

## TEARY EYES: VALUE JUDGEMENTS IN THE CAPTIONS OF CELEBRITIES REGARDING ISRAEL-PALESTINE WAR

<sup>1</sup>Qonita Qothrunnada\*, <sup>1</sup>Nurrisda Hermin Oktavian, <sup>1</sup>Nanda Shabrina Alisya, <sup>1</sup>Eppi Intan Putri, <sup>1</sup>Pravita Nur Fitriana, <sup>1</sup>Fatimah Nur Amirah, <sup>1</sup>Aisyah Nur Khoiriyah

<sup>1</sup>English Letters Department, Faculty of Cultures and Languages, State Islamic University of Raden Mas Said Surakarta, Indonesia

### \*Corresponding Author

Email: [gonitaqothrunnada03@gmail.com](mailto:gonitaqothrunnada03@gmail.com)

Received:  
30 December 2024

Revised:  
27 February 2025

Accepted:  
5 March 2025

Published:  
17 March 2025

### Abstract

*The Israeli-Palestinian conflict has gained significant global attention, with notable Hollywood celebrities expressing their support or disapproval via social media, particularly on Instagram. Despite Hollywood celebrities' evident influence on Instagram, their role in voicing their opinions concerning the Israeli-Palestinian conflict has not been extensively studied. This qualitative discourse analysis examined 7 Instagram posts from 6 prominent Hollywood celebrities who publicly commented on the Israeli-Palestinian conflict. To achieve this aim, we employ the value judgments theory that Macagno propounded to reveal the value judgments in Hollywood celebrities' Instagram posts concerning the Israeli-Palestinian conflict. The value judgment theory identifies three strategies: habit, mentioning previous actions, and metaphor and comparison. Our research establishes that the value judgments expressed in Hollywood celebrities' Instagram posts mainly fall under the second strategy, which emphasizes the causal relationship between the historical underpinnings of the conflict and its current state. Nevertheless, the value judgments theory by Macagno is limited in revealing the exact meaning of profile pictures on Instagram. Thus, this study proposes using technoself theory as a guide to explore a new research area concerning the significance of profile pictures.*

**Keywords:** Value Judgments, Israel-Palestine, Conflict, Instagram Post, Celebrities

## INTRODUCTION

The Israeli-Palestinian conflict has long been in the international spotlight, attracting the attention of various groups from politicians to celebrities. This conflict has a long and complex history involving political, religious, and humanitarian aspects, making it an issue that always retains its relevance on the global stage (Durante & Zhuravskaya, 2018). Various regional events are often widely reported by international media, including Hollywood media, which significantly shapes public perception (Wolfsfeld, 2018). One media platform that is very influential in this regard is Instagram, a photo and video-sharing application that allows users

from all over the world to share their views (Supriyanto et al., 2022). Instagram has become one of the most popular social media platforms in the world, allowing users worldwide to share their views. Celebrities often have millions of followers and use Instagram to express their support or criticism of various issues, including the Israeli-Palestinian conflict (Buheji & Hasan, 2024). Celebrities can reach a vast audience with millions of followers and influence their views. One way they do this is through the captions that accompany their posts. Captions are short texts that provide information or comments about the uploaded image or video. In this context, celebrity captions often reflect their judgments about the conflict, which can influence the views of their followers (Hayes, 2023).

Celebrity captions on Instagram wield significant influence over the public for several reasons. First, celebrities, as credible and influential figures, can sway public opinion when they voice their views on an issue. Second, captions, often written in simple yet emotionally charged language, are easy to understand and can create a strong emotional connection with readers (Fabra et al., 2022). The casual, conversational tone of captions makes the conveyed message feel personal and profound. Third, celebrities have the ability to attract media attention, amplifying the impact of their message. The theory of captions explains that a caption is a short text that provides information or comments about an image or video (Rosdiana, 2019). Captions are used to express emotions, judgments, and concerns using simple and everyday language so that the public quickly understands them. Captions can strengthen the meaning conveyed by the image or video, helping readers better understand the context and message (Sari et al., 2020). In the context of the Palestine conflict, celebrity captions often reflect their value judgments about the situation, which can influence the views and attitudes of their followers.

In several cases, celebrities use their captions to convey support or condemnation of one party in the conflict (Ferrara et al., 2014). For example, some Hollywood celebrities have openly voiced their support for Palestine by using strong and emotional words in their captions. This can be seen in the Instagram posts of celebrities such as Kehlani Ashley Parrish, who openly expressed her support for Palestine by changing her profile picture and a supportive caption. Conversely, some celebrities support Israel and express their sympathy for Israeli citizens affected by the conflict. Gal Gadot, for example, used her Instagram platform to convey her support for Israel by sharing a video and caption full of prayers and hope. Rockwell & Giles's theory (2009) posits that celebrities play a crucial role in shaping public opinion through social media. They can act as 'change agents', directing public attention and shaping perceptions of an issue. In the context of the Palestinian conflict, celebrity captions on Instagram can be seen as a tool to focus public attention and shape perceptions of the situation. Holmes & Redmond (2010) also emphasize the importance of celebrity influence on social media. They argue that celebrities have the ability to shape public opinion through the use of emotional and persuasive language in their captions. According to this theory, celebrities can influence people's views and attitudes in a significant way through the

messages they convey on social media. Celebrity captions on Instagram often reflect their personal views on an issue, which can influence the views of their followers.

