


## Resistance Against Zionism on Scarf Store Instagram Accounts: A Semiotic Analysis

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### ABSTRACT

This study investigates how resistance to Zionist actions in Palestine is represented through visual and textual signs on Instagram accounts that sell Palestinian headscarves. The problem addressed in this study is how signs embedded in headscarf motifs and accompanying captions function as symbols of resistance and solidarity in digital spaces. The objective of this study is to identify and interpret the meanings of these signs as expressions of political resistance. The study subjects consist of posts from selected Instagram accounts that market Palestinian headscarves, chosen through purposive sampling based on their explicit association with Palestinian solidarity content. The data comprise visual elements of headscarf motifs as well as captions and hashtags used in the posts. This study employed a descriptive qualitative approach. Data were collected through documentation of Instagram posts and analyzed using a semiotic approach supported by resistance theory to interpret representational meanings. The analysis focuses on the classification of signs and their interpretative meanings within the context of resistance. The findings reveal a total of 74 signs found in the headscarf motifs that represent resistance-related issues, including the keffiyeh symbol, mosque imagery, and the Palestinian flag. These signs convey meanings of collective identity, solidarity, cultural preservation, and opposition to oppression. In conclusion, Instagram serves not only as a commercial platform but also as a medium for symbolic resistance, where headscarf motifs function as visual tools to communicate political messages and support for the Palestinian struggle. This study contributes to understanding digital activism through semiotic representation and highlights the role of fashion-related media in contemporary resistance movements.

**Keywords:** *headscarf motifs; instagram; resistance; semiotics*

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## INTRODUCTION

Language is a system of signs that has the function of conveying messages. In linguistic studies, language is not only a means of communication but also a symbolic system that represents cultural and social realities. Through language, humans can express emotions, ideas, and cultural values that are part of their lives. Each sign language has a specific meaning that is agreed upon by its users so that communication

can take place effectively. In addition to being used for communication, signs in language are also used for advertising, propaganda, and as a tool to encourage the public to understand or support a particular ideology. In today's digital age, these signs are easily found on social media such as Instagram. For example, Palestine scarves sold through the Scarf Store on Instagram can be a representation of resistance against Zionism. This shows that language as a system of signs continues to evolve and plays an important role in shaping public perception and opinion.

However, the use of signs does not always provide the same understanding for everyone. In many ways, signs also have problems; they can cause misunderstandings. It is important to understand the context first before assuming the meaning of the sign. Several factors cause misunderstandings when interpreting signs, such as cultural differences, which mean that signs can have different meanings in different cultures. Social factors, meaning people, individuals, or groups, can influence a person in interpreting meaning. A real phenomenon of sign misunderstanding in everyday life is cigarette advertisements that depict a person's journey in facing life's challenges and have different interpretations from the perspectives of children and adults. Children perceive the advertisement as a journey to a place, while adults interpret it as a memorable life adventure. Misunderstandings of signs can occur due to differences in perception and opinion. Therefore, it is important to communicate clearly and not use ambiguous signs.

In a global context, the use of symbols is often linked to current political and social issues. One of the messages currently being widely discussed is the conflict in Palestine. In semiotics, symbols related to the Palestinian issue serve as a symbol of resistance against Zionism. The conflict in Palestine has caused many losses, both physically and psychologically, triggering solidarity from various countries and communities. Various symbols are used, such as the Palestinian flag, keffiyeh motifs, and the colors red, black, green, and white, which are now widely used on social media, in advertisements, and on fashion products as a form of support for the Palestinian people's struggle. These signs have a deeper connotative meaning, namely as symbols of solidarity, fighting spirit, determination, and humanity. Through a semiotic perspective, analysis of these signs helps us understand how visual symbols are used to convey messages of resistance and solidarity. This study focuses on explaining how the issue of Palestinian resistance to Zionism is interpreted through the signs found on Instagram accounts that sell scarves.

The conflict in Palestine is a clear example of how symbols can be used to voice resistance against Zionist actions that cause physical and psychological suffering to the people. Land seizures, military attacks, and ongoing human rights violations have led to condemnation from various countries and communities around the world. Many parties show their resistance to Zionist actions through humanitarian campaigns and the dissemination of symbols of resistance, such as motifs on Palestine scarves found in scarf stores on Instagram accounts. This reflects a form of resistance that is not only physical but also symbolic, where individuals and groups use signs and visual messages as a form of rejection of injustice. In line with Asara's (2017) view, resistance arises from the

injustice experienced in daily life and develops into a collective consciousness to oppose oppressive powers. In this context, resistance to Zionist actions in Palestine has become a symbol of the global struggle to defend existence, uphold justice, and fight for humanity.

