A Social Network Analysis of the #AllEyesOnRafah on X Social Media

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Abstract
The #AllEyesOnRafah hashtag emerged as a popular topic on X social media in response to a humanitarian crisis in Rafah, Palestine. This study examines this social media movement using Social Network Analysis (SNA), the computer-mediated communication (CMC) theory, and the Homophily theory to identify influential actors and understand how information was spread. The current research collected data from X social media posts with the hashtag from May 26th to July 4th, 2024, using Netlytic.org and Gephi software. The analysis reveals a network of 305 nodes (accounts) connected by 382 edges (interactions). The proximity between actors is 3, showing that the distance between actors is close. Therefore, interactions are easy to occur. It was also found that the interactions between actors were few and considered uneven; this fact signifies one-way interactions. Such interaction is centered on 10 nodes. These interactions are concentrated around a few key actors, with the most prominent being @realmarcel1 and @Ta4leaHayam1. By examining different centrality measures, the current research confirmed their significant influence within the network. This communication network ultimately encouraged X users to support the Palestinian cause and raised awareness of the crisis. This research demonstrates the potential of social media for activism. Future research should investigate the long-term effects of such networks on social movements and the factors influencing the rise of influential actors.

Keywords*: #AllEyesonRafah, Network Analysis, Actor, Social Network Analysis*

INTRODUCTION

The digital era continues to develop, including the process by which we obtain information. We receive information from various new media, making it possible to obtain worldwide information. The acceleration of information through new media, such as social media, has become one of the leading platforms for sharing information and communicating (Yaqub & Alsabban, 2023). Social media makes creating and sharing information possible because it provides platforms where people can exchange information and has many channels for interaction and feedback with followers (Dwityas et al., 2024; Putraji, 2022). Individuals can access

multiple sources of information from around the world, enabling the rapid and efficient dissemination of knowledge. Features such as tagging, sharing, and retweeting make it easier for users to spread content to a broader audience, expanding the reach of the message they want to convey (Sazali et al., 2022, p. 193). In addition, social media facilitates the formation of dynamic communication networks, where users can interact directly with prominent figures, organizations, and communities relevant to their interests (Yanuar et al., 2022). Through comments, direct messages, and discussion forums, they are able to engage in constructive dialogue and get real-time feedback (Aksenta et al., 2023). Such convenience enriches the experience of sharing information and builds closer and more collaborative relationships between users, creating an information ecosystem that is continuously developing and responsive across various media.

Twitter, now known as X, provides us with one interesting phenomenon on how powerful the influence of social media in communication (Purwaningtyas et al., 2023; Safitri et al., 2021). X social media has become one of the primary platforms for sharing information and communicating. One interesting phenomenon that has emerged from digital media is the importance of hashtag (#) formation, which facilitates the dissemination of information and helps acquire global support and attention for certain issues. The hashtag #AllEyesOnRafah is one example that recently received widespread attention on X, raising international awareness and solidarity towards the situation in Rafah.

The hashtag #AllEyesOnRafah started going viral and became a wildly discussed topic among users on Twitter, TikTok, and Instagram. The hashtag is one significant example that received widespread attention on X social media, raising international awareness and solidarity regarding the situation in Rafah. This slogan originated from an image post created by artificial intelligence (AI) showing the tents of Palestinian refugees in a refugee camp south of Gaza City in Rafah (Maguire, 2024). Rafah is a small town located in South Gaza, Palestine which is a refugee camp for Palestinians who are being hit by war. Many residents in the city fled after a series of Israeli attacks on Palestine.

The target keyword “All Eyes on Rafah” itself is not just a slogan but has the meaning "All Eyes are on Rafah." The Israeli attack on Gaza City, resulting in the deaths of dozens of civilians, prompted international outrage and social media attention (Sardarizadeh, 2024; Watkins, 2024). The slogan is a call for many people to concentrate on the humanitarian mission in Rafah, South Gaza, due to the events that occurred due to Israeli attacks or genocide on Palestinian refugees there. The call "All Eyes on Rafah" became popular on various platforms. The "All Eyes on Rafah" keyword was shared in the form of digital images and hashtags (Hardiantoro & Afifah, 2024; Setya, 2024). This was also a global response to the attack that

occurred in Rafah, Palestine, and attracted the attention of millions of internet users around the world (Tysara, 2024).

