

Social Media-Based Art and Culture as an Instrument of Resistance: Representation of Social Transformation and Humanitarian Struggle in Palestine

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Abstract. This research aims to analyze the role of social media-based art and culture as an instrument of resistance in the Palestinian humanitarian struggle. The research method used is a qualitative descriptive-prescriptive approach, with data collection techniques through literature study and content analysis of works of art published on social media. The research results show that art and culture, including murals, music, poetry and documentary films, play an important role in speaking out about injustice and building international solidarity. Social media serves as an effective platform for spreading these messages of resistance, amplifying resistance narratives and mobilizing global support. The findings of this research support the theories of cultural resistance, resource mobilization, mass communication, cultural representation, and non-violent resistance, indicating that arts and culture are powerful strategic instruments for social and political change. This research also underlines the importance of collaboration between local and international artists and the use of social media to reach a wider audience. Thus, social media-based art and culture can continue to function as an effective tool of resistance in fighting for justice and freedom.

Keywords: Arts and Culture. Social media, Cultural Resistance, Non-Violent Resistance, International Solidarity