

## CHAPTER I

### INTRODUCTION

#### 1.1. Background

In the development of contemporary international relations, diplomacy is no longer understood merely as a formal activity between states carried out by professional diplomats. Globalization, the openness of information, and advances in communication technology have expanded the scope of diplomacy into a more inclusive arena, involving non-state actors in the process of articulating national interests and values at the global level. This transformation has given rise to the concept of *citizen diplomacy* a form of diplomacy conducted by individuals, communities, or non-governmental organizations to represent the values and interests of a nation in international affairs.<sup>1</sup>

The concept of citizen diplomacy originates from the notion that civil society possesses the capacity to convey political, social, and cultural messages beyond official diplomatic channels. According to Paul Sharp, citizen diplomacy encompasses several typologies, one of which is the role of society as a *subverter or transformer of existing policies and arrangements*—where individuals or groups can drive changes in international perspectives through collective action. In this sense, diplomacy is no longer purely top-down (from the state to the public) but also bottom-

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<sup>1</sup> Santosa, B. A. (2017). *Peran media massa dalam mencegah konflik*. Jurnal Aspikom, 3(2), 199-214.

up (from society to the state and the world). This implies that citizens are not merely objects of foreign policy but active subjects influencing the direction of a country's diplomacy.<sup>2</sup>

Qatar is one of the countries that has effectively utilized the potential of citizen diplomacy. Despite its relatively small size in geography and population, Qatar has succeeded in positioning itself as a significant actor in the Middle East by employing *soft power*—a form of non-coercive influence that shapes others through legitimacy, values, and positive image. One of the principal instruments of Qatar's soft power is the media, particularly the international news network *Al-Jazeera*. This relationship continued to develop, especially after 2006, when Hamas won the general elections in Palestine and Qatar became one of the main supporters of Hamas, particularly in the context of the Gaza crisis and the Israeli-Palestinian conflict.<sup>3</sup> Thus, although official relations began in 1971, Qatar's significant role in supporting Palestine became especially visible since the 1990s and continues to this day. This support now extends to public diplomacy conducted by Al-Jazeera media.<sup>4</sup>

Founded in 1996 in Doha, Al-Jazeera has become a symbol of media freedom in the Arab world and a powerful tool of public diplomacy for Qatar. With its motto "*The Opinion and the Other Opinion*," Al-Jazeera projects the image of an independent media outlet that provides space for diverse political perspectives,

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<sup>2</sup> Amin, Jenan, et al "Qatar and the Palestinians" dalam *Perspectives: Qatar: Aspiration & Realities*. Heinrich Boll Stiftung, 2012

<sup>3</sup> Mohd Nor, M. R., & Mohd Rozi, R. (2016). *PENGLIBATAN LIGA ARAB DALAM KONFLIK PALESTIN-ISRAEL (Involvement of Arab League on Palestine-Israel Conflict)*. *Journal of Al-Tamaddun*, 11(2), 57–66. Retrieved from <https://ijie.um.edu.my/index.php/JAT/article/view/8701>

<sup>4</sup> Donatumar, S. (2013). *Mekanisme Penegakan Hukum Terhadap Perlindungan Penduduk Sipil Pada Saat Konflik Israel-Palestina Di Jalur Gaza Ditinjau Dari Konvensi Jenewa Iv/1949, Protokol Tambahan I/1977, Dan Statuta Roma 1998*.

including sensitive issues such as the Israeli–Palestinian conflict.<sup>5</sup> Through its critical and human-centered reporting, Al-Jazeera shapes global perceptions of international issues and strengthens Qatar's position as a mediator and advocate of justice in the Middle East.<sup>6</sup>

In the context of the Israeli–Palestinian conflict, Al-Jazeera plays a strategic role in shaping reality and mobilizing public solidarity across the Arab world, including among Qatari society itself. Its news coverage consistently highlights the suffering of the Palestinian people, human rights violations committed by Israel, and calls for peaceful action through boycott movements against products perceived to support the occupation. Such reporting not only evokes empathy but also inspires concrete actions among the public in the form of social campaigns, humanitarian support, and economic boycotts of pro-Israel products.

