

“REPRESENTAMEN, OBJECT AND INTERPRETANT IN HUMANITARIAN AND JUSTICE OF FREE PALESTINE MOVEMENT TAGLINES IN ISRAEL ALLIED COUNTRIES”

Dini Oktaviani¹, Dadan Rusmana², Erlan Aditiya Ardiansyah³

^a UIN Sunan Gunung Djati Bandung, JL. AH. Nasution No.105, Cipadung Wetan and 40614, Indonesia

^b UIN Sunan Gunung Djati Bandung, JL. AH. Nasution No.105, Cipadung Wetan and 40614, Indonesia

^c UIN Sunan Gunung Djati Bandung, JL. AH. Nasution No.105, Cipadung Wetan and 40614, Indonesia

¹ dinioktaviani917@gmail.com ; ² dadan.rusmana@uinsgd.ac.id; ³ erlanaditiya@uinsgd.ac.id

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This research examines the function of taglines and the semiotic structure of taglines used in the Free Palestine movement. The research examines the issue of how these taglines function as communicative tools and struggle tools, shaping meaning through semiotic mechanisms. Despite their widespread use on digital platforms, academic exploration of the communicative role and semiotic dimensions of these taglines is rare. Using a qualitative descriptive approach, this study applied semiotic theory, specifically using Charles Sanders Peirce's triadic model to analyze the selected taglines. The results of this study reveal several types of taglines, including descriptive, specific, superlative, imperative, provocative, each of which has a function as a form of support, expressing solidarity and challenging the dominant narrative. This research also identifies a semiotic structure consisting of Representamen (tagline as a sign), object (socio-political issue) and interpretant (ideological meaning constructed by the audience). This research concludes that the tagline in the Free Palestine Movement does not only convey linguistic expression but is a powerful semiotic instrument to provide resistance and mobilize public sentiment.

I. Introduction

The conflict between Israel and Palestine is the most complicated conflict in international politics that has been carried out since the 19th century to the 21st century [1]. The conflict between Israel and Palestine heat up again in 2023, starting from the attack of the militant Islamic movement (Hamas) due to the occupation carried out by Israel [2]. Conflicts not only involve physical battles between the two sides but have a far-reaching impact on human rights in the region. A series of serious human rights violations committed by Israel against Palestinians are abuse of power, excessive use of force, arbitrary detention, expulsion of civil society, restrictions on freedoms, attacks on women and children [3]. As a result of human rights violations committed by Israel citizens from allied countries that are United states of America, United Kingdom, and German carried out the "Free Palestine" movement.

The solidarity actions that took place in allied countries such as the United States, Germany, and Britain showed the same attitude in rejecting Israeli aggression in Gaza. In these areas, people voiced their support for the Palestinian people by demonstrating with the same goal of encouraging an end to violence and demanding peace. In 2023, the wave of solidarity in the United States emphasized the importance of moral alignment with the Palestinians, as reported by Parstoday.Ir (October 22, 2023). In Germany, protests that took place a year later showed public pressure on the government to

take an active role in supporting the ceasefire, according to a Inilah.com report (September 9, 2024). Meanwhile, in the UK, community participation in the same year reflected a commitment to a peaceful resolution to the ongoing conflict, as noted by Gatra.com (15 October 2023). These three events reflect a unified global message: the demand for justice and free for Palestine through diplomatic pressure and solidarity of the international community.

The Free Palestine international community movement has become one of the most discussed global issues in online media in recent decades. This issue not only affects political and humanitarian conflicts, but it also becomes a symbol of the struggle against injustice, oppression, and human rights violations. To spread the message and build global awareness, this movement uses poster media that contains a tagline in it. Tagline is designed to convey messages effectively and emotionally during a crowd [4]. Tagline not only serves as a communication tool, but as a symbolic representation of the values, hopes and demands of the movement. Tagline usually use short, unique, easy to remember words or sentences that aim to attract people's attention, so it is not surprising that taglines can be attached to someone's mind [5].

