

The Israeli Product Boycott Movement in the Perspective of Consumer Protection Law in Indonesia

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Abstract

The boycott of Israeli products in Indonesia reflects both solidarity with Palestine and the exercise of consumer rights. This study aims to analyze the boycott movement from the perspective of Indonesian consumer protection law, particularly Law No. 8 of 1999 on Consumer Protection (UUPK). Using a normative juridical method with a statute and conceptual approach, the research examines how consumer rights are exercised in ethical consumption practices and how legal obligations are imposed on businesses. The findings indicate that boycotts can be regarded as part of consumers' rights to make choices based on moral and ethical considerations, although legal and economic challenges may arise. Businesses are required to provide accurate product information, while unclear labeling often hinders consumer decision-making. The study also discusses the legal and economic implications of boycotts in the context of international trade, underscoring the importance of regulatory frameworks that ensure transparency and strengthen consumer protection when ethical dilemmas shape purchasing decisions.

Keyword: Boycott Movement, Consumer Protection, Israeli Product

A. INTRODUCTION

The boycott of Israeli products has become a global issue that has garnered significant attention, particularly in the context of the Israeli-Palestinian conflict and allegations of human rights violations by Israel against Palestinians. In Indonesia, where the majority of the population is Muslim and the government supports a pro-Palestinian foreign policy, the boycott has gained substantial support (Kementerian Perdagangan, 2023). However, it is important to consider how Indonesia's consumer protection laws view this movement, especially under Law No. 8/1999 on Consumer Protection (UUPK)(*Undang-Undang (UU) Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen*, n.d.).

The UUPK in Indonesia aims to protect consumer rights, raise consumer awareness, and ensure fair transactions between consumers and businesses (Khotimah & Chairunnisa, 2016). Several key principles form the foundation of consumer protection in this law, including the right to accurate, clear, and honest information about products, the right to make choices, and the right to comfort, security, and safety when consuming goods or services.

A boycott of Israeli products can be viewed as an expression of consumers' right to choose not to purchase certain products based on political or ethical considerations. Article 4 of the UUPK affirms consumers' right to select goods or services that justify the money they spend. Thus, consumers who participate in the boycott are exercising their right to choose products aligned with their moral and ethical beliefs.

The boycott movement aligns with consumer ethics, where individuals consider social, political, and environmental factors in their purchasing choices (Fisia, 2024). In Indonesia, religious beliefs and a sense of international solidarity, especially regarding the Israeli-Palestinian conflict, often influence consumers' ethical decisions.

At the same time, businesses are obligated to provide accurate and transparent information to consumers, as stipulated in Article 7 of the UUPK. In the context of boycotts, consumers have the right to know a product's origin, including whether it is sourced from Israel or affiliated companies. However, Indonesia lacks specific regulations requiring businesses to disclose detailed product origins, with a few categorical exceptions. This creates challenges for consumers seeking to avoid products associated with Israel. Consequently, the role of consumer protection agencies and civil society organizations becomes essential in supplying reliable information to consumers (Sukarna, 2018).

While boycotting Israeli products reflects consumers' right to choose, its practice can encounter legal challenges. For instance, boycott campaigns that spread misleading or

inaccurate product information may violate UUPK consumer protection principles, which prohibit the dissemination of false information that could harm consumers or businesses.

In the context of international trade, a boycott of Israeli products may conflict with Indonesia's commitments under free trade agreements. While the Indonesian government does not have an official policy barring trade with Israel, diplomatic relations between the two countries remain limited (Indonesia, 2023) .

Indonesia's legal system provides consumer protection to safeguard consumer rights, ensuring they receive accurate and honest information about the products they purchase. The primary legal framework for this is Law No. 8/1999 on Consumer Protection (UUPK), which sets forth the rights and obligations of both consumers and businesses. This article will explore how a boycott of Israeli products aligns with Indonesian consumer protection law and how consumer rights are upheld within such boycott movements.

