



Decision Making for Boycott Action of Pro-Israel Food and Beverage Products by Bengkulu University Students

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Abstract

The research aims to analyze the decision-making of the boycott of pro-Israel food and beverage products carried out by students of the Faculty of Social and Political Sciences, Bengkulu University. The research was conducted using a qualitative approach, and the data collection process was carried out through interviews and observations. The results of the study were analyzed using the theory of social action proposed by Max Weber. Based on the results of interviews submitted by informants, it is obtained that the boycott of pro-Israel products by students of the Faculty of Social and Political Sciences, Bengkulu University is a form of contribution from students to help have a negative impact on the company's performance so that it withdraws its support for Israel. The boycott action carried out by students is due to the emergence of a sense of humanity and feelings of concern, anger, and sadness felt towards the atrocities committed by Israel against Palestine. In addition, boycott actions are also carried out through the dissemination of information with social media as a tool which aims to disseminate information on boycott products and seek the truth of information received from social media such as Tiktok, Instagram, and Twitter. This research is expected to provide deeper insight into the factors that influence student decisionmaking in boycotting pro-Israel products, and can be a reference for academics, educational institutions, and social activists in understanding social care, humanitarian values, and the use of social media in shaping student attitudes towards global issues.

Introduction

The continued conflict between Hamas and Israel in the Gaza Strip turned into a catastrophe of humanitarian tragedies that claimed many lives. The conflict triggered a social movement to boycott pro-Israel products. This global movement involves many countries and various groups of people. Calls for a boycott from domestic buyers against pro-Israeli products are spreading. The movement seeks to pressure the Israeli government to stop what it considers to be human rights abuses against Palestinians. Boycott campaigns are carried out not only by political activists but also by consumers in various countries who are concerned with humanitarian issues. The boycott of pro-Israeli products is carried out to put pressure on the economy of companies that support Israel and force the government to change its policies and actions towards the Palestinians. The boycott movement is based on the principle of non-violence, which is believed to have a significant impact even in the absence of armed conflict. The boycott is also seen as a form of global solidarity against the suffering of the Palestinian people, with the hope that Palestinians can be free from the occupation and injustice committed by Israel.

The decline in sales revenue from companies that support Israel can be seen from data released by Republika.id Economics said that one of the companies, namely PT Fast Food Indonesia

Tbk (FAST), which oversees the fast food restaurant KFC Indonesia, found a loss of Rp 348.83 billion in the 1st semester of 2024. Meanwhile, PT Unilever Indonesia Tbk (UNVR) experienced a decline in the first semester of 2024 due to weakening consumer demand. Unilever posted sales of Rp 19.04 trillion, which decreased by 6.15 percent year on year (yoy). Domestic sales were recorded at Rp 18.50 trillion, a decrease compared to the same period the previous year which reached Rp 19.62 trillion. Meanwhile, sales from the export sector were recorded at Rp 537.34 billion (Risalah et al., 2023).

Fatwa of the Indonesian Ulema Council (MUI) Number 83 of 2023 concerning the Law of Support for the Palestinian Struggle has urged the Muslim community to avoid the purchase and use of Israeli products. The movement voiced is not only aimed at goods or services, but also the cultural realm to pressure Israel from the economic, social, cultural, and political aspects. Based on the results of research from Munandar et al. (2023), the majority of Indonesian people fully support the pro-Israel product boycott movement. The emergence of MUI Fatwa No.83/2023 affects the widely developed views in Indonesian society, this can be seen from the increasing positive views about boycotts carried out by the community (Munandar et al., 2023).

The boycott movement of Pro Israel products, especially on food and beverage products, is a hot topic on social media. The boycott carried out on social media has now become a phenomenon that shows a sense of solidarity and support given by the community to the victims in Palestine. The active participation of the public in disseminating information in the form of expressing opinions, using hashtags, memes, or creating viral content is a very effective means to invite people to join the boycott movement of pro-Israel products, especially in food and beverage products. With a lot of product boycott content, it has influenced other social media users to stop buying pro-Israeli food and beverage products (Nabila & Soedirman, 2024).

In this study, the boycott action carried out by students is based on the factors that cause decision-making. Decision-making is the process of choosing various action options to achieve a specific goal or goal. Decision-making is carried out through a systematic approach to problems by collecting data into information and then considering various relevant factors in the decision-making process (Amalia & Firmadhani, 2022). There are two types of decisions, namely (1) On the impulse to achieve goals, for example, if you want to have a bachelor's degree, someone must achieve it by studying (2) On the impulse of environmental demands, which starts with the emergence of problems, then sets goals and ends with decision-making. Quality decisions, namely decisions that can contribute to increasing organizational and individual value. The boycott action is a form of protest in the form of an attitude or action not to use a product that supports the crimes committed by Israel against Palestinians. The State of Indonesia through MUI Fatwa Number 83 of 2023 voiced a boycott of products that have cooperation with Israel as a form of support for Palestinians (Khotimatul Husna et al., 2023).