The form of resistance is often found in commercial and social media spheres. In this context, the use of symbols is found in several scarf stores on Instagram that use meaningful symbols on the scarves they sell as a form of resistance against Zionism in Palestine. Issues of resistance against Zionism are found in several Instagram accounts that sell scarves, such as @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves. Some of their scarf products contain symbols that have special meanings related to Palestine, such as keffiyeh motifs, watermelons, the words “free Palestine,” and the colors red, white, green, and black, which are synonymous with the Palestinian flag. These symbols aim to support the Palestinian people's struggle and serve as a means of voicing resistance through social media and fashion. These Instagram accounts not only launch Palestine-themed products but also donate a portion of their profits to Palestine as a concrete form of support. The symbols depicted in the products of @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves are related to the resistance issues in Palestine. The writers decided to analyze these Instagram accounts because their content contains current issues and is persuasive. The content encourages the public to provide support for Palestine.

After the explanation above, the writers write the issue that is related to this topic of the study, which refers to the sign that symbolizes the resistance issue. The writers briefly explain about the definition of resistance and the causes of resistance in Palestine. The writers also explain the definition of a sign, the type of sign, the problem of a sign, and factors that can lead to a misunderstanding. The writers talk about the interpretation of the sign that can be found on the @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves product, which has to do with the issue of resistance. The Instagram account is very creative and inspiring because it not only sells but also donates to Palestine. Moreover, the writers' objectives of the study are to analyze the signs that represent the issue of resistance against Zionism on the @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves product and to examine the meaning that is found on Instagram @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves. There are two functions for the study that the writer writes, for the writer, this study helps deepen the writer's ability to analyze semiotics, especially in resistance issues, which can be found on a product. For the readers, this study helps them to gain new knowledge about the importance of understanding the meaning of the sign so they can be aware of interpreting the meaning. By understanding the semiotics of this study, readers can be more critical of the visual media that they see on social media, especially about the resistance issue depicted on the products. English students can enhance their knowledge about semiotic analysis in a product and increase their interpreting meaning skills through visual media.

## METHOD

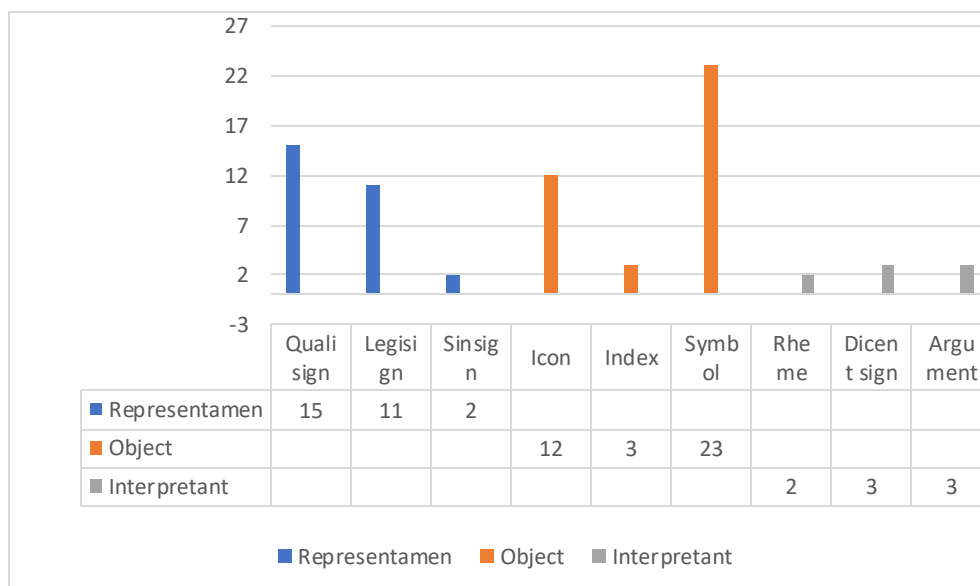
The writers used the data from Instagram @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves that was posted from October 29, 2023 until October 6, 2024 which totals 27 data which is analyzed. The form of the data is about the picture of Palestine scarf including caption and hashtags. The writers took several steps to collect the data. In the first step, the writer looked for a scarf that had a Palestinian pattern on Instagram including the linguistic sign such as caption and hashtags. After that, the writer identifies the sign depicted, and the writer screenshots of all the signs found on the scarf on Instagram. The writers used descriptive and qualitative methods to identify the sign and issue depicted in the scarf pattern found on Instagram. The results of this study are in the form of text. This data analysis was conducted in stages after the data collection and the interpretation.

## FINDINGS AND DISCUSSION

### Findings

The main objective of this study is to find out the signs that represent the issue of resistance against Zionism and to examine the meaning of the signs. The data collected by referring to the theoretical framework. The total of the sign found in the 27 scarves is 74 signs including the keffiyeh motif, mosque motif, and Palestine flag. This study uses the theory of Peirce (1985) in analyzing signs and the results are examined in the following chart.