The escalating Israeli-Palestinian conflict has attracted the attention of various media. These include Israeli and Palestinian media, which report the conflict from different perspectives (Ingram, 2016), as well as the influence of British media on British public understanding (Wang, 2017). In addition, several media outlets in Southeast Asia have also covered the war (Suleiman, 2014). A study by Siapera et al. (2015) examined how Twitter users responded to the Israeli-Palestinian conflict, which yielded mixed results. This diversity in responses was also highlighted in a study by Adawiyah et al. (2020), which revealed differences in perspectives in the Middle Eastern media. This study primarily focuses on how Hollywood celebrities express their judgments or opinions in the form of captions on Instagram, which are often based on personal beliefs or other subjective factors that make them side with one side of the conflict. Unlike previous studies that only focused on news media and the responses of specific Twitter users, this study specifically examines the aspect of assessing the value of celebrity captions on social media, especially in the context of the Israeli-Palestinian conflict. This study fills this gap by focusing on analyzing implicit values in celebrity captions. Based on this gap, we try to answer the following questions:

1. What value judgments are found in the captions by celebrities who support Palestine?
2. What value judgments are found in the captions by celebrities who support Israel?

Using the value judgment theory proposed by Macagno (2014), this study analyzes how celebrities convey their judgments through captions on Instagram. This theory identifies three main strategies for conveying value judgments: habits, mentioning previous actions, and metaphors and comparisons. In the context of celebrity captions, strategies of mentioning previous actions, metaphors, and comparisons are often used to highlight the causal relationships and historical impacts that influence the development of the conflict. Therefore, this study understands how celebrity captions on Instagram can influence public opinion regarding the Israel-Palestine conflict. By analyzing captions written by Hollywood celebrities, we can better understand how their value judgments influence the views of their followers and how social media plays an essential role in shaping public perceptions of global issues. The results of this study are expected to provide new insights into the role of celebrities and social media in shaping public opinion and provide new directions in research related to the meaning of captions on Instagram.

## **METHOD**

### **Data and Source Data**

This research employs a qualitative discourse analysis research method. Qualitative research is widely used for various methods and approaches to uncover how humans understand, experience, interpret, and create social reality (Hammersley, 2012). The research data are derived from Instagram posts, including captions, images, and videos, from 6

Hollywood celebrities with at least 1 million followers who have publicly commented on the conflict. Data were collected from October 2023 to January 2024. The selection of these celebrities is based on the extent of their influence on public perception when voicing their opinions and their role as activists in mobilizing public support. The captions in Hollywood celebrities' Instagram posts are closely related to the visual elements and images conveyed in those posts. Captions support and explain the visual elements shared by celebrities, creating the necessary context to understand the message the celebrities wish to convey and the visual elements displayed. Consistent with Paolanti et al. (2017) statement, to assess the overall sentiment of an image, it is crucial not only to evaluate the sentiment contained in its visual elements but also to comprehend the meaning of the text accompanying the image entirely. Visual and textual elements in Instagram posts are interconnected and mutually influence each other to create a richer and more complex message, influencing how the message is received and understood by the public.

## Data Analysis

Employing Spradley's (2016) analysis technique, the domain, taxonomy, and componential phases were explored. In the domain phase, the theory of value judgments by Macagno (2014) was applied to ensure whether individuals were pro-Palestine or pro-Israel. This approach is used to identify whether Hollywood celebrities are pro-Palestinian or pro-Israel based on their Instagram account posts. In this phase, a context-oriented approach is applied by collecting data in the form of screenshots from posts by Hollywood celebrities on their Instagram accounts. This approach allows researchers to see and understand the values contained in the posts of Hollywood celebrities through the existing context. In this way, researchers can identify the attitudes and views of Hollywood celebrities towards the conflict between Israel and Palestine. The discussion revolved around the classification between pro-Israel and pro-Palestine celebrities. This classification is based on the attitudes and views they display through captions on photos or images related to the conflict between Israel and Palestine. This can help to understand the extent of Hollywood celebrities' support or solidarity with Palestine and Israel, as well as the know-how of pro-Palestinian or pro-Israel Hollywood artists' posts that impact their fans and can influence public opinion.

In the taxonomy phase, the theory of value judgments by Macagno (2014) was employed to analyze the classification between the visual and the textual elements. This approach analyzes the textual and visual elements that focus on the captions and images in celebrity posts on Instagram to show their bias. This taxonomy phase involves identifying and classifying the values contained in the post, which can contain support, criticism, or celebrity comments on the ongoing conflict. This identification aims to study, explore, and research the subjective values in celebrity captions through the language in their Instagram posts. This taxonomic analysis is also used to understand the classification in more detail. It can be used to conclude the alignment of celebrities into two main categories, pro-Israel, and pro-Palestine, which can influence public opinion and generate discussion and controversy related

to the alignment chosen. With a deeper understanding of this classification, this research can provide a more detailed and comprehensive view and knowledge regarding the partiality expressed by celebrities towards the Israeli-Palestinian conflict.

In the componential phase, drawing from the domain and taxonomy phases' findings, a value judgment is put forward to show how pro-Israel or pro-Palestine celebrities express their perspectives through Instagram captions. This research aims to describe the differences and similarities in how pro-Israel and pro-Palestine celebrities express value judgments through their Instagram captions, whether they provoke or calm public opinion. Through this approach, this research is expected to provide more detailed and in-depth insight into the influence of celebrities in shaping perceptions of the Israeli-Palestinian conflict through social media.

