

ABSTRAK

Penelitian ini mengkaji fenomena “Julid Fi Sabilillah”, sebuah gerakan sosial digital pro Palestina di Indonesia untuk memahami pergeseran makna jihad kaum muda, repertoar aktivisme digital Islam yang digunakan, serta dinamika pembangkangan sipil di ranah digital. Berangkat dari adanya paradoks terkait tingkat keramahan dan rendahnya keadaban digital di Indonesia, tulisan ini menganalisis bagaimana istilah ‘julid’ (nyinyir) digabungkan dengan ‘fi sabilillah’ (di jalan Allah) dalam membentuk narasi perlawanan terhadap propaganda Israel di Indonesia. Menggunakan mixed method (kualitatif dengan pendekatan netnografi, analisis data sekunder, dan interview), penelitian ini menelusuri bagaimana perkembangan aktivisme digital sebagai bentuk jihad, terbentuknya aksi, dan keberlanjutan gerakan tersebut dalam lanskap sosial digital yang kompleks. Temuan menunjukkan bahwa “Julid Fi Sabilillah” merefleksikan jihad digital kontemporer, dimana perjuangan tidak lagi terbatas pada ranah fisik namun meluas ke ranah naratif, psikologis dan moral melalui disrupsi digital. Repertoar aksinya meliputi edukasi, BDS, advokasi hingga taktik provokatif seperti trolling, doxxing, dan hactivism yang dianalisis sebagai bentuk pembangkangan sipil digital kaum muda kontemporer. Identitas kolektif ‘Pejuang Julid Fi Sabilillah’ terbentuk melalui narasi bersama, pengalaman emosional, dan nilai berlapis (kemanusiaan, keagamaan, dan amanat kebangsaan) yang terpelihara bahkan di tengah anonimitas dan fluiditas interaksi daring. Penelitian ini secara kritis menyoroti interaksi hibrida yang dinamis antara ranah online dan offline, perdebatan solidaritas transnasional, dan tantangan keberlanjutan (fluktuasi engagement, algoritma, sensor, dan shadow banning, dari platform) dan dilema etis (polarisasi, hate speech) yang dihadapi gerakan di lanskap digital. Penelitian ini berkontribusi pada pemahaman mendalam tentang aktivisme digital Islam dan pembangkangan digital kaum muda dalam konteks sosial-budaya Indonesia.

Kata Kunci : *Repertoar Aktivisme Digital Islam, Jihad Digital. Gerakan Sosial Kaum Muda, Pembangkangan Digital, Identitas Kolektif*

ABSTRACT

This study examines the phenomenon of "Julid Fi Sabilillah," a digital pro-Palestine social movement in Indonesia, to understand the shift in the meaning of jihad among youth, the repertoire of Islamic digital activism employed, and the dynamics of civil disobedience in the digital sphere. Stemming from a paradox regarding Indonesia's high level of friendliness and low digital civility, this paper analyzes how the term 'julid' (snarky/sarcastic) is combined with 'fi sabilillah' (in the path of God) to form a narrative of resistance against Israeli propaganda in Indonesia. Utilizing a mixed-methods approach (qualitative with netnographic methods, secondary data analysis, and interviews), this research explores the development of digital activism as a form of jihad, the formation of actions, and the sustainability of the movement within a complex digital social landscape. The findings indicate that "Julid Fi Sabilillah" reflects contemporary digital jihad, where the struggle is no longer limited to the physical realm but extends to narrative, psychological, and moral domains through digital disruption. Its repertoire of actions includes education, BDS (Boycott, Divestment, Sanctions), advocacy, and provocative tactics such as trolling, doxxing, and hacktivism, which are analyzed as a form of contemporary youth digital civil disobedience. The collective identity of 'Pejuang Julid Fi Sabilillah' (Julid Fi Sabilillah Fighters) is formed through shared narratives, emotional



and layered values (humanity, religiosity, and national mandate) that are maintained even amidst anonymity and the fluidity of online interactions. The study critically highlights the dynamic hybrid interaction between online and offline realms, the debate surrounding transnational solidarity, and the challenges of sustainability (fluctuations in engagement, algorithms, censorship, and shadow banning from platforms) and ethical dilemmas (polarization, hate speech) faced by the movement in the digital landscape. This research contributes to a deep understanding of Islamic digital activism and youth digital disobedience in the Indonesian socio-cultural context.

Keyword : *Repertoar of Islamic Digital Activism, Digital Jihad, Youth Social Movement, Digital Dissidents, Collective Identity*