The rapid dissemination of information regarding the slogan cannot be separated from the current information trend, which has shifted to the internet and media, which allows information to be disseminated easily and quickly (Ardianto & Nataliani, 2023; Kartino et al., 2021). The news channel Aljazeera.com once reported that "All Eyes on Rafah" dominated discourse on social media, including on Instagram. This image had been shared by 46 million users on Instagram the day after Israel's deadly attack on Rafah, Gaza (Subzwari, 2024). The hashtag #AllEyesOnRafah was used to voice solidarity and concern for the humanitarian tragedy that befell the residents of Rafah.

In communication studies, disseminating information on social media such as X is closely related to communication networks. According to Rogers and Kincaid (1981, as cited in Wahyuddin et al., 2024), in communication networks, individuals play various functions, such as opinion leaders, liaisons, and bridges. SNA can be used to determine the source and purpose of dissemination of a narrative as well as the position of actors, which has an impact on their access to information resources that are subject to public discussion (Kurniawan et al., 2024). Therefore, it can be said that SNA on social media X is becoming increasingly relevant. SNA allows researchers to understand how information spreads, who the key actors in the network are, and how interactions between users occur. By using methods such as SNA, researchers can identify communication patterns, detect influence, and evaluate network structure (Afrilia & Hidayat, 2024; Priambodo & Arianto, 2022).

Taking such approaches to communication networks, studies under the theme help people understand the dynamics of information dissemination and provide essential insights for the development of more effective communication strategies. For example, the researchers identified users who played a significant role in extending information and understanding the sentiment and response of the communities involved in analyzing the #AllEyesOnRafah network. Thus, social network analysis on social media X is considered a vital tool in exploring and mapping the complex and dynamic digital landscape.

This study also uses the computer-mediated communication theory, more familiarly known as Computer-Mediated Communication (CMC). John December (1997) put forward the classic definition of CMC. He explained that CMC is "a process of human communication carried out via computers, involving people in specific contexts" (Silvia et al., 2022) and forming media with various purposes.

In this study, the concept of homophily is utilized as a traditional approach. The idea is a crucial subject in network science, providing an understanding of the flow of

information and behavior in (digital) society. Stets et al. (2021) revealed that people tend to form bonds with other people who are similar. Homophily, in this context, mainly denotes a tendency of like-minded people or individuals with similar characteristics to interact with each other in social groups, as opposed to those with contrasting viewpoints. The study of homophily is effective in "analyzing the formation of online communities" (Khanam et al., 2023). Au (2023) explains that homophily has become an important lens in studying social networks. Homophily is very important for understanding society's large-scale problems as an explanation of the mechanisms underlying these problems. Utilizing this concept helps online/digital (social) media research to demonstrate the utility of analyzing online community formation through the lens of homophily.

For those reasons, it is important to analyze and examine the communication network formed in the spread of the slogan with the hashtag #AllEyesOnRafah on social media X, which is widely discussed by netizens. Social network analysis (SNA) is "an effective method for studying the structure and dynamics of networks formed on social media" (Alhajj & Rokne, 2014). SNA enables us to identify key actors, interaction patterns, and how information spreads through the network. In the context of #AllEyesonRafah, SNA allows this study to identify the key players in message dissemination and understand their crucial roles in forming and developing support and information networks.

This study aims to highlight the target keywords "All Eyes on Rafah" with the hashtag #AllEyesOnRafah on X social media in order to identify key actors and communication networks involved. The study offers a deeper understanding of how digital communication and the contribution of individuals and/or groups help build global awareness through social media. Understanding the dynamics and actors behind the #AllEyesonRafah campaign, this study seeks to contribute to the literature on social networks and actor analysis for social media use in advocacy for humanitarian issues. This study will guide activists and communication practitioners in designing effective campaign strategies on social media to reach a wider audience and have a significant impact.

