



**KITA KREATIF**  
PUSAT RISET KOMUNIKASI PEMASARAN, PARIWISATA  
DAN EKONOMI KREATIF UNIVERSITAS SYIAH KUALA

# International Journal of Kita Kreatif

PUSAT RISET KOMUNIKASI PEMASARAN, PARIWISATA DAN EKONOMI KREATIF  
UNIVERSITAS SYIAH KUALA

## For Citation:

Sentosa, D.S. & Sitepu, N.I. (2024). Descriptive Analysis of Israeli Product Boycott Action: Between Fatwas and the Urgency of Compliance. *International Journal of Kita Kreatif*, 1(1). 12-19.

## Descriptive Analysis of Israeli Product Boycott Action: Between Fatwas and the Urgency of Compliance

Dewi Suryani Sentosa<sup>1\*</sup>, Novi Indriyani Sitepu<sup>2</sup>

<sup>1,2</sup>Universitas Syiah Kuala University, Banda Aceh, Indonesia

Email: <sup>1</sup>dewi.suryani@usk.ac.id, <sup>2</sup>novi\_indriyani\_sitepu@usk.ac.id

---

### ARTICLE INFO

Received: 22-01-2024

Revised: 03-02-2024

Accepted: 28-02-2024

Available online: 29-02-2024

DOI: -

Keyword:

Israeli,

Product,

Boycott,

Fatwas,

Compliance

---

### ABSTRACT

Israel's massacre of civilians in Gaza has angered the global community. This has led to boycott movements in various countries as a form of Palestinian solidarity using market forces. This paper discusses a descriptive analysis of the boycott of Israeli products. The study of boycotting Israeli products uses several literature sources such as research articles, fatwas, and national and international news pages. The results of this paper show the impact of the boycott made various companies affiliated with Israel suffer losses. In addition, boycotts have an impact on layoffs. While the greatest abominations and destruction have occurred throughout human history. The Indonesian Ulema Council has issued a fatwa in support of this boycott, which must be obeyed by local Muslims due to the fatwa's high position and Allah's word calling for obedience to the leader. This paper can be useful for scholars of Islamic economics to add insight.

---

## 1. Introduction

Palestine, since 1948, has endured frequent military occupations that have resulted in one of the worst humanitarian crises. The prolonged nature of this military occupation has created an uninhabitable biosphere of war, in which Palestinians suffer physical, psychological, and social wounds (Farhat et al., 2023). Israel will commit another genocide in 2023, the worst massacre in history after Hamas defended its country from the prolonged suffering of Israeli oppression. The Gaza war entered its 100th day in the bloodiest and most destructive massacre between Israelis and Palestinians in the history of the decades-long conflict.

According to the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) of Gaza's Ministry of Health, the death toll stood at 23,968. This caused worldwide outrage. Reporting from Replubika, social media is now being enlivened by calls for boycotts of products related to Israel. The call to leave major brands is due to the company's direct involvement in supporting the Israel Defense Forces after the October 7 attacks, especially Starbucks, McDonald's, Burger King, Pizza Hut, and other products. The boycott is the result of Israel's genocide against Palestinians. The boycott action became a solidarity step carried out by the community.

People concerned about the massacre consider the solutions offered by the United Nations to be inadequate. Several reasons caused people to move to boycott, namely for Israel to end its occupation, and giving full rights to Palestinians. A society that engages consumers globally using market forces is considered to be one of the best ways to show participation and expression of support for Palestine. The helplessness of global institutions, such as the United Nations, the weak support of Arab countries as neighbors of Palestine and other Muslim countries, as well as the strong influence of Israel in the economic and political sectors, make the global community disappointed (Ari, 2024).

Boycotts of Israeli companies have emerged as a powerful tool for change. This has led to a real economic impact on Israel. The economic landscape in Israel is affected by boycotts of Israeli companies. The latest estimates reveal heavy financial losses for Israel, driven by a decline in global trade. Industries such as construction and food have been hit particularly hard, more than 70% of businesses surveyed in these sectors reported a revenue drop of more than 70% (Muzzamil, 2023). On the other hand, boycotts of products and companies accused of being affiliated with Israel began to have an impact on the workforce in Indonesia. Boycotts can result in the exclusion of certain businesses from the supply chain, which directly contradicts the principles of equity and inclusion and reduces diversity in the supply chain (Shalpegin et al., 2023).

