

Boycott, Divestment, Sanctions (BDS) Movement of Israel Product: Indonesian Response to Palestinian-Israeli Conflict of Religious Moderation Perspective

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Abstract

MUI issued fatwa number 83 of 2023 on November 11, 2023, which related to the banning of buying products from producers who support Israel's aggression to Palestine. When this fatwa was declared, it was followed by Indonesian society and even the worldwide population. The boycott, divestment, and sanctions (BDS) movements began as a movement for freedom, justice, and equality in Palestine. Which is this issue should not be a religious issue but a humanity issue, and Indonesians have resounded it, such as the MCD and Starbucks boycott, and more products that support Israel's aggression. However, MUI is the only one concerned with the Israeli product boycott issue. So, this study aims to 1) What are Indonesia's Pros and Cons of the Boycott, Divestment, and Sanctions Movement? 2) How does Boycott, Disinvestment, and Sanctions Impact Religious Harmony in Indonesia? This study uses a qualitative method in which the primary data is taken from social media, news media, and interviews. This study was analyzed using Pierre Bourdieu's genetic structuralism theory. The results of this study are as follows: 1) Indonesia's Pros of the Boycott, Divestment, and Sanctions Movement come from The Indonesian Ulema Council fatwa Number 83 of 2023 on November 11, 2023, regarding the prohibition on purchasing products from manufacturers that support Israeli aggression against Palestine. 2) The Cons come from The Minister of Trade of the Republic of Indonesia, which has responded to this cons by officially not carrying out any boycott of products considered pro-Israel. 3) Although there are pros and cons, understanding religious moderation can create religious harmony. So, there is a need to understand religious moderation in various elements.

Keywords: *Boycott, Divestment, Sanctions, Religious Moderation*

Abstrak

MUI mengeluarkan fatwa nomor 83 tahun 2023 pada tanggal 11 November 2023, yang berkaitan dengan pelarangan membeli produk dari produsen yang mendukung agresi Israel ke Palestina. Ketika fatwa ini diumumkan, fatwa ini diikuti oleh masyarakat Indonesia dan bahkan masyarakat dunia. Gerakan boikot, divestasi, dan sanksi (BDS) bermula dari sebuah gerakan untuk kebebasan, keadilan, dan kesetaraan di Palestina. Yang mana isu ini seharusnya bukan isu agama tetapi isu kemanusiaan, dan masyarakat Indonesia telah menyuarakannya, seperti boikot MCD dan Starbucks, dan lebih banyak lagi produk yang mendukung agresi Israel. Namun, MUI adalah satu-satunya yang peduli dengan isu boikot produk Israel. Oleh karena itu, penelitian ini bertujuan untuk 1) Bagaimana Pro dan Kontra Gerakan Boikot, Divestasi, dan Sanksi di Indonesia? 2) Bagaimana Dampak Boikot, Divestasi, dan Sanksi terhadap Kerukunan Umat Beragama di Indonesia? Penelitian ini menggunakan metode kualitatif yang data primernya diambil dari media sosial, media berita, dan wawancara. Penelitian ini dianalisis dengan menggunakan teori strukturalisme genetik Pierre Bourdieu. Hasil dari penelitian ini adalah sebagai berikut: 1) Pro Gerakan Boikot, Divestasi, dan Sanksi Indonesia berasal dari Fatwa Majelis Ulama Indonesia Nomor 83 Tahun 2023 tanggal 11 November 2023 tentang larangan membeli produk dari produsen yang mendukung agresi Israel ke Palestina. 2) Kontra datang



dari Menteri Perdagangan Republik Indonesia, yang telah menanggapi kontra ini dengan secara resmi tidak melakukan pemboikotan terhadap produk-produk yang dianggap pro-Israel. 3) Meskipun ada pro dan kontra, pemahaman moderasi beragama dapat menciptakan kerukunan umat beragama. Jadi, ada kebutuhan untuk memahami moderasi beragama dalam berbagai elemen.