One key aspect to analyze is the consumer's right to choose products based on personal preferences, which may include ethical or political values. The choice to boycott certain products, such as those from Israel, exemplifies consumers exercising this right. Conversely, businesses are obligated to provide honest and accurate information about their products, including details on origin. This article examines how this obligation is fulfilled and explores the challenges consumers encounter in accessing comprehensive and accurate information on products associated with Israel.

It will also address the legal implications of the boycott movement within the context of international trade and Indonesia's economic policies (Organization, 2024). While boycotts reflect a consumer's right to make personal choices, they may conflict with the free trade principles upheld by the Indonesian government. Indonesia's trade policies generally promote economic relations with other countries, including Israel. Through legal analysis,

this article investigates whether consumer protection regulations in Indonesia support or constrain the movement to boycott Israeli products.

B. Research Method

The purpose of this article is to provide a comprehensive understanding of the relationship between the Israeli product boycott movement and consumer protection law in Indonesia. By analyzing the existing legal framework and comparing it with case studies from other countries (Sabar et al., 2025), this article assesses whether consumers in Indonesia have adequate protection when they choose to boycott certain products. Finally, the article explores whether consumer protection laws in Indonesia can support consumer choices based on moral and ethical values, while still aligning with legal principles and international trade standards. This article employs five main approaches: philosophical, statutory, conceptual, case, and comparative. The philosophical approach aims to explore the underlying philosophical basis for the boycott of Israeli products within the context of consumer protection in Indonesia. It will focus on the values that drive the boycott and their relationship with consumers' rights to choose. In this context, the discussion will include the moral and ethical principles influencing consumer decisions regarding boycotts, as well as the philosophical implications of the movement for consumer rights (Marzuki, 2019). Additionally, the statutory approach will examine Law No. 8/1999 on Consumer Protection (UUPK) and related regulations. The analysis will assess the protection of consumer rights in the context of boycotts and evaluate the extent to which existing regulations support consumer actions in rejecting products based on ethical or political values. The conceptual approach will further explore the right to choose and the obligation of businesses to provide accurate information about their products. This involves analyzing doctrines and the perspectives of legal scholars on consumer rights in relation to boycotts (KOMPAS, 2020).

A case approach will also be utilized to analyze various instances of product boycotts in Indonesia and compare them with similar cases in other countries. These cases will be examined to understand the application of consumer protection principles in the context of boycotts and their impacts on both businesses and consumers. For the collection of legal materials, this research will utilize both primary and secondary legal sources, with literature review as the primary collection technique. The analysis of these legal materials will be conducted using the aforementioned approaches, linking the results to relevant theories, doctrines, and existing legal principles. The findings are expected to provide robust legal arguments regarding consumer protection in the context of boycotting Israeli products.

B. RESULT AND DISCUSSION

1. Legal Framework for Consumer Protection in Indonesia

A. The Goals of Consumer Protection

Consumer protection in Indonesia is governed by Law No. 8 of 1999 on Consumer Protection (UUPK), which provides a legal framework for safeguarding consumer rights, ensuring security in transactions with businesses, and promoting fair and balanced trade practices. In the context of boycotting Israeli products, the UUPK offers a legal basis that empowers consumers in Indonesia to make purchasing decisions based on their ethical or political preferences, including the ability to choose which products to buy or avoid.

The UUPK aims to establish a fair balance between consumer rights and business interests. Its main objectives include:

1. Increasing consumer awareness, capability, and independence to protect themselves from risky or dangerous products.

2. Safeguarding consumer dignity by preventing trade practices that may harm them.
3. Empowering consumers by strengthening the legal framework that guarantees their rights.
4. Ensuring legal certainty within the consumer protection system, thereby fostering a balanced relationship between consumers and businesses.

These objectives demonstrate that consumer protection in Indonesia encompasses not only physical safety but also addresses the moral and ethical rights of consumers in making informed decisions about the products or services they choose to use.