## FINDINGS AND DISCUSSION

This section is divided into two parts to discuss value judgments in Instagram posts by Hollywood celebrities who are either pro-Palestine or pro-Israel. The first subsection addresses value judgments in the Instagram posts of pro-Palestine Hollywood celebrities. The first subsection addresses value judgments in the Instagram posts of pro-Israel Hollywood celebrities as a result of the research. Differentiate findings and discussion. Discussion involves comparison with other research findings.

### FINDINGS

#### *Pro-Palestine Celebrities* *Kehlani Ashley Parrish*

Kehlani is a dancer and singer from the United States named Kehlani Ashley Parrish. Kehlani was born on April 24, 1995, in Oakland, California. Kehlani began her career as the lead vocalist in the band PopLyfe. Their debut mixtape, entitled *Cloud 19*, was released in 2014. Kehlani was also the opening act at Demi Lovato's concert. On September 14, 2021, Kehlani published a teaser for *Blue Water Road* and said that the album would be released later that year (Vikas, 2023a).

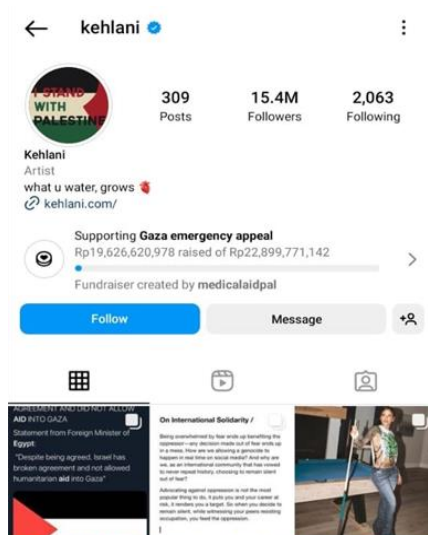


Figure 1. Kehlani Ashley Parrish's Instagram profile photo shows support for Palestine

On 15th October 2023, Kehlani updated her Instagram profile picture with an image featuring the Palestinian flag. Alongside the flag, the profile picture contains a caption that states, "I stand with Palestine." This act indicates Kehlani's unwavering support for the Palestinian state and its struggles. Kehlani is among the few celebrities in Hollywood who have shown no hesitation in expressing their support for Palestine, and she has exhibited this support through her Instagram posts. Using the Palestinian flag in her profile picture is a powerful declaration of her solidarity with Palestine.



Figure 2. Kehlani Ashley Parrish posted support for Palestine on Instagram

In an Instagram story post, Kehlani wrote the caption, "This is not Gaza. Hamas doesn't even exist here. How much proof do you need" (31/10). This caption falls into the first strategy: attributing a negative habit (Macagno, 2014). The words prove this, "This is not Gaza," which refers to the Hamas community. This statement also reflects Kehlani's support for Hamas because Hamas is a Palestinian militant group fighting for Palestinian independence. Hamas is often considered a terrorist community by people. This way, Kehlani provides a different perspective and tries to break the stereotypes often applied to Hamas. In addition, the sentence "How much proof do you need" added by Kehlani gives the feel of a rhetorical question. This shows Kehlani's confidence in her argument and implies that Kehlani thinks there is sufficient evidence to prove that Hamas is not a terrorist group. In this way, Kehlani indirectly invites readers or viewers to consider a broader and more objective perspective on Hamas.

In an Instagram story posted by Kehlani, there is also a video showing the behavior of Israeli soldiers who often mistreat the Palestinian population. This can be categorized into the first strategy, attributing a negative habit (Macagno, 2014), because Kehlani wants to highlight the often arbitrary behavior of Israeli soldiers towards the ordinary Palestinian population.

Israeli soldiers, without hesitation, engage in acts of violence without regard for humanity. In the video, Israeli soldiers can be seen detaining Palestinian civilians. Kehlani aims to show everyone that the Israeli military's actions are fierce.

In an Instagram story posted by Kehlani, there is also the strategy of value judgment, metaphors, and comparisons (Macagno, 2014). The caption and video uploaded by Kehlani have a relationship in which the caption expresses defense for Gaza and Hamas. In contrast, the video shows the violence carried out by the Israeli army against the Palestinian population. Kehlani states that no member of Hamas behaves like the Israeli army, which engages in violent actions against the Palestinian people. She also indicates that the video is evidence that the Israeli army is much more ruthless compared to Hamas, and there is still plenty of other evidence. In her caption, Kehlani writes, "How much proof do u need," indicating that there is already abundant evidence that Hamas is not a terrorist group and does not behave similarly to the Israeli army, as shown in the video she uploaded.

### ***Bella Hadid***

Bella Hadid, the American model, was born on October 9, 1996, in Washington, D.C. She began her modeling career at sixteen and has become one of the most famous models in the world. Bella Hadid actively supports Palestine and condemns the violence there through her social media platforms. In addition, she is involved in advocacy actions, including participating in demonstrations and campaigns that highlight the need for peace and justice for Palestinians. Although Bella Hadid has faced criticism and scrutiny from some local quarters based on comments she made about the Israel-Hamas conflict, she is not afraid of her modeling career being ruined for being a Palestinian sympathizer. She is not afraid of losing jobs and contracts from brands that defend Israel. Bella Hadid defends Palestine even though her career and job are threatened (Gisonna, 2023).