The influential role of Al-Jazeera cannot be separated from Qatar's diplomatic strategy. The media functions as an effective *soft power* instrument in building the nation's image as a defender of humanitarian values and global justice. By promoting narratives of solidarity with Palestine, Al-Jazeera reinforces Qatar's political legitimacy and guarantees the exposure of public opinion at both the domestic and international levels. At the same time, it serves as a platform for citizens to express their political and humanitarian aspirations—a tangible manifestation of *citizen diplomacy*.

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<sup>5</sup> al-duleimi, el-ebadi. (2016). *IDEOLOGY IN NEWS REPORTS: AL-JAZEERA REPORTERS AS REPRESENTATIVE: A CRITICAL DISCOURSE ANALYSIS* . British Journal of English Linguistics, 53-66.

<sup>6</sup> Margono, V. T. (2023). *Pengaruh faktor sistem sosial terhadap perbedaan framing pemberitaan CNN dan Al Jazeera dalam konflik Israel-Palestina tahun 2021*.

Within the framework of citizen diplomacy, Qatari society exposed to Al-Jazeera's coverage becomes part of the non-state actors contributing to their country's foreign policy. Their actions—such as boycotting products affiliated with Israel, supporting humanitarian campaigns, or amplifying narratives of solidarity through social media—constitute forms of diplomatic participation that operate outside formal state channels yet have a real impact on international relations. In other words, Al-Jazeera serves as a bridge between state diplomacy and citizen diplomacy, transforming public opinion into a political force with transnational influence.

This phenomenon demonstrates that modern diplomacy increasingly depends on a country's ability to manage public perception through media. Qatar uses the power of narrative to ensure that the aspirations and opinions of its citizens are heard not only nationally but also globally. Al-Jazeera's reporting on the boycott of pro-Israel products represents a subtle yet effective form of Qatar's *soft power*—one that operates not through military or economic coercion but through the cultivation of moral awareness and humanitarian solidarity.

Over time, the methods of conflict resolution that were previously carried out through war have gradually shifted, and the Cold War era has given way to approaches that resolve issues peacefully and without violence. In today's era of globalization, many countries prefer to settle problems through peaceful means, which is part of soft power. Soft power is widely defined as the ability to influence others through attraction rather than coercion or rewards to achieve certain goals. A country's soft power is based on three elements: culture, political principles, and international policies. Soft power can be effectively employed when the other party is aware of these efforts, shares the same expectations in their implementation, and strengthens

determination to achieve shared objectives. In his view, soft power does not apply to certain parties who seek to dominate power under the pretext of establishing their influence by force. One example of soft power is Citizen Diplomacy. Citizen Diplomacy will highlight certain aspects through its typology that will later be able to describe and analyze two objects in a single issue, which involves public opinion resulting in a public response. Of course, there are represented parties and those who are targeted. In this study, the targeted parties are the community or non-state actors and the representatives are ideas or news from Al-Jazeera.

The conflict between Palestine and Israel continues to enter a new phase, marked by an increase in both violence and political tension.<sup>7</sup> The escalation of the conflict began in October 2023 and continued into early 2024. This Palestine-Israel conflict has caused significant losses and an increasing number of casualties. Since the onset of the escalation in October 2023, more than 1,200 Israelis and foreign residents in Israel, as well as over 22,000 Palestinians most of whom were civilians have lost their lives.<sup>8</sup> This conflict represents the most significant military escalation in the past 50 years, particularly around the Gaza Strip, with the number of casualties continuously rising due to Israel's ongoing attacks, which have left Palestinian areas devastated and reflect an increasingly worsening humanitarian crisis. During this period, Israel carried out unprecedented strikes on Palestine, resulting in significant casualties on

<sup>7</sup> Emilia Palupi Nurjannah, M. Fakhruddin. (2019). *Deklarasi Balfour: Awal Mula Konflik Israel Palestina. Sejarah dan Pendidikan Sejarah*, Vol.1 No. 1.

