

## **Analysis Of Conflict In Society Regarding The Pros And Cons Of Boycotting Israel Products**

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### **Abstract**

*Boycotting Israeli products has become a controversial issue in various countries, because it is related to the Israeli-Palestinian conflict. In Indonesia itself, the movement to boycott Israeli products is a step to support Palestinians indirectly, but not all people agree and there are pros and cons to boycotting Israeli products. This research aims to analyze the public response regarding the movement to boycott Israeli-affiliated products and its impact on society in 2019-2024. The research method used is the library research method. This research uses an empathetic approach in examining the phenomenon of social movements boycotting products affiliated with Israel by society. The results of this research indicate that boycotting Israeli products is a strategy that has positive and negative impacts that must be considered in depth. Therefore, the decision to support or oppose a boycott must be based on a comprehensive analysis. This article explores various arguments for and against boycotting Israeli products, by analyzing the economic, social and political impacts and considering legal and human rights perspectives. Through this approach, it is hoped that it can provide a deeper understanding to the public about the importance of boycotts as our humanitarian steps*

**Keywords:** *Boycott, Product, Israel*

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## **INTRODUCTION**

*All eyes on Rafah* which means all attention to Rafah, this is the most common call at the moment as a form of support for the Palestinians who continue to be bombarded by Israeli Zionists and so that we do not ignore what is happening there. How could it not be, children are killed and even burned, women ranging from children to the elderly are also not free from Israeli torture. Where are the people who claim to be people who have a conscience while the Palestinian people are trying to defend their land and rights? The lives of innocent people are lost day after day, even when they are in hospitals which should be a safe haven, without exception also places of worship such as mosques and churches which are also destroyed, but the world remains silent watching this nightmare. The Palestinian people were expelled from one area to another and now end up in Rafah as their last place of refuge. Rafah is the southernmost region in Gaza bordering the Sinai peninsula in Egypt with the area is approximately 60 square kilometers and the population reached 191,000 in 2021, and is currently estimated to consist of 1.5 million Palestinians. Then, Palestinian supporters began chanting All Eyes on Rafah after Israeli Prime Minister Benjamin Netanyahu said his troops would advance on Rafah, a city where some 1.4 million Palestinians sought refuge, and mourned the lives of Palestinian children who had died to date.

The Israeli-Palestinian conflict is one of the most protracted conflicts to date and has deep historical, religious and political roots. Seeing its historical roots at the end of the 19th century, the Zionist movement emerged in Europe with the aim of establishing a Jewish state in land that was considered ancestral land, namely Palestine. In the early 20th century, Jewish immigration to Palestine, which was then under Ottoman rule, increased. After World War I, the Palestinian territories came under British mandate and in 1917, the Balfour Declaration emerged

which expressed British support for the establishment of a "national home for the Jewish people" in Palestine, which led to tensions between the Arab and Jewish populations. The UN then proposed dividing Palestine into two states, one for Jews and one for Arabs, with Jerusalem as international territory. This plan was accepted by the Jewish community but rejected by the Arab community. After Israel's declaration of independence on May 14, 1948, war broke out between the new nation and its neighboring Arab countries. This war ended with Israel's victory and caused hundreds of thousands of Palestinians to become refugees. Israel began building settlements in the West Bank and East Jerusalem, which are considered illegal under international law, although Israel contests the claim.

These settlements became a major source of tension. The mass Palestinian uprising against the Israeli occupation in 1987-1993 raised international awareness of Palestinian suffering. The Oslo peace process in 1993 gave hope for a two-state solution, but failed for various reasons. Since 2007, the Gaza Strip has been under an Israeli blockade after Hamas, a group considered terrorist by Israel and many Western countries, took power. Humanitarian conditions in Gaza are very poor with limited access to basic needs. Despite efforts to achieve peace, tensions between Israel and Palestine continue with periodic violence and political deadlock. The status of Jerusalem, refugee rights, borders, and security remain key unresolved issues. The movement to boycott Israeli products, known by the acronym BDS (Boycott, Divestment, and Sanctions), emerged in 2005 as a response to calls from more than 170 Palestinian civil society organizations. The main goal of this movement is to pressure Israel to stop its occupation of Palestinian territories, respect the rights of Palestinian refugees, and end discrimination against Palestinians in Israel.