Keywords: *Boikot, Divestasi, Sanksi, Moderasi Agama*

INTRODUCTION

The conflict between Palestine and Israel has recently begun to reappear because Israel grasped violently the Palestinian territory. According to a report published by Al-Jazeera on October 30, 2023, at least 8,306 Palestinians have been killed in Gaza in Israeli attacks since October 7. UNICEF data also states that 420 children die every day due to the Gaza conflict. Moreover, the area near the Indonesian Hospital in Gaza was attacked for the third time.¹ Israel's attack was a violation of human rights and caused extended damage to homes, worship areas, and United Nations offices that were used as aid distribution centers. These attacks caused protests from most countries in the world, not only Muslim countries. They criticize Israel's actions against Palestine, which have taken away the rights of Palestinian civilians.²

The United Nations has tried to provide regulations to resolve this conflict, but the results have always been in vain because it has veto power over the United States. The United States has a good relationship with Israel, so it seems to be trying to protect Israel. Only the five permanent United Nations Security Council members have this veto right, one of which is the United States.³ This triggered protests in most countries of the world to defend Palestine. Protests were held on Wednesday, November 29, 2023, in Manila, Tunis, Tehran, Karachi, Beirut, Harare, Tokyo, Stockholm, London, Johannesburg, Quezon City, Milan, and elsewhere.⁴ Demonstrators around the world have rallied to mark the International Day of Solidarity with the Palestinian People, condemning Israel's war and a permanent ceasefire in Gaza. People carry a Palestinian flag and hold signs supporting Palestine like "Rise for Freedom," "Stop the

¹ Farah Najjar, "Israel-Hamas War Updates: Netanyahu Rejects Ceasefire after Captive Video," *Aljazeera*, 2023, <https://www.aljazeera.com/news/liveblog/2023/10/30/israel-hamas-war-live-palestinian-death-toll-gaza-rises-above-8000>.

² Cahya, Ega Nur. 2022. "AGRESI ISRAEL TERHADAP PALESTINA YANG BERUJUNG PELANGGARAN HAM PADA PALESTINA." *Jurnal Pendidikan PKN (Pancasila Dan Kewarganegaraan)*; Vol 3, No 1 (2022): April 2022; 43-56; 2723-0996; 2614-4697, April. <http://jurnal.untan.ac.id/index.php/JPPKn/article/view/52144>.

³ Rifki Eliandy, Rian, Sah lan, Muhammad Heriadi, and En Riskinta Tumangger. 2023. "KONFLIK MASYARAKAT GLOBAL : PALESTINA DENGAN ISRAEL." *IJTIMAIYAH Jurnal Ilmu Sosial Dan Budaya*; Vol 5, No 2 (2021): Ijtimaiyah Juli-Desember; 154-165; 2829-6877; 2541-660X, June. <http://jurnal.uinsu.ac.id/index.php/ijtimaiyah/article/view/16387>.

⁴ "Worldwide Rallies in Solidarity with Palestinians, Condemning Israel's War," *Aljazeera*, November 30, 2023, <https://www.aljazeera.com/gallery/2023/11/30/photos-people-around-the-world-rally-in-solidarity-with-palestinians>.

bombings!” and “Free Palestine.” Moreover, they hold mock bodies symbolizing dead Palestinian children during a protest.

Indonesia is one of the countries that defends Palestine. As the same as a Muslim-majority country, Indonesia has consolidated political relations with Palestine. Indonesia was the first to recognize Palestinian independence in 1988.⁵ Thousands of Indonesians gathered at the "Aksi Akbar Aliansi Rakyat Indonesia Bela Palestina" or "Grand Action of the Indonesian People's Alliance to Defend Palestine" on November 11, 2023, at the National Monument, Jakarta. Something interesting about this action was that interfaith or religious figures directly read six statements of Indonesia's view in defending Palestine. They are Sudarnoto Abdul Hakim, Pastor Jimmy Sormin, Philip Wijaya, Candra Setiawan and KH. Cholil Nafis. From here, we can see the impact of religious figures on the perspectives of Indonesian society.

The statements are: 1) Demand to stop the war immediately, and the International Court of Justice must investigate the humanity against and war by Israel; 2) Oppose Israel's colonization of Palestine and condemn Israel's politics of apartheid, genocide, holocaust, and terrorism. Moreover, it calls on the Islamic governments and Arab countries to cancel diplomatic relations with Israel. The Indonesian people also boycott and do not buy Israeli products or clothing, food, and drink products that contribute to Israel as a form of solidarity for Palestine; 3) Appreciate the honest and firm decisions and resolutions of the United Nations regarding Israel's human rights violations. Moreover, it eliminates the veto rights of countries that have double standards on the Palestinian issue; 4) Encourage the Indonesian government to collaborate with OIC (Organization of Islamic Cooperation) and ASEAN (The Association of Southeast Asian Nations) countries, such as Russia, China, and Bolivia, which take a firm standpoint on Israel; 5) Calling for justice and peace in the Middle East region with diplomacy, demonstration of opinion, funds, and prayers to open the world's conscience to save humanity with Palestinian independence; 6) Calling on people of various religions to pray that the physical and spiritual strength of the Palestinians to achieve independence for their nation and state.⁶

