

ABSTRACT

The phenomenon of boycotting pro-Israel products in Indonesia reflects a growing ethical, political, and humanitarian awareness in consumer practices. Many Madurese food stalls in Semarang City continue to sell boycotted products despite widespread boycott campaigns and public support. This study aims to understand how traditional retail businesses interpret and respond to the boycott movement within the local social and economic context. A qualitative phenomenological approach was employed in this study, using in-depth interviews and documentation with Madurese food stall vendors, supported by information from the Indonesian Ulema Council (MUI). The analysis was conducted using a Social Movement Theory framework, which emphasizes framing processes, mobilizing structures, political opportunity, and collective identity.

The results show that vendors interpret the boycott issue in diverse ways, ranging from religious and political to humanitarian perspectives. In practice, the decision to continue selling pro-Israel products is largely influenced by economic considerations, limited distribution of alternative products, weak consumer pressure, and the absence of clear government policies. Thus, the traditional retail response to the boycott movement is fragmented and pragmatic, reflecting the dilemma between moral solidarity and economic necessity. This study contributes by highlighting the position of traditional retail as a micro actor directly impacted by the dynamics of global social movements, while also opening up space for the formulation of policy strategies that support the sustainability of small businesses amidst complex socio-economic changes.

Keywords: *Boycott, Social Movement, Traders' Response, Palestine, MSMEs, Madura Stalls, Semarang City*