

## **Ideological Perlocutions of Palestinian and Israeli News on CNN Arabic Instagram (Pragmatic Cyber Study)**

**Annisa Khairunnisa**

UIN Sunan Kalijaga Yogyakarta

Email: annisakhairunnisa01@gmail.com

### **Abstract**

*The Palestine-Israel conflict has long been a deeply scrutinized subject, with social media playing a pivotal role in amplifying discussions around this complex issue. However, this dominant phenomenon has only been studied in aspects of discourse with a theoretical purpose. The concrete implications seen from perlocutions in the virtual realm have yet to be reviewed related to this phenomenon. Therefore, this research will reveal it with a pragmatic cyber approach. The research data included language features in the narrative of CNN Arabic Instagram posted throughout January 2022-May 2023. Data were collected using simak and sadap techniques and supplemented by descriptive and reflective notes. The data were analyzed with a pragmatic cyber perspective with a padan method correlating the comparison between lingual and extra-lingual elements. The results showed that in 17 posts throughout 2022-2023 with 40 data. 13 data (30%) found perlocutions to attract attention; 11 data (27%) perlocutions to arouse curiosity; 8 data (20%) perlocutions to distract; 5 data (10%) perlocutions to encourage; 2 data (5%) perlocutions to embarrass; and 1 data (2%) perlocution to frighten. This result indicates CNN Arabic's tendency to maintain Israel's image most subtly and tactically possible: to "attract attention".*

**Keywords:** *Ideological Perlocution, Palestinian and Israeli News, Instagram CNN Arabic, Cyber Pragmatics*



## Introduction

The Palestinian and Israeli conflict is still an actual topic to be researched. The problem touches on the various elements involved regarding the conflict itself, and the actors involved concretely and covertly, and the study of hidden ideologies. Examining the essence of the conflict involves evaluating past interventions, assessing the conflict's future impact, and finding the right solutions.<sup>1</sup> As for the assessment of related actors, this is in the form of relations connected to Israel or Palestine. For example, in 2020, there was an assessment related to mediation between Israel and Arab countries,<sup>2</sup> then, on the other hand, there is also an assessment of Indonesia's contribution to Palestinian independence.<sup>3</sup> While in the ideological realm, cyberspace has stimulated a more comprehensive study. This phenomenon happens because in addition to the media representing ideology more quickly, there are influential interpretation problems, especially in the post-truth era, where it is difficult to accept truth based on facts and data.

The role of the media in representing ideologies related to Palestine and Israel can be identified through the language used, let alone the news media. This is because language facilitates ideas to be articulated more massively.<sup>4</sup> This process is not only facilitated by related websites or news portals but also social media such as Facebook, Twitter, Instagram, etc.<sup>5</sup> For example, 93% of Indonesian millennials in 2020 were social media users,<sup>6</sup> Therefore, mass media as a news portal is not favorable anymore.<sup>7</sup> Active interaction created through the comment column brings discourse producers to provide more

---

<sup>1</sup> Nadim N. Rouhana, "Decolonization as Reconciliation: Rethinking the National Conflict Paradigm in the Israeli-Palestinian Conflict," *Ethnic and Racial Studies* 41, no. 4 (2018): 643–62, <https://doi.org/10.1080/01419870.2017.1324999>.

<sup>2</sup> Anna Zakiah Derajat and Toni Kurniawan, "Normalisasi Hubungan Israel Dan Arab Dalam Konteks Israel-Palestina," *Jurnal Ilmiah Hubungan Internasional* 18, no. 2 (2022): 133–49, <https://doi.org/10.26593/jihi.v18i2.4451.133-149>.

<sup>3</sup> I Gede Sumertha KY, Ahwan Ismadi, and Hilaria Ananda Wibowo, "Keterlibatan Pemerintah Indonesia Dalam Proses Perdamaian Konflik Israel-Palestina The Involvement of the Indonesian Government in The Peace Process of Israeli-Palestinian Conflict," *Jurnal Prodi Damai Dan Resolusi Konflik Universitas Pertahanan* 3, no. 1 (2017): 1–28.

<sup>4</sup> H Pawito, "Meneliti Ideologi Media : Catatan Singkat" 5, no. 1 (2014): 5–15.

<sup>5</sup> Woro Harkandi Kencana et al., "Penggunaan Media Sosial Dalam Portal Berita Online," *IKRA-ITH HUMANIORA: Jurnal Sosial Dan Humaniora* 6, no. 2 (2021): 136–45, <https://doi.org/10.37817/ikraith-humaniora.v6i2.1509>.

<sup>6</sup> Amar Ahmad, "Media Sosial Dan Tantangan Masa Depan Generasi Milenial," *Avant Garde* 8, no. 2 (2020): 134, <https://doi.org/10.36080/ag.v8i2.1158>.

<sup>7</sup> Priadji Priadji and Udi Rusadi, "Media Sosial Sebagai Pendukung Jaringan Komunikasi Politik," *Da'watuna: Journal of Communication and Islamic Broadcasting* 3, no. 2 (2023): 581–88, <https://doi.org/10.47467/dawatuna.v3i3.2621>.

communicative framing and narrative. For example, Instagram "CNN Arabic" is one of the Arabic news portals that also often report on the Palestinian and Israeli conflicts; there is a distinctive lingual pattern owned to discourse the news according to its purpose.

Instagram account which is active in reporting on Palestine and Israel is not only CNN Arabic.<sup>8</sup> This is because the conflict between Israel and Palestine is phenomenal and universal. However, on CNN Arabic's Instagram, it tends to be found that the speech of posts that are more sentimental and different in representing Palestine and Israel.<sup>9</sup> With a different narrative, of course, the goal of the discourse producer is more tendency to produce more influential perlocution. Responses in the comments section on CNN Arabic's Instagram tend to be more varied related to the conflict.<sup>10</sup> These are all constructed and created in cyberspace. Therefore, this phenomenon needs to be investigated with a cyber approach. Especially in perlocution lingual problems, this phenomenon should be examined with a pragmatic cyber approach. The orientation is so that the public is not easily ignited and influenced by tendentious and provocative narratives.

