

Persepsi Konsumen Tentang Kampanye Brand Boycott Pro-Israel dan Preferensi Pembelian Produk Lokal di Kabupaten Banyumas

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Abstract	AbstractThe situation of the Israeli-Palestinian conflict, which is massively informed on various media platforms, encourages the world community to respond with various forms of support. One response that has emerged is a boycott campaign against products or brands that are considered affiliated with Israel. The "Bela Palestina" rallies held several times by community groups reflect the high level of empathy for the Palestinian people. This study focuses on the perceptions of consumers, especially Generation Z in Banyumas Regency, towards their purchasing preferences for local products in response to the boycott campaign. Through a qualitative approach, this research involved 7 informants from Gen Z. The results showed that all informants were very aware of the boycott campaign. The results show that all informants are very aware of global socio-political conditions and tend to choose brands that are considered to have concern for humanitarian and sustainability issues. Their commitment to religious and social values greatly influenced their decision to participate in the boycott campaign, which shows that global issues can influence consumer behavior at the local level, including in their preferences for purchasing MSME products. Keywords: brand boycott, consumer behavior, generation Z, local products AbstraksiSituasi konflik Israel-Palestina yang diinformasikan secara masif di berbagai platform media, mendorong masyarakat dunia untuk merespons dengan berbagai bentuk dukungan. Salah satu respons yang mengemuka adalah kampanye boikot terhadap produk atau merek yang dianggap berafiliasi dengan Israel. Aksi "Bela Palestina" yang beberapa kali digelar oleh kelompok masyarakat mencerminkan tingginya empati terhadap rakyat Palestina. Penelitian ini berfokus pada persepsi konsumen, khususnya Generasi Z di Kabupaten Banyumas, terhadap preferensi pembelian produk lokal atas kampanye boikot tersebut. Melalui pendekatan kualitatif, penelitian ini melibatkan 7 informan dari kalangan Gen Z. Hasil penelitian menunjukkan bahwa seluruh informan sangat sadar akan kondisi sosial politik global dan cenderung memilih merek yang dianggap memiliki kepedulian akan isu kemanusiaan dan keberlanjutan. Komitmen mereka terhadap nilai-nilai keagamaan dan sosial sangat memengaruhi keputusan untuk berpartisipasi dalam kampanye boikot, yang menunjukkan bahwa isu global dapat memengaruhi perilaku konsumen di tingkat lokal, termasuk dalam preferensi mereka terhadap pembelian produk UMKM. Kata Kunci: brand boycott, perilaku konsumen, generasi Z, produk lokal
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