The Indonesian Employers Association (APINDO) said on BBC News it had submitted data to the government on the impact of the boycott movement on products accused of being affiliated with Israel. The goal is for the government to know the effect of boycott actions on the national economy, although APINDO does not specify the data. In BBC News Indonesia, it was stated that a prolonged decline in sales would have an impact on decreasing sedentary production, which would have an impact on reducing workers. It was reported by APINDO that some daily necessities products accused of affiliation with Israel were affected by 40%. The products are in the form of baby milk, adolescent milk, elderly milk, food and beverages to cosmetics.

Boycott actions continue to grow and cause pros and cons in society. Some people think that boycotting will be very detrimental to company employees. However, some argue that the action is an accumulation of disappointment and humanitarian defense of Palestine (Sudarsono, 2008). With various pros and cons to boycott actions carried out by the community, it is necessary

---

to review further descriptive analysis of the boycott of Israeli products as a public response to the massacres committed against Palestinians. This paper will provide insights, assessments, considerations, and references to boycott actions carried out by the community plus MUI Fatwa No. 83 of 2023

Studies on consumer boycotts of certain products in various contexts have been conducted, the influence of religiously motivated consumer boycotts on brand image, product loyalty and valuation (Abosag and Farah, 2014), boycott intentions of Canadian and Korean students through cross-cultural comparative studies (Mie and Hyang, 2016); Consumer motivation to participate in boycotts (Abdul Thalib et al., 2016); and boycotts of foreign products from the perspective of Indonesian Muslim consumers (Sari et al., 2017). However, boycotts of Israel's response to the massacres have been limited.

## **2. Methods**

This paper is a descriptive study that presents an overview of Islamic views on boycotting Israeli products. The use of the Library method by conducting literature reviews on the topic sourced from research articles, national and international news pages, MUI Fatwa No. 83 of 2023.

## **3. Result and Discussion**

### **1. Boycott Action**

A boycott is "an attempt by one or more parties to achieve a specific goal by urging individual consumers to refrain from making selected choices in the marketplace. Boycott is seen as the use of market means to achieve what the market may or may not want (Asnawi et al., 2019). Boycotts deal with a wide array of issues including price, human rights, working conditions, environmental protection, animal welfare, religion, and international politics (Yuksel et al., 2020). Boycotts can affect targeted company employees, often in unintended ways. For example, in the context of workers, when violations are found at a supplier's facility or in a region and a boycott is imposed, workers for that supplier or in that region are more likely to be laid off and pushed into poorer working conditions (Shalpegin et al., 2023). Boycotts intend to affect targeted entities (Charpin, 2022).

### **2. Boycott Target**

People who condemn Israel's massacres are calling on the public to stop buying products from major companies involved in supporting Israel's attacks on Palestine. Reporting from Media Indonesia, a list of brands that are the main boycott targets and brands that require social pressure not to support Israel. The brands consist of AXA, Puma, Hewlett Packard (HP), and Siemens. Then Domino's Pizza, Starbucks, Burger King, Papa John's Pizza, Pizza Hut, Mcdonalds, Carrefour, Nestle Group, P&G, Kraft, Coca Cola, Pepsico, Johnson & Johnson, Unilever, MARS, Kellogg's, Disney, and L'Oréal and many other products. The boycott is aimed at demanding that Israel abide by international law and that the company withdraw its support from Israel. The hope is that Israel loses material support through boycotts because companies stop supporting them.

### **3. Causes of Boycott of Israeli Products**

The Gaza Strip has been home to two million Palestinians, endured widespread destruction and human suffering, and is described as "the world's largest open-air prison" and a "laboratory" for Israel to test and improve control and management techniques (Asi, et al, 2022). The concept of the Gaza Strip as a geopolitical entity is the result of Israeli settler colonial expansion and Palestinian fragmentation. The Gaza Strip serves as a spatial representation of settler colonial dreams of Palestinian non-existence (Saleh, 2020, Farhat et al., 2023).