<sup>8</sup> Nurjannah, E. P., & Fakhruddin, M. (2019). *Deklarasi Balfour: Awal Mula Konflik Israel Palestina. PERIODE: Jurnal Sejarah dan Pendidikan Sejarah*, 1(1), 15-26.

both sides. By January 2024, Israeli attacks in Gaza had caused 61,830 people to be injured and more than 24,620 deaths.<sup>9</sup>

From the ongoing Palestine-Israel conflict, which has resulted in numerous casualties, Al-Jazeera, through its reporting on the conflict and the boycott of products affiliated with Israel, has influenced Qatari society. The boycott of products that support the occupation must continue, as Israel's occupation of Palestine violates and defies many established international regulations. The boycott movement is a form of solidarity and support for oppressed groups. In this context, there is a hadith that is particularly relevant to this study, as narrated in Abu Daud, shown below:

حَدَّثَنَا مُوسَى بْنُ إِسْمَاعِيلَ، حَدَّثَنَا حَمَادٌ عَنْ حُمَيْدٍ عَنْ أَنَسٍ أَنَّ النَّبِيَّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ: "جَاهُدُوا  
الْمُشْرِكِينَ بِأَمْوَالِكُمْ وَأَنفُسِكُمْ وَأَسْنَتِكُمْ" إِسْنَادٌ صَحِيٌّ

Meaning:

It has been narrated to us by Musa bin Ismail, who reported from Hammad, from Humaid, from Anas, that the Prophet (peace be upon him) said: “*Strive against the polytheists with your wealth, your selves, and your words.*” The chain of narration of this hadith is authentic.

As the hadith above instructs people to strive (jihad) through wealth, selves, and words, the effort in Palestine has been carried out through the lives of the local civilian population. In this context, the solidarity of Muslims and non-Muslims who cannot be physically present in Palestine is expressed through economic efforts and advocating for justice by weakening the Zionist economy. This struggle can also be

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<sup>9</sup> Rafid., Riri., "Gerakan Sosial: Aksi Bela Palestina Boikot Produk Israel Di Kota Padang 2017-2023". *CENDEKIA : Jurnal Ilmu Sosial, Bahasa dan Pendidikan*. (Mei:2024:Vol 4, No 2).

carried out using mass media as a means to help undermine Israel's image on the international stage.

Al-Jazeera's reporting has prompted a response from the public, particularly in Qatar, to boycott products that support Israel. News published by Al-Jazeera in 2018 regarding products affiliated with Israel revealed that the boycott movement against Israel could potentially cause significant financial losses. Based on the analysis presented by Al-Jazeera, these losses were estimated, assuming an exchange rate of IDR 15,471 US dollar, to amount to approximately IDR 177.91 trillion year.<sup>10</sup> The economic impact demonstrates the significant influence of the boycott movement, initiated through mass media, on Israel's economy.

Therefore, this research is essential to analyze how Al-Jazeera functions as an instrument of citizen diplomacy that guarantees the exposure of public opinion regarding the boycott of pro-Israel products in Qatar. It aims to understand how the media shapes public awareness, mobilizes collective action, and ultimately transforms the public into non-state actors within the practice of citizen diplomacy. Through this analysis, it is expected to reveal that contemporary diplomacy is no longer confined to formal negotiation tables but also takes place within the media sphere that shapes opinion, solidarity, and moral legitimacy on a global scale.

Based on the background described above, the author has explained the conflict between Palestine and Israel, which led Al-Jazeera to report on the boycott of pro-Israel products, influencing public opinion in Qatar. Therefore, the author formulates

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<sup>10</sup>Siregar., Maliki., Nasution. (2024). Jihad Ekonomi Dalam Perspektif Hadis: Tinjauan Terhadap Gerakan Boikot Produk Israel Sebagai Dukungan Terhadap Palestina. *Jurnal Ekonomi, Manajemen, Akutansi dan Bisnis*. Vol. 2 No. 3. Hal. 187.

the title:

## **“CITIZEN DIPLOMACY ON AL-JAZEERA EXPOSURE OF PRO-ISRAEL BOYCOTT PRODUCTS IN QATAR”**

### **1.2. Research Questions**

Based on the background presented, the research question is formulated as:

“How does Al-Jazeera’s reporting influence the participation of Qatari society in the boycott of pro-Israel products?”