On the other hand, this movement triggered various reactions from the international community. Several countries, organizations, and individuals support boycotts in the hope of encouraging positive changes in Israeli policy. They see boycotts as a form of non-violent resistance that can exert significant economic and political pressure. However, the boycott of Israeli products also faced strong resistance. Opponents of the boycott argue that the move would not only harm Israel's economy, but could also have a negative impact on the global economy and Palestinians working in Israeli companies. Additionally, there are concerns that a boycott could worsen international relations and be seen as an act of discrimination or anti-Semitism. This background shows that the issue of boycotting Israeli products is not only related to political and economic conflicts, but also to moral values, ethics and human rights. This research aims to analyze in depth the arguments for and against boycotting Israeli products, as well as examining its impact on various aspects, including economic, social and political. Through a more comprehensive understanding, it is hoped that it can provide clearer insight into the implications and effectiveness of boycotts as a strategy in the context of the Israeli-Palestinian conflict

## RESEARCH METHODS

The method used in this research is a qualitative descriptive method. Descriptive qualitative research is research that describes the research in words rather than numbers. In collecting data, this research used library study techniques (Ashif Barchiya, Sri Suciarti, 2024). All data related to the problem will be collected and analyzed so that it can be used as a source in this research. Literature study by collecting printed and online books as well as scientific notes, scientific journals and others related to research.

## RESULT AND DISCUSSION

### History of the Israeli Occupation in Palestine

The Palestinian Territory is an area under the rule of the Ottoman Empire (Ottoman Türkiye). This Palestinian region is also called Filastin (Al-Ard Al-Muqaddasa) which means "Holy Land". During the Ottoman rule, the Palestinian people lived in harmony and peace without any conflict. The Palestinian Territory is part of the Middle East region which covers an area of 27,000 km<sup>2</sup>. The territorial boundaries are as follows; to the east it borders the Jordan River, to the west it borders the Mediterranean Sea, to the south it borders Sinai, Egypt and to the north it borders Lebanon. The Palestinian territory has strategic geography because it is a link between three large continents, namely Asia, Europe and Africa. Thus, Palestine has become a special attraction for other nations. During World War I, the Palestinian territory was still under the control of the Ottoman Turks. The condition of Arab nationalism at that time was growing and developing in the Middle East (West Asia). Therefore, groups emerged that wanted to break away from the Ottoman Empire.

The conditions of the Arab nation which were heating up at that time were profitable for England because England was collaborating with the Arabs. The British and Arab agreement was that Britain promised to liberate Saudi Arabia from Ottoman Turkish rule in exchange for territorial division. Britain made deals with Arabs, French and Russians. In this agreement, the "Memorandum of Understanding" (MoU) was in the form of a "Sharing of the Cake" if they succeeded in winning World War I. Each of the countries received the division of territory that had been promised, such as Britain getting Iraq, the Egyptian Border, Eastern Arabia, the Jaffa and Jerusalem were all under British, French and Russian rule. France gained western Syria, Damascus, Mosul and Aleppo, all of which were known in the "Sykes-Picot Agreement of 1916". England took over Ottoman rule over the Palestinian territory due to the defeat of the Ottoman Turks in World War I against England. Therefore, the League of Nations (LBB) gave Britain the right to manage the Palestinian territory until it could stand independently. However, British control of the Palestinian territory actually gave rise to conflict between the Palestinian people and the Jews. Basically, Britain had given Jews and Arabs so they could run their own government.

The polemic is that the Jews and the Palestinian people mutually recognize the Palestinian territory and this triggers mutual attacks between the two parties. Conditions in the Palestinian region became increasingly worse after the arrival of Jews in greater numbers to inhabit the Palestinian region, especially after the issuance of the "Balfour Declaration" in 1917. When the British took control of Palestine, the Arabs did not really know much about the "Balfour Declaration". Therefore, initially the Arabs were happy with the defeat of the Ottoman Turks and also Britain's help in achieving Arab independence. On the other hand, the Palestinian people felt disappointed with the British because in fact the British supported the Jews and helped establish the Jewish State (Israel) or build a "National Home" on Palestinian land. At its peak, many Jews in Palestine then proclaimed the establishment of a state formed by these Jews called Israel in 1948. The formation of the State of Israel was due to the intervention of the United States which recognized the existence of Israel. This condition actually strengthens the Palestinian people to defend and fight for their homeland from the claims of the Jewish people (Emilia Palupi Nurjannah, 2019).