METHODOLOGY

This research employs a social network analysis (SNA) methodology, which integrates quantitative and qualitative research techniques to examine the interactions among actors within a network. The data is visually represented through a graphical depiction of the network, followed by a narrative explanation of the patterns and structures observed. Social networks are characterized by a specific data format: a collection of information describing the attributes of actors and their interconnections (Nurdianingsih et al., 2024). Numerical data from SNA helps us analyze structural relationships and relational patterns among individuals in a network (Eriyanto, 2014).

In the initial stage, data was collected through data mining on X social media platform. Specifically, data collection from social media X was conducted by mapping tweets containing the hashtag #AllEyesOnRafah. In addition, the data was filtered using specific keywords, and the time scope of the analyzed tweets was also determined (Damayanti, 2020; Zempi & Rahayu, 2019). Data was collected on social network X between 26 May and 4 July 2024 and compiled into a primary dataset. Data collection began at the start of the controversy surrounding the Rafah raid, which sparked support and criticism from online users with the #AllEyesOnRafah hashtag movement. The topic is still widely discussed in X media as a significant issue for humanity.

This research focuses on the communication network surrounding the #AllEyesOnRafah hashtag on X social media, including the influential individuals involved. The data collection process encompassed two primary categories: primary and secondary data. Primary data was acquired through a data mining process of the #AllEyesOnRafah hashtag on X, while secondary data was sourced from existing literature and previous research on communication networks, media analysis, and communication theories.

In this research, the process of analysis and data collection in X uses a web-based application, Netlytic.org, in addition to Gephi software is used to analyze and visualize data, to find out and visualize interaction patterns in the communication network between actors campaigning for the #AllEyesOnRafah movement. Netlytic and Gephi have the ability to automatically form network chains using X account names and generate data that can be analyzed at both system and actor levels.

RESULTS AND DISCUSSION

The events in Rafah, Palestine, captured the attention of Internet citizens (also known as ‘netizens’) on social media X. The attack carried out on the last camp in the Palestinian territory resulted in many casualties. This also drew criticism and caused widespread controversy over the attack because Rafah was the last place for Palestinians to flee. The controversy regarding this attack also emerged in media X, with many #AllEyesOnRafah as a form of support and sympathy from netizens in this media. This can also be seen in how much influence this has had on #AllEyesOnRafah by conducting careful analytical study.

Based on data obtained using data crawling techniques via Google Collab, 513 datasets have been recorded. The data collected focuses on Lang, and the username of the tweet, which uses the hashtag #AlleyesOnRafah. The communication network for the distribution of #AllEyesOnRafah tweets is displayed in Figure 1.

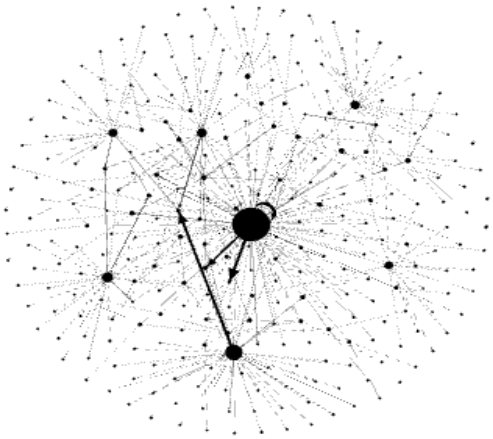

Figure 1. Visualization of the #AlleyesonRafah Communication Network
Source: *Gephi 0.10.1,* 2024

Figure 1 provides a visual representation of the communication network surrounding the #AllEyesOnRafah hashtag, visualized using the Gephi 0.10.1 application with the Fruchterman Reingold layout. The hashtag's popularity on X social media as a means of criticizing and supporting the events in Rafah, Palestine, is evident in the network's structure. The extent and effectiveness of message dissemination can be accurately measured through the digital metrics presented in the accompanying Table 1.

