

ABSTRAK

MUH ARDIANSYAH MARWAN. 2026. *Perilaku Konsumen Muslim Pasca Boikot Produk Pro-Israel. Studi Kasus : Grand Toserba Makassar*. Skripsi. Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh: Edi Jusriadi dan Idham Khalid.

Penelitian ini bertujuan untuk menganalisis hubungan antara boikot produk pro-Israel dan etika konsumsi halal terhadap keputusan konsumen pada Grand Toserba Makassar. Penelitian ini dilatarbelakangi oleh meningkatnya kesadaran masyarakat Muslim terhadap isu kemanusiaan dan pentingnya prinsip konsumsi halal dalam islam.

Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Data dianalisis secara deskriptif kualitatif untuk menggambarkan persepsi dan pertimbangan konsumen dalam pengambilan keputusan pembelian.

Hasil penelitian menunjukkan bahwa boikot produk pro-Israel dan etika konsumsi halal memiliki hubungan dengan keputusan konsumen. Konsumen yang memiliki kepedulian terhadap isu kemanusiaan dan nilai-nilai islam cenderung mempertimbangkan kedua aspek tersebut dalam memilih produk.

Penelitian ini menyimpulkan bahwa boikot produk pro-Israel dan etika konsumsi halal saling berkaitan dalam memengaruhi keputusan konsumen di Grand Toserba Makassar.

Kata Kunci: *Boikot Produk Pro-Israel, Etika Konsumsi Halal, Keputusan Konsumen, Grand Toserba Makassar*



ABSTRACT

MUH ARDIANSYAH MARWAN. 2026. *Muslim Consumer Behavior After The Boycott of Pro-Israel Products: A case Study at Grand Toserba Makassar* . Program Study Islamic Economics, Faculty of Economics and Business, University Muhammadiyah of Makassar. Supervised by: Edi Jusriadi and Idham Khalid.

This study aims to analyze the relationship between the boycott of pro-Israel products and halal consumption ethics in influencing consumer decisions at Grand Toserba Makassar. This research is motivated by the growing awareness among Muslim communities of humanitarian issues and the importance of adhering to consumption principles in Islam.

This study adopts a qualitative approach, with data collected through interviews, observations, and documentation. The data were analyzed using descriptive qualitative methods to explore consumers' perceptions and considerations in making purchasing decisions.

The findings indicate that both the boycott of pro-Israel products and halal consumption ethics are related to consumer decisions. Consumers who demonstrate greater concern for humanitarian issues and stronger adherence to islamic values tend to take these two aspects into account when selecting products.

This study concludes that the boycott of pro-Israel products and halal consumption ethics are interrelated and play an important role in shaping consumer decisions at Grand Toserba Makassar

Keywords: *Boycott of Pro-Israel Products, Halal Consumption Ethics, Consumer Decisions, Grand Toserba Makassar.*