Palestine has experienced several wars and uprisings, intifadas, against military occupation, resulting in one of the worst humanitarian crises. During four military offensives (2006, 2008–09, 2012, dan 2014), some 4,000 Palestinians were killed and more than 17,000 injured (Hezlein, et al, 2018). Between 2018 and 2020, weekly Palestinian demonstrations were held on the border with Israel, known as the "Great Marches of Return." It marks the 70th anniversary of the Nakba and is meant to reaffirm the right of Palestinians to return to their homes and lands. This has resulted in a constant stream of casualties, with more than 35,000 Palestinians injured (UNRWA, 2019). The hallmark of the Great Marches of Return was the deliberate wounding of protesters by Israeli snipers, with orders to target the limbs, abdomen, and pelvis. In May 2021, an 11-day war killed more than 200 Palestinians in Gaza, including more than 60 children (Farhat et al., 2023).

Based on Kompas, the various sufferings experienced by the Palestinian population, made Hamas fighters carry out attacks on Israel on October 7, 2023, as a form of response to the atrocities that have been felt by the Palestinian people in recent years. Palestinian society has been subjected to systematic oppression and violence over the past 76 years, on October 6, 2023, and every day since October 7, 2023. Then Israel carried out massacres from land, sea, and air targeting civilians. Based on Kompas data, in 100 days of genocide committed by Israel to Gaza, Palestine, 24,000 lives were wiped out. The genocide in 100 days became the bloodiest and most destructive episode between Israelis and Palestinians in decades of history.

Table 2. The number of Casualties and Damage in 100 days of Israeli Genocide

No	Casualties and Damage	Amount
1	Martyr	23.708
2	Destroyed buildings	45-56%
3	Civilians threatened with starvation	576.600
4	Out-of-School Students	625.000
5	Residents injured	60.005
6	Refugee	1,8 Million
7	Dropped ammunition	29.000 bom

Source: Kompas, 2024

Based on intense observations made on the Instagram platform from various international accounts, the atrocities committed by Israel in Gaza have caused the highest casualties in history. These atrocities have been witnessed by the world community every day since October 7, 2023, through various media. This angered the world community, causing humanitarian demonstrations and calls for boycotts of Israeli products in various countries. The boycott was carried out to call on Israel to ceasefire as a form of humanitarian solidarity. People in various countries are concerned about the suffering caused by the massacre in Gaza. They consider that the solutions

---

offered by the UN, are inadequate. This has led people to call for the use of market forces to stop Israel's atrocities and oppression.

#### 4. Impact of Boycott

Based on data collected from several sources, here are examples of some products that are targets of boycotts.

Table 2. The Losses Due to Boycott of Israeli Products

Product	Sector	Decreased Value
Starbucks	Stock Market Capitalization	USD 11 Billion
McDonald's	Sales	USD 1 Million
KFC	Sales	USD 9 Million
Unilever Indonesia	Revenue	USD 256 Million

Source: Author's Compilation, 2024.

One of the Israeli products targeted by the boycott of the world community is Starbucks. Starbucks' value has decreased by billions of dollars. Its share price has also seen a sharp decline since mid-November, down about 9 percent, which means a drop in market capitalization of around USD11 Billion (Emily, 2023).

Reuters said that a McDonald's franchise also suffered a loss of more than \$1 million. For KFC products under the Management of PT Fast Food Tbk (FAST) stated that the boycott appeal affected the sales of restaurant chains. KFC became one of the brands on the boycott list after providing support to the Israeli army. With the decline in sales of KFC products, FAST management revised its growth projection for 2024 from the previous 15 percent to 10 percent. During the third quarter of 2023, FAST recorded a net loss of IDR 152.41 billion.

Boycott action for Unilever also had an impact. Reporting from Replubika, Unilever's performance also decreased in the third quarter of 2023. In that period, Unilever Indonesia posted a 9.16 percent decline in profit to Rp 4.18 trillion triggered by a 3.28 percent decline in sales to Rp 30.50 trillion.

In addition to the impact on sales, the boycott also affected workers, due to a sharp decline in sales, three directors of Unilever companies resigned. The Minister of Manpower said that efforts to anticipate a wave of mass layoffs (layoffs) of employees were related to the boycott of pro-Israel products. The risk of layoffs in companies affiliated with Israel becomes vulnerable, especially for products that are widely consumed by people daily. PT Nestle Indonesia on October 31, 2023, based on the Business Portal, officially laid off 126 employees to adjust the business to be more efficient, and has the opportunity to continue to grow in the future.

