

SME MARKETING STRATEGIES IN BOGOR CITY AFTER MUI FATWA ON BOYCOTTING PRO-ISRAEL PRODUCTS

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Abstract. *This research aims to understand how MSME actors in the fast food and beverage sector leverage boycott opportunities to increase sales, the strategies employed by MSMEs to expand marketing, and consumer attitudes in obtaining and determining substitute products. Observation, documentation, interviews, and questionnaires are some of the data collection methods employed in this descriptive qualitative approach. The Miles and Huberman data analysis paradigm is then used to process this data. The results of the study showed that MSMEs capitalize on boycott opportunities to boost sales by incorporating pro-Palestinian attributes in their stalls, advertising products on various social media platforms, donating a portion of their income to Palestine, and ceasing the marketing of boycotted products. The strategies employed by MSMEs to expand marketing during the boycott include word of mouth, distributing brochures, advertising products on WhatsApp, promotions, adding product variations, and setting up stands at various events. Consumer attitude in determining the replacement of a boycotted product is by looking for a product that is relatively equivalent in terms of shape, taste, and price and also the ease in obtaining a replacement product. The practical implications of this research are to encourage MSMEs to innovate in sales so that the products they sell are known to the wider public and as a substitute for boycotted fast food products.*

Keywords: *Boycott, MSMEs, market opportunities, consumer attitudes, market orientation*

Introduction

Recently, there has been a massive boycott of products suspected to be affiliated with Israel. This boycott action is happening almost all over the world, including Indonesia, caused by the brutal retaliatory attack by the Israel Defense Forces (IDF) in response to the Hamas attack on October 7, 2023, as the IDF's attack targeted civilians, residences, places of worship, hospitals, schools, and other public facilities (el-Saha, 2023). This contradicts international law and humanitarian law, which strictly regulate the limits and

targets of military objectives, even in retaliation. Objects that must not be attacked include civilians, medical personnel, and hospitals (Wahyuni, 2023).

From that, many Muslims around the world were angry and condemned the act, including Indonesia, the country with the largest Muslim population in the world. Based on the report by the Royal Islamic Strategic Studies Centre (RISSC) titled *The Muslim 500: The World's 500 Most Influential Muslims 2024*, Indonesia is the country with the largest Muslim population in the world. RISSC recorded the Muslim population in Indonesia reaching 240.62 million people in 2023, which is equivalent to 86.7% of the national population totaling 277.53 million people (Putri, Mulyana, & Hilmiyah, 2024). This boycott movement is popular among social media users and has spread massively to various countries around the world, including Indonesia (Nurasiah, Permata, Suaryo, & Auliana, 2023).

Boycott actions have become increasingly rampant when the Indonesian Ulema Council (MUI) issued a Fatwa on Friday, November 10, 2023, regarding support for the Palestinian struggle and the prohibition of supporting or purchasing products affiliated with Israel, this has resulted in a surge of boycott actions after the MUI issued fatwa no. 83 of 2023, which expressed support for Palestine. The stock prices of companies affiliated with Israel weakened, resulting in a significant difference between the stock prices before the BDS (boycott, divestment, and sanctions) actions and after the MUI fatwa was issued, this movement has also spread to multinational companies considered to support Israel, with their stock values experiencing a decline (Septiazi & Yuliana, 2023), in line with research findings (Rahmani, 2023) showing that the Israel-Hamas war affects the purchasing interest in pro-Israel products and leads to a decrease in stock prices. Quoted from the Edelman Annual Trust Barometer, which surveyed several countries participating in the boycott of pro-Israel products. The result shows that Indonesia ranks second, with its people strongly boycotting pro-Israel products at a rate of 52% (Qudsnet, 2024).

Statement (Antonio, 2023) says that "Indonesia is now the time not to import too many products from abroad, because this will impact Indonesia's foreign exchange." (AKIPTvOne, 2023). It is time for the Indonesian government to encourage MSME products to compete in the global market, among other things, by providing business literacy and lending funds to MSME actors through sharia financial institutions so that MSMEs can develop, compete with foreign products, and so that MSME actors can create quality substitute products and also serve as alternatives to boycotted products. The data on the growth of MSMEs in Indonesia has been increasing quite significantly year by year, except in 2020 when the number of MSMEs decreased by about -2.24% from 65.47 units in 2019, as shown in the following data (UMKM Indonesia 2024).