Figure 3. Bella Hadid posted support for Palestine on Instagram

In her Instagram story post, Bella Hadid wrote the caption, "This is the most intense bombardment in the history of Gaza. US White House National Security Council dangerously says 'owes no-one any justification' and that it will have 'no red lines.' Innocent lives should always be justified in the name of humanity. Israel has completely shut off telecommunications and electricity across Gaza. Injured civilians currently can't call ambulances. Medics are begging journalists to let them know where bombardments are happening, but reporters don't know either because of the internet outage. The people of Gaza have nowhere to go. Children are dying. Please. #ceasefirenow" (28/10). The caption belongs to the third value judgmental strategy, metaphors and comparisons (Macagno, 2014). The metaphorical sentence can prove this "the most intense bombardment," which refers to the situation that has occurred in Gaza, Palestine until now, due to the actions of Israeli troops. Bella Hadid expressed her opinion about the situation based on moral principles, humanity, and justice in Israel's war of aggression. In her statement, there is a moral judgment about the need to respect human life and pay attention to the suffering experienced by civilians, especially children in Gaza.

The uploaded Instagram post is a collection of uploads from the "Artist4Ceasefire Movement". The post contains a letter of appeal to the American President, Joe Biden, and the United States Congress to carry out a ceasefire in Israel and Palestine. Several public figures, Hollywood artists and human rights defenders are trying to ask for support from President Biden. They called for the conflict to be stopped before more lives are lost, stressing the importance of respecting life on both sides, both Palestinian and Israeli. More than 5,000 people have died in the past week and a half, with the majority of victims being civilians. They also demanded immediate humanitarian assistance for Gaza, where conditions are already terrible. The public believes that the United States can play a diplomatic role in ending this suffering while asserting that saving lives is a moral obligation. This post uses the third value judgmental strategy, metaphors, and comparisons (Macagno, 2014). The background in the upload is filled with red, which symbolizes blood, violence, and urgency carried out by the Israeli military. This indicates that the situation is critical and requires immediate attention and action. The hand-holding hourglass depicts a plea to President Biden to call for a ceasefire before additional casualties occur immediately and can be interpreted as a message of accountability.

The relationship between posts and captions uploaded on Instagram by Bella Hadid falls into the same value judgmental strategy: metaphors and comparisons type (Macagno, 2014). Both elements voiced hope that the conflict between Israel and Palestine would soon end with a ceasefire and stop the loss of innocent lives. In her caption, Bella quoted President Biden's statement that Israel was not guilty of humanity because it accused Hamas of committing war crimes, even though this was not true. Meanwhile, the image in the post displays contrasting elements of red, hinting at bloodshed and darkness, reflecting the total cessation of telecommunications and electricity, which is in line with the content of the caption. The violent situation in Gaza is closely linked to the message of ending violence, the need for justice for innocent lives, and the importance of a humane response to the conflict.



Aurora Aksnes is a famous singer born June 15, 1996 in Stavanger, Norway. Aurora is a talented Norwegian singer and songwriter and has two sisters. Her debut album was *All My Demons Greet Me as a Friend* in 2016, with a debut single entitled *Awakening* in 2013. Aurora is popular with her debut extended play on *Running with the Wolves* in 2015. Aurora is a singer who is active on social media, including Instagram and Twitter; it is shown that Aurora has a following of more than 240k on Twitter and more than 2.4 million on Instagram (Nikel, 2016).

Aurora Aksnes is among the famous Hollywood celebrities who have voiced their opinions on the Israeli-Palestinian conflict through social media accounts. Aurora also uses her Instagram account to express her views on the conflict, though her profile picture does not hold any special meaning or convey a particular message. She uses her picture as her Instagram profile photo without any specific goal to achieve. However, Aurora stands firmly with Palestine and expresses her support by uploading Instagram stories and posts on her Instagram feed.



Figure 4. Aurora Aksnes posted support for Palestine on instagram

In her Instagram story upload, Aurora Aksnes wrote, "How the peoples voices are so much larger than the voices of people in power. Must you really be silent, because you don't understand the complexity of this matter? What are you afraid of? Is standing up for people in need. Then the crisis. And the remount of people killed in such a short span of days. How does life simply go on before we make up for what we have neglected?" (12/11). The caption is a caption with the second strategy, mentioning the previous action (Macagno, 2014). This is proven by the existence of a sentence that forms a list or classification regarding a particular action, including a cause-and-effect relationship. "Must you really be silent, because you don't understand the complexity of this matter?", the sentence refers to an act of public silence towards conflict. Aurora Aksnes believes that the act of silence is caused by complete ignorance and lack of understanding of this conflict, which results in the absence of voices from the public, even though the public's voices are the greatest strength and influence. This caption also mentions several previous actions, "the remount of people killed in such a short

span of days." "such a short span of days" represents an action that occurred long ago and occurred repeatedly and continuously.