#### 5. The Power of Money in Creating War and Peace

The Association of Islamic Economists in its social media entitled 'The Economics of War explained that the role of money cannot be separated to create war and peace. The power of the state finances had a significant influence on the war. The influence of this money can be seen from its peak in the era of 1500-1599 when many wars occurred in Europe in the 16th century. The invention of gunpowder was what revolutionized the role of money in warfare activities. Gunpowder eventually triggered the birth of cannon warfare and caused stronger fortifications to

---

be built to withstand enemy cannon fire and it cost more to train soldiers to be good at operating weapons.

Attacking and defending each other certainly requires sophisticated technology and strong fiscal capacity. Fiscal strength in investing in military needs is also a benchmark for state power. The success of warfare in the era of 1500-1780 was much influenced by the large amount of funding for military weapons. When countries are increasingly peaceful and interdependent on each other, the occurrence of conflicts will be vulnerable to triggering several global economic shocks, such as slowing economic growth. If a country is in conflict, it must allocate a lot of funds to attack and defend (IAEI, 2023). Based on observations made by the author, the world community invites boycotts so that Israel has a lack of funds which is expected to hinder attacks on humanity in Gaza.

#### 6. Fatwa MUI No 83 2023

The Indonesian Ulema Council issued the latest fatwa, namely Fatwa No. 83 of 2023 concerning the Law of Support for the Palestinian Struggle, deciding to support the Palestinian independence struggle for Israeli aggression, the law is mandatory by distributing zakat, infaq, and alms for the benefit of the Palestinian people's struggle, and it is unlawful to support Israeli aggression against Palestine or parties that support Israel either directly or indirectly. Muslims are urged to avoid the transaction and use of products affiliated with Israel as much as possible as well as those that support occupation and Zionism (MUI, 2023).

#### 7. The position of the Fatwa in Islam

The problem of the ummah requires an explanation from the side of sharia, and fatwas are a way out. This makes fatwas have an important position in Islamic law. Fatwas are not binding, but their decisions are one of the bases for judges in making decisions. Fatwas have a high position because a mufti or scholar who establishes fatwas has high knowledge related to Usul Fiqh, Tafsir, and Hadith, has proficiency in Arabic, and is free from interests. Fatwas issued must be obeyed by the community (Adiyes Putra et al., 2022).

According to Sulaiman Abdullah, fatwas are issued based on deep thought and ijihad based on a well-known history and do not deny that anyone falls into the category of ijma' sukuti. Thus, fatwas are the rules of Islamic law established on thought and ijihad using ijma', that is, equality and unity of opinion of experts on issues in a place and time. Based on this, fatwas in the Islamic legal hierarchy are in the third structure after the Qur'an and Hadith when establishing laws or taking laws. This position is certainly very high and noble. Therefore, fatwas issued by muftis, both individuals and collectives/institutions, have a high position (Adiyes Putra et al., 2022). In addition, verse 59 of Surah An-Nisa says,

*“O believers! Obey Allah and obey the Messenger and those in authority among you. Should you disagree on anything, then refer it to Allah and His Messenger, if you ‘truly’ believe in Allah and the Last Day. This is the best and fairest resolution”.*

This verse calls for obedience to ulil amri (leader). The state has formed the Indonesian Ulema Council to issue fatwas. Therefore, the public needs to comply with the fatwa issued by the MUI.

---

#### 4. Conclusion

Israel's massacre of civilians in Gaza has angered the world community. This led to a boycott movement against various Israeli products. The impact of the boycott made various companies affiliated with Israel suffer losses. In addition, boycotts have an impact on layoffs. However, even greater damage has been suffered to humanity throughout human history where Israel's massacre in 100 days of assault has claimed 24,000 lives including infants and children. Boycott efforts were made to stop Israeli attacks by emphasizing sources of war funds that might be supported by affiliated companies. The Indonesian Ulema Council has issued a fatwa to support this boycott, where this fatwa must be obeyed by the ummah because of the high position of fatwas and the word of Allah calling for obeying leaders. This paper can be useful for Islamic economic scholars to add insight.