### **1.3. Research Objective**

Based on the research question above, the research objective can be stated as follows: To describe Al-Jazeera’s reporting on the boycott of pro-Israel products in Qatar.

### **1.4. Academic Benefits**

Some of the benefits of this research, titled **“CITIZEN DIPLOMACY ON AL-JAZEERA EXPOSURE OF PRO-ISRAEL BOYCOTT PRODUCTS IN QATAR”** for academics include:

1. To provide knowledge and a deeper understanding of the concept of citizen diplomacy:
2. To provide knowledge about Al-Jazeera’s reporting on the Israel-Palestine conflict.

This research can be beneficial and serve as a reference for other students to facilitate the completion of their academic assignments.

### **1.5. Practical Uses**

As the author's final project in completing a bachelor's degree in the International Relations Study Program, Faculty of Humanities, Universitas Darussalam Gontor.

1. As a work that can be utilized in the field of International Relations studies.
2. The results of this paper serve as formal evidence that the author has completed their final project.

## **1.6. Literature Review**

### **1.6.1. Previous Research**

Research on the boycott of products during the Palestine-Israel conflict has become common and has even become a topic of study for many researchers. Numerous activists have pursued boycotts of goods suspected of supporting the acts of genocide occurring in Gaza (Palestine). Various researchers have examined product boycotts from the perspective of mass media, focusing on multiple aspects, ranging from legal and political issues to declining stock prices as a result of the Palestine-Israel conflict.

There is previous research that explains and investigates the boycott of products supporting Israel. The first discussion examines the impact of the boycott movement on Israeli products. This study was conducted by Muhammad Risqi Fauzan and Nina Yuliana in 2023, titled "*Analysis of the Influence of Social Media on the Boycott Movement of Israeli Products in Indonesia*." It focuses on consumer responses to the boycott movement within the scope of media. Consumer behavior is influenced by the boycott, particularly in choosing brands and products, with cultural, religious, and ethnocentric perspectives being key factors in consumer decisions to

support or oppose certain goods. Social media also plays a crucial role in spreading information and mobilizing people and communities. This study emphasizes consumer responses to the boycott movement through media. From this research, the author concludes that mass media, as a channel for news across countries, plays a significant role in supporting the boycott of products linked to Israel's genocide against Palestine.<sup>11</sup> With a different focus of discussion. The second discussion focuses on the use of TikTok by the Brigade Hassan Bin Tsabit as a form of soft power to support Palestine during the Palestine-Israel conflict. This study was conducted by Windhi Tia Saputra in 2024, titled "*Brigade Hassan Bin Tsabit: Indonesian Netizens in the Social Media War to Support Palestine.*" It explains how TikTok was used to digitally target Israel, impacting personal lives, particularly the mental state of Israeli soldiers who were aware of its widespread reach on TikTok, accessible worldwide. Through activism conducted by Brigade Hassan Bin Tsabit, media was used as a "weapon" a form of soft power to support Palestine and gradually challenge Israel. This demonstrates the importance of social media in shaping public opinion and promoting social change. Therefore, the researcher concludes that supporting the Palestinian people does not necessarily require direct participation in the battlefield or violence; using soft power is considered more effective than any form of violence that inherently carries injustice.<sup>12</sup>

<sup>11</sup> Muhammad Risqi., Nina ., "ANALISIS PENGARUH MEDIA SOSIAL TERHADAP GERAKAN BOIKOT PRODUK ISRAEL DI INDONESIA", Triwikrama: Jurnal Ilmu Sosial., Vol.2 No. 4 (2023)

<sup>12</sup> Windhi Tia Saputra. "Brigade Hassan Bin Tsabit: Netizen Indonesia dalam Perang Media Sosial untuk Dukung Palestina". (Januari:2024:Vol 6, No 2).