Table 1. Network Overview

Analysis	**Data**
Size	Nodes:305 Edges: 382
Average Degree	1.252
Avg.Weighted Degree	1.672
Diameter	2
Graph Density	0.004
Avg. Path Length	0.163100
Modularity	0.622

Source: *Gephi 0.10.1*, 2024

Table 1 reveals that the #AllEyesOnRafah network comprises 305 data nodes and 382 edges (meaning: 305 actors and 382 connections between them). This indicates a relatively large and interconnected network. The average degree of 1.252 suggests that each actor is connected to a limited number of others. Despite this, the network's diameter of 2 indicates that information can spread efficiently between actors. However, the low graph density of 0.004 suggests that the network is not overly connected, with fewer interactions than possible.

The second network structure is diameter. The term "diameter" refers to the distance between one actor, such as a “social media account, and other actors within a network” (Bertha et al., 2022; Utami et al., 2021a); “the smaller the diameter number in the network means a shorter distance, making communication between actors easier” (Nurshafa et al., 2017; Utami et al., 2021b). In Table 1, the network's diameter of 2 indicates that information can spread efficiently between actors.

The value for network structure indicates a low density of interactions in the network. There are very few interactions, and they are uneven. Meanwhile, Graph Density measures the level of connectedness between individuals or entities in a network. The higher the graph density, the more connections there are, and vice versa. The low graph density of 0.004 suggests that the network is not overly connected, with fewer interactions than possible (see Table 1).

Next is the Average Degree, the length of a node's path to other nodes. The distribution of the hashtag #AlleyesonRafah has a centralization value of 1,252, while Avg. Weight Degree is the width of the node path, which is 1,672. This means interactions with the hashtag #AlleyesonRafah are centered on a few actors. These actors then become dominant actors in the communication network and mutually influence other actors by looking at the proximity of the visualized paths. The next property or network structure is modularity, namely the grouping of actors (social media accounts) in the network (Eriyanto, 2020; Setiamukti & Nasvian, 2023).

The level of modularity impacts the clarity of group formation. In the #AlleyesonRafah network, a modularity value 0.622 was achieved, indicating the presence of other dominant groups or clusters with different actors. According to the network structure data, hashtag #AllEyesOnRafah has effectively encouraged social media users.

Influential Actor #AllEyesOnRafah in Different Languages

To identify influential actors within the #AllEyesOnRafah social media communication network, centrality measurements can be employed. These measurements utilize four primary indicators: (1) Degree Centrality, (2) Closeness

Centrality, (3) Betweenness Centrality, and (4) Eigenvector Centrality. Within communication networks, certain actors emerge as central figures who are highly influential in disseminating specific topics (Tomasoa et al., 2019). An actor's popularity can be assessed by their Degree of Centrality within the #AllEyesOnRafah network. A higher Degree of Centrality value indicates that the actor has more connections that can influence other accounts (Bratawisnu & Alamsyah, 2018).

When identifying influential actors, it is necessary to consider both indegree and outdegree centrality values. High indegree centrality indicates that an actor is frequently mentioned, retweeted, or replied to, while high outdegree centrality suggests that an actor or node frequently mentions, retweets, or replies to others. High outdegree centrality scores indicate active users of social media X, but it is essential to note that this does not necessarily mean these nodes always create their own content.

Table 2. Actor Degree Centrality

No	Actor	Degree	Indegree	Outdegree
1.	realmarcel1	115	1	114
2.	Ta4leaHayam1	47	1	46
3.	Voice_OfMuslim	26	1	25
4.	TheW4yToHeaven	22	1	21
5.	QueenSilence_	21	1	20
6.	PeupleRevolte	19	1	18
7.	EusraHamid	18	1	17
8.	Bhura_khan_	8	1	7
9.	sayyadafatima8	8	1	7
10.	karlinatitik5	8	1	7

Source: *Gephi 0.10.1*, 2024

In Table 2, ten actors in different languages often tweet about #AlleyesofRafah with the highest degree of centrality. Visually, in Figure 2, the most dominant actor is symbolized in blue @realmarcel1, followed by green @Ta4leaHayam1, and dark blue @Voice_OfMuslim, which represents lower dominance, but these actors still influence the network. Actors with this degree of centrality value are known to be accounts that tweet typically using language appropriate to their respective locations and regions, which are media sources of information about #AlleyesonRafah, dominated by accounts that tweet in English with the symbol (en), Indonesian has the symbol (in), Hindi (hi), mention and tag with the symbol (qme), and mention and sending images in posts are symbolized with (qmt).

