

ABSTRAK

Gerakan Boycott, Divestment, and Sanction (BDS) TERHADAPA McDonald's dalam Konflik Israel-Palestina 2023 : Analisis Gerakan Sosial

Eskalasi konflik Israel-Palestina sejak oktober 2023 memicu gelombang boikot secara global terhadap Perusahaan multinasional yang dianggap memiliki keterkaitan dengan Israel, salah satunya McDonald's. Setelah franchise McDonald's Israel diketahui memberikan dukungan logistic berupa makanan gratis kepada tantara Israel (IDF). Fenomena ini menimbulkan kecaman public dan mendorong mobilisasi boikot Masyarakat sipil global, termasuk Indonesia, sehingga menarik untuk dikaji bagaimana gerakan Boycott, Divestment, and Sanctions (BDS) terhadap McDonald's merepresentasikan aksi kolektif global dalam perspektif teori gerakan sosial. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif-analitis melalui teknik pengumpulan data berupa studi dokumen dan studi literatur, yang dianalisis menggunakan teori gerakan sosial Charles Tilly (campaign, repertoire of contention, dan WUNC (worthiness, unity, numbers, commitment) serta konsep boikot konsumen Monroe Friedman (instrumental dan expressive boycott). Hasil penelitian menunjukkan bahwa gerakan BDS terhadap McDonald's terbentuk melalui tiga unsur utama gerakan sosial Tilly, yaitu identitas kolektif, klaim kolektif, dan mobilisasi sumber daya, yang sekaligus memenuhi kerangka WUNC di ruang publik. Dalam perspektif Friedman, boikot ini merupakan hybrid boycott yang menggabungkan dimensi instrumental dan ekspresif, dan pada akhirnya mendorong McDonald's Corporation mengambil langkah konkret berupa pembelian kembali (buyback) franchise-nya di Israel. Penelitian ini menyimpulkan bahwa praktik konsumsi telah berkembang menjadi ruang politik baru (political consumerism) yang memungkinkan masyarakat sipil global menekan akuntabilitas perusahaan multinasional, meskipun efektivitasnya tetap dibatasi oleh struktur bisnis franchise dan fenomena slacktivism dalam mobilisasi digital.

Kata kunci: boikot, BDS, McDonald's, gerakan sosial, konflik Israel–Palestina, konsumsi politis

ABSTRACT

The Boycott, Divestment, and Sanctions (BDS) Movement against McDonald's in the 2023 Israel–Palestine Conflict: An Analysis of Global Social Movement

The escalation of the Israel–Palestine conflict since October 2023 triggered a wave of global boycotts against multinational corporations perceived to have ties with Israel, one of which was McDonald's, after its Israeli franchise was reported to have provided logistical support in the form of free meals to Israeli Defense Forces (IDF) soldiers. This incident sparked public condemnation and drove boycott mobilization among global civil society, including in Indonesia, making it relevant to examine how the Boycott, Divestment, and Sanctions (BDS) movement against McDonald's represents a form of global collective action through the lens of social movement theory. This study employs a qualitative method with a descriptive-analytical approach, using document and literature review as data collection techniques, analyzed through Charles Tilly's social movement theory campaign, repertoire of contention, and WUNC (worthiness, unity, numbers, commitment) and Monroe Friedman's consumer boycott concept (instrumental and expressive boycott). The findings show that the BDS movement against McDonald's was shaped by three main elements of Tilly's social movement theory: collective identity, collective claims, and resource mobilization, which also fulfill the WUNC framework in the public sphere. From Friedman's perspective, this boycott represents a hybrid boycott combining instrumental and expressive dimensions, ultimately pressuring McDonald's Corporation to take concrete action by buying back its Israeli franchise. The study concludes that consumption practices have evolved into a new political space (political consumerism) that enables global civil society to demand accountability from multinational corporations, although its effectiveness remains constrained by franchise business structures and the phenomenon of slacktivism in digital mobilization.

Keywords: *boycott, BDS, McDonald's, social movement, Israel–Palestine conflict, political consumerism*