In this study, two theoretical approaches were used, Semiotic Triadic by Charles Sanders Peirce and the function of tagline theory. These two theories are used in a complementary way to examine the meaning and the function of various taglines movement in the context of political discourse and public communication. Semiotic Triadic by Peirce developed the theory of signs with triadic elements, which consisted of three main elements: Representamen (visible forms of signs), Object (the reality or concept referred to by the sign) and Interpretant (the interpretation that emerges from the mind of the recipient of the sign) [6]. This Peirce's model is conventionally illustrated as in the image below:

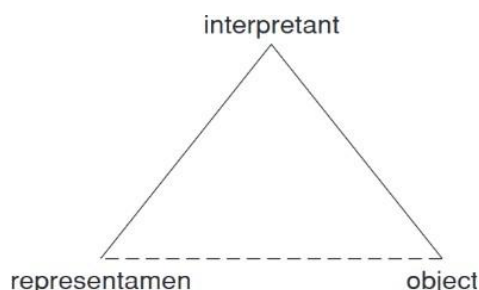


Fig 1. Peirce's Semiotic Triangle [7]

According to Rustan (2009) tagline have several classifications, including:

- Descriptive tagline, providing an explanation of the product directly, specific tagline provides an explanation of the main advantages of the product.
- Superlative tagline, provides an explanation of the product directly but has an element of affirmation so that it becomes more provocative.
- Imperative tagline, describes an action and always begins with a verb.
- Provocative Tagline, containing invitations, challenges, provoking logic and emotions. [8]

Charles Senders Peirce's semiotic which includes representamen, objects and interpretant. Previous studies have not covered transitional discourse and global movements. The tagline in this movement has high rhetorical and ideological potential. The meaning contained in each tagline not only shapes public awareness and encourages collective action of the global community, but can also influence the attitudes of allied countries towards the Palestinian-Israeli conflict, as well as put pressure on Israel's aggressive policies through international opinion and digital solidarity.

Through this research to answer several research problems, namely how taglines function as a tool of struggle and how semiotic structures shape ideological meanings in the midst of political conflict and the need for a deeper understanding of how short messages (*Taglines*) can challenge dominant narratives and influence public opinion including the United state of America, United Kingdom, and Germany. The purpose of this research is to identify the function of taglines in the Free Palestine movement as a means of communication and political resistance, reveal the semiotic structure of taglines using Charles Sanders Peirce's triadic model and show that taglines are not just linguistic expressions but a tool of mobilization and political pressure on countries supporting Israel to stop aggression.

Several previous studies, such as the study of Sameerah Atshan Al-Fayyadh (2025) which has examined the influence of the use of verbal slogans on the delivery of ideological messages in demonstrations in Iraq with the discovery that slogans can be a means to expose social and political injustices through linguistic and symbolic expressions [9]. Another previous study by Aladdin Assaiqeli Research (2021) focuses on visual representation through images using the *Visual Grammar* theory of Kress & Van Leeuwen (2006) to examine how the traumatic events of the 1948 Nakba are represented visually to form collective memories that the results show that visuals can shape collective consciousness and construct alternative national narratives [10]. The previous research by Jenifer Hitchcock (2016) used rhetorical analysis to assess the effectiveness and communication character of the BDS movement on social media, particularly Facebook and Twitter, whose results showed that social media is effective in disseminating information and mobilizing support, but lacks the building of emotional connections. The study also emphasizes the interactivity between BDS accounts and audiences, as well as communication challenges in the context of geopolitical and material pressures, including comparisons with other global movements [11]. Another previous study by Faiza Liaqat et.al (2024) analyzed political cartoons related to the Israeli-Palestinian conflict by combining text and image elements using the *Visual Grammar* theory of Kress & Van Leeuwen (2006), this study focuses on visual aspects such as perspective, composition, framing, and image interactivity that use only one main data, namely a political cartoon, to explore graphic symbolism and implicit visual meaning. [12].

From various previous studies, there are similarities in the use of semiotic approaches to uncover ideological meaning in the context of political resistance. Several studies highlight the role of visuals (Assaiqeli, 2021; Liaqat et al., 2024; Al-Tufayl, 2023), while others focus on verbal expressions such as slogans (Al-Fayyadh, 2025) or digital communication in the BDS movement (Hitchcock, 2016). The main similarities between these studies and this study lie in the interest in the representation of signs in the context of injustice and conflict, as well as the role of public communication in building awareness and resistance. However, there are significant differences in the object of study, theoretical approach, and context of analysis. Previous studies have focused more on visual representations, local contexts (such as Iraq or Palestine), or social media as communication channels. No one has specifically examined the use of *taglines* as a form of short verbal messages in the context of pro-Palestinian international solidarity movements, particularly in countries such as the United States, Britain, and Germany. Therefore, this research is here to fill this void by analyzing how the semiotic structure in the tagline shapes ideological meaning and functions as a tool of symbolic struggle that can challenge dominant narratives and influence public opinion in the global political landscape.

II. Method

The research method used in this study was using a qualitative approach. The qualitative method aims to understand the conditions in a certain context as well as a detailed and in-depth description of something with a natural context and occurs in the field [13]. In addition, the research methodology used in semiotics is dominantly qualitative [7]. Through a qualitative approach, researchers can obtain a complete picture of the problem being researched by focusing on the search process to obtain in-depth and meaningful data behind the phenomena that emerge in this study. This research is included in a descriptive analysis by analyzing the research object and then described with

the theory used. This study assuming that social messages consist of a set of a sign to generate a specific meaning.