Excluding demonstrations, Indonesia also acted to defend Palestine on social media. Such as: 1) Spreading the updated news in Gaza after the ceasefire on Facebook, Instagram, Telegram, and WhatsApp; 2) Campaigns using the Palestinian flag, the Watermelon symbol, the One Day One Post on Gaza movement; 3) Establish the “Indonesia Netizen Force” movement and others; 4) Indonesia also acted in the actual movement of the Israeli Products campaign Boycott. Indonesia is a country that actively participates in this Boycott, starting by posting the

⁵ Kedutaan Besar Republik Indonesia di Amman Yordania Hasyimiyah merangkap Palestina, “Indonesia-Palestine,” n.d., <https://www.kemlu.go.id/amman/id/pages/indonesia-palestine/2415/etc-menu>.

⁶ CNN Indonesia, “6 Pernyataan Sikap Yang Diserukan Aksi Rakyat Indonesia Bela Palestina,” *CNN Indonesia*, November 5, 2023, <https://www.cnnindonesia.com/nasional/20231105122258-20-1020191/6-pernyataan-sikap-yang-diserukan-aksi-rakyat-indonesia-bela-palestina>.

names of products that are affiliated with or support Israel on social media and criticizing domestic and foreign influencers who use Israeli products. These products are as varied as popular foods and have visible impacts as MCD, KFC, Starbucks, Burgerking and Pizza Hut. Beverage products such as Coca-Cola, Sprite, and Aqua (Danone). And Cleaning products such as Unilever and others. This movement was also supported by several statements from religious leaders as conveyed at the “Aksi Akbar Aliansi Rakyat Indonesia Bela Palestina.”

This boycott action raises several pros and cons, which can cause a separation in social harmony. However, Indonesians still respect these differences in their views of each other. This research is exciting to know: 1) What are Indonesia’s Pros And Cons of the Boycott, Divestment, and Sanctions Movement? 2) How does Boycott, Divestment, and Sanctions Impact Religious Harmony in Indonesia?

METHOD

This research uses qualitative research with a phenomenology approach that studies phenomena or symptoms. The main objective is to know the phenomena experienced in consciousness, mind, and action and what values are accepted.⁷ The primary data taken from journals, social media posts, and newspapers related to the issue of BDS. The data were analyzed using the theory of genetic structuralism, from Bourdieu's concept of habitués, because the social environment has structured and gives perceptions and actions that remain orderly and finally become habits that are unquestionable the rules behind it.⁸

RESULT AND DISCUSSION

Boycott, Divestment, Sanctions’s Global Movement

BDS, or Boycott, Divestment, or Sanctions, is a global movement comprising worldwide unions, academics, associations, churches, and grassroots movements. The South African anti-apartheid movement inspired it and launched it in July 2005. It resolutely rejects all forms of racism, including anti-Semitism and Islamophobia, and calls for ending Israel’s military occupation of Gaza, the West Bank (including East Jerusalem), and other Arab territories in Lebanon and Syria.⁹

⁷ Muhammad Fikri, Ishak Hariyanto, and Donie Kadewardana, “Cancel Culture and Nude Living on Virtual Media: A Case of Guru Mizan Qudsiyah Lombok,” *Islamic Communication Journal* 7, no. 2 (2022): 147–60, <https://doi.org/https://doi.org/10.21580/icj.2022.7.2.11189> Cancel.

⁸ Mega Mustikasari, Arlin Arlin, and Syamsu A Kamaruddin, “Pemikiran Pierre Bourdieu Dalam Memahami Realitas Sosial,” *Kaganga: Jurnal Pendidikan Sejarah Dan Riset Sosial Humaniora* 6, no. 1 (2023): 9–14, <https://doi.org/10.31539/kaganga.v6i1.5089>.

⁹ Omar Barghouti, *BDS: Boycott Divestment Sanctions The Global Struggle for Palestinian Rights* (Haymarket Books Chicago, Illinois, 2011).