Israel's actions against the Palestinians have angered the whole world. The emergence of the act of solidarity with Palestine is increasingly echoing all over the world.

The boycott of Pro Israel food and beverage products is a form of resentment from the world community against Israel's actions towards Palestine. According to DetikBali published on November 13, 2023, many pro-Israeli food and beverage products are sold in Indonesia, some of which are McDonald's, Burger King, KFC, Pizza Hut, and Starbucks. The company has received criticism from the public because it is known to have donated free food and war equipment to Israeli soldiers. It is also undeniable that the boycott of pro-Israel food and beverage products can trigger a debate involving various actors in society. This boycott is said to be a form of moral support and solidarity with Palestine, but on the other hand, there are

some opinions that this action can have an impact on the economy of the Indonesian people who have jobs in affiliated companies supporting Israel (Wibowo et al., 2024).

In a study entitled "Analysis of the Influence of Social Media on the Boycott Movement of Israeli Products in Indonesia," it was found that consumer behavior in choosing products, especially in the food sector, is not only determined by economic factors and product quality, but also by cultural, religious, and their views on global issues. This study found that this boycott shows the vital role of social media as a means to express opinions and form a common view in society. The impact not only affects the sales of companies that are subject to boycotts but also brings broader social and political influence (Septiazi & Yuliana, 2023).

In another study entitled "Analysis of the impact of the pro-Israel boycott on the economy in Indonesia", it was found that the impact of the pro-Israel boycott on the Indonesian economy showed potential negative effects, especially related to job losses, decreased income, reduced consumer purchasing power. However, a boycott can also open up opportunities to support local products and develop substitute products that suit people's preferences (Naufal & Ardhani, 2023).

In the study entitled "Selective compliance of Generation Z with the news of the MUI Fatwa on the boycott of pro-Israel products through Detik.com" The results of the study showed that the news about the MUI Fatwa on the boycott of pro-Israel products in Detik.com affected the compliance of Generation Z as a user, with a probability value of 0.000, which is smaller than the significance level of 0.05. Therefore, H0 was rejected, which means that the news of the MUI Fatwa on boycotting pro-Israeli products on Detik.com affects the compliance of Generation Z (Muslimah et al., 2024).

In contrast to previous research, the study aims to examine the decision-making of the boycott of pro-Israel food and beverage products among students of the University of Bengkulu. Students as a group of young intellectuals are often sensitive to global issues, including the Palestinian-Israeli conflict, and boycotts are a significant form of solidarity. In this context, this research is important to understand the extent to which students of the University of Bengkulu are aware of and respond to this issue through boycotts. In addition, social media, which is dominant in shaping public opinion, is also worth researching, social media is often a tool to disseminate information and mobilize support for the boycott movement. On the other hand, the decision to boycott is often based on moral and ethical values, so it is important to understand how students view these actions from the perspective of morality and social responsibility.

Methods

This study uses a qualitative descriptive approach to understand the reasons behind the decision to boycott actions taken by students and how students explain their actions (Syafii, 2022) . The data collection technique uses the observation process . until interview in a way look at face and depth with informant who follows development information about conflict Palestine - Israel is capable give information reason Why choose do action boycott .

This research is located at the Faculty Knowledge Social and Science Political University of Bengkulu. Informant in This study involved 4 people. Informants determined based on technique Purposive sampling, the informants numbered 4 people. is student Faculty Knowledge Social and Science Political University of Bengkulu which once spread information about conflict Palestine-Israel and products boycott supporting Israel on personal social media. Method data analysis is technique For evaluate the results of the data obtained in research, so that the data more easy read and interpreted (Syahroni, 2023). Next is the research process done with Method: Data reduction, data presentation and drawing conclusions.

Results and Discussion

The results of research in the field that are by the research question regarding the factors that cause the decision to boycott in students of the Faculty of Social and Political Sciences, University of Bengkulu found by the researcher will be described and discussed in this chapter. The findings will be analyzed using the social action theory of Max Weber.