There are several relevant studies related to the phenomena described above and the problems to be answered in this study. Widya Ridha Utami has studied perlocutions on social media on Nissa Sabyan's Instagram account.<sup>11</sup> The results of this study showed that 33 utterances had a perlocution impact. Among them are persuasion, cheating, encouraging, frightening, annoying, entertaining, humiliating, and attracting attention. Likewise, R. Kunjana Rahardi, studied perlocutions in the manifestation of COVID-19 hoax speech from a cyber pragmatic perspective.<sup>12</sup> His research showed that the perlocutions identified were to increase sentimentality; herd false perceptions; insinuate the authorities; create chaos, noise, fear, and anxiety. From the above

---

<sup>8</sup> Instagram.com, "Instagram," 2023, <https://www.instagram.com>.

<sup>9</sup> CNN Arabic, "Beberapa Judul Postingan," 2023, <https://instagram.com/cnnarabic?igshid=MzRIODBiNWFIZA==>.

<sup>10</sup> CNN Arabic. Accessed 23 Juni 2023.

<sup>11</sup> Widya Ridha Utami, "An Analysis Of Perlocutionary Acts in Nissa Sabyan's Instagram" Faculty of Teacher Trainin and Education. University of Muhammadiyah Sumatera Utara. 2021.

<sup>12</sup> Rahardi, R Kunjana. "Perlokusi Hoaks Covid-19: Perspektif Cyberpragmatics, Vol. 19. no. 3 (2020), 471–87. [https://repository.usd.ac.id/38450/1/6531\\_31469-96893-1-PB--litera.pdf](https://repository.usd.ac.id/38450/1/6531_31469-96893-1-PB--litera.pdf)

research, it can be identified that the findings of perlocutions are produced in indications that are not too ideologically inclined. Then the results have yet to be elaborated more comprehensively because they do not unravel the roots that also come from ideology for perlocution purposes.

As for pragmatic cyber, Yufni Faisol et al. conducted an illocutionary speech act study of Palestinian-Israeli conflict news commentary from Al-Jazeera's YouTube data source.<sup>13</sup> The results showed that from 720 illocutionary utterances, there were types of representative, directive, expression, and commissive speech acts with inviting, begging, demanding, sympathizing, angry, criticizing, promising, and threatening. Then another study, by Yufni Faisol and Wahyudi Rahmat, examined cyber pragmatically related to negative incivility and identity reconstruction about reporting the Palestinian conflict in the Arabic youtube comment column.<sup>14</sup>

The results showed 310 harmful impoliteness speech data containing indications of fear, ridicule, attacking other spaces, and associating the other with the negative. Moving on from the research above with the object of YouTube media, Instagram social media space with a cyber pragmatic approach is a new dynamic. This is because millennials predominantly use Instagram,<sup>15</sup> and, of course, the resulting perception is more critical because the dominant who is easily provoked by the presentation of social media lingual tend to be aged 45 years and over.<sup>16</sup>

---

<sup>13</sup> Yufni Faisol and Wahyudi Rahmat, "Cyberactivism in Palestinian Conflict News Comments on Al-Jazeera Youtube Channel: A Cyberpragmatic Study (Aktivisme Siber Dalam Komentar Berita Konflik Palestina Di Kanal Youtube Al-Jazeera: Kajian Siberpragmatik)," *Gramatika STKIP PGRI Sumatera Barat* 7, no. 2 (2021): 267–86, <https://doi.org/10.22202/jg.2021.v7i2.4954>.

<sup>14</sup> Yufni Faisol and Wahyudi Rahmat, "Negative Impoliteness and Reconstruction of Identity: Cyberpragmatics Analysis of Palestinian Conflict News Comments on Arab Youtube Channel," *Jurnal Arbitrer* 8, no. 2 (2021): 168, <https://doi.org/10.25077/ar.8.2.168-179.2021>.

<sup>15</sup> Mustafa Iman, "Pengguna Instagram Di Indonesia Didominasi Wanita Dan Generasi Milenial," *Good News from Indonesia*, 2020, <https://www.goodnewsfromindonesia.id/2020/06/14/pengguna-instagram-di-indonesia-didominasi-wanita-dan-generasi-milenial>.

<sup>16</sup> Kominfo, "Kominfo: Penyebar Hoaks Berkisar Usia 45 Ke Atas," 2018, [https://www.kominfo.go.id/content/detail/15381/kominfo-penyebar-hoaks-berkisar-usia-45-ke-atas/0/sorotan\\_media](https://www.kominfo.go.id/content/detail/15381/kominfo-penyebar-hoaks-berkisar-usia-45-ke-atas/0/sorotan_media).

As for the relevant study of the Palestinian-Israeli conflict, Elmasry et al. examined the framing of Al-Jazeera and Al-Arabiya media in reporting the Palestinian-Israeli conflict.<sup>17</sup> The results of his research show that both media frame the discourse by dominating the framing of sadness about the fate of Palestine so that the public can be more sympathetic. Then, Atiris Syari'ah et al. examines the narrative of reporting on the Israeli and Palestinian conflict in CNN Indonesia media in 2019-2021.<sup>18</sup> The results show that the narrative represents Israel's actions objectively as apartheid, inhumane, and violating human rights. From the research above, it can be concluded that the narrative of Palestinian and Israeli news studied occurred in 2013, 2019-2021. As for this study, Palestinian-Israeli news is researched more, namely 2022-2023. In addition, the ideological tendency of the media in this study is more prominent. This refers to the problem found on CNN Arabic's Instagram to be more political.

Of all studies mentioned above, no research has examined perlocutions with a cyber pragmatic approach in reporting the Palestinian-Israeli conflict, especially on Instagram social media "CNN Arabic". A novelty of this study is that it examines the perlocution, reporting the Palestinian-Israeli conflict with a cyber pragmatic approach on Instagram media. Previous research has also examined the Israeli-Palestinian conflict with a cyber pragmatic approach but from YouTube media. An update essential to study this problem on Instagram social media because it is up-to-date and ranked the second most used social media in Indonesia after Whatsapp.<sup>19</sup> With such existence, the influence generated by the media will be more significant, and speech perlocutions will be more massive.