With MSMEs contributing 99% of all business units, MSMEs have a significant impact on economic expansion in Indonesia. Indonesia's gross domestic product (GDP) is 61% contributed by MSMEs. Around 117 million workers, or 97% of the workforce, are employed by MSMEs (Kadin, 2024). In the city of Bogor, in 2023, the total number of MSMEs reached 74,000, an increase from 68,000 in 2021 (INDONESIA, 2025). The Bogor Regency Government encourages the development of MSMEs, one of which is by holding the MSME Juara event with the theme "MSMEs leveling up digitally towards going international" (Nisaputra, 2022). This study discusses the analysis of marketing strategies for MSMEs in Bogor City post-MUI's fatwa on boycotting pro-Israel products. This research will use interview data from producers of fast food and beverage SMEs in Bogor, to determine whether the boycott has affected the rise or fall in sales of fast food and beverage SME products from the time of the boycott until now. The shift in the community's use of daily products is an unusual phenomenon because it occurs suddenly and voluntarily. SME actors must be ready to innovate to create substitute products that can compete with foreign products.

Literature Review

1. Market Opportunity Theory

Market opportunity is a condition where circumstances and timing create an opportunity for a company to take action or implement a business strategy. If a company can optimally leverage market opportunities, it will certainly lead to significant development impacts. The function of market opportunities is to enable a business to determine the right steps and strategies. (RuangMenyala, 2023).

2. Market Orientation Theory

Hisrich and Kearney (2014) state market orientation as follows: "Market Orientation reflects the organization's philosophy to identify and meet the needs and requirements of customers by being adaptive in responding to market conditions." In Indonesian, market orientation reflects an organization's philosophy to identify and meet consumer desires by becoming more adaptive in responding to market conditions (Silviasih, Slamet, & Iskandar, 2016).

3. Theory of Planned Behavior (TPB)

TPB provides one of the most dominant conceptual frameworks for studying human behavior (Ajzen, 2001). TPB expands and incorporates the variable of perceived behavioral control (Ajzen, 1985). According to Ajzen (1991), TPB combines attitudes, subjective norms, and perceived behavioral control to predict intentions with greater accuracy. TPB consists of three components that determine behavioral intention: attitude, subjective norms, and perceived behavioral control. Attitude is determined by behavioral beliefs, subjective norms are explained by normative beliefs, and control beliefs determine perceived behavioral control (Rohmah & Martini, 2020).

4. Definition of MSMEs

Definition of Micro, Small, and Medium Enterprises The characteristics of MSMEs in this study are micro enterprises, small enterprises, and medium enterprises. Micro, Small, and Medium Enterprises (MSMEs) play a

significant role in countries with a small and medium-sized enterprise-based economy like Indonesia. According to Bank Indonesia, the role of MSMEs in general is:

- a. As a job provider that can absorb a large workforce, thereby reducing the potential for unemployment and poverty.
- b. Contributing to the increase in Gross National Product (GNP) and
- c. Economic growth.

The definition of Micro Enterprises according to the Republic of Indonesia Law No. 20 of 2008 is productive businesses owned by families or individuals who are Indonesian citizens. The criteria for Micro Enterprises are:

- a. Micro enterprises have annual sales revenue of more than Rp 300,000,000.00 (three hundred million rupiah) or a net worth of up to Rp 50 million (fifty million rupiah), excluding land and buildings where they operate.
- b. This business is also a small to medium-sized enterprise with the characteristics of a craftsman but does not yet have the characteristics of an entrepreneur.

A small business is an autonomous, profitable venture managed by an individual or organization. This small business is not a division or subsidiary owned. This business does not directly or indirectly operate as a component of a large or medium-sized business. According to the Republic of Indonesia Law No. 20 of 2008, small businesses must meet the following criteria:

- a. Have a net worth of at least Rp50,000,000.00 (fifty million rupiah) and up to Rp500,000,000.00 (five hundred million rupiah).
- b. Land and residential business structures are not included in this total.
- c. This business generates more than Rp300,000,000 (three hundred million rupiah) in annual revenue.

A medium business is an independent and profitable economic endeavor managed by an individual or organization that is not a division or

branch of a business owned or controlled. The criteria for Medium Enterprises according to Indonesian Law No. 20 of 2008 are:

- a. Businesses that have a net worth of more than Rp500,000,000.00 (five hundred million rupiah) up to a maximum of Rp10,000,000,000.00 (ten billion rupiah). This amount of wealth does not include land and buildings used for the business.
- b. This business has annual sales results of more than Rp2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of Rp50,000,000,000.00 (fifty billion rupiah) (Nuriyah, Endri, & Yasid, 2017).