The video posted on Aurora Aksnes's Instagram story shows an alliance carried out by all British people from various backgrounds to become one voice by siding with and defending Palestine together and showing protest against the ongoing conflict. Everyone marched, waved the Palestinian flag, and spoke out for Palestine by voicing their defense and demonstrating Palestinian justice and freedom in this participation. The video in the post is based on habit's strategy (Macagno, 2014), which is proven by a video of the British community taking alliance action to voice their defense of Palestine. A group uses this habit to voice opinions or protests to be heard and achieve positive change regarding current issues. Aurora Aksnes responded to this video by saying that the voice and alignment of the community are the most significant forces for achieving proper love and rights for all humans and taking sides with humanity for the Palestinian people.

In Aurora Aksnes' Instagram story upload, there are different value judgment strategies between the caption and video, mentioning previous actions and habits (Macagno, 2014). The caption and video in this post are related and have a relationship in the form of Aurora Aksnes' caption, which states that everyone from any background, with any profession, has the right to voice their voice and should not be silent about injustice, destruction, and violations of human rights in this conflict. This caption is supported by a video of the action of the British community alliance in defense of Palestine and protests against injustice. Aurora Aksnes considers that the alliance action is a movement that can create public awareness, understand the complexity of the conflict, and emphasize that the community's voice has a significant impact on this conflict.

## ***Pro-Israel Celebrities*** ***Gal Gadot Varsano***

Gal Gadot is a model, actress, and producer in Petah Tiqwa, Israel on April 30, 1985. After graduating from high school, Gal Gadot participated in the Miss Israel contest in 2004 and became the winner. After playing several roles in television shows, Gal Gadot succeeded in playing Wonder Woman in 2017. Before that, Gal Gadot also played Gisele Yashar in *Fast & Furious* (2009) a former Mossad agent and weapons expert. In 2019, Gal Gadot and husband succeeded in forming a production company called Pilot Wave, which focuses on inspiring and interesting stories. Gal Gadot has starred in several famous films, but due to support for Israel, several of the films she stars in have been banned in several Arab countries that support Palestine, which has a conflict with Israel (McKenna, 2023).



Figure 5. Gal Gadot Varsano posted support for Israel on instagram

In an Instagram post by Gal Gadot, the caption reads, "Over 240 hostages, including 30 children, are still being held captive by Hamas. This is a prayer from Broadway to bring them home. #bringthemhome" (9/11). The caption falls under the strategy of mentioning previous actions (Macagno, 2014), which can be proven by the caption "still being held captive by Hamas." She considers that the actions carried out by Hamas are a form of criminal action that is detrimental to Israel. Even though the statement given by Gal Gadot only reflects personal views, assessments and views on the conflict between Israel and Palestine vary among the general public. The hashtag #bringthemhome is a form of request to return Israeli citizens whom Hamas has detained to return to their homes safely.

The post uploaded by Gal Gadot shows a collection of videos of songs containing prayers from members of the Broadway community regarding the tragedy of Israeli citizens being held hostage by Hamas. The genre of the song falls into the musicals category held in one of the most popular musical set within the socio-political landscape of French romanticism, "Les Misérables" (Variyar, 2017). The song "Bring Him Home," contains prayers and requests to God to protect and bring someone home for safety and peace. Les Miserablés is a musical theater piece that has entered French history. By uploading this video, Gal Gadot expressed sympathy, sadness, and concern for Israeli citizens facing these difficult conditions. The video in this post falls into the second strategy, mentioning previous actions (Macagno, 2014), as evidenced by prayer songs that imply sympathy from members of Broadway regarding the tragedy of Israeli citizens being held hostage by Hamas. The people singing in the video come from various races, showing universal concern. It is hoped that this diversity will reflect the hope that people who were held hostage can be returned safely.

From the Instagram post uploaded by Gal Gadot, the caption, and the video have the same value judgment strategy: mentioning previous actions (Macagno, 2014). The caption and video uploaded on Gal Gadot's Instagram have a relationship in which the caption expresses a form of sadness and sympathy for the tragedy of Israeli citizens being held hostage by Hamas. In contrast, the uploaded video is a form of sadness that can only be expressed through prayer. The video contains a combination of people's prayer songs combined into one video. At the end of the video, there are also a series of photos of Israeli citizens being held hostage by Hamas. This collection of photos shows the hope that the public can support the freedom of Israeli citizens who are being held hostage.

### ***Ellie Zeiler***

Ellie Zeiler is an American celebrity living in Los Angeles, California, United States. Currently, Zeiler is 20 years old. Ellie Zeiler was born on March 6, 2004. Ellie's fame on social media skyrocketed after her lip-sync and dance videos on TikTok. As a result, Ellie has an increasing number of fans on social media. Before Ellie stepped into the spotlight, Ellie played

basketball and golf and directed school television programs. Then in March 2020, Ellie began actively creating content on TikTok. As a result, Ellie amassed more than 2 million followers in just a month. As of March 2022, Ellie has amassed over 10.5 million followers and over 347 million likes. Ellie also has 1.8 followers on Instagram (Murihthii, 2022).