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The largest coalition, the Palestinian Boycott, Divestment and Sanctions National Committee (BNC), has released a method of targeted boycotts that strategically focus on a relatively minor number of carefully selected companies and products for maximum impact. The global BDS movement has split these targets into four sections:¹⁰

1. Customer boycott targets or these brands are selected carefully due to the company's proven record of complicity in Israel apartheid. Such as Hewlett Packard Inc (HP Inc), Chevron (US), Siemens (Germany), PUMA (Germany), Carrefour (French), Insurance giant AXA (French), SodaStream, Ahava Cosmetics, RE/MAX (US) markets, and Israel produce in supermarkets.
2. Divestment and exclusion targets that work to pressure governments, institutions, investment funds, city councils, and others. Such as Elbit Systems, Intel, HD Hyundai (South Korea), Volvo (Sweden/China), CAT (US), JCB (UK), Barclays Bank (UK), Basque transport firm CAF builds, Chevron, and Chevron-owned Noble Energy, HikVision (China), TKH Security (Netherlands).
3. Pressure targets that boycotts when reasonable alternatives exist, as well as lobbying, peaceful disruptions, and social media pressure. Such as: Google and Amazon (US), Airbnb (US), Booking.com (Netherland), Expedia (US), The Disney-owned Marvel Studios (US), Teva Pharmaceutical Industries
4. Organic boycott targets did not initiate these grassroots boycott campaigns. However, they supported them due to these brands' complicity in Israel's genocide and apartheid against Palestinians, such as McDonald's (US), Burger King (US), Papa John's (US), Pizza Hut (US), and WIX (Israel).

The Palestinian boycott movement succeeded in setting new parameters and more explicit goals for the growing international support network, sparking or giving credence to boycott and divestment campaigns in several countries. The Palestinian Boycott against Israel and its partners in crime becomes a small but critical part of an international struggle to counter injustice, racism, poverty, environmental devastation, and gender oppression, among other social and economic ills.¹¹

Indonesian's Pros And Cons of the Boycott, Divestment, and Sanctions Movement

In Indonesia, boycotts are strongly encouraged. Pro-Palestinian activists continue to pursue Boycott, Divestment, and Sanctions (BDS) efforts and work with Information and Communication Technologies (ICT) professionals to develop an Internet-based presence

¹⁰ bds movement, "What Is BDS?" n.d., <https://bds movement.net/what-is-bds>. latest update 5 January 2024

¹¹ Barghouti, *BDS: Boycott Divestment Sanctions The Global Struggle for Palestinian Rights*.

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further and distribute information using social media and new platforms, such as Facebook, Twitter, YouTube, blogs, Google, Wikipedia, LinkedIn, among others.¹² Information about boycotted products began to spread quickly on social media. However, many Indonesians needed instruction about taking a view until the religious leaders released a statement, which was one of the reasons for the pros or cons of the Boycott, Divestment, and Sanctions (BDS) movement.

First, support for the BDS movement has re-emerged in many circles after Israel's military aggression against Palestine. They showed disagreement with Israel's acts of aggression and genocide in Palestine, moreover against those who support Israel directly or indirectly by delivering weapons, personnel, and financial contributions to companies affiliated with Israel and Zionism.¹³ This statement can be found in various religious or community statements in Indonesia.

The Indonesian Ulema Council issued fatwa Number 83 of 2023 on November 11, 2023, regarding the prohibition on purchasing products from manufacturers that support Israeli aggression against Palestine, even though no announced products are affiliated. The contents of the fatwa are:¹⁴

- a. It is mandatory for every Muslim to support the struggle for Palestinian independence against Israeli aggression.
- b. Haram for every Muslim:
 - Supporting Israeli aggression against Palestine
 - Support parties who support Israel either directly or indirectly.

Chairman of the MUI for Fatwa, Prof. Dr. H. M. Asrorun Niam Sholeh, M.A, explained that accessing information on products affiliated with Israel can be obtained from parties who have credibility in researching and observing these products. The reference was obtained from the company's statements or particular experts who have observed the products that aid Israeli aggression.¹⁵ Many people in Indonesia refer to this explanation of the MUI fatwa as a country with a majority Muslim population

Other religious leaders also conveyed The Israeli products Boycott at the Grand Action of the Indonesian People's Alliance to Defend Palestine at the Jakarta National Monument. Even

¹² Mahmood Monshipouri, Theodore Prompichai, and Berkeley Mmonship@sfsu Edu, "Digital Activism in Perspective: Palestinian Resistance via Social Media," *International Studies Journal (ISJ)* 14, no. 4 (2018): 37–57.