In addition to the practical benefits of this research moving more massively in the filtering of information, the ideological perlocution that is the

---

<sup>17</sup> Elmasry et al., "Al-Jazeera and Al-Arabiya Framing of the Israel-Palestine Conflict during War and Calm Periods."

<sup>18</sup> Atiris Syari'ah, Nafa Nabilah, and Rizki Wijayanti, "KEKEJAMAN ISRAEL TERHADAP RAKYAT PALESTINA: Telaah Berita-Berita CNN Indonesia Tahun 2019-2021," *Dinamika Sosial: Jurnal Pendidikan Ilmu Pengetahuan Sosial* 1, no. 1 (2022): 58–80, <https://doi.org/10.18860/dsjpips.v1i1.1039>.

<sup>19</sup> first media, "Sejarah Awal Mula Kemunculan Instagram. Sudah Tahu," 2022, <https://www.firstmedia.com>.

formal object of this research is also distinctive. This research study focuses on the impact of linguistic presentation in the cyber world ideologically. The ideological aspect is the primary weapon of discourse producers in mobilizing the public. The Palestinian and Israeli conflicts will quickly ignite the crowd to create divisions. This is because lingual ideological perlocutions have stimulated a more political and sentimental realm of principle than concrete narratives. Moreover, this lingual pattern of ideological perlocutions is fanatically understood by the groups of each party. Of course, not only ideological warfare, propaganda will be created more extremist through these narratives to win over one side (Palestine or Israel). With that, uncovering ideological perlocutions in CNN Arabic's Instagram news narrative is applicatively oriented in filtering information and understanding the facts behind the purpose of discourse producers.

## Method

In this research work, the approach used is descriptive qualitative. This approach is used because data collection and analysis are in the form of descriptive narratives, then followed by in-depth interpretation.<sup>20</sup> The data from this study is a language unit that includes words, phrases, sentences, and news discourses related to Palestine-Israel from January 2022-May 2023. This is because the period contains the most recent CNN Arabic posts related to the Palestinian-Israeli conflict. Finally, in May 2023, Israel and Palestine returned to the conflict. Of course, the news is also actual. The source of this research data is CNN Arabic Instagram, obtained from <https://instagram.com/cnnarabic?igshid=MzRIODBiNWFIZA==>. The Instagram account of the online news portal CNN Arabic was chosen as the source of the data because this account is affiliated with the United States, one of the crucial actors in the Palestinian and Israeli conflict.<sup>21</sup> With this, of course, the perlocution narrative presented is more varied and prominent tendenticity to certain parties.

---

<sup>20</sup> Hizkia Tobing. David, *Pendekatan Dalam Penelitian Kualitatif* (Fakultas Kedokteran : Universitas Udayana, 2017).

<sup>21</sup> Muhammad Badri Muntasyir, "Peran Aktif Amerika Serikat Era Joe Biden Dalam Konflik Palestina Dan Israel," *Journal Power in International Relation* 7, no. 1 (2022).

Data was collected by simak and sadap techniques supplemented by descriptive and reflective notes. First, the author made an echo and observation of the data that will be classified in CNN Arabic's Instagram post related to the Palestinian-Israeli conflict from January 2022-May 2023. Then the data is sorted, printed, and collected in a document format containing images containing narration from research sources. After that, the data is recorded descriptively based on naturally observed discourse and then followed by reflective notes as a form of researcher effort in interpreting, adding, or correcting data obtained related to the narrative of CNN Arabic's Instagram post regarding the Palestinian-Israeli conflict from January 2022-May 2023.<sup>22</sup>

This study's formal object to be analyzed is perlocutions in CNN Arabic Instagram posts with a pragmatic cyber perspective. The working method in this perspective is aligned with the padan method, which relates the comparison between lingual and extra-lingual elements.<sup>23</sup> The data analysis stage is data reduction in examining the narrative part of the post and selecting data according to the problem formulation; coding data; analyzing the perlocutionary manifestations of news narratives; Finally, drawing conclusions and verifying findings.<sup>24</sup>

Data that have been reduced were coded by (1) giving a CAr code for the identity of the data from CNN Arabic Instagram account, (2) giving code according to the time of video content upload, namely (J) for January, (F) February, (M) March, (A) April, (M1) May, (J1) June, (J2) July, (A1) August, (S) September, (O) October, (N) December, (D) December, (3) assigning a detailed upload time code in the form of numbers (01,02,03, etc.) according to the date the content was posted, and (4) coding the year data, (22) for 2022, and (23) for 2023.

---

<sup>22</sup> L J Moleong and T Surjaman, *Metodologi Penelitian Kualitatif* (Remadja Karya, 1989), <https://books.google.co.id/books?id=YXsknQEACAAJ>.

<sup>23</sup> Mahsun, *Metode Penelitian Bahasa: Tahapan Strategi, Metode, Dan Tekniknya* (Depok: PT Raja Grafindo Persada, 2017).

<sup>24</sup> Sugiyono, *Metode Penelitian Pendidikan Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2014).

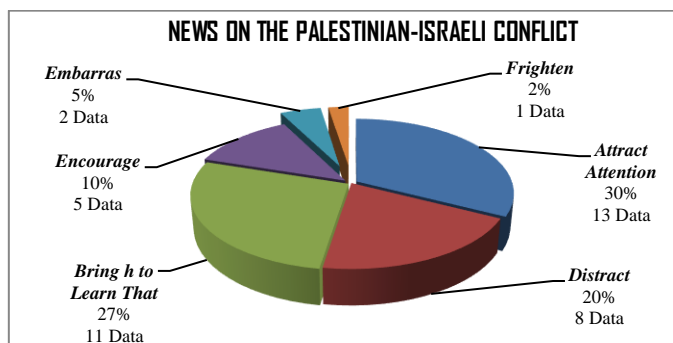


## Result and Discussion

### Result

Perlocution is the impact or effect of speech desired by the speaker.<sup>25</sup> In the context of this study, the speech in question is CNN Arabic's Instagram post related to Palestinian-Israeli news from January 2022-May 2023. Perlocution can be seen from the lingual pattern presented, then strengthened from the comment column with a pragmatic cyber perspective. Based on the study's results, posts related to Palestine-Israel are not too much to report on the conflict between them. However, the dominant image represents both according to the tendency in CNN Arabic's Instagram. In this case, CNN Arabic highlights it on news that corners its ideology or vice versa. During January 2022-May 2023, 17 news posts were found, totaling 40 data with various perlocutions. It can be explicitly identified in the following diagram.