The third discussion examines “*Constitutive Interests in CNN Media Framing and Instagram's Shadow Banning Related to Israel's Aggression Against Palestine 2023–2024*” by Dini Septyaba Rahayu, Ida Susilowati, and Roziqk Heally Huzaeny (2025), published in *SALAM: Jurnal Sosial & Budaya Syar'i*. This study explores how CNN's media framing and Instagram's shadow banning policies are used to shape international perceptions regarding Israel's aggression against Palestine, analyzed through the perspective of knowledge constitutive interests as developed by Jürgen Habermas.<sup>13</sup>

This study uses an interpretative qualitative approach with discourse analysis. The findings indicate that CNN tends to frame events by portraying Israel as the victim, employing terms such as “conflict” or “war,” and mentioning “Hamas” more frequently than “Palestine.” This framing is viewed as reflecting the technical, instrumental, and practical interests of the United States and Israel in maintaining a positive image of Israel while obscuring Palestine's existence as a sovereign state. The study also examines Instagram's shadow banning policy applied to pro-Palestinian content, based on the Dangerous Organizations and Individuals (DOI) policy, which aligns with U.S. anti-terrorism regulations. Human Rights Watch reported that thousands of pro-Palestinian posts were censored, while pro-Israel content was largely unaffected. This policy is regarded as an effort to manipulate the flow of information and restrict international public solidarity with Palestine.

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<sup>13</sup> Dini Septyana, Ida Susilowati, Roziqk Heally. (2025) “*Constitutive Interests in CNN Media Framing and Instagram's Shadow Banning Related to Israel's Aggression Against Palestine 2023–2024*” *SALAM: Jurnal Sosial & Budaya Syar'i*, Vol.12, hal 11.

The relevance of the research above to this thesis lies in the fact that mass media reporting can shape international perceptions, as measured using an interpretative qualitative approach with discourse analysis. Previous studies have demonstrated that perceptions or opinions do not necessarily have to be assessed using quantitative methods. In this thesis, the author examines how public opinion is formed through news narratives using a qualitative approach.

Lastly, there is a discussion regarding Kompas.com, which tends to emphasize attacks carried out by both sides, Israel and Palestine, when presenting hard news, soft news, opinions, and features on the Israel-Palestine issue. Kompas.com's reporting frequently covers various aspects of the Israel-Palestine conflict. There has been a shift in how sentiment toward Israel or Palestine is presented, with Kompas often highlighting that both parties play a role in the escalation of the conflict.<sup>14</sup> This study was conducted by Dimas Alfriandi and Zuhriah in 2024, titled "*Content Analysis of News Framing on the Israel-Palestine Conflict in Kompas.com*." The research explains that Kompas.com continuously reports on the Israel-Palestine conflict, influenced by numerous internal and external variables, including editorial policies, journalists' backgrounds, and developments in the field. This highlights the complexity of news reporting and the importance of understanding that media narratives can change according to editorial policies and the prevailing context. The study provides valuable insights into how the media frames international conflicts and how this affects public perception.

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<sup>14</sup> Naufal Dian Ardhani.(2023). "ANALISIS DAMPAK BOIKOT PRO ISRAEL TERHADAP PEREKONOMIAN DI INDONESIA". Jurnal Oportunitas Unirow Tuban., Vol.04, No.2. P 15.

In this study, the researcher focuses on Al-Jazeera's reporting in supporting Palestine through the boycott of pro-Israel products via mass media or news, acting as a non-state actor, and on Al-Jazeera's media diplomacy in enhancing Palestine's image through its reporting, which generates public responses observed through the concept of citizen diplomacy. This study brings novelty through an in-depth exploration of the Palestine-Israel conflict using the Citizen Diplomacy approach. The title explicitly addresses reporting within the framework of Citizen Diplomacy, focusing on the boycott of pro-Israel products. This differentiates it from previous research, which tended to focus more on the conflict itself and its impacts. Here, the researcher emphasizes how media as an idea and the public engaging in boycotts as non-state actors can collaborate in an international conflict, thereby contributing to the formation of a new global order.