The data collection technique in this study uses documentation and non-participant observation methods, the documentation method in qualitative research includes collecting data in the form of texts, video recordings, or transcripts relevant to the research topic [14]. This method is useful for comprehensively observing verbal interactions and provides empirical data that supports qualitative analysis. The steps of collecting data were conducted in the five ways. Firstly, identifying posters supporting free Palestine movement in Israel allied countries that are scattered in various online articles. Secondly, collecting the posters from various sources of articles. Thirdly, taking the tagline contained in the poster to be analyzed. Fourthly, identifying the types of taglines that have been collected. Lastly, analyzing the textual elements using Peirce's Semiotic model to find out the symbols and meanings contained in the tagline.

Table 1. Source of Data

	Data			
	Poster	Tagline	Time	Sources
Source Of Data		"Free Palestine End Israeli Occupation"	September 6, 2023.	London, UK https://www.palestineposterproject.org
		"From the river to the sea Palestine will be Free"	November 4, 2023.	Berlin, German https://www.middleeasteye.net .
		"Bombing kids is not self-defense"	September 7, 2024.	London, UK https://www.middleeastmonitor.com
		"Gaza is not for sale"	February 16, 2025	USA https://www.inilah.com .
		"One year of Genocide"	October 5, 2024	Los Angeles, USA https://suaraislam.id
		"Israel Bomb Hospitals Biden Pay for It"	November 4, 2023,	Los Angeles, USA https://www.latimes.com .

	"Hands of Al-Aqsa" "Stop Killing Childern"	October 11, 2023	Berlin, German. https://www.latimes.com
	"We are all one Ummah" "Bosnia stands up with Palestine" "End the Palestinian Holocaust"	May 16, 2024	Newyork City, USA https://www.arabnews.com
	"For Workers Action Against US-Israel Genocide"	April 22, 2024	Berkeley, USA https://kumparan.com
	"Why do we symphatize with thriving when Gaza is DYING" "Educate yourself this is Genocide"	October,15 2023	USA https://www.ajnn.net
	"They ran out of Narratives we ran out of Bodybags"	March, 18 2024	Newyork City, USA https://www.cnnindonesia.com
	"Boycott Apartheid Israel"	May, 28 2021	Newyork City, USA https://thehill.com

The research analyzed the Peirce triadic in the five steps. Firstly, examining how textual elements interact to convey the meaning of the supporters of Free Palestine in the selected poster, Secondly, identifying key themes such as social and political and humanitarian related to support for liberation of Free Palestine, Thirdly, comparing the findings with the existing literature on semiotic analysis in the tagline of the demonstration action poster. Fourthly, analyzing contextual factors that affect social interpretation, Lastly, intensifying data to highlight the effectiveness of semiotic strategies in communicating a tagline.

III. Results and Discussion

This study aims to investigate how the involvement of semiotic science plays a role in social politics, especially in the verbal context of a tagline of free Palestine demonstrations that occurred in Israel allied countries. Through the taglines that have been collected, the findings of this study reveal that semiotic science can reveal the ideological meaning in a tagline. The tagline used at the time of the demonstration not only serves as a means of communication, but also as a symbolic representation of identity, resistance and political struggle. A semiotic approach, this study shows how linguistic structure, diction choice and connotations in taglines can help the narrative as a form of resistance and frame public opinion towards the Israeli-Palestinian conflict.

A. *Tagline "Free Palestine end Israeli Occupation"*

"Free Palestine End Israeli Occupation" occupies as a function of the tagline provocative directly invites and directly challenges the Israeli occupation and arouses public emotional reactions. The semiotic analysis in this tagline is, representamen is something that we can see, read or hear that is tagline "Free Palestine end Israeli Occupation" itself. An object is a reality that occurs or a concept that is referred to by the sign. This tagline refers to a reality that is happening at this time, Palestine has not yet become independent because Israel is still occupying it. In CNN Indonesia (31/05/2025) the International Court of Justice (ICJ) called in July 2024 for the evacuation of Palestinians in the west bank and east Jerusalem and said that the long-running Israeli occupation of Palestine is an illegal act. A massive attack carried out by Israel was carried out on May 10-21, 2021 and the largest in 2008, Israel dropped tons of concrete bombs with high explosive power resulting in hundreds of deaths and injuries in addition to towers, housing, institutions, government offices, civil organizations, religious facilities damaged by ground attacks therefore 12,000 civilians in Palestine were displaced in masse [15]. Interpretant is the effect of meaning produced in the mind of the listener or reader. The interpretant produced in the tagline is a form of support from activists for the Palestinians to defend their territory and the occupation carried out by Israel must be stopped immediately.