Figure 6. Ellie Zeiler posted support for Israel on Instagram

In the post uploaded by Ellie Zeiler on her Instagram story, she wrote the caption "WHEN THE MEDIA DECIDES TO TWIST THIS STORY REMEMBER THIS. HAMAS (PALESTINE) SENT 3000+ ROCKETS TO ISRAEL (ISRAEL) IN THE MIDDLE OF NIGHT ON A JEWISH HOLIDAY. PALESTINE IS KIDNAPPING ". HURTING. AND ATTACKING ISRAEL PEOPLE RIGHT NOW. SO WHEN ISRAEL DEFENDS THEMSELVES REMEMBER WHO STARTED THIS FIGHT. I STAND WITH ISRAEL" (12/10). This caption falls into the second strategy, mentioning previous actions (Macagno, 2014), as evidenced by the caption "HAMAS (PALESTINE) SENT 3000+ ROCKETS TO ISRAEL (ISRAEL) IN THE MIDDLE OF THE NIGHT ON A JEWISH HOLIDAY." The caption refers to the Hamas attack on October 7 by sending 3000+ rockets towards Israel in the middle of the night during a Jewish holiday. Ellie Zeiler considered that Hamas had carried out attacks, kidnapped, and harmed Israeli citizens first and that Hamas was the one who started this war. Ellie Zeiler also emphasized that she was defending Israel.

The Instagram story uploaded by Ellie Zeiler shows a background image of Jews at the Wailing Wall, as well as a picture of the Israeli flag and statistics on Hamas attacks on Israel on October 7, 2023, which shows the number of rockets launched by Hamas against Israel, the number of Israelis killed, the number of Israelis injured and the number of Israelis kidnapped. With this picture, Ellie Zeiler wanted to express her form of protest against Hamas, which had carried out attacks on Israel, and stated to the public that Israel was only carrying out the defense and Hamas was the one who started the attack first. The image in the post falls into the second strategy, mentioning previous actions (Macagno, 2014), as proven by statistics on Hamas attacks on Israel on October 7 2023. This aims to make the public think that Hamas has carried out the attack first and Israel is only carrying out its defense.

The relationship between the caption and the image on Ellie Zeiler's Instagram post is that both are used in the same strategy: mentioning previous actions (Macagno, 2014a). The caption conveys the claim that Hamas has attacked Israel with 3000+ rockets on a specific

date. At the same time, the image visualizes the statistics of the attack with the Israeli flag and related data. Both elements are designed to reinforce the message that Hamas started the conflict and Israel is only defending itself. The image of the Israeli flag in the picture also visualizes Ellie Zeiler's statement that she defends Israel.

### **Montana Tucker**

Montana Tucker is a United States singer, songwriter, actress, and dancer. She was born on January 18, 1993, in Florida. Montana started her career as a model when she was just eight years old. At 13 years old, she performed as a backup dancer for Ashanti and Ashley Simpson. Montana began her career as an artist at 14 years old, and her first public appearance was at the 2007 Super Bowl party. Montana has performed as an opening act for several well-known musicians, including Ciara, Pitbull, and Lil Wayne. Montana music has also been utilized in films (Vikas, 2023b).



Figure 7. Montana Tucker posted support for Israel on Instagram

In an Instagram story post, Montana Tucker wrote the caption, "This is so disappointing. All of the medical staff of Shiva hospital were complicit and knew the whole time that Hamas terrorists were there/ hiding the hostages. #bringthemhome #bringthemhomenow" (23/11), This caption is included in the first strategy, habit (Macagno, 2014a), which is proven by the words "so disappointed" which refers to the medical staff of Shiva Hospital. Montana Tucker assessed that the medical staff of Shiva Hospital did something disappointing because they were involved and knew that Hamas was at Shiva Hospital and hiding hostages there.

Montana Tucker's Instagram story image shows a screenshot of CCTV video footage. From the picture, several people can be seen wearing medical uniforms who are thought to be talking to Hamas members who are carrying hostages. The image in the post is included in the first strategy, habit (Macagno, 2014), which is proven by posting images from CCTV video footage showing a group of people, some of whom are wearing medical personnel uniforms. Montana Tucker assessed that the medical personnel were talking to Hamas members.

From Montana Tucker's Instagram story post, between the caption and the image, there is the same value judgment strategy, habit (Macagno, 2014). The caption and image

from Montana Tucker's Instagram story post are related. In the Instagram story post caption, Montana Tucker expressed her disappointment with the Shiva Hospital medical staff, believing that they were involved in hiding Hamas members and hostages. The caption is supported by a screenshot of the video clip CCTV showing people dressed as medical personnel allegedly interacting with Hamas members who were carrying hostages. Montana Tucker assessed that medical staff was involved in the situation, with visual evidence from screenshots of CCTV video footage.

## DISCUSSION

### *The Problems of Value Judgements in Instagram Posts and Instagram Profile Pictures*

Macagno (2014) explains that certain words or phrases often considered "emotive" can serve both a descriptive and expressive function. These words, such as slurs or charged metaphorical expressions, can carry derogatory connotations, as is the case with terms like "loser" or "jackass." In some instances, value judgments may be implicit in using certain words, while in others, they result from an evaluation process. For instance, words like "barbarian," "mason," or "deceiver" can lead to assessments of the entities they describe. Value judgments can significantly impact how others perceive us and our content, influencing our decisions regarding right or wrong or how we rank things in importance. Therefore, it is crucial to consider the implications of value judgments when posting on Instagram.