B. Consumers' Rights in UUPK

Article 4 of Law No. 8/1999 on Consumer Protection (UUPK) regulates various consumer rights that are highly relevant in the context of boycotting Israeli products.

Some of these rights include:

1. The right to comfort, security, and safety when using goods and services.
Consumers have the right to ensure that the products they use are not only physically safe but also align with their ethical values.
2. The right to choose goods and services that are worth the money they spend. In this context, consumers have the freedom to decide whether to buy or reject products based on personal reasons, including moral, religious, or political considerations.
3. The right to accurate, clear, and honest information regarding the condition and guarantees of goods and services. Consumers have the right to receive complete information about a product's origin, including whether it comes from a country involved in a conflict or political issue that they wish to avoid.

4. The right to be heard regarding opinions and complaints related to the goods and services consumed. Consumers are entitled to protection from potential losses that may arise from using these products.

These rights provide a strong foundation for Indonesian consumers to support or participate in the movement to boycott Israeli products. If consumers believe that Israeli products, or those linked to Israel, contradict their ethical or moral values, they have the right to reject these products and join the boycott.

C. The Obligations of Business Actors

In addition to regulating consumer rights, the General Consumer Protection Law (UUPK) outlines several obligations for businesses, particularly in the context of boycotting Israeli products:

1. The obligation to provide accurate, clear, and honest information about the goods and/or services sold (Article 7 of UUPK). Businesses must offer transparent information regarding the origin of their products, including whether they originate from Israel or are associated with companies that support Israel.
2. The obligation to ensure the quality of goods or services in accordance with applicable quality standards (Article 7 of UUPK). Businesses are not only responsible for maintaining the physical quality of their products but are also expected to consider the social and political implications of the goods they offer.
3. The obligation to provide compensation, restitution, or replacement if the goods or services offered do not conform to the agreement or have manufacturing defects. While this obligation primarily focuses on the physical quality of the products, it also encompasses the need for honesty in disclosing information about the origin or production process of the goods.

D. The Consumer Protection Institution in Indonesia

Within the framework of Law No. 8/1999 on Consumer Protection (UUPK), the Indonesian government has established various agencies tasked with supervising and enforcing consumer protection laws. Key agencies in this area include:

1. National Consumer Protection Agency (BPKN): This agency's primary responsibility is to provide advice and recommendations to the government regarding the formulation of consumer protection policies.
2. Non-Governmental Consumer Protection Organization (LPKSM): LPKSM assists consumers facing issues in transactions, offering legal assistance and mediation services.
3. Indonesian Consumer Organization Foundation (YLKI): As a non-governmental organization, YLKI plays a vital role in advocating for consumer rights and providing education to empower consumers in protecting their interests.

In the context of boycotting Israeli products, these organizations can significantly contribute by ensuring consumers have access to clear and accurate information about the products they purchase. For instance, YLKI can actively advocate for consumers who wish to boycott products on ethical or political grounds.

E. Consumer Protection and Trade Globalization

One of the main challenges in implementing the General Consumer Protection Law (UUPK) is balancing consumer protection with the dynamics of global trade. Like many other countries, Indonesia is bound by various international trade agreements that promote free trade. In the context of the boycott against Israeli products, these free trade

principles can conflict with consumers' rights to choose products based on ethical and political considerations.

Several international trade agreements impact consumer protection policies in Indonesia, including:

1. World Trade Organization (WTO) Agreement: As a member of the WTO, Indonesia endorses trade liberalization and the reduction of trade barriers among countries. While the WTO acknowledges each country's right to regulate its domestic trade, including aspects of consumer protection, it emphasizes the principle of non-discrimination in international trade (Organization, 2024).
2. ASEAN Free Trade Agreement (AFTA): Indonesia is also a participant in AFTA, which aims to enhance free trade within the Southeast Asian region. This agreement focuses on reducing tariffs and non-tariff barriers that may hinder consumers or community groups in Indonesia from boycotting products from specific countries, such as Israel (Wikipedia, 2024).