5. Definition of Boycott

Boycott in the KBBI dictionary means colluding to refuse to cooperate, engage in trade, speak, participate, and so on. A boycott is an action or strategy carried out by individuals, groups, or communities to express disagreement or protest against an entity, such as a company, product, service, or individual, by deliberately avoiding or refusing to actively engage with that entity. This is usually done in response to actions deemed unethical, inconsistent with values, or contrary to certain views or goals. The boycott movement was popularized by Charles Stewart Parnell during the Irish land agitation in 1880 to protest high rents and land evictions (meaning of product boycott, examples, and types 2023).

6. Sharia Foundation

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَحِلُّوا شَعَائِرَ اللَّهِ وَلَا الشَّهْرَ الْحَرَامَ وَلَا الْهُدَىٰ وَلَا الْقَلْبِدَ وَلَا ءَامِينَ الْبَيْتِ الْحَرَامِ يَنْتَعُونَ فَضْلًا
مِّن رَّبِّهِمْ وَرِضْوَانًا وَإِذَا حَلَلْتُمْ فَاصْطَادُوا وَلَا يَجْرِمَنَّكُمْ شَتَانُ قَوْمٍ أَن صَدُّوكُمْ عَنِ الْمَسْجِدِ الْحَرَامِ أَن تَعْتَدُوا
وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ حَوْلًا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدُونِ ؕ وَأَن تَقُوا اللَّهَ طِبْنَ اللَّهُ شَدِيدُ الْعِقَابِ

Meaning:

“O you who have believed! "Do not violate the sanctity of the rites of Allah or the sacred month or the sacrificial animals or the animals that are brought to the Sacred House seeking bounty from their Lord and His pleasure. However,

you will go hunting after you finish the harvest. Avoid hating those who have forbidden you from entering the mosque. And help one another in goodness and piety; but do not help one another in sin and aggression. And fear Allah; indeed, He is the one who gives a severe punishment” (Al-Ma'idah: 2).

Imam Nawawi's opinion in Sharh Sahih Muslim 11/40:

وقد أجمع المسلمون على جواز معاملة أهل الذمة وغيرهم من الكفار إذا لم يتحقق تحريم ما معهلكن لـ يجوز للمسلم أن يبيع أهل الحرب سُلحا وآلة حرب ول يستعينون به في إقامة دينهم

Meaning:

"It has been agreed upon by all Muslims that dealings with dhimmis and other non-Muslims are permissible as long as those dealings do not involve anything haram." But Muslims are not allowed (haram) to sell weapons to the enemies of Islam who are waging war against Islam, and they are also not allowed to assist them in establishing their religion”.

Fatwa MUI

Fatwa on the legal ruling regarding support for the Palestinian struggle:

Legal provisions

- a. Supporting the struggle for Palestinian independence against Israeli aggression is mandatory.
- b. Support as mentioned in point (1) above, including distributing zakat, infaq, and charity for the benefit of the Palestinian people's struggle.
- c. Basically, zakat funds should be distributed to mustahik who are in the vicinity of the muzakki. In cases of emergency or urgent needs, zakat funds may be distributed to mustahik who are located further away, such as for the Palestinian struggle.
- d. Supporting Israel's aggression against Palestine or parties that support Israel, whether directly or indirectly, is haram.

Recommendation

- a. Muslims are urged to support the Palestinian struggle, such as through humanitarian and struggle fundraising movements, praying for victory,

reciting Qunut Nazilah, and performing funeral prayers for all deceased Palestinian Muslims.

- b. The government is urged to take decisive steps to support the Palestinian struggle, such as through diplomatic channels at the UN to stop the war and impose sanctions on Israel, sending humanitarian aid, and consolidating OIC countries to pressure Israel to cease its aggression.
- c. Muslims are urged to maximize avoiding the consumption and use of Israeli products and those who support Israel's aggression against Palestine.

