouraged to explore similar studies but with different topics and to apply other theoretical frameworks for a broader conceptualization using critical methods. Second, in practical terms, the public is advised to be more selective when consuming news on sensitive issues, ensuring that they compare information from multiple sources to gain a more comprehensive and balanced understanding of the subject matter.

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