The value judgments in Instagram posts of several Hollywood celebrities can be categorized into three distinct strategies. As Macagno (2014) suggested, the first strategy, known as habit, involves character traits associated with an entity. These habits can be utilized to predict future behavior. Negative habits are often tightly bound and prototypical in negative value judgments. The second and third strategies are indirect and do not involve a direct connection with negative habits. They rely on reasoning patterns leading to classification. The second strategy involves listing or citing the victim's negative behaviors, emphasizing the wrongdoing or incident. The reasoning is based on the cause-and-effect relationship between actions and habits. The speaker must demonstrate that the target of the attack typically engages in specific negative actions, which are often challenging to prove. However, if the speaker cannot provide evidence of the victim's past actions or seeks to draw firm conclusions lacking rational assessment, they may employ unfounded generalizations containing angry language. The third strategy is metaphor and comparison (prototype). This strategy involves metaphorical expressions or comparisons with entities prototypically linked to specific value judgments. Angry metaphors and generalizations are highly effective in reasoning and dialogical perspective. The speaker guides their interlocutor to a conclusion based on emotion. However, they rely on the hyperbolic nature of rhetorical language to limit the risk of criticism for expressing incorrect or unfounded judgments.

Celebrities from the Hollywood industry are leveraging the Instagram platform to express their opinions on the ongoing Palestinian-Israeli conflict. They have been observed using a communication strategy that mentions previous actions or past events to provide context to the current conflict. This strategy aims to highlight the conflict's cause-and-effect relationships and historical impact. Through visual posts and captions on Instagram, they

express their support for one party while also detailing the background information about previous events relevant to the ongoing conflict. The combination of images and text in their posts suggests their attempt to explain the complexity of the conflict by referring to past events. In this manner, celebrities not only address the current situation but also provide perspectives on the root causes of the conflict. These posts become a means for them to describe their views comprehensively. Utilizing the strategy of mentioning previous actions enables them to focus on the present moment and provide a broader perspective on the current situation by relating past events (Macagno, 2014).

According to Macagno (2014), his proposed theory is unsuitable for analyzing value judgments on celebrity Instagram profile pictures. Analyzing profile pictures requires another, more specific theory because each profile picture has various meanings and interpretations. As in the profile pictures used by several pro-Israeli and Palestinian celebrities, the majority of them do not express their support through the profile pictures they use. One celebrity, Kehlani Ashley Parrish, showed her support for Palestine by using a photo of the Palestinian flag with the caption, "I Stand with Palestine." Therefore, other theories, such as techno-self theory, are needed to analyze the relationship between a value judgment and profile pictures of other celebrities. The technoself theory describes avatars as visual depictions controlled by users, typically found in videos, online games, social networking groups, and virtual worlds (Luppicini, 2013). By involving this theory, the analysis of value judgments on celebrity Instagram profile pictures can be more comprehensive and contextual. Then, this analysis can reflect the part of an individual's identity that is influential in Instagram interactions with an understanding of the values associated therein.

## CONCLUSION

Regarding the Israeli-Palestinian conflict, social media has an important role in shaping public opinion, influencing political actions, and producing various points of view. This has given rise to an interesting phenomenon in the form of the active role of Hollywood celebrities in expressing support or criticism through posts on Instagram regarding the Palestinian-Israeli conflict. These captions reflect a value assessment of the Israeli-Palestinian conflict. Celebrities supporting Palestine uphold justice and human rights, while celebrities supporting Israel emphasize security and the right to exist of the Israeli state. Therefore, reporting on the Israeli-Palestinian conflict through social media and celebrity participation not only forms a diversity of perspectives but also strengthens the values that color society's views on this issue.

In these celebrities' Instagram posts, there are three value judgment strategies. Each celebrity uses a different value judgment strategy. The celebrity who supports Palestine, Kehlani Ashley Parrish, uses attribution in uploaded captions and videos and negative habits as metaphors and comparisons in the relationship between the two. Furthermore, Bella Hadid uses metaphor and comparison strategies throughout her posts; Aurora Aksnes mentions previous actions in the caption, attribution, and negative habits in the uploaded video. Then, the celebrity who sides with Israel, Gal Gadot Varsano, uses the strategy of mentioning previous actions in all her uploads; Ellie Zeiler uses the strategy of mentioning previous actions

in all her uploads; Montana Tucker uses the strategy of attribution of negative habits in all her uploads.

This research needs to include the meaning of the profile picture in interpreting the research results. Therefore, this research provides an opportunity for further research to review and research in more detail the meaning of profile pictures by applying Technoself theory to celebrity Instagram accounts. Therefore, a deeper understanding can be developed of how the meaning of celebrity profile pictures and uploads can significantly contribute to forming value judgments. This aspect is an exciting starting point for further research in understanding the impact and visual role of profile pictures in the context of value expression on social media platforms, including Instagram.