Boycott of Pro-Israel Food and Beverage Products on FISIP University of Bengkulu Students

Based on the findings of researchers in the field, interesting things were found about the knowledge and goals of students of the Faculty of Social and Political Sciences, University of Bengkulu regarding the boycott of pro-Israel products. From several interview results, it can be concluded that students are boycotting because the act of boycotting pro-Israel products is one of the ways students can contribute and voice injustice and disapproval of what Israel does to Palestinians. As revealed by YP as an informant in this research;

"... I understand this boycott as a form of protest and also a refusal to use products that come from companies that support Israel. My purpose in boycotting is also because I feel that this action is one of my ways to voice my disapproval of the actions taken by Israel against the Palestinians. In addition to carrying out the boycott, I also spread information through my personal social media accounts..." (Based on an interview with YP on September 1, 2024) informants in this study;

In addition, there is another reason why students boycott Israeli products, namely because they want to contribute to reducing the income of companies that support Israel so that they can no longer provide financial assistance, food, and war tools to the Israeli side. As conveyed by RD and HN informants;

"... Because it turns out that after I read from some information in the media such as Instagram and articles that some of the products of the company support the genocide that occurred in Palestine, the company supports in the form of food, financial assistance, and even war equipment. So, because of that, my heart was moved to carry out a boycott of Israeli products..." (Based on an interview with RD on September 4, 2024)

"What I understand is that this boycott movement is one way to stop the Israeli side from importing because the source of Israeli income comes from American companies whose products are currently boycotted. So, by carrying out a boycott in the hope that it can disrupt the economic income of the company and not send aid to Israel anymore, I also look for information related to the conflict through social media Instagram such as @gerakanbds which voices the pro-Israel boycott movement..." (Based on an interview with HN on September 10, 2024)

Based on the above statement, it can be concluded that the decision to boycott in this case is based on the knowledge and purpose of students of the Faculty of Social and Political Sciences, University of Bengkulu to be able to voice their disapproval of the actions taken by Israel to Palestine. In this interview, the results were obtained that there were considerations that had been made by students by looking for information from accurate and balanced sources so that students understood what the purpose of the boycott was.

After receiving information about the very complex and difficult conditions of Palestine due to the escalating violence, as well as the very critical humanitarian situation such as difficulties in accessing food, water, and health services, the intention and goal of the students to be able to contribute to the adverse impact of companies that support Israel emerged. This is to Max

Weber's instrumental rational action which explains that instrumental rational action is based on the suitability of the goal and the availability of tools used to achieve it, in this finding social media is used as a tool to achieve this goal by seeking and disseminating information on the boycott of pro-Israel products.

Social concern has arisen to carry out a boycott of Israel.

Based on the results of the research, one of the factors causing the boycott of Israeli products carried out by students of the Faculty of Social and Political Sciences, University of Bengkulu arises because of the social concern that grows among students.

Based on the results of the research, one of the factors causing the boycott of Israeli products carried out by students of the Faculty of Social and Political Sciences, University of Bengkulu arises because of the social concern that grows among students. From some of the interviews, it can be concluded that the torture carried out by Israel on Palestinians has violated human rights. Israel's deprivation of land rights, the right to liberty, and the right to live in peace have violated the principles of humanity. Therefore, the violation of humanitarian principles committed by Israel, is what raises the concern of students to carry out boycott actions. As said by HN and KA informants;

"... One of the reasons I carried out this boycott is because it concerns humanity. Because this is already about the killings and this conflict is happening outside our country, I thought about what small steps I could take to help and I decided to boycott pro-Israel products..." (Based on an interview with HN on September 10, 2024)

"... I am concerned about the number of victims, especially children and women who have lost their lives tragically, and I understand that regardless of religion, this problem has seriously violated the existing provisions. For me, this incident has seriously tarnished the social values of humanity because of the genocide that was committed. This action is also my effort to uphold human values as stated in the 1945 Constitution..." (Based on an interview with KA on September 11, 2024)

Based on the above statement, it can be concluded that the decision to boycott pro-Israel products by students is based on the growth of students' social concerns. Concern arises because there is a sense of responsibility for the difficulties felt by Palestinians, which encourages students to carry out boycott actions to at least help reduce the suffering of Palestinians. This is by Max Weber's value rationality action which explains that an action is carried out based on the beliefs, principles, or ideology that a person believes in. In the interviews conducted, students realized that all human beings on this earth have the right to have a safe and comfortable life and be treated fairly.