Method

The research was conducted in Bogor using several data collection methods, namely in-depth interviews aimed at MSME actors in the fast food and beverage sector regarding the impact of the boycott on pro-Israel products, whether there was an increase in sales or not during the boycott. In analyzing the interview results, the researcher also used documentation in the form of previous studies, observations, and questionnaires distributed to consumers involved in the boycott action, aiming to serve as supplementary and supporting data for the interview results. By using a descriptive qualitative research method aimed at explaining strategies and opportunities for MSMEs and the behavior of consumers involved in boycott actions, in shopping. Data analysis in this research uses the Miles and Huberman qualitative model with stages including data collection, data condensation, data display, and conclusion drawing/verification (Sugiyono, 2020).

Results and Discussion

1. Opportunity for MSMEs

SMEs see the boycott as an opportunity to increase sales, according to those interviewed, believing that the boycott movement against pro-Israel products is an opportunity to boost sales. Consumers are switching to products from

non-Israeli companies, especially in the fast food and beverage sector, due to the involvement of companies in the ongoing conflict in Palestine. Given the ongoing boycott, SMEs should seize the opportunity to increase revenue and expand their marketing reach. Using pro-Palestinian attributes in the MSME market, building businesses in the online market, advertising products on various social media platforms, donating a portion of revenue to Palestine, and stopping the marketing or resale of boycotted products are some ways MSMEs can take advantage of the boycott of pro-Israel products. Results should be presented continuously starting from the main result until supporting results. Unit of measurement used should follow the prevailing international system. It also allowed us to present diagrams, tables, pictures, and graphics followed by narration of them.

2. MSME Strategies

The tactics used by SMEs to increase revenue include adjusting product prices to the economic conditions of the surrounding community, providing friendly service and building rapport with consumers, creating more varied products, and replacing boycotted products with non-boycotted ones. The marketing tactics for MSME products include word of mouth, distributing brochures to schools, advertising products in WhatsApp groups, offering attractive promotions, adding variety to the products sold, and setting up stands at various events. Additionally, MSMEs need to expand their marketing networks to reach a broader consumer base so that MSME products are widely available and help consumers find alternative substitute products. UMKM actors sell goods in various places, including local stores, retailers, and several online marketplaces such as Lazada, Shopeefood, Gofood, Grabfood, and set up stands at various events.

Businesses with many branches are often more easily recognized by the public and find it easier to build a strong brand among consumers. Other techniques that can be used include distributing brochures, building good relationships with consumers, actively posting products on social media such

as Instagram and WhatsApp status, word of mouth, and placing product banners in front of the store. In addition to having a taste and price roughly equivalent to the fast food offered by the boycotted companies, the fast food offered must also be varied and enjoyable for consumers. The fast food products provided by small and medium enterprises include fried chicken, crispy chicken skin, spicy wings, noodle dishes, frozen food, spaghetti, burgers, french fries, chips, iced tea, and soda.

To prevent customers from getting bored with the same menu, MSMEs must create a variety of new and diverse products. According to findings from interviews with SMEs, it was stated that there was an increase in the number of goods during the boycott. Small and medium enterprises (SMEs) see sales affected if SMEs can meet consumer demand. One in five SMEs reported a significant increase in sales after the boycott occurred, two in five SMEs noted a significant increase in sales at the beginning of the boycott, while the other two stated that the boycott of pro-Israel products did not affect the increase in sales, but rather sales remained relatively stable.

SMEs must determine whether the goods and services they offer can demonstrate a level of attention that encourages consumer loyalty to meet shopping demands. One of the MSMEs stated that it has not yet met customer demand, while four out of five others indicated that they have already done so. The frequency of consumer shopping indicates how satisfied customers are with the MSME, the majority of shoppers are regular customers, and there are even some customers who have remained loyal to shopping at the MSME for the past seven years up to now. "The frequency of consumer shopping indicates how satisfied customers are with SMEs, the majority of shoppers are regular customers, and there are even some customers who have remained loyal to shopping at SMEs for the past seven years up to now. "The transparency of consumers about their purchasing experience, consumers also express their happiness." The transparency of consumers about their purchasing experiences also reveals their happiness. For example, "many

customers acknowledge that the products offered by MSMEs are indeed cheaper, but the quality feels the same as the chicken supplied by one of the boycotted companies."

3. Consumer Attitude

In this data collection, the researcher used a questionnaire that serves as additional data. The questionnaire was distributed to consumers involved in the boycott of products affiliated with Israel, with the aim of understanding how, why, and until when consumers participate in the boycott. In addition, the researchers also want to know whether the consumers involved in the boycott action have found substitute products and where the consumers learned about these substitute products.

