

UPAYA ISRAEL DALAM MEMITIGASI NARASI GERAKAN *BOYCOTT, DIVESTMENT, AND SANCTIONS* (BDS) (2017-2019)

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ABSTRAK

Penelitian ini membahas upaya Israel dalam memitigasi narasi gerakan Boycott, Divestment, and Sanctions (BDS) selama periode 2017–2019. Dengan menggunakan metode kualitatif deskriptif dan pendekatan Teori Konstruktivisme serta konsep Narrative Power, penelitian ini mengeksplorasi bagaimana Israel merespons narasi BDS yang mengklaim pelanggaran hak asasi manusia dan praktik apartheid. Penelitian ini menyoroti implementasi undang-undang anti-BDS di Israel dan lobi intensif di Amerika Serikat dan Uni Eropa, serta upaya penolakan masuk dan penangkapan terhadap aktivis BDS. Hasil penelitian menunjukkan bahwa meskipun Israel mengerahkan berbagai strategi hukum, diplomatik, dan propaganda untuk mendiskreditkan BDS dan mengaitkannya dengan antisemitisme, upaya ini menghadapi tantangan signifikan. Kebijakan represif Israel justru memperkuat narasi BDS tentang pelanggaran kebebasan berekspresi dan delegitimasi klaim demokratis Israel, memicu solidaritas global yang lebih luas dan menunjukkan efektivitas narasi BDS dalam membentuk opini publik internasional.

Kata Kunci: Israel, BDS, Narasi, Mitigasi, Konflik Israel-Palestina, Hukum Anti-BDS, Konstruktivisme, Narrative Power.

ISRAEL'S EFFORTS TO MITIGATE THE NARRATIVE OF THE BOYCOTT, DIVESTMENT, AND SANCTIONS (BDS) MOVEMENT (2017-2019)

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ABSTRACT

This research discusses Israel's efforts to mitigate the narrative of the Boycott, Divestment, and Sanctions (BDS) movement during the 2017–2019 period. Employing a descriptive qualitative method and drawing upon Constructivism Theory and the concept of Narrative Power, this study explores how Israel responded to the BDS narrative, which alleges human rights violations and apartheid practices. The research highlights the implementation of anti-BDS laws in Israel and intensive lobbying in the United States and the European Union, as well as efforts to deny entry and arrest BDS activists. The findings indicate that despite Israel's deployment of various legal, diplomatic, and propaganda strategies to discredit BDS and associate it with antisemitism, these efforts faced significant challenges. Israel's repressive policies inadvertently strengthened the BDS narrative regarding freedom of expression violations and the delegitimization of Israel's democratic claims, fostering broader global solidarity and demonstrating the effectiveness of the BDS narrative in shaping international public opinion.

Keywords: Israel, BDS, Narrative, Mitigation, Israeli-Palestinian Conflict, Anti-BDS Law, Constructivism, Narrative Power.