**Chart 1. Percentage of the sign on scarf store on Instagram Accounts**



As can be seen from Chart 1, the writers found representamen, such as qualisign 15 (20.27%), sinsign 2 (2.70%), and legisign 11 (14.86%). Moreover, the writer also

found object, such as icons 12 (16.22%), index 3 (4.05%), symbol 23 (31.08%). In addition, the interpretant found such as rhyme 2 (2.70%), dicent sign 3 (4.05%), and argument 3 (4.05%). It can be stated that particular scarves show several different signs. Through this study, the writer found several signs that fall into the category of Representamen, such as qualisign, sinsign, and legisign; Objects such as icons, index, and symbol; Interpretant, such as rhyme, argument, and dicent Sign.

Moreover, this study found motifs on the Palestine scarf that have a function as a medium of resistance to colonization in Palestine, including keffiyeh motifs, Palestinian flags, clusters of flowers, watermelon motifs, and the Al-Aqsa Mosque. In addition, there are several sentences on the scarf that show the attitude of resistance, such as *All eyes on Rafah, Free Palestine, and Birruh... Biddam... Nafdika yaa Aqsa*. This shows that the Palestine scarf is used by the community as a non-aggression resistance that can be done in everyday life by using the Palestine scarf. This aligns with the theory of Scott (1986). Furthermore, the captions that are found on Instagram accounts show a connection to the issue of resistance, such as "*Kifah*" *ga cuma jadi asesoris fashion aja, tapi juga lambang solidaritas dan dukungan terhadap perjuangan P. Dengan paduan warna-hitam, putih, dan abu, di "P Series" ini menggambarkan semangat perlawanan dan harapan akan perdamaian yang tak tergoyahkan dalam perjuangan rakyat P*. The caption explains that the motif on the Palestine scarf is not just an accessory but has a deep meaning that can be used as a medium of resistance and a symbol of solidarity.

This study also found the hashtags #freepalestine #hijabpalestina #ZetaBagsGroupStandwithP #membeliberartidonasi ##scarfpalestine #gazaunderattack #standwithpalestine #standwithhumanity #fromtherivertotheseapalestinewillbefree #birruhiddamnafdikayaaqsa #palestinewillbefree #scarfpalestinesyari #squarepalestine #segiempatpalestina #jilbabpalestina #hijabpalestina #aqasascarfbyayyahijab. These hashtags aim to invite people to unite to support and fight for Palestinian independence. Indirectly, these hashtags become a medium to convey information to everyone to fight against Zionist actions in Palestine through fashion products that can be worn every day. This is in line with the purpose of the Instagram accounts identified, which is that they aim to carry out resistance movements by inviting people to buy Palestine scarves and some of the profits are donated to Palestine. In addition, this study found various sign meanings that represent the issue of resistance including the word "Free Palestine", the word "Nakba 1948", and the mosque motifs on Palestine scarf. Moreover, the captions and hashtags also show about the resistance issue. With these motifs, hashtags, and captions, the meaning conveyed represents solidarity and a form of resistance to the colonization that occurred in Palestine.

## Discussion

The writers analyze the sign contained in the Palestine scarf motif and linguistic sign in the caption on Instagram @nuraina.hijab, @ayyahijab.official, @canajmun,

@shofascarf, and @zetascarves. First, the writer classifies the types of signs contained in the Palestine scarf motif based on Peirce's theory. Second, the writers explain the meaning of the motif related to the issue of resistance. Third, the writers focus on analyzing linguistic signs such as captions and hashtags related to the issue of resistance. Moreover, the writer found a total of 27 Palestine scarves and their captions.

## CONCLUSION

This study has examined the signs and the meaning found on Instagram accounts @nuraina.hijab, @ayyahijab.official, @canajmun, @shofascarf, and @zetascarves, which represent the resistance issue against Zionism using qualitative descriptive research methods. In this study, the writers use Peirce's (1985) theory to examine the signs and the theory of Scott (1986) to describe the issue of resistance. The results showed that there are 74 signs found on the Palestine scarf that represent the Palestinian issue including keffiyeh motifs, Palestinian flags, clusters of flowers, watermelon motifs, and the Al-Aqsa Mosque. Moreover, there are several captions and hashtags that represent the issue of resistance. It can be concluded that the meaning found in the signs that have been found is as a symbol of solidarity, resistance to the colonization that occurred in Palestine, and hope for Palestinian independence. Therefore, this study is expected to contribute to individuals, especially those who study linguistics, especially in the field of semiotics and signs.

The writers realize that this study still has shortcomings regarding limitations in object discovery which has the opportunity to be developed further. In this case, other researchers are expected to conduct a more in-depth analysis of the motifs and colors on the scarf or on different objects in the scope of semiotics to identify various types of signs more thoroughly. In addition, the writers suggest that future research consider similar subjects, including other Instagram accounts, considering that today's daily life is closely related to digital technology.

The writers also propose that future researchers use the latest theories to broaden readers' understanding of different types of signs. Overall, the writers hope that this research can contribute to improve readers' understanding of the types of signs and their meanings towards the resistance issue. This study is also expected to provide useful insights for other writers so that it can be used as a reference and comparison in further research. Finally, the writers hope this study is able to provide comprehensive information for future researchers who are interested in exploring similar issues and scopes.

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