B. *Tagline "From the River to the Sea, Palestine Will Be Free"*

"From the River to the Sea, Palestine Will Be Free". It occupies the function of the provocative tagline because it shows a strong ideology and provokes the public with a firm clause "Palestine will be free". The semiotic analysis in this tagline is, representamen is a physical form that can be seen as in the tagline "From the River to the Sea, Palestine Will Be Free" which is composed with rhythmic declarative statements that verbally refer to geographical location and political aspirations that can create memory. The object in this tagline refers to the geographical location, namely the "River" which is the Jordan River in the East and "Sea" refers to the Mediterranean Sea in the west, this refers to the historical territory of Palestine before the establishment of the state of Israel in 1948. In the last 40 years the PLO (Palestine Liberation Organization) and the Palestinian national movement have sought the establishment of a Palestinian state from the Jordan River to the Mediterranean Sea [16]. The Gaza Strip is separated by Israel from Jerusalem, which is claimed as the capital of Israel and Palestine [17]. The interpretation of this tagline shows strong support from the community for the freedom of conflict paths and Palestine will be free someday.

C. *Tagline "Bombing kids is not self-defense"*

Tagline "Bombing kids is not self-defense" occupies the function of tagline as a provocative tagline because it has a strong ideology and can provoke public emotions. The semiotic analysis in this tagline are representamen in the tagline is found in the phrase that we can see, namely "Bombing kids is not self-defense" itself in a declarative form that has a counter narrative. The object of the tagline refers to the Israeli narrative that the legitimization of an Israeli act is a form of Israeli suffering by the actions of its enemies (Hamas) and Israel accepts its impact will be officially labeled as a victim so that it will be easier to get attention, compensation, and punishment for the perpetrators [18]. In reality of military actions of bombing that occurred indiscriminately to sacrifice many children in the conflict area, namely Gaza Strip, this tagline also indirectly refers to the justification used by the state of Israel and its supporters. The application of Humanitarian Law in the Israeli-Palestinian conflict is in the form of self-defense actions as a form of reprisal by taking an operation called *Cast Lead* in response to the delivery of missiles and rockets carried out by the Hamas military that endanger Israeli society [19]. This tagline is enough to represent the reality of the suffering of the Palestinian people due to the escalation of the armed conflict there. The interpretant or meaning captured by the audience, namely the ethical or moral meaning, namely killing children, is an act that cannot be justified for any reason, including "self-defense" because children are not a threat. Furthermore, this tagline also indirectly sues the attacking country.

D. *Tagline "Gaza is not for sale"*

Tagline "Gaza is not for sale" enters into three functions of the tagline, namely the emotional tagline because the tagline can strongly trigger empathy, solidarity and even anger towards what is happening

in Gaza. The second function is as a provocative tagline which clearly challenges political or economic narratives that want to sell a region or identity of Gaza. The third function is an inspirational tagline which calls for resistance and state pride that Gaza is not for sale and has honor. Semiotic analysis on the tagline "Gaza is not for sale" which is concise as a symbol or representation. The object of the tagline refers to the reality that Trump wants to buy and own Gaza in the article *Detiknews* (10/2/2025) Trump said on (9/2/2025) that he is committed to buying and owning Gaza, but can still allow part of the region to be rebuilt by countries in the Middle East. The meaning taken by the audience or the interpretation of this tagline is that simply Gaza cannot be bought with money, it cannot be sold ideologically, geographically and culturally. This tagline can also be interpreted as a form of struggle for the defense of a regional identity.

E. Tagline "One year of Genocide"

The tagline "One year of Genocide" occupies three functions of the tagline, namely the descriptive tagline because it directly states and claims time and events. The second function is the emotional Tagline, which contains grief, anger and empathy for the victim. The third function is the provocative tagline, which is to accuse the parties responsible for the genocide for one year. Semiotic analysis of the tagline is a verbal sign that is clearly a symbol or representation, namely in the tagline "One year of Genocide". The object of this tagline refers to a reality that occurred in Palestine, one year of genocide in Palestine since October 7, large-scale Israeli war crimes, a very clear intention to destroy the Palestinians with the language used by Israeli ministers and generals, that the increase in settler violence since October 7 and the need for an Israeli arms embargo and then in October 2024 terrible war crimes that range from ethnic cleansing to genocide. Nitzan Lebovic, a chair of Holocaust studies and ethical values, gave a lecture titled "One year of Genocide" at his campus Lehigh University [20]. The understanding or effect received in this tagline is a feeling of anger, encouragement for solidarity and shaping public opinion against the alleged perpetrators of genocide, namely Israel, occupying the function of interpretant.

