

## ABSTRAK

**Farda Ningsi, NIM 105251100822.** DAMPAK GERAKAN SOSIAL BOIKOT PRODUK PRO-ISRAEL TERHADAP PERTUMBUHAN UMKM DI MAKASSAR. Program Studi Hukum Ekonomi Syari'ah (Mu'amalah) Fakultas Agama Islam Universitas Muhammadiyah Makassar. Dibimbing oleh Hasanuddin dan Mega Mustika.

Penelitian ini bertujuan untuk mengetahui dampak serta pengaruh gerakan sosial boikot produk pro-Israel terhadap pertumbuhan Usaha Mikro, Kecil, dan Menengah (UMKM) di Kota Makassar dalam perspektif ekonomi Islam. Latar belakang penelitian ini didasarkan pada meningkatnya kesadaran sosial dan keagamaan masyarakat Muslim terhadap isu kemanusiaan Palestina yang mendorong perubahan perilaku konsumsi, khususnya melalui gerakan boikot terhadap produk yang dianggap berafiliasi dengan Israel.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian survei. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 113 responden pelaku UMKM di Kecamatan Rappocini dan Tamalate, Kota Makassar, yang ditentukan menggunakan rumus Slovin. Analisis data dilakukan dengan menggunakan regresi linier sederhana melalui bantuan program SPSS untuk menguji pengaruh variabel gerakan sosial boikot produk pro-Israel (X) terhadap pertumbuhan UMKM (Y).

Hasil penelitian menunjukkan bahwa gerakan sosial boikot produk pro-Israel berpengaruh positif dan signifikan terhadap pertumbuhan UMKM di Kota Makassar. Hal ini mengindikasikan bahwa meningkatnya partisipasi masyarakat dalam gerakan boikot mendorong peralihan konsumsi ke produk lokal, sehingga berdampak pada peningkatan omzet, jumlah pelanggan, dan keberlanjutan usaha UMKM. Dalam perspektif ekonomi Islam, fenomena ini mencerminkan penerapan nilai-nilai keadilan, kemaslahatan, dan tanggung jawab sosial dalam aktivitas ekonomi masyarakat.

**Kata kunci:** Gerakan sosial boikot, Produk pro-Israel, Pertumbuhan UMKM, Ekonomi Islam, Konsumen Muslim.

## ABSTRACT

**Farda Ningsi, Student ID 105251100822. THE IMPACT OF THE SOCIAL BOYCOTT MOVEMENT AGAINST PRO-ISRAEL PRODUCTS ON THE GROWTH OF MSMEs IN MAKASSAR.** Study Program of Sharia Economic Law (Mu'amalah), Faculty of Islamic Studies, Muhammadiyah University of Makassar. Supervised by Hasanuddin and Mega Mustika.

*This study aims to examine the impact and influence of the social boycott movement against pro-Israel products on the growth of Micro, Small, and Medium Enterprises (MSMEs) in Makassar City from the perspective of Islamic economics. The background of this research is based on the increasing social and religious awareness of Muslim communities regarding the humanitarian crisis in Palestine, which has led to changes in consumer behavior through the boycott of products perceived to be affiliated with Israel.*

*This research employed a quantitative approach using a survey method. Data were collected through the distribution of questionnaires to 113 MSME actors in Rappocini and Tamalate Districts, Makassar City, determined using the Slovin formula. Data analysis was conducted using simple linear regression with the assistance of SPSS to examine the effect of the social boycott movement against pro-Israel products (X) on MSME growth (Y).*

*The results indicate that the social boycott movement against pro-Israel products has a positive and significant effect on the growth of MSMEs in Makassar City. This finding suggests that increased public participation in the boycott movement encourages a shift in consumer preferences toward local products, resulting in increased sales, customer numbers, and business sustainability for MSMEs. From the perspective of Islamic economics, this phenomenon reflects the implementation of values such as justice, public welfare (maslahah), and social responsibility in economic activities.*

**Keywords:** Social boycott movement, Pro-Israel products, MSME growth, Islamic economics, Muslim consumers.