Diagram 1.1  
Perlocutionary Quantity Percentage



From the above data, it can be identified that the consequences of perlocution are identified to imply several verbs.<sup>26</sup> Among them are to attract attention, distract, make something known, encourage, embarras, and even frighten. The findings proved that attention-grabbing perlocutions were more dominantly found, and the least perlocutions were found in frighten

<sup>25</sup> George Yule, *Pragmatik* (Yogyakarta: Pustaka Pelajar, 2014); Zamzani, *Kajian Sosiopragmatik* (Yogyakarta: Cipta Pustaka, 2007).

<sup>26</sup> Geoffrey Leech, *Prinsip-Prinsip Pragmatik* (Jakarta: Universitas Indonesia, 1993).h. 170.

perlocutions. The operation through a pragmatic cyber approach will be revealed explicitly in the following virtual context.

### 1. Perlocution to Attract Attention

The findings of this study showed that there were 13 data (30%) out of 40 data that contained perlocutions to attract consumers' attention to CNN Arabic Instagram posts. Here's the description from representative data.

Table 1.1  
Perlocutions to Attract Attention

Data Code	Data	Data Translation
CAr12M122	خرج آلاف الأشخاص بمراسم وداع رسمية لمراسلة قناة #الجزيرة، وشارك في المراسم صحفيون ودبلوماسيون وزعماء دينيون ومسؤولون من بينهم أعضاء عرب في البرلمان الإسرائيلي "الكنيست".	Thousands of people attended the official farewell ceremony for journalists of the #Al-Jazeera channel, journalists, diplomats, religious leaders, and officials, including Arab members of Israel's parliament, the Knesset.
CAr29D22	لقد كان 2022 العام الأكثر دموية منذ ما يقرب من عقدين للإسرائيليين والفلسطينيين خارج قطاع غزة	2022 has been the deadliest year for Israelis and Palestinians outside the Gaza Strip in nearly two decades.

The data above is a discourse narrated by CNN Arabic on a narrative that cornered its ideology. The death of Shireen Akleh (al-Jazeera journalist) news tends to corner Israel. Unlike CNN Arabic, the CAr12M122 data identified that at the sacred moment, the funeral of an Al-Jazeera journalist (Shireen Akleh) was attended by significant figures, including Arab members of the Israeli Parliament, namely "الكنيست" 'Knesset.' But the journalist's

killer was an Israeli soldier whom he openly admitted.<sup>27</sup> Thus, it can be identified that the purpose of highlighting figures with an Israeli identity (Knesset) is to attract public attention so that sympathy for what Israel does is not always in a negative image.

As for the CAR29D22 data, there is a narrative that 2022 has been a deadly year for Israelis and Palestinians. CNN Arabic's Instagram narrated that amid sympathy for the Palestinians, Israel is also experiencing deadly conditions. An anti-differentiation is told so that the public is sympathetic to Israel, which seems to coexist with Palestine. The narrative is presented using وathaf, which indicates that they are also in the same fate and need to be pitied.

## 2. Perlocution to Distract

This study's findings show that 8 (20%) of 40 data contain perlocutions to divert public attention so that facts can be hidden or distorted. In this regard, CNN Arabic strategizes narratives that press its ideological direction to narratives that have no significant relevance to the problem. Here's the description from representative data.

Table 1.2  
Perlocutions to Distract

Data Code	Data	Data Translation
CAR14M122	علق #حسن نصرالله، الأمين العام ل #حزب الله اللبناني، على الجدل الذي انتشر حول ديانة الإعلامية بقناة #الجزيرة.	Hassan Nasrallah, Secretary General of Lebanon's Hezbollah, commented on the controversy spreading about the journalist's religion on the #Al-Jazeera channel.

The CAR14M122 data presents a perlocution to divert public attention from the many reports related to the death of an Al-Jazeera journalist in Israel.

<sup>27</sup> Kompas TV, "Israel Akhirnya Minta Maaf Atas Pembunuhan Jurnalis Al-Jazeera Shireen Abu Akleh, Setahun Kemudian," 2023, <https://www.kompas.tv/article/406060/israel-akhirnya-minta-maaf-atas-pembunuhan-jurnalis-al-jazeera-shireen-abu-akleh-setahun-kemudian>. Accessed 23 Juni 2023.

This is because CNN Arabic's Instagram news presents a declaration by Hassan Nasrallah, Secretary General of Lebanon, regarding the religious controversy of Shireen Akleh, an Al-Jazeera journalist who died after being shot. This was indicated as a distracting perlocution because, at that time, the central issue that was rife regarding Shireen Akleh was the murder of her for the crimes of the Israeli army. But the narrative presented first in the CAr14M122 data post is controversial about its religion, which seems to divert the central issue that could corner Israel. Meanwhile, Hassan Nasrullah is an actor who does not influence and relate significantly to this conflict. Instead, it is only the object of diversion to maintain the image of Israel in harmony with the ideology of CNN Arabic.

### 3. Perlocution to Arouse Curiosity

This study found that there were 11 data (27%) out of 40 data contained perlocutions that made connoisseurs of CNN Arabic Instagram post discourse aware of the narrative to be conveyed. This is a narrative that has little strategic impact. However, the goal is political because the conflict of news presented is related to the ideology of CNN Arabic. Here's the description from representative data.

Table 1.3  
Perlocutions to Arouse Curiosity

Data Code	Data	Data Translation
CAr11M122	عملت في كل من وكالة الأونروا، وإذاعة صوت فلسطين، ثم مؤسسة مفتاح، وقناة عمان الفضائية وإذاعة مونت كارلو قبل التحاقها بقناة الجزيرة الفضائية	Before joining Al-Jazeera TV, he worked for UNRWA, Voice of Palestine Radio, Miftah, Amman Satellite Channel, and Radio Monte Carlo.