While previous research primarily examined news and used framing as a tool to compare one report with another, this study focuses more on the concept of Citizen Diplomacy to analyze news. Few studies have explored the concept of Citizen Diplomacy in the context of the Israel-Palestine conflict as presented through news, which has the potential to shape a new global order.

## **1.7. Conceptual Framework**

### **1.7.1. Citizen Diplomacy**

Diplomacy, as a method employed by a country to convey its messages and interests through social, cultural, economic, political, and other channels, has become increasingly flexible in its practice due to globalization and technological advancements. One significant change is the involvement of the public as a component in diplomacy, playing a role in communicating a nation's messages and

interests, which can be considered a form of soft power. Citizen diplomacy is a form of public participation in diplomatic practices that can influence and even reshape the global order.<sup>15</sup>

According to Paul Sharp<sup>16</sup>, The involvement and contribution of public components or non-state actors, such as businesspeople, artists, interest groups, and others, are part of the evolution of diplomacy. Sharp proposes a typology of citizen diplomacy that includes two main dimensions: “what is represented” and “who is the target.” The first dimension emphasizes the entities represented by citizen diplomats, such as individuals, sub-national, supra-national, trans-national entities, or ideas supporting specific policies. The second dimension focuses on the target of the diplomacy, which includes the international community, states, and non-state actors. Paul Sharp developed this typology to facilitate the identification of the concept of citizen diplomacy. There are five types of citizen diplomats, which are explained in the table below.

TYPE	REPRESENTED ENTITY	TARGET
Type 1: <i>“as a go between messenger”</i>	State	State
Type 2:	Sub-state actor	Non-state actor

<sup>15</sup> Dian Mutmainah, 2014, Demokratisasi dalam Diplomasi: Sebuah Tinjauan terhadap Konsep dan Fungsi *“Citizen Diplomacy”*. *Jurnal Ilmiah Hubungan Internasional*, 123-140.

<sup>16</sup> Paul Sharp, Op.Cit..

<p><i>“as a representative for a sectoral, regional, or local economic interest”</i></p>		
<p>Type 3: <i>“as a lobbyist or advocate for a particular cause”</i></p>	Idea	State
<p>Type 4: <i>“as a subverter or transformer of exiting policies and/or political arrangements, domestic and/or international”</i></p>	Idea	Non-state actor
<p>Type 5: <i>“as an autonomous agent in international relations”</i></p>	Individual (self)	State and non-state actors

**Tabel 1. 1 Typology of Citizen Diplomats by Paul Sharp**

Based on the table, Type 1, “as a go-between messenger,” plays a role in facilitating communication for states that face difficulties in communicating directly and openly. Such states are usually in conflict or post-conflict situations.

Type 2, “as a representative for a sectoral, regional, or local economic interest,” refers to the role of sub-state actors as intermediaries in initiating cooperation. These actors actively participate in state-level foreign missions,

functioning as connectors to establish cross-border economic relations, with the aim of advancing local interests, either through central government initiatives or independently.

Type 3, “as a lobbyist or advocate for a particular cause,” refers to efforts to respond to universal issues through campaigns at the national or international level. This typology is often associated with independent actions taken by citizen diplomats to address global problems. The main objective of this typology is to lobby governments to change policies in line with the advocated demands.

Type 4, “as a subverter or transformer of existing policies and/or political arrangements, domestic and/or international,” aims to support an idea by promoting the creation of a more accommodating order. This typology is similar to Type 3 but focuses more on efforts to change existing policies or political arrangements.

Typology 3 tends to target state actors because its primary focus is to influence and change formal policies, which can only be implemented by governments or official institutions. In contrast, Typology 4 mainly targets non-state actors, such as civil society, non-governmental organizations, or community groups, as the changes it seeks are structural and rely on social transformation that develops from the grassroots level.

Type 5, “as an autonomous agent in international relations,” describes actions taken by citizen diplomats to represent themselves. Individuals act as autonomous agents because they possess the resources to influence international political, economic, and humanitarian interactions, as well as moral capacity. According to Paul

Sharp, these two aspects are exercised to renew the image (rebranding) in support of progress and peace.