Emerging Emotional Responses to the Palestinian-Israeli Conflict

Emotional response is one of the findings of the researcher in this study. The decision to boycott students of the Faculty of Social and Political Sciences, University of Bengkulu was also caused by the emergence of an emotional response involving feelings of anger, sadness, and concern for the victims in Palestine. As a result of the combination of anger, sadness, and concern, the students decided to boycott. The boycott was used as a means to express anger against companies that support Israeli crimes as a form of personal protest. As revealed by the KA and RD informants;

"... At first, I was sad to see many victims falling. Afterward, I felt anger in me when I saw that the Israeli army was happy and proud to kill and torture victims in Palestine. I carried out this boycott because there is anger towards Israel and I vented it by

boycotting all products that support Israel..." (Based on an interview with KA on September 11, 2024)

"... I often see news, and videos and read articles about the suffering of Palestinians, such as sudden bomb attacks, and evictions from their land that make them feel unsafe even though they are in their own country. My angry feelings arose after seeing all these conditions, the injustice without a clear solution made me sad so I was motivated to boycott..." (Based on an interview with RD on September 4, 2024) *"... At first, I was sad to see many victims falling. Afterward, I felt anger in me when I saw that the Israeli army was happy and proud to kill and torture victims in Palestine. I carried out this boycott because there is anger towards Israel and I vented it by boycotting all products that support Israel..."* (Based on an interview with KA on September 11, 2024).

Based on the statements submitted by KA and RD informants, it was concluded that the decision to boycott pro-Israel products by students was also driven by the emotional feelings involved. This corresponds to the affective action described by Max Weber that affective action is determined by emotional conditions and orientations. In this study, students felt anger toward the perpetrators of violence and sadness toward the victims, so they used the boycott as a way to express these feelings. Boycotting pro-Israel food and beverage products is a form of emotional venting and protest, as well as showing its contribution to the fight for justice and the rights of Palestinians.

The Influence and Habits of the Surrounding Environment in Decision-Making for Boycott Actions.

The influence of the surrounding environment and the habits of the people around can determine the decision to boycott pro-Israel products. The habit of the surrounding environment in voicing the boycott on social media and the habit of reminding each other to avoid pro-Israel products can influence students to participate in the boycott. As explained by the informant's RD HN and YP.

"... The influence of the people around me is certainly there, at first, I didn't know why they boycotted and I just joined in because my friends did not consume the boycotted products. But I am most happy when I am traveling with my friend and then I unconsciously want to buy a product that turns out to be in favor of Israel, my friend always reminds me and provides information about the product. In my organization, I also often get information about the development of the Palestinian-Israeli conflict and the latest information on what products are indicated to support Israel..." (Based on an interview with RD on September 4, 2024)

"... I think the influence of the surrounding environment is very important for me to decide to boycott. Because, at first, I was not aware of the conflict that was happening. However, because people in my neighborhood provided information and always consumed food and drinks other than those that were boycotted, I followed and sought more information so I decided to consistently boycott Israeli products..." (Based on an interview with HN on September 10, 2024)

"... My actions are indeed influenced by the environment. Because the environment around me is one of the ones that are very aggressive in voicing boycotts on social media with the conflict that is happening now. My friends also often remind me not to use products that are pro-Israel, so at first I just went along..." (Based on an interview with YP on September 1, 2024)

From the three statements above, it can be concluded that the influence of the environment and the habits carried out by the people around the informant greatly affected the decision to boycott because initially, the informants carried out the boycott action based on the habit of following the people around them.

To support the results of the interviews that have been conducted, this research is also supported by the results of field observations to add information and as supporting data regarding the decision to take boycott action in students of the Faculty of Social and Political Sciences, University of Bengkulu. Based on the results of the observations made by the researcher from the aspect of student social media use, it can be ascertained that students seek and disseminate knowledge, information, or known data about the boycott of their social media.

During the review by looking at the activities of students of the Faculty of Social and Political Sciences, the University of Bengkulu disseminated information by reposting the information they got from a social media account and disseminating it through personal social media accounts. This is done because the dissemination of information on social media is expected to be seen and read by the public, especially the surrounding environment who have not yet carried out a boycott to immediately take action in the boycott of pro-Israel products. Thus, based on the aspect of knowledge and insight, it can be concluded that students of the Faculty of Social and Political Sciences, University of Bengkulu have understood that the use of social media is one of the aspects of decision-making in the boycott action.

Based on the findings of the above research, interesting facts about Max Weber's social actions were found in the decision-making patterns of students of the Faculty of Social and Political Sciences, University of Bengkulu. The Social Action Theory proposed by Max Weber outlines that social action is an individual's behavior that has a special meaning for himself and is directed at others (Sunarto, 2021). Max Weber's theory of social action focuses on the motives and objectives of the perpetrator. In this theory, both individuals and groups have certain reasons and motives for carrying out their actions (Prahesti, 2021). Based on the results of the researcher's interviews with informants, students of the Faculty of Social and Political Sciences, University of Bengkulu on the pattern of decision-making based on Max Weber's theory of social action, there are interesting findings, including the following will be described by the researcher;

Students of the Faculty of Social and Political Sciences, University of Bengkulu determined that the decision to boycott was aimed at participating in the global solidarity movement and showing support for humanity, especially related to the Palestinian-Israeli conflict. This is in accordance with Amalia and Firmadhani's opinion regarding decision-making, according to her, decision-making is the process of choosing various action options to achieve certain goals or objectives by collecting data into information, then considering various relevant factors in the decision-making process (Amalia & Firmadhani, 2022).