From the narration on the CAr11M122 data, it can be identified that CNN Arabic's Instagram account narrated a story related to an Israeli shooting victim, an Al-Jazeera journalist who covered news during Israeli military operations. The journalist was named Shireen Akleh. In this case, CNN Arabic

also narrated a lot about his case, but the dominant thing discussed, posted, and reported was not the shooting he had received. But other aspects are out of the central problem. With this, the impact of her speech is only so that discourse consumers know about the identity of Shireen Akleh.

The perlocutions that make someone know from the narrative of CNN Arabic news are not a matter of knowing or not. Behind that, CNN Arabic has also led to a curiosity that should be greater in the aspect of the shooting case carried out by Israel, instead focused on knowing about the identity of Shireen Akleh herself. Therefore, the "tofu" created here does not proceed neutrally. But it is also the political goal of the discourse producer (CNN Arabic) to maintain Israel's image when the central news corners Israel.

#### 4. Perlocution to Encourage

The findings of this study show that there are 5 data (10%) out of 40 data that contain perlocutions encouraging CNN Arabic Instagram consumers to do something according to their goals, ideology, and tendencies toward specific figures. Here's the description from representative data.

Table 1.4  
Perlokusi to Encourage

Data Code	Data	Data Translation
CAr14M122	...#فلسطين، أن توقظ تلك الضمائر الميتة المتلبدة، وأن تستنهض كل الخير والشرف المتبقي في هذه الأمة بمسليمها ومسيحيها!"	...#Palestina will awaken a dead and dull conscience, and they will awaken all remaining goodness and honor in this country with Muslims and Christians.

The above data is part of a post that appears to be the voice of Shireen Akleh and was conveyed by Hassan Nasrallah, secretary general of Lebanon's Hezbollah. The narrative contains a belief and hopes that the Palestinians will restore the honor of their own country from the Zionist atrocities that Shireen Akleh has also felt. This hope is certainly not planned to narrate alone. But the perlocution of the narrative is to encourage the spirit of the Palestinian people

to fight for independence based on the sanctity of their religion (Muslims and Christians).

There is a perlocutionary to bring the non-existent into existence and the small into reality. This narrative is delivered with the function of encouragement. In fact, in this post, many Palestinians commented with the words "spirit" of struggle and joy of "jihadists." But behind this perlocution, not from CNN Arabic's direct narrative. But he quoted Hassan Nasrallah for the post. With this, the desired perlocutionary drive does not come entirely from the ideology of CNN Arabic. It's also political because the story was told when news reports cornered CNN Arabic as pro-Israel in Israel's latest conflict with the Palestinians. To make Israel's identity more stable than that embedded in extremists, CNN Arabic uses an equalization strategy to bring it to the perception of being a neutral actor free from politics.

## 5. Perlocution to Embarras

Perlokusi memermalukan pada penelitian ini ditemukan 2 data (5%) dari 40 data yang memuat indikasi menghilangkan wajah positif beberapa aktor oleh instagram CNN Arabic. Berikut uraiannya dari data yang representatif.

Table 1.5  
Perlocution to Embarras

Data Code	Data	Data Translation
CAr17A122	ثارت تصريحات للرئيس الفلسطيني #محمود_عباس، عاصفة من الجدل، في تعليقه على محرقة #الهولوكوست.	The Palestinian President Mahmoud Abbas's remarks sparked a storm of controversy over comments on the Holocaust.

The CAr17A122 data contains an embarrassing perlocution because CNN Arabic's Instagram account openly narrates that Mahmoud Abbas (the Palestinian president) brought controversial arguments. With the diction الجدل as a controversial indication, it can be interpreted that Mahmoud Abbas's

statements are not accepted and disputed. The argument is that there is an anti-semitic comment that cornered Mahmoud Abbas's Jews. As a result, Mahmoud Abbas, a president who carries a Palestinian identity, must make an apology.<sup>28</sup> The embarrassing perlocution of the Palestinian president will undoubtedly become more evident in the media by carrying an image of Palestine that can be considered no better than Israel.

## 6. Perlocution to Frighten

Perlocutionary "frighten" in this study found 1 data (2%) out of 40 data containing indications of anxiety, anxiety, and displeasure from the target of speech. However, political orientation is still held, as evidenced by the following representative data.

Table 1.6  
Perlokusi to Frighten

Data Code	Data	Data Translation
CAr31J23	أدان بليكن الهجوم الأخير الذي وقع في حي "النبي يعقوب" بالقدس الشرقية، الذي أدى إلى مقتل 7 إسرائيليين.	Blinken condemned the recent attack in the "Prophet Ya'qub" neighborhood in East Jerusalem, which killed 7 Israelis.

From the CAr31J23 data above, it can be identified that CNN Arabic represents the narrative of Blinken's curse with indirect sentences. The condemnation referred to here is a claim of dislike and hatred of the attack that killed 7 Israelis. The resulting perlocutions were to frighten those who had intimidated Israel into keeping it awake. Although the data does not explicitly state who is intimidating, Blinken's defense as a U.S. administration official against Israel has exposed the success of scaring the subject. The U.S. and Israel are allies, and of course, the power presented will have a significant impact if the anger is manifestly expressed in action.

<sup>28</sup> Kompas Tv, "Alasan Jerman Jijik Dengan Pernyataan Abbas Yang Sebut Israel Pelaku 50 Holocaust Di Palestina," 2022, <https://www.kompas.tv/article/319945/alasan-jerman-jijik-dengan-pernyataan-abbas-yang-sebut-israel-pelaku-50-holocaust-di-palestina>. Accessed 23 Juni 2023.

Therefore, this narrative is very politically oriented that is no longer abstract but has seemed more concrete to show that behind the deaths of 7 Israeli actors lies greater Israeli power. Especially in this case, the discourse is aimed at attackers in the Palestinian territories because the news narrative clearly states that the perpetrators who intervened are actors in the Jerusalem neighborhood, Palestine. Meanwhile, Palestine is still an actor that has not been in a straight line with Israel and will continue to be strategically configured.