Based on the explanation and the table above, the operationalization of the concept adopted by the researcher views citizen diplomacy as a tool to understand public responses generated through Al-Jazeera's news reporting. The researcher selects Type 4, "as a subverter or transformer of existing policies and/or political arrangements, domestic and/or international," as a framework to analyze this study through the concept of citizen diplomacy. In this context, the "represented entity" is Al-Jazeera's reporting, which produces public opinion, and the "target" is Qatari society as a non-state actor, ultimately leading them to boycott products affiliated with Israel.

### **1.8. Hypothesis**

The consistent portrayal of Palestine's struggle in Al-Jazeera's reporting has shaped public opinion in Qatari society and encouraged their involvement as non-state actors in citizen diplomacy, which is manifested through concrete actions such as boycotting pro-Israel products. The ideas conveyed through media narratives not only serve as passive information but are also responded to by the public in the form of collective actions, including support for local products, boycott campaigns, and the strengthening of pro-Palestinian civil organizations.

### **1.9. Research Methodology**

#### **1.9.1. Research Design**

This research employs a mixed-method (mixed-methods) design using an exploratory sequential approach that integrates both qualitative and quantitative methods, allowing the researcher to explore phenomena in depth while also

supporting findings with numerical data.<sup>17</sup>

The qualitative approach is used to analyze Al-Jazeera's reporting on the boycott of pro-Israel products, examining meanings, social interactions, and narrative processes within Qatari society. This analysis follows Sugiyono's view of qualitative research as an effort to understand meaning, uniqueness, and social processes, perspective that qualitative research involves flexible and interactive stages. The quantitative approach is used to measure public responses through a likert-scale questionnaire. This data provides numerical insight into levels of agreement, perception, and engagement among Qatari society regarding the boycott of products affiliated with Israel.

This mixed-method design also employs triangulation, a process of validating data by comparing multiple sources to ensure the consistency of findings. Triangulation enables the researcher to interpret data from broader perspectives and confirm interpretations obtained from both qualitative and quantitative analyses.<sup>18</sup>

The units of analysis in this research consist of: (1) Al-Jazeera's reporting, including the ideas and narratives it conveys; and (2) Qatari society as non-state actors who respond to these narratives through collective actions such as boycotts. This mixed-methods approach provides a comprehensive understanding of how media narratives shape public opinion and contribute to the practice of citizen diplomacy.

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<sup>17</sup> Bans-Akutey, A., & Tiimub, B. (2021). Triangulation and data validation in qualitative research. *Journal of Social Research Methods*, 12(3), 145–160.

<sup>18</sup> Creswell, J. W., & Plano Clark, V. L. (2018). *Designing and Conducting Mixed Methods Research* (3rd ed.). SAGE Publications.

### **1.9.2. Research Object**

The research focuses on how Al-Jazeera's reporting influences public opinion in Qatar regarding the boycott of products affiliated with Israel, and how these media narratives align with the conceptualization of citizen diplomacy.

### **1.9.3. Sampling Design and Participants**

- Participants**

Participants consist of Qatari citizens who provided responses concerning Al-Jazeera's reporting and the boycott movement. They represent diverse demographic groups, thereby capturing a wide range of public perspectives related to the research topic.

- Quantitative Sampling Design**

Quantitative data were collected through an online Likert-scale questionnaire distributed via Google Forms. This approach ensured broad accessibility and flexibility for respondents. The questionnaire measured levels of agreement, perceived influence, and engagement related to the boycott and media coverage. This procedure reflects journal-style methodology emphasizing representativeness and measurable outcome indicators.<sup>19</sup>

- Qualitative Sampling Design**

Qualitative data were gathered using *purposive sampling* to select relevant academic literature, news articles, official publications, and digital sources related to Al-Jazeera's coverage and the boycott movement. This method ensures that only substantively relevant and academically credible sources inform the thematic analysis.