F. Tagline "Israel Bomb Hospitals Biden Pay For It"

The tagline "Israel Bomb Hospitals Biden Pay for It" occupies the function of a descriptive tagline because it conveys factual accusations that Israel attacked hospitals and the President of the United States, Joseph Robinette Biden Jr. or Biden, provided funds to Israel. In addition, this tagline also occupies the function of an emotional tagline because it arouses anger and injustice because it systematically paralyzes health services. Biden spoke to Benjamin Netanyahu by phone on May 15, 2021 to express his strong support for Israel and express concern over the heavy casualties in the two countries [21]. This tagline also occupies a provocative function because it directly accuses the two perpetrators of the hospital bombing in Gaza, namely Israel and Biden. In Semiotic analysis, the tagline "Israel Bomb Hospitals Biden Pay for it" is an obvious sign, namely as a representation. The object of this tagline refers to the real situation, namely the bombing of hospitals in conflict Gaza areas and military funding support from the US government to Israel. The meaning captured or interpretant in this tagline is rejection, condemnation, anger against the US government for the funding that occurred, besides that this is a form of protest and a sense of solidarity with civilian victims.

G. Tagline "Hands of Al-Aqsa"

This tagline occupies the function of a provocative tagline because it calls for the action of refusing to interfere that occurred at the Al-Aqsa. In addition, this tagline also serves as an Emotional Tagline because Israel has invaded the Al-Aqsa. The analysis of the tagline "Hands of Al-Aqsa" becomes a symbol or representation that we can see. The object of this tagline occupies a factual situation in the act of restricting Muslims at the Al-Aqsa. Israel closed the Al-Aqsa Mosque to Muslims and narrowed the Muslim lanes to enter the Al-Aqsa Mosque area and all activities there, including local people, were restricted and outsiders were asked for permits [22]. Interpretant on the

tagline provides a call for protection against the Al-Aqsa Mosque and implies violations against the Al-Aqsa as well as aggression against Muslims.

H. Tagline "Stop Killing Children"

This tagline occupies the descriptive function of the tagline because it conveys facts and accusations about the large number of child victims in Gaza. In addition, this tagline also occupies the emotional function of the tagline because the children who are victims are very conscientious. Semiotic analysis of the tagline "Stop Killing Children" becomes a representation because of this phrase that appears and can be seen. The object of this tagline states a reality that occurs in Gaza, especially the victims of children. Children in the western bank of Jerusalem are victims of human rights violations committed by Israel, many of whom were children as young as 12 years old in 2019 around 500-700 child victims [23]. The interpretation that the public accepts is a moral call to end violence.

I. Tagline "We are all one Ummah"

This tagline serves the function of inspirational tagline because it calls for unity for solidarity in supporting Palestine, while it occupies an emotional function that can evoke a sense of kinship. Semiotic analysis of this tagline is in the visible sign, namely in the tagline "We are all one Ummah" as a representation analysis. The object of this tagline is the symbol of "Ummah" as a global Muslim community based on cultural and theological agreements. The struggle of the Muslim community to support Palestine shows that the solutions proposed by various movements can be implemented such as the *Julid fi Sabilillah* movement which reflects the agreement of the international community on the Israeli occupation that must be ended, therefore these solutions can be realized if the Ummah is united [24]. Furthermore, the Interpretant in this tagline states that strength and unity and implied that fellow ummah must defend each other, especially the crisis that occurred in Gaza.

J. Tagline "End the Palestinian Holocaust"

This tagline serves as a provocative tagline because it compares to the Jewish Holocaust which makes this tagline controversial. In addition, this tagline also occupies the emotional function of the tagline because it contains extreme emotions and moral urgency. The semiotic analysis of the tagline "End the Palestinian Holocaust" is an exclamation sentence and contains a historical phrase in it that has become a global symbol. The humanitarian tragedy in Palestine began with the exodus of Jews who left Palestine during the period of exile and the Jews received discriminatory treatment from the natives in Europe and even led to World War II or what was called the "Holocaust" by a group of Nazis in Germany [25]. And this became a correlation point where the "Holocaust" occurred in Palestine which took many victims. The object of this tagline is the word "Holocaust" which is a reference to the worst genocide in modern history, besides that this tagline also refers to the suffering of the Palestinian people such as destruction, blockade, mass death and destruction. The interpretant or meaning that arises in this tagline is a logical call, namely the Holocaust or the same incident experienced by Palestine, namely genocide that must be stopped immediately.