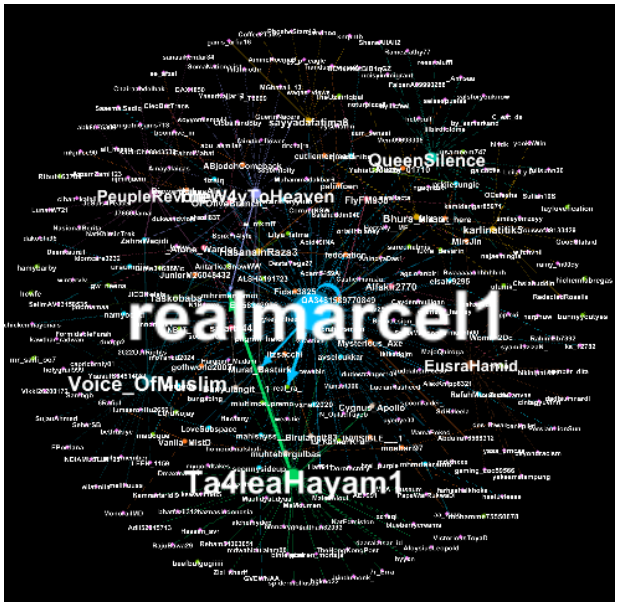

Figure 3. Visualization of the Degree Centrality of the #AlleyesonRafah Network
Source: *Gephi 0.10.1,* 2024

Another language, French, which media X logos as (fr), also plays a significant role in spreading the tag #AllEyesOnRafah, for example, @realmarcel1, in media. This account uses French as the medium for posting things related to #AllEyesOnRafah, which is supported by obtaining a degree centrality value of 115 and the highest outdegree centrality value of 114. The value means that in this country, the distribution of #AlleyesonRafah has 114 relationships with other accounts, and retweeted the mention, or retweeted and replied to the tweet as much as 1, with the presence of indegree by other X users. Then, the outdegree centrality value of @realmarcel1 is 114; the number of outdegree centralities is large, which means that every account retweets, replies, or mentions other accounts' tweets to support each other about #AlleyesonRafah posted by @realmarcel1.

Other languages that support and use the #AllEyesOnRafah tag and are popularly used by the public are Indonesian (in) with 55 retweets and ranked 2nd in the distribution of the #AlleyesonRafah tag. The actor with the account @Ta4leaHayam1 received a degree score of 47 and an Outdegree score of 46, which means that this actor's post received 46 mentions or attention from other accounts and 1 mention or retweet from another account on media X in spreading the #AllEyesOnRafah tag. This indicates that apart from English (en) and French (fr) in voicing the tag #AlleyesonRafah in media X, Indonesia also took part in the tag.

Several other actors, such as @Voice_OfMuslim, @TheW4yToHeaven, @QueenSilence, @PeupleRevolte, @EusraHamid, @Bhura_khan, @sayyadafatima8, and @karlinalitik5, also received considerable degree and outdegree scores. These actors also helped spread the hastag #AlleyesonRafah on the media.

In the data above, it can also be seen that the accounts of several accounts categorized in the coding language by Media X support and use the #AlleyesonRafah tag in their posts, so this means that Media One of the actors who has the most significant degree in (en), namely EusraHamid, is one of the actors who has the most prominent status in posts on media x about #AlleyesonRafah, and is one of the most significant factors in getting retweets on media X in (en), by retweeting 16 times in his post about #AllEyesOnRafah.

The closeness centrality analysis calculates the average distance between nodes in a network to measure their proximity. This coefficient ranges from 0 to 1, indicating the closeness of actors, thus influencing the speed of information dissemination. Figure 4 visualizes closeness centrality in the #AlleyesonRafah network.