### Boycott As a Step To Indirectly Support Palestine

We cannot ignore Israel's Zionist atrocities against millions of Palestinian residents, there are many ways we can support Palestinians, starting from praying for our brothers in Palestine, donating to trusted and trustworthy institutions, and also by not using Israeli products or

boycotting them, of course. Of course, this is not easy, especially since most Israeli products are well-known brands among the public, for example fast food restaurants such as KFC, McD, which are places that have had a lot of fans for a long time, then daily equipment such as soap, shampoo, etc. and others with the brands Clear, Rejoice, Rexona, Pepsodent and even drinking water which has long dominated the highest caste of mineral water such as Aqua, which is definitely not easy for us to suddenly stop using these items.

However, is it comparable to the suffering that our brothers feel in Palestine, do we have the heart to maintain our ego to continue using and buying Israeli products, which means we are providing support and capital to Israel to continue bombarding the Palestinian people by continuing to use and buy their products? . Therefore, even though the impact will not be immediately felt for us, at least slowly we can participate in helping the Palestinian people and stop our funds and money from buying Israeli products which will be used as capital to facilitate and increase their attack power.

So, it is hoped that Israel will lose material support through a boycott because companies stop supporting them. Therefore, it needs to be emphasized again that our aim with the boycott is not to make companies go bankrupt or close or even fire their employees, but as a threat to companies so that they become more aware that supporting Israel is the same as supporting the crimes they commit, if the company does not want to lose, the solution is to stop providing material assistance to Israel.

### **The impact and effectiveness of boycotts of Israeli products, both from the perspective of supporters and opponents**

In the dynamics of the Israeli-Palestinian conflict, one issue that is currently heating up is the boycott of products that support Israel. This has become a hot topic in global conversations, raising questions about its effectiveness and impact. Some support the movement as an expression of solidarity with Palestine, while others view it as a controversial act with potentially significant social and economic impacts. This action will clearly have an impact on employees who work in the companies concerned. Even though it is not in the short term, the long term impact will be significant. For example, job loss or a decrease in income due to decreased consumer interest and purchasing power.

One real example in the field to see the effectiveness of not using products affiliated with Israel is to look at the company's share price graph in the last few years, for example one of the companies with products that are most widely used by the public is UNVR with flagship products is the first choice by the public and is very easy to find in daily needs such as: Pepsodent, Lux, Lifebuoy, Dove, Sunsilk, Clear, Rexona, Kecap Bango, Royco, Wall's, Sariwangi and many more. However, it is very unfortunate, after the announcement of the boycott of products suspected of being affiliated with Israel for ± 1.5 months, UNVR shares have corrected by -8.8%. The following is UNVR's historical EPS from 2020 to Annualized 2023:



Figure1.EPS UNVR Annualized 2023  
 Source: Cheat Sheet Quartal III-2023 by RK Team

Apart from that, it is important for us to know that Israel's economy is highly dependent on international trade and investment, so they are vulnerable to international economic boycotts, without support from sponsors, Israel will also lose the capital to continue their genocidal actions. In fact, the UN, World Bank and many experts say that the boycott has an important economic impact on Israel and can grow if more people do it, therefore, let's work together to help our brothers, even if indirectly, but it definitely means something.

However, it is important for us all to know, that even though Indonesia is not Israel's main trading partner, the impact of this boycott could affect international trade and the national economy. The negative impact that will occur is the potential reduction in imports of Israeli products, which could affect trade and the availability of certain products on the Indonesian market. In fact, this is the right moment for the government to support local products so that they have a greater presence on the national stage. This is an opportunity to show that the quality of local products is no less attractive and can meet daily needs.

## CONCLUSION

This research concludes that boycotting Israeli products is a strategy that has mixed impacts, with advantages and disadvantages that must be considered in depth. While boycotts can be an effective tool for raising awareness and exerting political pressure, they also have complex economic and social consequences. Therefore, decisions to support or oppose a boycott must be based on a comprehensive analysis of its long-term impact and implications for peace and justice efforts in the region. The community's analysis of the pros and cons of the boycott movement is normal because they have their own reasons, disagreeing with the boycott movement does not necessarily mean supporting Israel and not wanting to help the Palestinians. However, it is still important to socialize by continuing to speak out directly in online media or in front of the public. We can also speak out and provide knowledge to the public about the importance of the boycott movement through writing scientific papers such as this journal. We cannot ignore the tragedy experienced by the Palestinian people in Gaza and need solidarity action throughout the world to face crimes like this and stop their souls and sense of humanity which are slowly disappearing. We do not need to be Muslims or believe in Islam to support our brothers in Palestine, but we are human enough to understand their suffering.



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