The respondents included in the conducted research survey totaled 30 respondents, of which 3 did not meet the research criteria, so the number of respondents that met the criteria and whose data could be processed was 27 respondents. When asked whether consumers still boycott pro-Israel goods, all consumers said they still boycott pro-Israel products to this day. This is based on a number of core beliefs held by consumers, including hostility, humanity, and religion, all of which drive consumers to participate in the boycott of pro-Israel products.

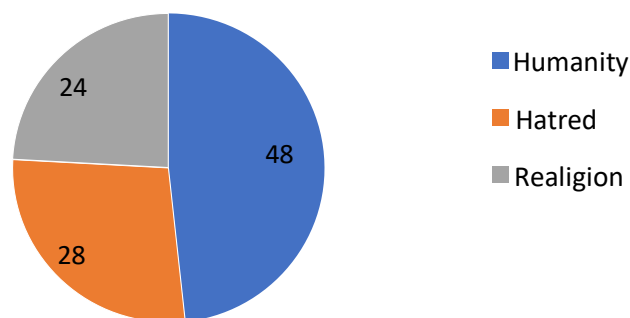


Diagram 1 The Reason Respondents Participated in the Boycott Action

The justification most often given by consumers for boycotting goods produced by businesses affiliated with Israel is a sense of humanity. Consumer hatred or anger towards Israel's treatment of the Palestinian people ranks second, while religious teachings that encourage consumers to support each other in doing good come last. Consumer decisions regarding the duration of the boycott against pro-Israel goods are influenced by several factors, as shown in the pie chart presented below.

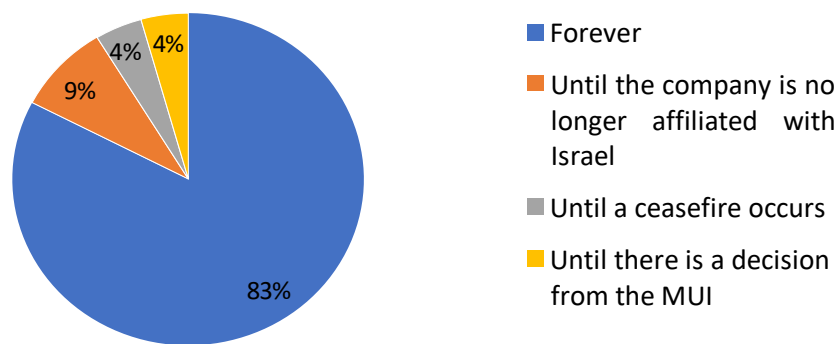


Diagram 2 Boycott Limit

Based on the comments provided by consumers, it can be concluded that consumers are no longer purchasing items related to Israel. The most common response from consumers is that they will continue to boycott pro-Israel products, which means that even if there is a ceasefire or the boycotted companies have severed their ties with Israel, consumers are very likely to stop buying or using products from those companies. One of the MSME consumers shares this view, saying that they will continue to buy from MSME players even after the boycott ends. Thus, consumers will look for other products to replace the ones they are boycotting.

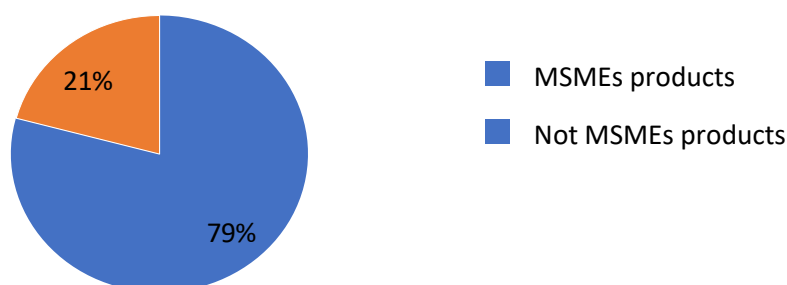


Diagram 3 . Origin of Fast Food and Beverage Products

The majority of consumers say that small and medium enterprises (SMEs) are an alternative source of goods that are now being used. As a result of marketing, several SMEs in the Bogor area experienced an increase in sales, as evidenced by the statement, "SMEs experienced a significant increase after the boycott period." (2014, Resti). It will be easier for customers to find alternatives and for them to gain more recognition as consumers as marketing evolves. Social media and word-of-mouth marketing techniques can also be used to promote products.