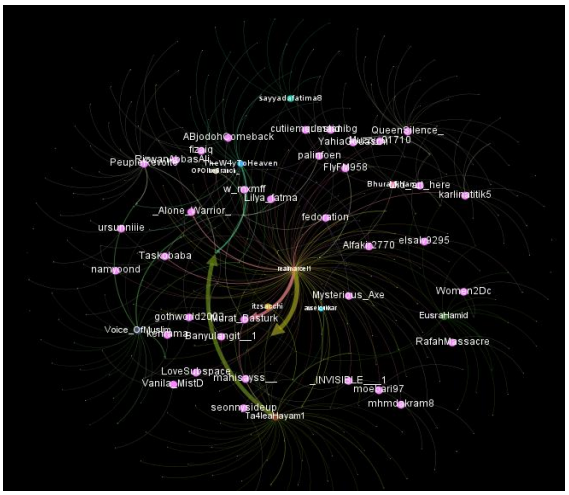

Figure 4. Visualization of the *Closeness Centrality* Network #AlleyesonRafah
Source: *Gephi 0.10.1, 2024*

Figure 3 shows that in the #AlleyesonRafah network, there is one consistent color in the closeness between actors in various languages in media X regarding the spread of the #AlleyesonRafah tag. The closeness centrality visualization above shows that the actors with closeness distance are all the same and are symbolized

in pink, indicating that the closeness centrality value of actors who have closeness in the language coded by media X about #AlleyesonRafah is the same.

Table 3. Highest Closeness Centrality Actors

No.	Actor	*Closeness Centrality*
1.	PeupleRevolte	1.0
2.	QueenSilence_	1.0
3.	FlyFM958	1.0
4.	palinfoen	1.0
5.	ABjodohComeback	1.0
6.	YahiaGouasmi	1.0
7.	Mid_art_here	1.0
8.	Taskobaba	1.0
9.	Muzzy_01710	1.0
10.	RizwanAbbasAli_	1.0
11.	cutiiemerlmaid	1.0
12.	mhmdakram8	1.0
13.	Voice_OfMuslim	0.981
14.	Ta4leaHayam1	0.979
15.	EusraHamid	0.972
16.	sayyadafatima8	0.938
17.	TheW4yToHeaven	0.904
18.	Bhura_khan_	0.889
19.	itzsacchi	0.875
20.	OPOliveBranch_	0.778
21.	avselcukkar	0.7
22.	realmarcel1	0.692

Source: Gephi 0.10.1, 2024

In Table 3, the distribution network of the #AlleyesonRafah hashtag is shown, featuring 22 influential actor accounts communicating in multiple languages across various media platforms. The closeness centrality of these accounts reflects their proximity to other actors within the network—the closer the closeness centrality value to 1, the closer an actor's network is to different actors. When an account

shares a tweet or information, it has the potential to reach a broad audience quickly due to this network proximity.

The next indicator to find influential actors is to analyze betweenness centrality. Betweenness centrality functions to identify the position of nodes as information intermediaries between one actor and another. The betweenness centrality coefficient is in the range 0-1. Actors with high betweenness centrality occupy critical roles as bridges between various groups, enabling them to control and manipulate information flow. This is because they serve as a link between groups in different networks and have the ability to control and manipulate information. Therefore, they can be considered a key actor (Eriyanto, 2014; Tomasoa et al., 2019). Table 4 shows actors with the highest betweenness centrality.

Table 4. Highest Betweenness Centrality Actors

No.	Actor	***Betweenness Centrality***
1.	Ta4leaHayam1	0.00039
2.	QueenSilence_	0.00019
3.	Voice_OfMuslim	0.00019
4.	PeupleRevolte	0.00017
5.	TheW4yToHeaven	0.00014

Source: Gephi 0.10.1, 20204

Table 4 displays that the language in the media X actor with the centrality value of the linkage is equal to the value of 0.0, which means that each language in the code as an actor has the same opportunity to spread information about #AllEyesOnRafah in media X, the measurement of the centrality of #AllEyesOnRafah linkage is visualized using Gephi 0.10.1 software as follows (Figure 5):