K. Tagline "For Workers Action Against US-Israel Genocide"

This tagline occupies the first three functions of the tagline, the descriptive tagline is to state that the party in question is "workers", the opposing party is "US-Israel" and the act of "Genocide". Second, the tagline is provocative because it directly mentions "genocide" and calls for organized resistance. Third, the Tagline is inspirational because it invites workers to act in solidarity and international politics. Semiotic analysis on the tagline "For Workers' Action Against US-Israel Genocide" as a representation because it is a form of sign that appears in the context of activist campaigns and workers' calls. The object of this tagline is the phrase "worker's action" which is a symbol of class struggle in the form of a labor strike and "US-Israel genocide". In Labourforpalestine.net article (20/09/2024), on September 27, 2024 workers in California called for end to the genocide in Palestine end to US support for Israel's apartheid. This is done because the

union bureaucrats of the United States have a long history of supporting Apartheid Israel at the expense of workers' rights in the U.S. such as workers' taxes and union dues being used to finance genocide while workers and communities in the U.S. suffer and they *declare*. *"We will defend all workers against pro-Zionist mobs and police, and confront the false accusations of antisemitism for speaking out for justice in Palestine"*. The interpretation of the tagline or meaning that appears in the minds of the audience is that the workers must implicitly fight the genocidal regime for the sake of global justice, bring the values of cross-national solidarity and anti-colonialism, and a direct statement of real action in the fight against state crimes (US-Israel).

L. Tagline "Bosnia stands up with Palestine"

This tagline occupies three functions, namely the inspirational tagline because it conveys the solidarity of the Bosnian state towards Palestine. The emotional tagline is because it historically contains from a nation that has experienced a colonial war. Descriptive tagline because it states directly that the Bosnian people support Palestine. The semiotic analysis of the tagline *"Bosnia stands up with Palestine"* is formed with declarative sentences that become visible signs or representations. The object of this tagline is *"Bosnia"* as an index that refers to the concrete history in the year of the Bosnian war (1992-1995) known as the Srebrenica tragedy. Palestine and Bosnia have experienced severe conflict for many years in the same decade and both regions have experienced political instability in history [26]. *"Stand up with"* as a symbol of solidarity, moral and political, the clause *"Palestine"* as a symbol of the struggle for independence, the narrative icon in this tagline contains a historical parallel, namely the suffering between the colonized countries, namely Bosnia and Palestine. The interpreter in this tagline conveys the value of solidarity, struggle and unity from across countries and states the fact of Bosnia's support for Palestine.

M. Tagline "Why do we sympathize with thriving when Gaza is DYING?"

This tagline occupies the provocative function of the tagline because it directly questions social empathy for what has happened in Gaza. In addition, this tagline occupies the function of emotional because it challenges the moral sensitivity of the audience. The Semiotic analysis of this tagline is on the tagline *"Why do we sympathize with thriving when Gaza is DYING?"* which is written in the form of interrogative sentences. The object of this tagline refers directly to the state of Gaza, namely the suffering and freedom that is desired. In addition, to this tagline invites the public to support Gaza's freedom from the suffering that occurs. An important factor in Israeli-Palestinian peace is global solidarity because it can strengthen the legitimization of the Palestinian resistance movement and global solidarity can also bring attention to the international stage which ultimately leads to conflict resolution which is the main focus in the UN and Arab League forums [26]. The interpretant or meaning captured in this tagline is to question the justice of the empathy that the audience has, whether it has fully opened its eyes to the suffering that Gaza is experiencing and explicitly conveys that the public must move and must not remain silent for justice.

N. Tagline "Educate yourself this is Genocide"

This tagline occupies the first three functions of the tagline, as a provocative tagline exposes the audience to heavy accusations and opposes their ignorance. Second, the emotional tagline is a form of anger at the unawareness of the genocide that occurred in Palestine and concerns the morality of fellow human beings. Third, the descriptive tagline claims the fact that occurred in Gaza, namely the genocide. The semiotic analysis of this tagline, representamen is what can be seen, namely the tagline *"Educate yourself this is Genocide"* which is written in the form of a declaration sentence. The object of this tagline refers to the fact that is happening in Gaza, namely the bombing and mass death because *"Genocide"* is a universal and historical legal and moral symbol. Genocide is triggered by a difference in identity within a group that makes large-scale systematic actions against one ethnic group or another group with the aim of eliminating or annihilating that nation [27]. The interpretation or meaning resulting from this tagline is that Genocide is a behavior that violates morals and must

be stopped immediately and the statement of facts directly claims that the events that occurred in Gaza constitute Genocide, and implies the values of justice, empathy, and political consciousness.