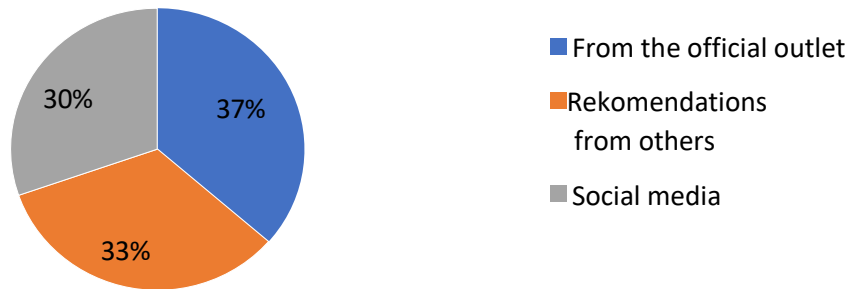


Diagram 4 . Where do Consumers Learn About UMKM Products

Word-of-mouth marketing is a tactic commonly used by small and medium enterprises (SMEs). SMEs use word-of-mouth marketing as a strategy to expand product marketing (Yulianti, Resti, Saputra, 2024). Because of its affordability and ease of use, this tactic has become a cornerstone for SMEs. In order for products to be effectively distributed through word-of-mouth recommendations, MSMEs must offer goods and services that meet customer expectations.

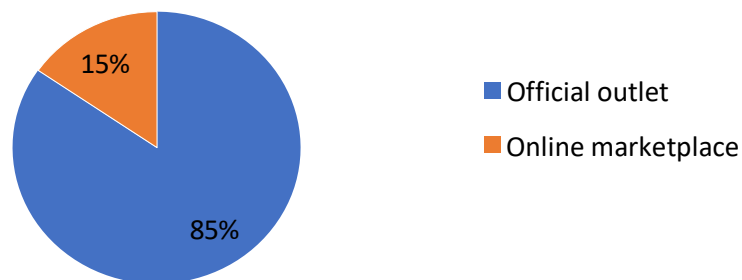


Diagram 5 Where Respondents buy UMKM Products

Of all consumers, 85% indicated that they purchased it from official stores, while 15% stated that they bought it through online marketplaces. Selling in online marketplaces is one of the marketing tactics that SMEs can use to expand their consumer market reach without incurring significant costs. "Fortunately, due to the impact of this boycott, sales have seen a significant increase (Resti, 2024)."

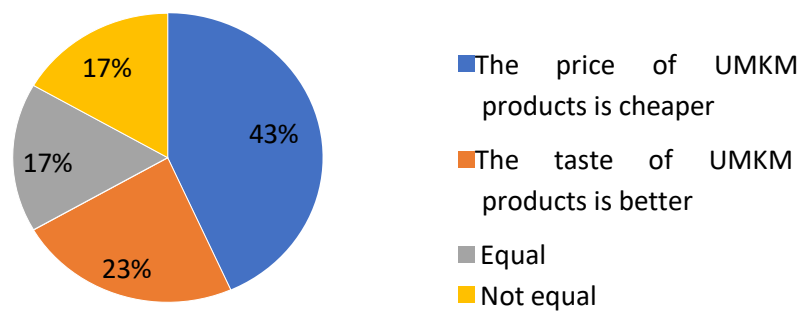


Diagram 6 . Equality in Taste and Price

Ensuring the equivalence between the boycotted goods and substitute products is crucial to determining consumer satisfaction with the currently used products. Consumer perception of MSME substitute products in terms of cost, taste, and service to consumers significantly affects their loyalty and can lead to repeat purchases, word-of-mouth recommendations, and reluctance to switch to competing brands (AdIns, 2023).

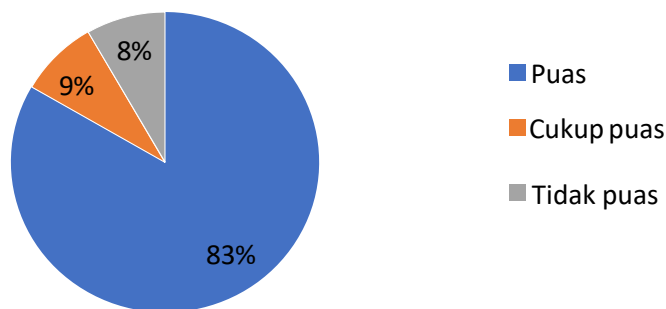


Diagram 7 Consumer Satisfaction

Consumer satisfaction with MSME products is directly related to the MSMEs' ability to provide competitive alternatives and deliver excellent service to consumers. Some consumers mentioned that they used to regularly buy products from the company that is currently being boycotted, but it turns out the prices there are higher while the taste of the products is the same as those sold by the MSMEs. (Rest, 2024).