2. Boycott of Israeli Products in the Perspective of Consumer Protection Law

A. Boycott Perspective in the Context of Consumer Ethics

In the context of consumer protection law in Indonesia, boycotting Israeli products can be seen as a way for consumers to exercise their right to choose products based on ethical and political values. However, the primary challenge in implementing this boycott movement lies in ensuring that consumers receive accurate information about the products they purchase. Additionally, it is essential to guarantee that the boycott campaign does not violate the principles of international law under which Indonesia operates, including free trade agreements.

Therefore, the government and consumer protection agencies must collaborate to educate the public about the origins of products and provide clear guidance on consumer

rights regarding the boycott of certain items. Simultaneously, it is crucial for the government to maintain a balance between consumer protection policies and Indonesia's commitments to international trade agreements, including those established by the World Trade Organization (WTO) (Organization, 2024).

Consumer ethics play a significant role in purchasing decisions, especially when consumers consider the social, political, and environmental impacts of the products they buy. The boycott of Israeli products exemplifies how ethical principles influence consumer choices. In this context, ethical consumers not only evaluate the price and quality of a product but also consider how it is produced, who benefits from it, and the broader social and political implications of the transaction. The boycott of Israeli products is often viewed as a form of moral protest against the country's political policies, particularly concerning the Israeli-Palestinian conflict.

B. Consumer Ethics and the Decisions to Boycott

Consumer ethics encompasses the principles that guide individuals in evaluating whether to support a particular product or company. These principles often address issues like human rights, environmental sustainability, animal welfare, and corporate social responsibility. When it comes to boycotting Israeli products, many consumers base their choices on values of human rights and global solidarity (Crane & Matten, 2007), motivating them to avoid purchasing products linked to Israel.

Crane and Matten suggest that consumer ethical decisions are shaped by individual, social, and environmental factors. Some of the key motivations behind consumer participation in boycott movements include:

1. **Personal morals:** Many consumers feel that purchasing products from Israel or companies associated with Israel contradicts their ethical values, particularly if they view Israel as implicated in human rights abuses.

2. Social influence: Social settings—such as friends, family, or community groups—can also impact a consumer's decision to support a boycott (Crane & Matten, 2007). In Indonesia, for example, the movement to boycott Israeli products is frequently bolstered by faith-based organizations or humanitarian solidarity groups.
3. Public campaigns: Civil society organizations, media, and human rights groups play a significant role in raising awareness and inspiring consumers to engage in boycotts through organized campaigns (Crane & Matten, 2007).

Schwartz points out that ethically-based consumer decisions involve considering the broader social impact of one's actions (Schwartz, 2001). In the case of boycotting Israeli products, consumers hope that reducing demand will exert economic pressure on the Israeli government, potentially prompting more equitable policies toward Palestinians.

3. Boycott, Divestment, Sactions (BDS) Movement

The Boycott, Divestment, Sanctions (BDS) movement is one of the most significant efforts to boycott Israeli products, advocating for a global economic, academic, and cultural boycott of Israel. Launched in 2005 by Palestinian civil society groups (Movement, 2016), BDS seeks to pressure Israel to end its occupation of Palestinian territories, uphold Palestinian rights, and adhere to international law. The movement urges the global community to refrain from purchasing Israeli products or supporting companies that are perceived to enable the Israeli government's oppression of Palestinians (Movement, 2016).

BDS highlights the importance of ethical consumerism, encouraging individuals to use their purchasing power to support social justice and human rights. Supporters of BDS avoid not only Israeli products but also those from multinational companies that

maintain business relationships with Israel, including certain technology and agricultural companies.