## REFERENCES

- Adawiyah, R., Junining, E., & Tabiati, S. E. (2020). Multimodal depiction of Israelis and Palestinians on Gaza conflict in two Middle Eastern press. *Diglossia: Jurnal Kajian Ilmiah Kebahasaan Dan Kesusastraan*, 12(1), 20–35.
- Buheji, M., & Hasan, A. (2024). Can Celebrities be Neutral About Gaza? *International Journal of Management (IJM)*, 15(3). <https://doi.org/10.17605/OSF.IO/K2YQD>
- Durante, R., & Zhuravskaya, E. (2018). Attack When the World Is Not Watching? US News and the Israeli-Palestinian Conflict. *Journal of Political Economy*, 126(3), 1085–1133. <https://doi.org/10.1086/697202>
- Fabra, U. P., Klajnowska, J., & Tulloch, C. D. (2022). *The hashtag conflict: social media players in the Israeli-Palestinian crisis and the battle for public opinion*.
- Ferrara, E., Interdonato, R., & Tagarelli, A. (2014). Online popularity and topical interests through the lens of instagram. *Proceedings of the 25th ACM Conference on Hypertext and Social Media*, 24–34. <https://doi.org/10.1145/2631775.2631808>
- Gissona, K. (2023). *Bella Hadid*. <https://www.britannica.com/biography/Bella-Hadid>.
- Hammersley, M. (2012). *What is qualitative research?* Bloomsbury Academic.
- Hayes, J. (2023). *Palestinian Solidarity on Social Media: The Distribution of Images of Occupation on Twitter, Facebook, and Instagram by Advocacy Organisations*. University of Sheffield.
- Holmes, S., & Redmond, S. (2010). A journal in Celebrity Studies. *Celebrity Studies*, 1(1), 1–10. <https://doi.org/https://doi.org/10.1080/19392390903519016>
- Ingram, L. M. (2016). *Media Under the Influence? A Comparative Analysis of Israeli and Palestinian News Coverage of the Israel–Palestine Conflict*. University of London.
- Luppicini, R. (2013). Handbook of research on technoself: Identity in a technological society. In *Handbook of Research on Technoself: Identity in a Technological Society*. <https://doi.org/10.4018/978-1-4666-2211-1>
- Macagno, F. (2014a). Manipulating Emotions : Value-Based Reasoning and Emotive Language. *Argumentation and Advocacy*, 51(2), 103–122. <https://doi.org/10.1080/00028533.2014.11821842>
- Macagno, F. (2014b). *Manipulating emotions: value-based reasoning and emotive language*. 51(2), 103–122.



- McKenna, A. (2023). *Gal Gadot*. <https://www.britannica.com/biography/Gal-Gadot>
- Muriithii, S. (2022). *Ellie Zeiler's biography: age, height, birthday, net worth*. <https://www.legit.ng/ask-legit/biographies/1457814-ellie-zeilers-biography-age-height-birthday-net-worth/>
- Nikel, D. (2016). *Introducing Aurora*. <https://www.lifeinnorway.net/introducing-aurora/>
- Paolanti, M., Kaiser, C., Schallner, R., Frontoni, E., & Zingaretti, P. (2017). Visual and textual sentiment analysis of brand-related social media pictures using deep convolutional neural networks. *Image Analysis and Processing-ICIAP 2017: 19th International Conference, Catania, Italy, September 11-15, 2017, Proceedings, Part I 19*, 402–413.
- Rockwell, D., & Giles, D. C. (2009). Being a celebrity: a phenomenology of fame. *Journal of Phenomenological Psychology*, 40(2), 178.
- Rosdiana, L. A. (2019). Ketidakefektifan Kalimat pada Caption Instagram Mahasiswa Fakultas Pertanian Universitas Winaya Mukti. *LITERASI: Jurnal Ilmiah Pendidikan Bahasa, Sastra Indonesia Dan Daerah*. <https://doi.org/10.23969/literasi.v9i2.1149>
- Sari, I. P., Gunawan, W., & Sudana, D. (2020). Language Variations in Instagram Caption. *Proceedings of the 4th International Conference on Language, Literature, Culture, and Education (ICOLLITE 2020)*, 343–347.
- Siapera, E., Hunt, G., & Lynn, T. (2015). #GazaUnderAttack: Twitter, Palestine and diffused war. *Information, Communication & Society*, 18(11), 1297–1319.
- Spradley, J. P. (2016). *The Ethnographic Interview* (pp. 1–244). Waveland Press, Inc.
- Suleiman, Y. (2014). Local Media in Global Conflict: Southeast Asian Newspaper and the Politics of Peace in Israel/Palestine. *International Journal of Conflict and Violence*, 8(2), 285–295.
- Supriyanto, N. S., Pratiwi, M. I., Kamilah, F., & Hidayat, Z. (2022). The Resistance of Social Media Activists in the Struggle for Freedom of Expression on Instagram Towards Israel's Occupation in Palestine. *Journal of Theoretical and Applied Information Technology*, 100, 22.
- Variyar, S. (2017). Do You Hear the People Sing?: Musical Aesthetics and French Nationalism in Alain Boubil and Claude-Michel Schonberg 's Adaptation of Victor Hugo 's Les Misérables. *Literature & Aesthetics*, 27(2), 51–72.
- Vikas. (2023a). *Kehlani Wiki, Husband, Age, Parents, Gender, Biography, Career*.
- Vikas. (2023b). *Montana Tucker Wikipedia, Bio, Parents, Net Worth, Family*. <https://www.rightrasta.com/montana-tucker-wikipedia/>
- Wang, C. (2017). Victimhood in the face of media ideological battle: A critical discourse analysis on the British media's coverage of stabbing incidents in the Israeli-Palestinian Conflict. *Journal of Holy Land and Palestine Studies*, 16(1), 79–98.
- Wolfsfeld, G. (2018). The role of the media in violent conflicts in the digital age: Israeli and Palestinian leaders' perceptions. *Media, War & Conflict*, 11(1), 107–124. <https://doi.org/10.1177/1750635217727312>