O. Tagline "They ran out of Narratives we ran out of Bodybags"

This tagline occupies three functions of a tagline that is written sarcastically. First, the sharply written provocative tagline that mocks the opponent's propaganda while highlighting the high death rate in Gaza. Second, the emotional tagline because with so many victims falling, this arouses anger, sadness and empathy. Third, the descriptive tagline because indirectly this tagline tells the factual situation that occurs, namely to the "they" (Israel) who are busy creating the narrative but "we" (Palestine) is suffering death. Semiotic analysis of this tagline is a visible sign, namely the tagline *"They ran out of Narratives we ran out of Body bags"* as a representation. The object of this tagline is the word *"Narratives"* as a symbol of propaganda, media framing and justification of war and *"Body bags"* as an index that refers to the literal and physical death toll. Israeli propaganda started with the statement that Israel is a victim of anti-Semitism and gained the attention of the west that Israel is the *"Perfect Victim"*, then Israel issued a new propaganda on October 7 stating that the Palestinians are consistently portrayed as terrorists, barbarians, murderers the only way to stop them is to fight and annihilate them. However, images of the bloody scenes in Gaza and the scale of the destruction carried out by Israel have been a significant factor in changing the global narrative as in the international media, which has finally begun to look for context to place the events and cite the history of the conflict, namely in the 15 years before October 7, no less than 6,407 Palestinians were killed compared to 308 Israelis in UN data [18]. Interpretant or meaning that contains ironic values that question who is the victim in this conflict, refers to the moral leftism to the seekers of narrative and concern for the victim and states the facts of reality in the form of the victim's body and empty narrative.

P. Tagline "Palestine Will Never Walk Alone"

This tagline occupies two functions, namely the emotional tagline, which brings hope to Palestine and inspirational because Palestine is never alone and the world supports Palestine. Semiotic analysis on the tagline *"Palestine will never walk alone"* as a visible sign or representation. The object of this tagline is *"Walk alone"* as a metaphorical symbol that means fighting alone, this tagline also refers to the Palestinian people who are facing violence and occupation, the icon on *"Will never walk alone"* is an adaptation of Liverpool FC's slogan *"You'll Never Walk alone"* (YNWA) which creates emotional association. The meaning of YNWA itself is the deep solidarity of the group to get positive results [28]. In the Tempo article (21/05/2025), seven European countries did not stay silent and condemned Israel's ongoing military actions in the Gaza Strip and promised that they would not remain silent in the face of what they described as a human-made humanitarian disaster. Furthermore, CNBC Indonesia article (31/05/2025), Israel's allied country reversed course and did not follow Netanyahu because of Netanyahu's rejection of the ceasefire and the aggressive steps of Israel's attacks on the Gaza Strip and other Arab territories. In addition, in the TRT Global article (22/05/2025), Israel's allied countries especially the European Union stated that after more than a year of military pressure exerted by Israel, the government could not ignore the pressure from its people and the anger of the people had spilled into the streets. The interpretant of this tagline contains the values of solidarity, peacemaking, support, and unity and claims that the Palestinian struggle is not alone.

Q. Tagline "Boycott Apartheid Israel"

The tagline *"Boycott Israeli Apartheid"* occupies two functions of the tagline. First, the tagline is provocative because it directly calls for boycott action against Israel. Second, the tagline is emotional because it fosters a sense of justice and humanity, especially the historical connotation of *"apartheid"* (South Africa). The semiotic analysis of the tagline *"Boycott of Israeli Apartheid"* occupies the form of visible signs or representations. The object of this tagline, the clause *"Apartheid"* as an index refers to the actions of the facts that occurred, namely population, discrimination, blockade in south African

1948-1994 [29]. Grossman asserts that the position of the boycotters of Apartheid/Israeli colonialism is anti-Semitism wrapped in political rhetoric, the apartheid free zone movement carried out by these students emerged less than a year after Israel killed more than 2,000 Palestinians in Gaza, 500 of whom were children, and UN data states that Israel attacked 200 schools, so that the Israeli regime proved itself to be anti-child, anti-student, and anti-education [30]. The interpretation of this tagline is to imply that if Israel is the same as apartheid, then it should be boycotted like South Africa used to be.