Boycotts like BDS often attract consumers with high social awareness. In his study on “Ethical Consumerism,” Smith (Movement, 2016) notes that consumers involved in ethical boycotts generally expect that their actions will prompt changes in corporate behavior or policies. BDS advocates, in particular, believe that by boycotting Israeli products, they can influence global economic dynamics and apply political pressure on Israel to respect Palestinian rights.

A. The Concept of “Voting with Your Wallet”

The term “voting with your wallet” refers to the practice of consumers using their purchasing decisions to support a social or political cause. In the context of boycotting Israeli products, participants view each choice not to buy a specific product as a concrete form of moral and political support. For instance, by refraining from purchasing goods manufactured in Israel or by companies that endorse pro-Israel policies, consumers aim to decrease the economic resources that support the Israeli economy.

This concept aligns with Friedman's theory of political consumerism (Friedman, 1985), which suggests that consumers can leverage market forces to drive social change. However, implementing this approach can be challenging, particularly in Indonesia, where consumers often lack access to detailed information about product origins. Identifying products associated with Israel or companies that support Israeli policies may be difficult for many consumers. In this context, the role of civil society organizations, media, and Consumer Protection Agencies becomes essential in providing consumers with accurate and comprehensive information (Sukarna, 2018).

B. Consumer Ethics in Legal Perspective

From a legal perspective, consumers' right to make ethical choices is recognized in Law No. 8/1999 on Consumer Protection (UUPK). This law grants consumers the right to select goods and services that provide fair value for their money. Specifically, Article 4 of the UUPK entitles consumers to receive accurate, clear, and honest information regarding the condition and warranty of goods and services, including details about the product's origin.

However, despite the UUPK's acknowledgment of this right, there are challenges in ensuring that consumers receive sufficient and transparent information about the products they buy. In the case of boycotting Israeli products, this challenge involves making sure that businesses disclose accurate information about product origins. As consumer awareness of ethical considerations grows, there is a pressing need to strengthen regulations to guarantee full transparency across product supply chains.

C. The Challenges in Implementing Boycott in Indonesia

The boycott of Israeli products in Indonesia faces several challenges, particularly regarding regulations that mandate businesses to disclose product origins. Currently, Indonesia lacks a comprehensive labeling system requiring all products to specify their country of origin, with exceptions primarily for food and beverages. This limitation makes it challenging for consumers to identify products connected to Israel or to companies affiliated with it.

Additional obstacles emerge from the political and economic dimensions. Although the Indonesian government has historically supported Palestinian independence, there are limited but ongoing trade relations with Israel. Some Indonesian companies may have indirect business ties with Israeli firms, complicating efforts for consumers to trace product supply chains.

Addressing these challenges will require stronger advocacy from civil society organizations, consumer protection agencies, and foundations focused on ethical consumerism. The government should also consider tightening product labeling regulations to ensure that consumers have sufficient information to make informed ethical choices.

D. Boycott Israeli Products and the Consumers' Right to Choose

The right to choose is one of the fundamental pillars of the consumer protection system in many countries, including Indonesia. Law No. 8/1999 on Consumer Protection (UUPK) establishes that consumers have the right to select products or services based on their needs and preferences, as well as to receive adequate information to support these choices. In the context of the boycott movement against Israeli products, this right empowers Indonesian consumers to leverage their purchasing power as a means of expressing their ethical and political views.

E. Consumers' Right to Choose under UUPK

Article 4 of Law No. 8/1999 establishes that consumers have the right to comfort, security, and safety when purchasing goods and services, as well as the right to choose products that represent good value for money. This right encompasses various aspects, including the right to quality products and the freedom to make choices based on moral and political preferences.

In the context of boycotting Israeli products, this right empowers consumers to decide whether to purchase goods from Israel or to refrain from doing so. They are entitled to boycott products that they believe are inconsistent with their values, whether for religious, ethical, or political reasons. A prominent example of this right in action is the movement advocating for the boycott of Israeli-related products, which includes agricultural items, technology, and other consumer goods.