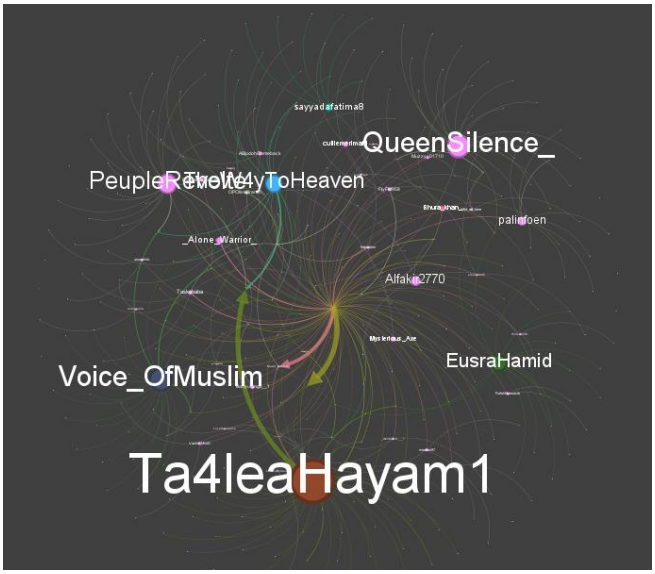

Figure 5. Visualization of Betweenness Centrality of the #AllEyesOnRafah Network
Source: *Gephi 0.10.1, 2024*

From the visualization in Figure 5, the accounts @Ta4leaHayam1, @QueenSilence, @Voice_OfMuslim, @PeupleRevolte, and @TheW4yToHeaven have high betweenness centrality values, while other actors have the same value, namely 0 (zero). In contrast, several other actors have values far from the value. 1; These five actors meet the conditions for closeness in Betweenness Centrality, so they are declared close and have relevant opportunities to spread and influence one actor over another in spreading the tag #AlleyesonRafah.

To determine influential actors, one can then look at the level of popularity of the actor, who occupies various roles, be it as an information reference, topic of conversation, or driver of network formation and information dissemination. This can be seen through the eigenvector centrality indicator, namely by knowing the essential actor in the network based on the connections that actor has with other actor (Alhajj & Rokne, 2014; Bratawisnu & Alamsyah, 2018). The eigenvector centrality assessment coefficient is in the range 0-1. A higher eigenvector centrality value indicates that an actor is well-connected to other influential individuals within the network.

Table 5. Actor Eigenvector Highest Centrality

No.	Actor	*Eigenvector Centrality*
1.	HasanainRaza3	1.0
2.	Cygnus_Apollo	0.7
3.	smart044	0.6
4.	Murat_Basturk	0.5
5.	Birulangit83	0.3

Source: *Gephi 0.10.1, 202 4*

Table 5 indicates that the node @HasanainRaza3 obtained an eigenvector centrality value, namely 1.0. This indicates that @HasanainRaza3 has an extensive relationship in spreading tags in X media about #AlleyesonRafah. This way, @HasanainRaza3 is a critical actor in forming the #AlleyesonRafah communication network. Apart from that, it can also be seen that the actors @Cygnus_Apollo, @smart044, @Murat_Basturk, and @Birulangit83 also get high eigenvector centrality, with values close to perfect. These actors also have connections with other influential actors. They can be said to have played an important role in starting the #AlleyesonRafah network, although their influence is not as significant as that of actor @HasanainRaza3. This eigenvector centrality measurement can be visualized in the form of a social network, which is measured based on eigenvector centrality via Gephi 0.10.1 software as follows:

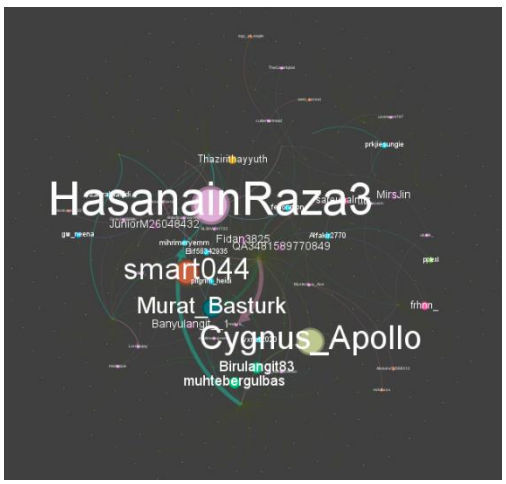

Figure 6. Eigenvector Centrality Visualization of the #AllEyesonRafah Network
Source: *Gephi 0.10.1, 2024*