This research fills an important gap in Palestinian semiotic studies by shifting the focus from the visual to the verbal, and by using Peirce's theoretical framework to reveal the mechanisms of ideological meaning in taglines. Unlike previous studies that prioritize complex visual media, this research raises taglines as a concise, direct, and meaningful medium of linguistic resistance in voicing Palestinian justice and humanity, especially in the context of countries that politically support Israel such as the United States of America, United Kingdom, and Germany. Therefore, the author managed to collect several reports as a result of the activists' hard work in voicing solidarity and injustice in Palestine:

Table 2. The Influence of the Tagline of Humanity and Justice

	Government response		
	Countries	Report	Source
The Influence of the Tagline of Humanity and Justice	United staes of America	As reported by <i>The Times of Israel</i> on May 9, 2025, Witkoff issued a clear warning that unless Israel promptly recognizes the urgency of the situation, the consequences will be more severe than ever. He also cautioned that Israel risks being "left on its own" if it does not quickly back the ceasefire. The United States has reportedly reached a direct deal with Hamas to release Israeli-American hostage Edan Alexander, without involving the Israeli government. This shows that America is taking steps to bypass Israel.	Ruzkaindonesia.com May 13,2025
	United Kingdom	On the 77th anniversary of the Nakba on May 17, the British Foreign Secretary called for Britain to act decisively, then the British Foreign Secretary David Lammy suspended free trade negotiations with Israel, then the British government summoned the Israeli customs ambassador and imposed sanctions on Israeli settlers who commit violence in the West Bank because it contradicts the basic principles of their bilateral relations, this is because European leaders	TRT.global May 22, 2025

		can no longer ignore the demands of their people and their governments are afraid of losing if they remain silent.	
	German	German Chancellor Friedrich Merz strongly condemned Israel over the renewed violence in Gaza, saying it did not understand and could not justify the ongoing war. Earlier, Foreign Minister Johann Wadephul and junior coalition partner the Social Democrats (SPD) also urged a suspension of arms deliveries to Israel to prevent Germany from being complicit in potential war crimes.	cnbcindonesia.com May 31, 2025
Israeli actions after being pressured by allied countries	Israel Action		Source
	Humanitarian aid, which has only just begun flowing into Gaza after Israel's 11-week blockade of food, medicine and other supplies, will enter Gaza "immediately" at the start of the ceasefire.		CNN.com May 29, 2025
	At a press conference in Washington DC on Thursday, White House Press Secretary Karoline Leavitt was asked if she could confirm a report by Saudi-owned Al-Arabiya TV that Israel and Hamas had agreed to a new ceasefire deal.		BBC.com May 30, 2025

Based on a review of previous studies, it can be concluded that the semiotics approach has been widely used to analyze ideological meaning in the context of political resistance, both through visual media such as images, cartoons, and photography, and through verbal expressions such as slogans and social media propaganda. The results of these studies show that visual representations are able to form collective awareness, build empathy, and convey social criticism and alternative narratives. Meanwhile, verbal expressions in social media and slogans have proven effective for disseminating information, rallying support, and channeling political expression, although in some cases they are still limited in building deep emotional connections.

However, there has not been much research that specifically examines *the tagline* as a form of brief verbal communication in the context of the pro-Palestinian international solidarity movement in countries allied with Israel. The tagline, which is often used in demonstrations and online media, has great potential as a tool of symbolic struggle and a means of forming ideological meaning. This research aims to fill this gap by analyzing the semiotic structure of *taglines* using Charles Sanders Peirce's theory, as well as examining how these short messages can challenge dominant narratives and shape public opinion. Therefore, this study produces a positive tagline effectiveness for demonstrations through short words that can influence great actions by allied countries and Israel itself.

IV. Conclusion

A powerful symbol of taglines as a communication tool in demonstrations, especially in expressing solidarity and fighting injustice. Analyzing taglines using tagline function theory and Peirce's semiotic theory allows us to understand the hidden intentions, emotional value and socio-political context of

the Israeli-Palestinian conflict. The taglines used by activists of Israel's allied countries give deep meaning to the country's dark history of colonization, genocide and Israeli propaganda. As expected in the introduction, the researcher shows that the semiotic approach and the function of taglines can produce relevant findings.

Taglines are an effective communication, especially provocative taglines in Free Palestine demonstrations in the United States, United Kingdom and Germany. The goal of the activists in the demonstrations was to fight for aspects of human rights violations that occurred in Palestine. By using the tagline, activists can convey their goals so that they can influence the governments of the three Israel allied countries and Israel's actions against the Palestinians.

The findings of this study have an opportunity for further research into how language and semiotic structures function within broader socio-political movements. The study highlights that taglines are not merely linguistic expressions, but carry ideological, emotional, and mobilizational power. These short, poignant phrases encapsulate collective memory, resistance narratives, and calls to action, enabling transnational solidarity to form across different linguistic and cultural contexts. Importantly, this research sheds light on the political significance of discourse in protest settings. In countries like the United States, United Kingdom, and Germany nations historically allied with Israel these taglines serve not only as messages of empathy but also as subtle forms of dissent, challenging state policy and media narratives.

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