Furthermore, the consumer's right to choose also entails the right to receive accurate, clear, and honest information about the origins of products, as specified in Article 7 of the General Consumer Protection Law (UUPK). Businesses are required to provide sufficient information to consumers, enabling them to make informed decisions regarding the origins of products and the companies affiliated with them. In the context of the boycott of Israeli products, consumers have the right to know whether the products they purchase are sourced from Israel or from companies that support Israel.

F. Boycott as an Expression of Consumer Rights

The boycott of Israeli products represents a broader exercise of consumer rights, specifically the right to choose who to do business with and the reasons behind that choice. Consumers are entitled not only to safe and quality products but also to consider social, political, and ethical factors in their purchasing decisions. In today's world, an increasing number of consumers are leveraging their spending power to express political and social viewpoints, such as support for human rights and environmental sustainability.

The Boycott, Divestment, and Sanctions (BDS) movement is a concrete example of exercising consumer choice on a global scale (Movement, 2016). This movement aims to use market forces as a tool to pressure Israel to cease its human rights violations against the Palestinian people. In this context, the boycott is not merely an individual decision; it is part of a collective effort to achieve broader social and political change.

Indonesian consumers who support BDS or similar movements are actively choosing products that align with their ethical values (Kotler & Armstrong, 2014). By refraining from purchasing goods from Israel or companies that support Israel, they hope to contribute to international efforts to compel the Israeli government to end its

occupation of Palestine. Simultaneously, this action reflects solidarity with the victims of injustice.

G. The Importance of Information in the Consumers' Right to Choose

The consumer's right to choose is meaningless without access to accurate information. In the context of boycotting Israeli products, it is essential for consumers to have clear information about the origin of products and the companies involved in the supply chain. However, a significant challenge consumers face is the lack of transparency in product labeling in Indonesia.

Currently, Indonesia's labeling system does not require businesses to clearly state the country of origin of products or the companies involved, except for certain categories such as food and beverages. This lack of regulation makes it difficult for consumers to identify products that come from Israel or those produced by companies that support Israel. For example, technology or agricultural products with components sourced from Israeli companies often do not provide clear information regarding the origin of these components.

This lack of transparency impedes consumers' rights to make free and informed choices. To address this issue, stronger advocacy is needed from consumer protection agencies and the government to enhance product labeling regulations. With more transparent and accurate labeling, consumers will be better equipped to make informed decisions aligned with their ethical values.

Furthermore, the role of civil society organizations and the media is crucial in helping consumers access relevant information (Solomon, 2017). Public campaigns conducted by organizations such as the Indonesian Consumers Foundation (Yayasan Lembaga Konsumen Indonesia, YLKI) and human rights institutions can significantly increase consumer awareness regarding products related to Israel. Through educational

initiatives and the provision of accurate information, consumers can more easily determine which products align with their values.

H. The Conflicts between Consumers' Right to Choose and Free Market

Although consumers' right to choose is legally recognized, boycott movements, such as the boycott of Israeli products, may conflict with the principles of free trade upheld by various countries, including Indonesia. As a member of the World Trade Organization (WTO), Indonesia is bound by agreements that promote global trade liberalization, such as the reduction of tariff and non-tariff barriers to imported goods. These agreements aim to foster a more open and competitive global trade environment.

On the other hand, the right of consumers to boycott certain products is also acknowledged as a component of freedom of expression and economic freedom. In an open trading system, consumers have the right to decide which products they wish to purchase or avoid, whether based on quality, price, or moral values. Consumer boycotts are often seen as a form of peaceful protest against specific state or corporate policies, reflecting individual freedom in making consumption decisions.

A key challenge for Indonesia is balancing its commitment to support free trade with the right of consumers to make ethical choices. The Indonesian government may face pressure from trading partners or international organizations if a boycott of Israeli products is perceived as violating free trade principles. Conversely, it is essential to preserve and protect consumers' rights to choose and express their views through their purchasing decisions.