¹³ Sunaina Maira, *Boycott! The Academy and Justice for Palestine* (University of California Press, 2018), <https://lccn.loc.gov/2017030344>.

¹⁴ MUI, "Fatwa Majelis Ulama Indonesia No.83 Tahun 2023 Tentang Hukum Dukungan Terhadap Perjuangan Palestina," <https://mui.or.id/>, 2023, 1–9, <https://mui.or.id/baca/berita/keluarkan-fatwa-terbaru-mui-imbau-umat-islam-berhenti-konsumsi-produk-perusahaan-pendukung-israel>.

¹⁵ Muipusat, Tanya Jawab terkait Produk Terafiliasi Israel, https://www.instagram.com/reel/C0A0omDJW-k/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

though there are no regulations or fatwas like the MUI, all religious communities in Indonesia also strongly condemn Israel's actions targeting civilians in the Israel-Hamas conflict. Apart from the six statements at this action, Christians, Catholics, Buddhists, Hindus, and Confucians continued to show solidarity by holding a Joint Prayer for Peace in the Middle East.

Second, the Boycott of products related to the Israeli attack on Gaza, Palestine, is starting to have an impact on the economic sector, which finds cons to the BDS movement in Indonesia.¹⁶ The BDS cons are caused by an income lowering in a business sector that is being boycotted and also has an impact on reducing local employees.¹⁷ The Indonesian Employers' Association (APINDO) stated that random boycotts could have negative impacts. Moreover, the entrepreneurs asked the MUI to explain clearly to the public whether companies are affiliated with Israel.

The products are being boycotted and accused of being affiliated with Israel, which is carrying out aggression and genocide against Palestine, resulting in financial losses:

1. Under the Corporate Secretary of PT Srimelati Kencana Tbk, Pizza Hut Indonesia admitted that it experienced heavier losses during COVID-19, with 615 outlets in Indonesia sharing a decrease in sales.¹⁸
2. Under the Starbucks Corporation based in Seattle, USA, Starbucks admitted that it suffered a loss of up to Rp 167 trillion since October 7, 2023, due to employee strikes and international boycotts.¹⁹
3. McDonalds Indonesia made a statement regarding its non-involvement with McDonald Israel. However, this food outlet also experienced a decline in turnover after a post showed McD Israel giving thousands of free meals to members of the Israeli military. This had an impact on its branches throughout the world, even after the Kuwait, Malaysia, Pakistan, and Indonesia branches admitted that they did not support Israel.

The Minister of Trade of the Republic of Indonesia has responded to this cons by officially not carrying out any boycott of products that are considered pro-Israel. The Presidential Staff Office conveyed this statement, which refused to withdraw the halal certificate for Israel Supporting Products. The Indonesian Ulema Council (MUI) is not an official government institution but a society organization. Second, the establishment of a new halal label and taking

¹⁶ Richard M. Lerner et al., "Positive Youth Development: Processes, Programs, and Problematics," *Journal of Youth Development* 6, no. 3 (2011): 38–62, <https://doi.org/10.5195/jyd.2011.174>.

¹⁷ Oktavia Muhammad et al., "Pengaruh Dampak Boikot Produk Amerika Terhadap Perkonomian Indonesia" 2, no. 1 (2024): 318–23, <https://doi.org/https://doi.org/10.55606/jumia.v2i1.2377>.

¹⁸ Kumparancom, Perusahaan Kena Boikot, Penjualan Merosot, https://www.instagram.com/reel/C0ie7pHSLoV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

¹⁹ Opiniid, Diboikot, Starbuck kehilangan Rp169 Triliun, https://www.instagram.com/p/C1b5iafyjGf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

over authority is regulated by Law No. 33 of 2014 concerning halal product guarantees and government regulation No. 39 of 2021 concerning the implementation of the Halal Product Guarantee sector so that the Halal Product Guarantee Organizing Agency or Badan Penyelenggara Jaminan Produk Halal (BPJPH) is the government's authority. The Indonesian Ulema Council (MUI) fatwa is not a state law with authority that can be imposed on everyone and has no sanctions. BPJPH stated that Israel's supporting products are halal and asked the public to think about the workers who work for the company.²⁰

Boycott, Divestment, and Sanctions Impact Religious Harmony in Indonesia

The Israeli-Palestinian ceasefire is a conflict phenomenon that has been going on for years. Conflicts have several impacts throughout the world, both financially and emotionally. Indonesia, as a Muslim-majority country, strongly rejects military aggression, genocide, and human rights violations committed by Israel. All religions also agree on the crimes committed, which destroyed the facilities of civilians in Gaza to the point where innocent women and children were killed. Several actions were also carried out in Indonesia, including the BDS movement. Even though there are pros and cons for both Muslims and other communities, religious harmony must be instilled to maintain the unity of Indonesia.²¹ Do not let differences of opinion defending Palestine damage religious harmony.