## **Discussion**

Perlocutions reveal an impactful speech, and that impact can be detected textually and contextually. Because this study uses pragmatic cyber, the resulting perlocutions will be found in virtual contexts. As in the analysis results above, perlocutions were found from the comment column, webpage news media, and news relevant to certain media in addition to text support. The resulting perlocutions correspond to the verbs put forward.<sup>29</sup>

This research has found several political perlocutions of strategic discourse movements. Among them are perlocution, attention-grabbing, distracting, knowing, pushing, humiliating, and frightening. The dominant results of the study show perlocutions related to the image of Palestine-Israel are highlighted in the news that suppresses the ideology of CNN Arabic or vice versa. This is like the case of Shireen Akleh, which involves the two actors who want to be represented (Palestinian-Israeli), but suppress the ideology of CNN Arabic as a tendentious and ideological media.

The dominant perlocutions found were attention-grabbing perlocutions with 13 data (30%), and scary perlocutions were found to be the least (2%) in CNN Arabic Instagram posts throughout 2022-2023. The perlocutionary of "attracting public sympathy" was dominant because the primary purpose of CNN Arabic posting the narrative was to entice consumers to follow the basic

---

<sup>29</sup> Leech, Geoffrey. *Prinsip-Prinsip Pragmatik*. Jakarta: Universitas Indonesia, 1993. h. 170.



ideology that its affiliate, the US, had held.<sup>30</sup> The United States is an ally of Israel, and with this narrative of its reporting, even though it seeks neutrality, its tendency will remain tendentious towards Israel.

Attracting public sympathy is a subtle task for CNN Arabic because it is an Arab media-based affiliate of the US that often contradicts the population of the Middle East. With this, attracting public attention is done by hiding narratives that clarify Israel's crimes, accentuate its positive image, and even divert issues that reflect Zionist atrocities. Because efforts to attract public sympathy require more effort, the dominant "attention-grabbing" perlocutions were found in this study. Similarly, "frighten" perlocutions were found to be in the least quantity because CNN Arabic's desired purpose was not very important in mobilizing public fear on CNN Arabic's Instagram, except in certain circumstances when its existence was disrupted, as found in this study.

Moving from the orientation of these findings to reveal the movement presented by the narrative of a social media post aligns with research by Rio Saputra and others who identify concretely the significant actions of narratives that develop on social media.<sup>31</sup> The language narrated in the headline or substance of the post has a massive impact on the action and begins with a form of psychological impact. Likewise, the study of Agung et al. with this research has a relationship between the dominant movement and psychological responses that are present concretely and can be found directly.<sup>32</sup> As in this study, the comment column that is so emotional proves the effects such as attracting attention, diverting attention, encouraging (instinctive and

---

<sup>30</sup> H. M. Afifah, I., & Sopiany, Afifah, I., & Sopiany, Pengaruh Bahasa Pemasaran terhadap Keputusan Konsumen dalam Membeli Jajanan Seblak Mamayang di Sedati (Sidorajo). 87, no. 1,2 (2017): 149–200.

<sup>32</sup>Rio Septora, "Analisis Tindak Tuter Perlokusi Di Media Sosial Youtube Konten Podcast (Kajian Pragmatik)," *Silistik Dimensi Digital* 1, no. 2 (2021): 25–37; Arinta Cahya Fatihah and Asep Purwo Yudi Utomo, "Analisis Tindak Tuter Perlokusi Dalam Konpers Presiden Soal Covid-19 Pada Saluran Youtube Cnn Indonesia," *Metamorfosis* 13, no. November 2019 (2020): 1–10.

<sup>32</sup> Anak Agung Ayu Dian Andriyani, I Dewa Ayu Devi Maharani Santika, and Yusuf Muflikh Raharjo, "Daya Tindak Perlokusi Pengguna Instagram Dalam Unggahan Bertema Covid-19," *KEMBARA Journal of Scientific Language Literature and Teaching* 7, no. 1 (2021): 20–33, <https://doi.org/10.22219/kembara.v7i1.15543>.

movement), and others that start from psychological responses. With this, it can be proven that the desired actions of discourse producers (CNN Arabic) through the "language" of posts on social media have proven to be massive for real movements, either directly acting or still limited by psychological responses.

The movement found in this study is the response, physical manifestation, and tendency of attention related to Palestine-Israel as two parties that are still in conflict today. This movement is also needed and carried out by the media and other producers of discourse related to Palestinian and Israeli actors. Palestinians need support for the resistance, and Israel needs sympathy to maintain its image so that resistance to them can be minimized. The use of social media for the birth of movements against Israel, for example, is found in the research of Yufni Faisol and Wahyudi Rahmat.<sup>33</sup>

The desired movement from the media in the above study is a response to support from civil society and a focus on the world that has authority regarding political policies that can help Palestinian independence. Contradicting that, the author's research reveals the desired movement on the part of Israel. Israel is also moving through the media to maintain its deteriorating image. But in this case, the actions aimed at Israel tend to be something other than physical movements because the aim is to mobilize opinions. The results of this mobilization will dampen the activity against them. This research reveals the pattern of language politicization that CNN Arabic plays so strategically.

The occurrence of language movements in the virtual realm and cyber context is an orientation impetus for the movement to have massively political implications for the media and its relations. CNN Arabic, in this study, is CNN's affiliate with a center in the United States. While the United States has a solid relationship with the object of the news (Israel) and its tendencies, have

---

<sup>33</sup> Faisol and Rahmat, "Negative Impoliteness and Reconstruction of Identity: Cyberpragmatics Analysis of Palestinian Conflict News Comments on Arab Youtube Channel"; Faisol and Rahmat, "Cyberactivism in Palestinian Conflict News Comments on Al-Jazeera Youtube Channel: A Cyberpragmatic Study (Aktivisme Siber Dalam Komentar Berita Konflik Palestina Di Kanal Youtube Al-Jazeera: Kajian Siberpragmatik)."

certainly been opened to win over Israel. This corroborates Laura Aguiar's research, which is still vague, revealing CNN's tendencies.<sup>34</sup>

Although in some narratives, for example, there is no concrete discourse in support of Israel, other narratives tend to reveal the representation of neutrality that will be configured. As in this study, data only oriented to "make know" will be challenging to find tendency. However, the goal is highly political that CNN Arabic's image as tendentious towards the affiliate is not justified as a pro-Israel actor. This further explains and strengthens Netty Siswanti's study that CNN's tendencies are not only from the central media but also its affiliates. This is the so-called media conglomeration, and the role of language in it is so central and highly armed to the pouring of ideology.