I. The Legal and Economical Dilemmas of Boycotting Israeli Products

Boycotting Israeli products presents both legal and economic challenges. On one hand, Indonesian consumers who support the boycott believe they are exercising their right to make political and moral choices through their purchasing decisions. On the

other hand, such a boycott could adversely affect Indonesia's trade relations with countries and multinational companies that maintain ties with Israel (Centre, 2024).

From the perspective of international law, consumer boycotts are generally regarded as legitimate, provided they are voluntary and do not infringe upon the rights of the boycotted company or country (*United Nations Conference on Trade and Development Report: Consumer Protection, Competition, and Human Rights*, 2006). However, if a boycott is promoted or organized by the government and enacted as a national policy, it may violate international trade agreements, particularly if it is perceived as a form of economic protectionism.

Economically, a boycott of Israeli products could impact Indonesian companies that have business relationships with multinational firms associated with Israel. This could lead to uncertainty in trade and investment, potentially harming the domestic economy. Thus, while the right of consumers to boycott should be acknowledged and safeguarded, the Indonesian government must also consider the economic and diplomatic ramifications of this boycott movement.

4. The Legal and Economical Implications of the boycotting of Israeli Products in Indonesia

A. The Legal Implications of Boycotting Israeli Products in Indonesia

The boycott movement against Israeli products, often driven by solidarity with Palestine, carries complex legal and economic consequences, particularly in Indonesia. These boycotts represent not only consumers' right to choose products based on their preferences but also significantly impact trade relations, investment, and economic policies at both national and international levels. In this section, we will further explore the legal and economic implications of the Israeli boycott movement in Indonesia from the perspectives of domestic and international law, as well as its effects on the economy.

The boycott of Israeli products in Indonesia has various legal implications, especially concerning Indonesia's obligations under international trade agreements and domestic consumer protection regulations. Such boycotts can affect Indonesia's standing in international forums, as well as domestic consumer rights.

1. Relationship with International Trade Agreements

As a member of the World Trade Organization (WTO), Indonesia is bound by international trade rules, including the principle of free trade. One of the key principles within the WTO framework is the Most-Favored-Nation (MFN) clause found in Article I of the General Agreement on Tariffs and Trade (GATT). This principle requires member countries to treat all trading partners equally. If Indonesia officially enacts a boycott policy against Israel, it could trigger economic and diplomatic tensions with other WTO member states that support Israel. These countries might initiate legal action against Indonesia in the WTO forum, claiming that the boycott violates free trade principles. If the complaint is upheld, Indonesia could face economic sanctions or fines. However, boycotts initiated voluntarily by consumers, without government intervention, are not considered violations of WTO rules. As long as the boycott is driven by individual consumers or civil society groups, it is regarded as legitimate under international law.

2. Domestic Law and Consumer Protection Policy

Under domestic law, the boycott of Israeli products relates to consumer rights as outlined in Law No. 8/1999 on Consumer Protection (UUPK). Article 4 of the UUPK states that consumers have the right to select products based on honest and clear information. Thus, the consumer-led boycott movement can be seen as an exercise of this right. However, official government endorsement of

the boycott may pose legal risks. While such support could strengthen Indonesia's pro-Palestinian political stance, it might also result in lawsuits from multinational companies involved in the supply chain of Israel-related products.

3. Challenges in Law Enforcement

One of the significant challenges in implementing a boycott of Israeli products in Indonesia is the lack of transparency regarding product origins. Currently, Indonesia (Organization, 2024) lacks regulations mandating product labeling based on links to Israel, which complicates consumers' ability to make informed boycott decisions. Consequently, further advocacy is needed to establish more transparent rules concerning global supply chains, particularly for ethically and politically sensitive products.