#### 5. References

- A guide to the Gaza Strip: A beginner's guide to an enclave under blockade. Al Jazeera. Published 2021. <https://www.aljazeera.com/news/2021/3/14/a-guide-to-the-gaza-strip>.
- Abdul-Talib, A., Abd-Latif, S and Abd-Razak, I. (2016), "A Study on the Boycott Motivations of Malaysian non-Muslims", *Journal of Islamic Marketing*, Vol. 7 Issue: 3, pp.264- 287.
- Abosag, I and Farah, M. F. (2014). "The Influence of Religiously Motivated Consumer Boycotts on Brand Image, Loyalty and Product Judgment", *European Journal of Marketing*, Vol. 48 Issue: 11/12, pp.2262-2283
- Ari Putra Utama. 2024. Menimbang Gerakan Boikot Produk Israel. <https://news.detik.com/kolom/d-7142778/menimbang-gerakan-boikot-produk-israel>.
- Asi Y, Hammoudeh W, Mills D, Tanous O, Wispelwey B. EDITORIAL Reassembling the Pieces: Settler Colonialism and the Reconceptation of Palestinian Health. *Health Hum Rights*. 2022; 24(2): 229–235
- Adiyes Putra, P., Suparmin, S., & Anggraini, T. (2022). Fatwa (al-ifta'); Signifikansi Dan Kedudukannya Dalam Hukum Islam. *Al-Mutharahah: Jurnal Penelitian Dan Kajian Sosial Keagamaan*, 19(1), 27–38. <https://doi.org/10.46781/al-mutharahah.v19i1.394>
- Asnawi, N., Dwisetyaningsih, N., & Djakfar, M. (2019). Predicting Muslim consumer intention to boycott a product - A test of the theory of planned behavior. *International Journal of Innovation, Creativity and Change*, 5(2), 1534–1550.

- 
- Emily Stewart. 2023. Starbucks has lost \$11 billion market value, and not because of boycotts. <https://www.vox.com/money/2023/12/13/23999981/starbucks-boycott-israel-palestine-market-value-loss-holidays-labor>
- Farhat, T., Ibrahim, S., Abdul-Sater, Z., & Abu-Sittah, G. (2023). Responding to the Humanitarian Crisis in Gaza: Damned if You Do... Damned if You don't! *Annals of Global Health*, 89(1), 1–6. <https://doi.org/10.5334/aogh.3975>
- Mie, K. J. and Hyang, R. J. (2016), "A Study of Ethnic Perception Gap on Consumer Boycott of Korean and Canadian University Students", *Asia Pacific Journal of Innovation and Entrepreneurship*, Vol. 10 Iss 1 pp. 55 – 66.
- MUI. (2023). Fatwa Majelis Ulama Indonesia No.83 Tahun 2023 Tentang Hukum Dukungan Terhadap Perjuangan Palestina. <https://mui.or.id/>, 1–9. <https://mui.or.id/baca/berita/keluarkan-fatwa-terbaru-mui-imbau-umat-islam-berhenti-konsumsi-produk-perusahaan-pendukung-israel>
- Saleh S. Contextualizing the Palestinian Refugee Camps in the Gaza Strip. *Contemporary Arab Affairs*; 2020. DOI: <https://doi.org/10.1525/caa.2020.13.4.3>
- Shalpegin, T., Kumar, A., & Browning, T. R. (2023). Undiversity, inequity, and exclusion in supply chains: The unintended fallout of economic sanctions and consumer boycotts. *Production and Operations Management*, September 2022, 1–7. <https://doi.org/10.1111/poms.14001>
- Sudarsono, H. (2008). Telaah Dampak Boikot Produk Amerika terhadap Perekonomian Nasional. *Unisia*, 31(70), 417–430. <https://doi.org/10.20885/unisia.vol31.iss70.art8>
- [https://www.kompas.com/stori/read/2023/10/13/140000879/kronologi-serangan-hamas-ke-israel-pada-oktober-2023#google\\_vignette](https://www.kompas.com/stori/read/2023/10/13/140000879/kronologi-serangan-hamas-ke-israel-pada-oktober-2023#google_vignette)
- <https://www.bbc.com/indonesia/articles/cqep6rvnlgeo>
- <https://mediaindonesia.com/internasional/630585/ini-produk-dalam-daftar-target-boikot-terhadap-israel>
- <https://www.kompas.id/baca/internasional/2024/01/15/100-hari-perang-24000-jiwa-musnah-di-gaza>