1. Opportunities for MSMEs to Increase Sales During the Boycott

Information circulating in the market is an important asset in determining business strategy (Fardian, Zaerofi, & Ali, 2022). market opportunity is a condition where circumstances and timing create an opportunity for companies to take action or business strategies (RuangMenyala, 2023), MSMEs consider the boycott of pro-Israel products as an opportunity to increase sales. For MSME actors, this boycott is an opportunity to enhance product marketing, especially for MSMEs in the fast food and beverage sector, because most of the boycotted companies are in the fast food and beverage sector, which have popular products consumed by the Indonesian public and compete with Indonesian local products (Rahmani, 2023). The impact of this boycott action is a 50% decrease in sales for the targeted fast-food restaurant sector (Saha, 2023).

UMKM took advantage of the boycott opportunity by showing humanitarian solidarity, donating 100% of the proceeds from the sale of certain products to Palestine, and displaying pro-Palestine attributes in front of their restaurants. And cooperate in righteousness and piety, but do not cooperate in sin and aggression. (QS. Al-Maidah: 2), this is done to respond to market conditions regarding the socio-political issues that are currently prevalent in the community, the boycott action is seen as a political step to show Indonesia's support for Palestine (Luluk Roihanah, 2007). Market orientation reflects an organization's philosophy to identify and meet consumer desires by becoming more adaptive in responding to market conditions (Silviasih, Slamet, & Iskandar, 2016).

In line with the research conducted by (Afego & Alagidede, 2021), it is stated that companies that openly announce their intention to participate in boycott actions on average achieve statistically significant positive abnormal stock returns of 2.68% within four days after the announcement. If a company can optimally leverage market opportunities, it will have a significant developmental impact (RuangMenyala, 2023). According to the results of this study, most SMEs experienced a significant increase in sales during the boycott, while some others experienced stable sales before and after the boycott took place.

The government can take various steps to support MSME products by presenting import and export regulations on the use of local and alternative products, promotion, and support for local businesses, as well as improving product quality and MSME production capacity (Kusuma Annisa, 2022). As done by the Bogor regency government, which encourages the development of MSMEs by organizing the "Champion MSMEs" event with the theme "Digital-Based MSMEs Moving Up a Class Towards Going International" (Nisaputra, 2022). The government can also help organize halal-certified product literacy activities, especially for MSMEs in the fast food and beverage sector, by overseeing the process, conducting socialization, facilitating, and accessing halal certification activities (Ismail, 2023), which can increase public trust in making purchases, leading to an increase in product sales turnover (Yuwana & Hasanah, 2021).

Social media is also one of the tools for SMEs to increase sales during the boycott period, where most of the profits for SMEs are obtained through sales on online marketplaces such as GoFood, ShopeeFood, and GrabFood, as well as advertising products on several social media platforms like WhatsApp, Facebook, and Instagram. The same results were also obtained by the research conducted by (Anim, Arthur, & Kofi, 2023) which found that social media has a positive and significant impact on the performance of newly established SMEs. This study also found that social media plays an

active role in introducing MSME products to consumers and makes it easier for consumers to know about fast food and beverage products from MSMEs.

2. SME Strategy to Expand Marketing During Boycott Period

Market orientation helps companies determine strategies and approaches to understand the market (Vorhies, Morgan, and Autry, 2009). Understanding what consumers want is a strategy of market orientation, where companies sell products that meet the needs and demands of the market (Rahmalia, 2021). During this boycott period, it is the right time for SMEs to provide substitute products that meet consumer needs and are equivalent to the boycotted products. The equivalence referred to here means that SMEs need to offer products that are relatively similar to the boycotted products in terms of shape, taste, and price (Rahmalia, 2021). Because the boycott of pro-Israel products has led consumers to switch to local products, the psychological factor regarding the pro-boycott statement of Israeli products has made consumers turn to purchasing local products (Jaelani & Nursyifa, 2024).