B. The Economic Implications of Boycotting Israeli Products in Indonesia

In addition to the legal ramifications, the movement to boycott Israeli products has a significant economic impact, affecting international trade relations, investment flows, and Indonesia's domestic market.

a) Effects on Trade Relations

Historically, trade relations between Indonesia and Israel have been limited. However, some Israeli products, such as technology and medical equipment, enter Indonesia through third countries. The boycott movement may disrupt the supply chain for these products, particularly in sectors that heavily rely on technology, like information technology and agriculture.

Although the volume of direct trade between the two countries is relatively small, a widespread boycott could strain Indonesia's relationships with multinational companies that operate facilities in Israel, such as Intel and HP. Nonetheless, the

overall economic impact on Indonesia may remain limited due to the small scale of trade.

b) Impact on Businesses

For businesses, a boycott of Israeli products can create uncertainty, especially for companies involved in global supply chains linked to Israel. Many businesses may not be directly connected to Israel but rely on components or technology originating from the country. As a result, these companies might risk losing market share if consumers choose to boycott their products.

Conversely, international companies that trade with Israel or are based there could face consumer backlash or even sanctions under free trade agreements.

c) Impact on Consumers

For consumers, boycotting Israeli products could limit access to certain goods, particularly in the technology and medical sectors. Israel is recognized as a leading center for technological innovation, and if the boycott movement gains traction, Indonesian consumers may struggle to access these advanced products. On the other hand, boycotts can also enhance ethical awareness among consumers, fostering a sense of contribution to human rights causes.

d) Future Economic Prospects

Looking ahead, the Israeli boycott movement in Indonesia may encounter greater challenges as reliance on global technology increases. Given the complexity of supply chains in a globalized economy, consumers often find it difficult to identify the origins of the products they purchase. Therefore, implementing stricter regulations regarding product transparency will be essential in helping consumers make informed decisions.

C. CONCLUSION

The movement to boycott Israeli products, driven by solidarity with the Palestinian cause and regarded as a form of peaceful protest against Israeli policies, highlights the significant role consumers play in influencing economic and political decisions on a global scale. In the context of consumer protection law in Indonesia, this boycott can be understood as an exercise of consumers' right to choose products, as stipulated in the Consumer Protection Law (UUPK). Consumers have the right to decide which products to buy or avoid based on moral, political, and ethical considerations. However, the boycott movement also raises various complex legal and economic implications. Legally, if the boycott of Israeli products is officially endorsed by the government, it could contradict the principle of free trade outlined in various international agreements, such as those established by the World Trade Organization (WTO). Conversely, from a domestic legal perspective, the boycott movement underscores the importance of consumers' rights to obtain clear and transparent information regarding the products they purchase. A primary challenge in implementing an effective boycott in Indonesia is the lack of regulations requiring the labeling of products originating from Israel, which complicates consumers' ability to identify these products.

From an economic standpoint, while direct trade relations between Indonesia and Israel are relatively limited, the impact of the boycott could resonate throughout businesses involved in global supply chains associated with Israel or multinational companies that maintain affiliations with the country. Indonesian consumers may face restricted access to certain products, particularly in the technology and medical sectors, produced by companies based in Israel or those with business ties to Israel. The boycott movement also emphasizes the importance of consumer awareness regarding the ethical implications of purchasing decisions. Boycotts empower consumers to express their moral and political views; however, this power must be balanced with access to accurate and transparent information.

Moving forward, stronger regulations on supply chain transparency and product labeling are necessary to enable consumers to make informed decisions that align with their ethical values. To address these challenges, the Indonesian government must find a balance between its international obligations to uphold free trade relations and the protection of domestic consumer rights. Support for the Israeli boycott movement must also be managed carefully to avoid creating diplomatic or economic conflicts that could harm national interests. Ultimately, the Israeli boycott movement reflects the complex interplay between law, economics, and ethics in an interconnected global context.

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