A thorough analysis of degree, closeness, betweenness, and eigenvector centrality within the #AllEyesOnRafah network identifies @realmarcel1 and @Ta4leaHayam1 as the most influential actors. Their exceptional centrality scores, significantly surpassing those of other network participants, strongly suggest their essential role in initiating and promoting the hashtag. This evidence firmly establishes their status as key drivers of the “#AllEyesOnRafah” movement, demonstrating their ability to mobilize and engage a wide range of individuals and organizations. While the closeness achieved from the hashtags or tags that emerged from the incident in Rafah can be seen that many actors have perfect closeness centrality, namely 1, such as the actors @PeupleRevolte and @QueenSilence_. However, this does not mean that the actors who initially spread the hashtag #AllEyesonRafah were not involved. In this case, the results of laboratory data in the Gephi 0.10.1 application @realmarcel1 and @Ta4leaHayam1 show that they still have closeness and influence in closeness centrality. Still, they are not perfect, namely far from number 1, so closeness is considered to be carried out by these two actors in media X. The hashtag #AlleyesonRafah was considered imperfect and was perfected by other actors who spread the hashtag.

An analysis of the betweenness and eigenvector centrality metrics within the “#AllEyesOnRafah” hashtag network plainly positions @Ta4leaHayam1 as a preeminent leader in disseminating the hashtag. The strategic support provided by @HasanainRaza3, a highly influential figure within the X media landscape, significantly bolstered @Ta4leaHayam1's leadership. This is evidenced by the substantial number of retweets and replies to @realmarcel1's posts related to "#AllEyesOnRafah." The centrality indicators employed in this analysis consistently ranked @realmarcel1 and @Ta4leaHayam1 at the peak of the network, underscoring their substantial influence across diverse regions. The collective efforts of these three actors, fortified by @HasanainRaza3's extensive media connections, have been instrumental in amplifying the “#AllEyesOnRafah” hashtag. This amplification has played a crucial role in mobilizing support for the Palestinian people and condemning the tragic events in Rafah.

Two influential actors were revealed on the basis of the degree centrality, closeness centrality, betweenness centrality, and eigenvector centrality analysis. The users @realmarcel1 and @Ta4leaHayam1 began the creation of the hashtag; the indication is that these actors have a significant degree of centrality. Other actors also have perfect closeness centrality; for example, the actors @PeupleRevolte and @QueenSilence_ were among other actors who initially spread the hashtag. These actors have a closeness centrality and influence in media X. The nodes send messages to the community through media with a purpose, meaning, or purpose to change thoughts and actions. Persuasive messages are conscious efforts to manipulate motives towards a predetermined goal, influencing the audience to

follow the message's intent (Soemirat & Suryana, 2014, as cited in Noviani & Wijayanti, 2022, p. 5). In general, the messages have specific goals and objectives that expect to reach the stage of changing thoughts and actions.

CONCLUSIONS

The "#AllEyesOnRafah" discourse on X social media fostered a robust digital communication network. A SNA analysis of this network, comprising 305 nodes and 382 edges, revealed a centralized structure with a diameter of 3 and a density of 0.038870. The network's reciprocity and centralization values of 0.040820 and 0.163100, respectively, indicate a concentration of influence among certain actors. Key centrality metrics, including degree, closeness, betweenness, and eigenvector centrality, consistently identified @realmarcel1 and @Ta4leaHayam1 as the most influential actors. The results consistently highlighted @realmarcel1 and @Ta4leaHayam1 as the most prominent and influential figures, consistently outperforming other network participants regarding centrality scores. The current study suggests that the "#AllEyesOnRafah" hashtag effectively mobilized X users to support Palestine and disseminated information more broadly. It is confirmed that these results highlight the potential for social media platforms to be utilized as powerful tools for mobilization and information dissemination, particularly in contexts of political and social activism. Future research could investigate the lasting impact of such networks on social movements and the factors contributing to the emergence of influential actors within them.

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