The Indonesian Ulema Council issued a fatwa on Boycott, Divestment, and Sanctions and haram laws for users of Israeli products that raised pros and cons among the community. MUI explained the attitude of Muslims in facing this conflict. For those who work in pro-Israel companies, even before the BDS movement in Indonesia, there is no need to rush into deciding to quit before getting a new job. Because, in reality, our responsibility is only to remind these companies to stop being involved and supporting Israel. The rest is because we are employees at the employee level; we are allowed to deny it in our hearts as long as we remind the shareholders and company leaders. We are also postponing its use to avoid slander when purchasing a product before the conflict is permissible.²²

In Islam, the reality of human diversity in religion and belief is sunatullah that cannot be eliminated. If Allah SWT united humans in one religion, for example, of course, He would be

²⁰ CNN Indonesia, "KSP Tolak MUI Cabut Sertifikat Halal Produk Pendukung Israel," *CNN Indonesia*, November 17, 2023, <https://www.cnnindonesia.com/nasional/20231116195251-32-1025260/ksp-tolak-mui-cabut-sertifikat-halal-produk-pendukung-israel>.

²¹ Idris Idris, Yusuf Suharto, and Abdullah Ghanni Alfikr, "Penguatan Moderasi Beragama Melalui Program Literasi Ayat-Ayat Jihad Sebagai Langkah Preventif Dari Paparan Ideologi Takfiri Bagi Remas Al-Hidayah Karang Pilang Surabaya," *Al-Mada: Jurnal Agama Sosiasal Dan Budaya* 6, no. 4 (2023): 846–61, <https://ejournal.uac.ac.id/index.php/almada/article/view/5412>.

²² Muipusat, Tanya Jawab terkait Produk Terafiliasi Israel, https://www.instagram.com/reel/C0A0omDJW-k/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

powerful, but this is not the case. Religious differences cannot be used as an excuse for bad behavior, hostility, and fighting against adherents of other religions.²³ Thus, the principle of relations between Muslims and non-Muslims is not war and conflict, but rather that relations are based on peace and harmonious coexistence. Islam views all humans, regardless of religion or background, as bound by human brotherhood (*ukhummah insaniyyah*), which requires them to protect each other's rights, love, help each other, do justice, and not oppress others.²⁴ Other religions, such as Buddhism, also teach peaceful living without violence, as quoted in Dhammapada XV: 201: "Victory gives rise to hatred and the loser lives in suffering. A peaceful person will live happily after escaping from victory and defeat."

Although there are pros and cons in responding to the Boycott, Divestment, and Sanctions movement in Indonesia, understanding religious moderation can create religious harmony.²⁵ So there is a need to understand religious moderation in various elements, whether the government through political action, religious institutions by providing education, or individual education through understanding moderate religion on social media.²⁶ Religious moderation also emphasizes harmony between one's own beliefs and respecting the beliefs of adherents of other religions by carrying out acts of tolerance in various aspects of daily life.²⁷

BDS (Boycott, Divestment, and Sanctions) actions focusing on Israeli products have elicited mixed reactions among non-Muslims. Their attitudes are shaped by various factors, including religious values, political orientation, and exposure to media narratives. This discussion will examine the arguments for and against BDS among non-Muslims and how the movement affects interfaith relations and social dynamics in society.

Some non-Muslims support BDS as an expression of solidarity with humanitarian causes. They view the Palestinian struggle as not only about politics or religion but also as a human rights issue. From this perspective, Israel is seen as oppressing Palestinians through policies of colonization, economic blockades, and military actions.²⁸ Their support is transnational, with concerns about oppression in other parts of the world aligning with their fight against injustice in their own countries. However, it is important to note that this support is not based on religious factors but on universal ethical principles. This interfaith solidarity also reflects

²³ Trista Febbrianti et al., "Inkulturas Nilai Moderasi Beragama Di Lembaga Pendidikan Dasar Desa Multi Agama Lamongan," *Al-Mada: Jurnal Agama Sosiasl Dan Budaya* 5, no. 3 (2022): 2599–2473, <https://e-journal.uac.ac.id/index.php/almada/article/view/2639>.