## **Conclusion**

From the results of the above research, it can be concluded that perlocutions related to Palestinian-Israeli actors in the narrative of posts on CNN Arabic Instagrams were found in 17 posts during January 2022-May 2023 with 40 data. 13 data (30%) found perlocutions to attract attention; 11 data (27%) perlocutions to arouse curiosity; 8 data (20%) perlocutions to distract; 5 data (10%) perlocution to encourage; 2 data (5%) perlocution to embarrass; and 1 data (2%) to frighten.

Perlocutions "attracting attention" were dominant because CNN Arabic's goal in reporting Palestine-Israel tends to maintain the image of Israel, which has been degraded due to the negative stigma pinned as a Zionist occupier of Palestine. The perlocutions of "scare" were found in the smallest quantity because the purpose of the CNN Arabic media to scare certain parties was not able to create sympathy for Israel with a positive face. However, the narrative leads to an interventive understanding. With that, the perlocutionary "scare" was found to be minimal for CNN Arabic's caution in maintaining its positive image as well as a producer of discourse. However, political

---

<sup>34</sup> Laura Aguiar, "Framing a Global Crisis: An Analysis of the Coverage of the Latest Israeli-Palestinian Conflict by Al-Jazeera and CNN," *Estudos Em Comunicacao*, no. 6 (2009): 1-16.

indications still were found after scrutiny. This is certainly very useful for the public in filtering information wisely so that it is not easily provoked.

## REFERENCES

- Afifah, I., & Sopiany, H. M. Pengaruh Barusan Pemasaran terhadap Keputusan Konsumen dalam Membeli Jajanan Seblak Mamayang di Sedati (Sidorajo). 87, no. 1,2 (2017): 149–200.
- Aguiar, Laura. “Framing a Global Crisis: An Analysis of the Coverage of the Latest Israeli-Palestinian Conflict by Al-Jazeera and CNN.” *Estudos Em Comunicacao*, no. 6 (2009): 1–16.
- Ahmad, Amar. “Media Sosial Dan Tantangan Masa Depan Generasi Milenial.” *Avant Garde* 8, no. 2 (2020): 134. <https://doi.org/10.36080/ag.v8i2.1158>.
- Andriyani, Anak Agung Ayu Dian, I Dewa Ayu Devi Maharani Santika, and Yusuf Muflih Raharjo. “Daya Tindak Perlokusi Pengguna Instagram Dalam Unggahan Bertema Covid-19.” *KEMBARA Journal of Scientific Language Literature and Teaching* 7, no. 1 (2021): 20–33. <https://doi.org/10.22219/kembara.v7i1.15543>.
- CNN Arabic. “Beberapa Judul Postingan,” 2023. <https://instagram.com/cnnarabic?igshid=MzRIODBiNWFIZA==>.
- David, Hizkia Tobing. *Pendekatan Dalam Penelitian Kualitatif*. Fakultas Kedokteran : Universitas Udayana, 2017.
- Derajat, Anna Zakiah, and Toni Kurniawan. “Normalisasi Hubungan Israel Dan Arab Dalam Konteks Israel-Palestina.” *Jurnal Ilmiah Hubungan Internasional* 18, no. 2 (2022): 133–49. <https://doi.org/10.26593/jihi.v18i2.4451.133-149>.
- Elmasry, Mohamad Hamas, Alaa El Shamy, Peter Manning, Andrew Mills, and Philip J. Auter. “Al-Jazeera and Al-Arabiya Framing of the Israel-Palestine Conflict during War and Calm Periods.” *International Communication Gazette* 75, no. 8 (2013): 750–68. <https://doi.org/10.1177/1748048513482545>.
- Faisol, Yufni, et.al., “Cyberactivism in Palestinian Conflict News Comments on Al-Jazeera Youtube Channel: A Cyberpragmatic Study (Aktivisme Siber Dalam Komentar Berita Konflik Palestina Di Kanal Youtube Al-

- Jazeera: Kajian Siberpragmatik)." *Gramatika STKIP PGRI Sumatera Barat* 7, no. 2 (2021): 267–86. <https://doi.org/10.22202/jg.2021.v7i2.4954>.
- Faisol, Yufni and Wahyudi Rahmat. "Negative Impoliteness and Reconstruction of Identity: Cyberpragmatics Analysis of Palestinian Conflict News Comments on Arab Youtube Channel." *Jurnal Arbitrer* 8, no. 2 (2021): 168. <https://doi.org/10.25077/ar.8.2.168-179.2021>.
- Fatihah, Arinta Cahya, and Asep Purwo Yudi Utomo. "Analisis Tindak Tutur Perlokusi Dalam Konpers Presiden Soal Covid-19 Pada Saluran Youtube Cnn Indonesia." *Metamorfosis* 13, no. November 2019 (2020): 1–10.
- First Media. "Sejarah Awal Mula Kemunculan Instagram. Sudah Tahu," 2022. <https://www.firstmedia.com>.
- I Gede Sumertha KY, Ahwan Ismadi, and Hilaria Ananda Wibowo. "Keterlibatan Pemerintah Indonesia Dalam Proses Perdamaian Konflik Israel-Palestina The Involvement of the Indonesian Government in The Peace Process of Israeli-Palestinian Conflict." *Jurnal Prodi Damai Dan Resolusi Konflik Universitas Pertahanan* 3, no. 1 (2017): 1–28.
- Instagram.com. "Instagram," 2023. <https://www.instagram.com>.
- Kencana, Woro Harkandi, Ilona V Oisina Situmeang, Meisyanti Meisyanti, Khina Januar Rahmawati, and Herlin Nugroho. "Penggunaan Media Sosial Dalam Portal Berita Online." *IKRA-ITH HUMANIORA : Jurnal Sosial Dan Humaniora* 6, no. 2 (2021): 136–45. <https://doi.org/10.37817/ikraith-humaniora.v6i2.1509>.
- Kominfo. "Kominfo: Penyebar Hoaks Berkisar Usia 45 Ke Atas," 2018. [https://www.kominfo.go.id/content/detail/15381/kominfo-penyebar-hoaks-berkisar-usia-45-ke-atas/0/sorotan\\_media](https://www.kominfo.go.id/content/detail/15381/kominfo-penyebar-hoaks-berkisar-usia-45-ke-atas/0/sorotan_media).
- Leech, Geoffrey. *Prinsip-Prinsip Pragmatik*. Jakarta: Universitas Indonesia, 1993.
- Mahsun. *Metode Penelitian Bahasa: Tahapan Strategi, Metode, Dan Tekniknya*. Depok: PT Raja Grafindo Persada, 2017.
- Miller-Graff, Laura E., and E. Mark Cummings. "The Israeli–Palestinian