- Integration of Sampling Procedures**

The qualitative and quantitative samples were integrated to strengthen methodological triangulation. Quantitative findings provided a generalizable overview of public responses, while qualitative insights offered interpretive depth and contextual meaning. The integration mirrors the sampling logic

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<sup>19</sup> Sugiyono. (2019). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Alfabeta.

used in mixed-methods journal research, thereby enhancing the robustness and validity of the study.

#### **1.9.4. Data Sources**

This study utilizes both primary and secondary data. Primary data consist of responses from Qatari citizens collected through a Likert-scale questionnaire. Secondary data include books, journal articles, reports, online publications, and other credible sources related to citizen diplomacy, Al-Jazeera's reporting, and boycott movements.

#### **1.9.5. Data Collection Methods**

Data collection procedures follow a mixed-methods structure consistent with journal methodologies, combining qualitative and quantitative techniques sequentially to ensure complementarity and validation.

- Qualitative Data Collection**

Qualitative data were obtained from academic journals, books, official websites, e-books, and news articles relevant to the topics of Al-Jazeera reporting, citizen diplomacy, and boycott movements. Additional insights were derived from interpretive reviews of media content to understand narrative construction and public discourse.

- Quantitative Data Collection**

Quantitative data were collected through an online Likert-scale questionnaire measuring levels of agreement, perceived influence, and public engagement. This method enabled efficient data collection from a diverse sample of Qatari citizens.

- Data Integration and Triangulation**

After all qualitative and quantitative data were collected, triangulation was applied by comparing thematic interpretations with numerical findings. This process ensured consistency across datasets and enhanced the comprehensiveness of the analysis.<sup>20</sup> All data were

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<sup>20</sup> Mather, M., & Visone, M. (2024). Triangulation methods in contemporary mixed-method studies. *Journal of Qualitative Inquiry*, 30(1), 55–70.

systematically categorized, evaluated, and organized according to thematic relevance.

#### **1.9.6. Scoring and Measurement Techniques**

Quantitative data from respondents were processed using a Likert scale to measure levels of agreement regarding statements related to boycotts, public responses, and the influence of Al-Jazeera's reporting. The scoring results were then converted into percentages to illustrate levels of agreement and public engagement.

#### **1.10. Systematic of Writing**

The structure of this research paper consists of four chapters, which include:

#### **CHAPTER I: INTRODUCTIONS**

As the opening chapter, this chapter contains the research background, research questions, research objectives, research benefits, hypothesis, research methodology, and the concepts and theories used. It provides a detailed explanation of the history and the Palestine-Israel conflict, including the background of Israel's actions against Palestine. The researcher also presents a more detailed overview of Al-Jazeera's reporting on the Palestine-Israel conflict.

#### **CHAPTER II: AL-JAZEERA AS AN INFLUENTIAL IDEA FOR NON-STATE ACTORS**

In this chapter, the researcher will focus the discussion on news presented by Al-Jazeera as a form of Al-Jazeera's diplomacy toward Palestine. The chapter will present several Al-Jazeera reports that demonstrate its support for Palestine, as well as the Qatari public who support Palestine.

#### **CHAPTER III: AL-JAZEERA'S REPORTING AS A REPRESENTATION OF CITIZEN DIPLOMACY IN THE BOYCOTT OF PRO-ISRAEL PRODUCTS**

In this chapter, the researcher will present the research findings. It examines the actions taken by Al-Jazeera in supporting the boycott of pro-Israel products through the concept of citizen diplomacy, as well as investigating and addressing the question of how Al-Jazeera's reporting on the boycott shapes public opinion through citizen diplomacy. Secondly, the researcher will discuss the impact on enhancing Palestine's international image and the effects on pro-Israel products due to Al-Jazeera's role, as some products perceived to support Israel were boycotted, affecting the funds received by Israel. This chapter provides a detailed analysis and presents several findings illustrating the losses experienced by pro-Israel products in Qatar as a result of the boycott, highlighting specific products affected. These findings serve as a measure of the effectiveness of citizen diplomacy and Al-Jazeera's media diplomacy as a form of support for Palestine.

#### **CHAPTER IV: CONCLUSION**

This chapter contains the conclusions of the research problems discussed in the previous chapters and provides recommendations for future studies.

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