²⁴ Imam Safi'i et al., "Moderasi Beragama Di Tengah Masyarakat Plural: Studi Kasus Pada Masyarakat Desa Wonorejo Kecamatan Banyuputih Kabupaten Situbondo," *Al-Mada: Jurnal Agama Sosiasl Dan Budaya* 6, no. 3 (2023): 537–55, <https://doi.org/10.31538/almada.v6i3.3222>.

²⁵ Safi'i et al.

²⁶ Widya Islamiati and Syamsul Rijal, "Memahami Konflik Palestina-Israel Dalam Bingkai Berita NU Online," *Jurnal Studi Jurnalistik* 4, no. 2 (2022): 1–18, <https://doi.org/10.15408/jsj.v4i2.28963>.

²⁷ Lusiana Sugitanata, Arif, Kurnianti, "Fikih Moderasi Beragama Perspektif Yudian Wahyudi," *At-Ta'awun: Jurnal Mu'amalah Dan Hukum Islam* 2, no. 2 (2023): 143–64, <https://ojs.unsiq.ac.id/index.php/atw/index>.

²⁸ Monshipouri, Prompichai, and Edu, "Digital Activism in Perspective: Palestinian Resistance via Social Media."

increased awareness of global issues, with social media playing a significant role in accelerating the spread of information about the humanitarian crisis in Palestine.

In contrast, many non-Muslims oppose BDS, viewing the movement as discriminatory and politically charged. They argue that BDS exclusively targets Israel without considering the complexities of the conflict, including the roles of other parties, such as Hamas or neighboring Arab states, in exacerbating the situation.²⁹ In these circles, Israel is seen as the only democracy in the Middle East, and BDS actions are perceived as a threat to Israel's legitimacy and existence.

Additionally, non-Muslim opponents of BDS often cite economic concerns. They believe that boycotting Israeli products could harm international trade relations, potentially affecting global well-being. In this context, they advocate for diplomatic solutions through negotiation rather than unilateral actions like economic boycotts.

The role of media in shaping public opinion on BDS is also significant. Pro-Israel mainstream media frequently associate BDS with radical or extremist movements, reinforcing the narrative that BDS is dangerous and destabilizing to global politics. Conversely, pro-Palestinian media tend to focus on the humanitarian aspects of BDS, portraying boycotts as a non-violent tool to pressure Israel into ceasing human rights violations.

Amid these differing viewpoints, non-Muslims find themselves in a position where the media narratives they consume heavily influence their attitudes toward BDS. This creates a complex diversity of perceptions, shaped by the available information and each individual's interpretation of the issues.

The contrasting views on BDS between Muslims and non-Muslims can lead to social tensions in multicultural societies. In some countries, debates about BDS have sparked interfaith tensions, particularly in areas with significant Jewish and Muslim populations. On the other hand, the BDS movement can also foster opportunities for deeper interfaith dialogue on issues of social justice, human rights, and the role of religion in addressing global conflicts.

CONCLUSIONS

1. The Israeli-Palestinian ceasefire is a conflict phenomenon that has been going on for years. Conflicts have several impacts throughout the world, both financially and emotionally. Indonesia, as a Muslim-majority country, strongly rejects military aggression, genocide, and human rights violations committed by Israel.
2. Indonesia's Pros of the Boycott, Divestment, and Sanctions Movement come from The Indonesian Ulema Council fatwa Number 83 of 2023 on November 11, 2023, regarding

²⁹ Matt Reingold, "Confronting BDS in the Classroom: Jewish High School Students Build Community by Watching BDS Demonstrations on University Campuses," *Canadian Jewish Studies / Études Juives Canadiennes* 31 (2021): 69–88.

the prohibition on purchasing products from manufacturers that support Israeli aggression against Palestine, even though no announced products are affiliated.

3. The Cons come from The Minister of Trade of the Republic of Indonesia, which has responded to this cons by officially not carrying out any boycott of products considered pro-Israel. The Presidential Staff Office conveyed this statement, which refused to withdraw the halal certificate for Israel Supporting Products.
4. Although there are pros and cons in responding to the BDS movement in Indonesia, understanding religious moderation can create religious harmony. So, there is a need to understand religious moderation in various elements.

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