- Conflict: Effects on Youth Adjustment, Available Interventions, and Future Research Directions.” *Developmental Review* 43 (2017): 1–47. <https://doi.org/10.1016/j.dr.2016.10.001>.
- Moleong, L J, and T Surjaman. *Metodologi Penelitian Kualitatif*. Remadja Karya, 1989. <https://books.google.co.id/books?id=YXsknQEACAAJ>.
- Muntasyir, Muhammad Badri. “Peran Aktif Amerika Serikat Era Joe Biden Dalam Konflik Palestina Dan Israel.” *Journal Power in International Relation* 7, no. 1 (2022).
- Mustafa Iman. “Pengguna Instagram Di Indonesia Didominasi Wanita Dan Generasi Milenial.” *Good News from Indonesia*, 2020. <https://www.goodnewsfromindonesia.id/2020/06/14/pengguna-instagram-di-indonesia-didominasi-wanita-dan-generasi-milenial>.
- Pawito, H. “Meneliti Ideologi Media : Catatan Singkat” 5, no. 1 (2014): 5–15.
- Priadji, Priadji, and Udi Rusadi. “Media Sosial Sebagai Pendukung Jaringan Komunikasi Politik.” *Da'watuna: Journal of Communication and Islamic Broadcasting* 3, no. 2 (2023): 581–88. <https://doi.org/10.47467/dawatuna.v3i3.2621>.
- Rahardi, R Kunjana. “Perlokusi Hoaks Covid-19: Perspektif Cyberpragmatics, Vol. 19, no. 3 (2020), 471–87. [https://repository.usd.ac.id/38450/1/6531\\_31469-96893-1-PB--litera.pdf](https://repository.usd.ac.id/38450/1/6531_31469-96893-1-PB--litera.pdf).
- Rouhana, Nadim N. “Decolonization as Reconciliation: Rethinking the National Conflict Paradigm in the Israeli-Palestinian Conflict.” *Ethnic and Racial Studies* 41, no. 4 (2018): 643–62. <https://doi.org/10.1080/01419870.2017.1324999>.
- Septora, Rio. “Analisis Tindak Tutur Perlokusi Di Media Sosial Youtube Konten Podcast (Kajian Pragmatik).” *Silistik Dimensi Digital* 1, no. 2 (2021): 25–37.
- Siswanti, Netty. “Analisis Framing Media: Studi Komparatif Media Online ‘Cnn’ Dan ‘Kompas’ Terkait Fenomena Kemanusiaan Di Al-Aqsa Periode 20 - 23 Juli 2017.” *Jurnal Riset Komunikasi* 2, no. 2 (2019): 110–25. <https://doi.org/10.24329/jurkom.v2i2.62>.

- Student, M Tech, Rahul Richa Kumar, R Eviewers C Omments, Ajit Prajapati, Track- A Blockchain, A I MI, Prof Santosh N Randive, et al. "Pak Dalam Keluarga Dan Lingkungan Pergaulan Siswa.". *Frontiers in Neuroscience*. Vol. 14, 2021.
- Sugiyono. *Metode Penelitian Pendidikan Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta, 2014.
- Syari'ah, Atiris, Nafa Nabilah, and Rizki Wijayanti. "KEKEJAMAN ISRAEL TERHADAP RAKYAT PALESTINA: Telaah Berita-Berita CNN Indonesia Tahun 2019-2021." *Dinamika Sosial: Jurnal Pendidikan Ilmu Pengetahuan Sosial* 1, no. 1 (2022): 58–80. <https://doi.org/10.18860/dsjpips.v1i1.1039>.
- Tv, Kompas. "Alasan Jerman Jijik Dengan Pernyataan Abbas Yang Sebut Israel Pelaku 50 Holocaust Di Palestina," 2022. <https://www.kompas.tv/article/319945/alasan-jerman-jijik-dengan-pernyataan-abbas-yang-sebut-israel-pelaku-50-holocaust-di-palestina>. Accessed 23 Juni 2023.
- TV, Kompas. "Israel Akhirnya Minta Maaf Atas Pembunuhan Jurnalis Al-Jazeera Shireen Abu Akleh, Setahun Kemudian," 2023. <https://www.kompas.tv/article/406060/israel-akhirnya-minta-maaf-atas-pembunuhan-jurnalis-al-jazeera-shireen-abu-akleh-setahun-kemudian>. Accessed 23 Juni 2023.
- Widya Ridha Utami, "An Analysis Of Perlocutionary Acts in Nissa Sabyan's Instagram" Faculty of Teacher Trainin and Education. University of Muhammadiyah Sumatera Utara. 2021.
- Wolfsfeld, Gadi. "The Role of the Media in Violent Conflicts in the Digital Age: Israeli and Palestinian Leaders' Perceptions." *Media, War and Conflict* 11, no. 1 (2018): 107–24. <https://doi.org/10.1177/1750635217727312>.
- Yule, George. *Pragmatik*. Yogyakarta: Pustaka Pelajar, 2014.
- Zamzani. *Kajian Sosiopragmatik*. Yogyakarta: Cipta Pustaka, 2007.