Students of the Faculty of Social and Political Sciences, University of Bengkulu carried out a boycott by not consuming food and beverages from affiliated companies that are pro-Israel. This is to the opinion that a boycott is a form of protest in the form of an attitude or action not to use and buy a product related to a certain organization (Sipa, 2023).

The purpose of the action of the students of the Faculty of Social and Political Sciences, University of Bengkulu is to help have an impact on the poor performance of companies that support Israel so that the company cannot provide financial assistance, war tools, and even food to Israeli soldiers who committed genocide in Palestine. Students of the Faculty of Social and Political Sciences, University of Bengkulu carried out a boycott based on knowledge received through information spread on social media. Students use social media Instagram and several

other scientific article findings as a source of information to find the truth related to the Palestinian-Israeli conflict. The information received is used for the action taken. In the Palestinian-Israeli conflict, students carried out boycotts to at least help damage the economy of those who support Israel. This is to the theory of instrumental rational social action according to Max Weber, which includes considerations that are made in the best way to achieve the goal by also assessing the value of the goal (Prahesti, 2021). In this case, social media is used as a tool to achieve this goal by seeking and disseminating information on pro-Israel product boycotts.

Students of the Faculty of Social and Political Sciences, University of Bengkulu carried out a boycott because of the emergence of a sense of social concern. The many human rights violations committed by Israel against Palestine awakened the concern of students to participate in voicing the boycott. Students consciously carry out their rights and obligations as fellow human beings. The actions that occurred in the Palestinian-Israeli conflict are very unforgivable because they have violated human rights, such as the killing of civilians, the destruction of buildings, and the suppression of freedoms. This act not only creates physical and emotional suffering for the victims but also includes a violation of humanitarian principles, namely taking away the right to life, security, and freedom.

This is to the theory of social action of value rationality according to Max Weber, in this case, students carry out boycott actions based on rationality or logic surrounded by existing social values (Rachma, 2022). Max Weber's value rationality act also explains that an action is carried out based on the beliefs, principles, or ideology that a person believes in. The loss of humanity that deprives Palestinians of freedom and security has violated the principles and ideologies of students who adhere to humanity and social justice. Rational social action is not only to obtain truth in society. Whether or not the student's goals are achieved or not is not the main issue, because the most important thing is the suitability of the actions taken by students with the basic values that apply in the community.

The emergence of an emotional response that arose when knowing the facts that occurred in the Palestinian-Israeli conflict made students decide to carry out a boycott. Students carried out the boycott because of the emergence of anger and sadness over the treatment carried out by the Israeli army to the Palestinian victims. The number of murders and violence, especially experienced by children and women, makes students feel deep anger. This is by the theory of Affective social action according to Max Weber, affective action is an action that is determined by emotional conditions and orientations that arise due to sadness, anger, ambition, and envy (Prahesti, 2021). Students of the Faculty of Social and Political Sciences, University of Bengkulu carried out the boycott also based on the influence of the surrounding environment. The influence of the surrounding environment is very important in determining decision-making. Habits carried out by people in the scope of family, friends, and organizations make students unconsciously follow the habit of not using the pro-Israel products that are carried out.

Conclusion

Based on the research results, the conclusion of this study is that students of the Faculty of Social and Political Sciences, University of Bengkulu in making decisions to boycott products that support Israel are influenced by several factors that are in line with Max Weber's theory of social action. First, students' instrumental rational actions are driven by the goal of weakening the economy of companies that support Israel's genocide against Palestine so that they withdraw their support for Israel. with use social media as tool distribution and sources information. Second, their decisions are also influenced by the social action of value rationality, where students feel it is important to voice their opinions. right freedom and security inhabitant

Third, students' decisions to boycott products are influenced by affective actions, namely feelings of anger, sadness, and concern for the victims. soul from the Palestine -Israel conflict so that encourage students to do action boycott. In addition, students' social environment, including family, friends, and organizations, plays an important role in decision-making. Finally, social media acts as a primary source of information for students in seeking the truth about the Palestine-Israel conflict. Students use social media not only to obtain information, but also to disseminate verified news.

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