The recommendation from other research is that MSMEs need to provide substitute products with prices and quality that align with community preferences, as well as to support local products to become more prominent (Laili et al., 2021). Non-governmental organizations also need to provide alternative products with appropriate quality and price. (Halimi, 2017). During this boycott period, market orientation will be more effective for MSMEs compared to forcing consumers to try new products (Rahmalia, 2021). This correlates with the findings of this study, where some consumers involved in the boycott chose to buy MSME products as substitutes that offer the same products sold by the boycotted company, in accordance with the research conducted by Grainer and Padanyi (2005). Businesses that adopt a market orientation can meet customer needs more effectively. (Morgan and Hunt, 1994 in Shehu and Mahmood, 2014) state that market orientation applied in a company will form better relationships with customers and can

improve sales performance, growth, market share, and profit (Silviasih, Slamet, & Iskandar, 2016).

By using a market orientation strategy, SMEs will easily enhance brand loyalty and word of mouth (Rahmalia, 2021). According to the research conducted, most SMEs market their products through word of mouth during this boycott period, which has led to an increase in sales. Another strategy used by SMEs to expand their marketing, as found in this research, includes distributing brochures to schools, advertising products in WhatsApp groups or statuses, offering attractive promotions, adding product variations, and setting up stands at various events.

3. Consumer Attitudes in Choosing Substitute Products

The boycott of pro-Israel products, carried out on the basis of rejection and disagreement with what is happening to the Palestinian people today, is a form of socio-political issue that is currently prevalent in society. The boycott is conducted as an expression of protest or a manifestation of dissatisfaction from the involved parties (Refendy, 2022). Boycott actions are viewed as a political step to show consumer support for Palestine (Luluk Roihanah, 2007). Social movements are defined as collective opposition, based on shared goals and social solidarity, in continuous interaction with elites, opponents, and authorities (Tarrow in Wiranata, 2022).

Social movements have four empirical characteristics, namely collective action, such as the boycott of pro-Israel products carried out by consumers based on opposition through direct action, which is the refusal to consume products from companies affiliated with Israel, and being disruptive or disturbing to the boycott's target authorities (Tarrow, 1994). The economic impact of this movement also extends to international companies considered pro-Israel, and their stock values have experienced a drastic decline (Refendy, 2022). The common goal and social solidarity of the boycott action aim to influence public opinion against the targeted entities (BeritaHariIni, 2023),

from (Bakan and Abu-Laban, 2009) discussing BDS in the context of international solidarity and counter-hegemonic discourse.

They draw attention to the role of electronic media in mobilizing people from around the world and its success in disrupting the hegemonic discourse that Israel is a progressive state. They support calls for holding Israel accountable for its actions, and their work highlights the numerous human rights violations committed by Israel against the Palestinian people. The ongoing interaction with opponents through demonstrations carried out by the community to defend the rights of Palestinians (Yoga, 2023).

Several reasons underlying consumers' boycott of pro-Israel products include humanitarian concerns, hatred, and religiosity. In agreement with the research conducted by (Jaelani & Nursyifa, 2024), the majority of students, 76%, boycott Israeli products as a form of concern for Palestine. Hostility has a positive and significant impact on the intention to boycott French products, while religiosity does not have a positive and significant impact on the intention to boycott French products (Pratiwi, Jannah, Saraswati, Raihanah, & Suhud, 2021). Other research also states that cultural factors, religion, and ethnocentric views are the main determinants in consumers' decisions to support or avoid certain products (Septiazi & Yuliana, 2023) and the study conducted by (Ishak, Khalid, & Sulaiman, 2016) that consumer participation in product boycotts is influenced by consumers' moral judgments, with frequent attention to religious affiliation and obligations.

Conclusion

1. Based on the results of the data analysis, the results and discussion explained above, the following conclusions can be drawn from this research:
2. The boycott of pro-Israel products has a positive impact on MSME actors because it can create marketing opportunities and increase sales, resulting from the diversion of consumers from the boycotted products.

3. The strategy of SMEs in leveraging the boycott is by participating in donating from product sales, placing pro-Palestine attributes on their marketplaces, registering their businesses on online marketplaces, advertising their products on various social media, and stopping the marketing or reselling of the boycotted products.
4. The attitude of consumers as boycotters in determining substitute products is to buy products that are relatively equivalent in terms of shape, price, and taste to the boycotted products. Consumers tend to buy products from SMEs with wider market reach because they are easier to obtain.

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