

**PROFIT AND LOSSES OF BOYCOTTING UNILEVER PRODUCTS (PANCASILA
ECONOMIC AND MASLAHAH PERSPECTIVE)**

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Abstract

The boycott policy against Unilever products is seen as a form of firm legal standing on which the Indonesian people stand and aims to provide a deterrent effect against any party that supports Israel's attack on Pakistan. Therefore, this research aims to analyze these policies from the perspective of Pancasila Economics and Maslahah Al-'Ammah. This research is qualitative research with an explanatory approach. The data used in this research is secondary data that researchers obtained from scientific articles, books, magazines, credible websites, and a number of other sources that are usually used in every research. The research results show that first, The boycott policy against Unilever products has a number of strengths and opportunities as indicators of profits and a number of weaknesses and threats as indicators of equal losses. However, a number of weaknesses and threats lie in materialistic matters such as loss of salaries for employees, loss of jobs, increased unemployment, and so on. A number of strengths and opportunities as indicators of profit lie in principal matters that are in line with the philosophy of Pancasila and Maslahah Al-'Ammah including humanity, justice, welfare and equality. Second, The policy of boycotting Unilever products is in line with the principles of Pancasila economics which do not only view profits as materialistic in nature, but profits must also uphold human, divine, justice and welfare values. Last, The boycott policy of Unilever products is in line with the concept of Maslahah Al-'Ammah which upholds human values, namely that dharuriyyah needs must be fulfilled in every human being in general and the Palestinian community in particular. Thus, anything that prevents the fulfillment of these needs must be opposed at all costs. One way is to boycott Unilever products.

Keywords: *Boycotting, Unilever, Pancasila Economic, Maslahah Perspective*

1. INTRODUCTION

Boycott or initiation is the act of not using, purchasing, or dealing with a person or organization as a form of protest or as a form of coercion (Wikipedia, 2023). Boycott or initiation is the act of not using, purchasing, or dealing with a person or organization as a form of protest or as a form of coercion (Faradilla, 2023). Boycott is an action to protest by not using, purchasing, or dealing with someone or an organization or business as an act of coercion. Meanwhile, according to the Financial Services Authority (OJK), a boycott is an action to prevent the continuity of a business by forcing people not to buy the company's products; forcing people not to do business with certain parties (Utami, 2023).

The word boycott comes from the English loan "boycott" which began to be used since the "War Land" in Ireland around 1880. The word boycott comes from the name of Captain Charles Boycott, an English estate agent who managed various plantations in Ireland for landlords. Earl Erne. The Irish tenants refused to deal with the Captain in any way, including supplying him with food or working with him, until he reduced the rent. From here, the meaning of boycott develops as an action not to use, buy, or deal with someone or an organization as a form of protest or as a form of coercion (Miladi, 2023).

More clearly, a boycott is a form of refusal to have anything to do with the target of the boycott either as an employer or a food supplier. It may be an attempt to get others to join in not having anything to do with the boycotted object or it may be an act of influencing others not to handle the product that is the cause of the dispute. (Alexander, 1990). Boycotts are also likely to lead to actions such as strikes, pickets, refusal to disturb other employers' pickets, 'injustice' or 'don't buy' lists, employers' or workers' refusal to work for a certain product, the launch of a campaign to persuade consumers not to buy employer's products that are not union members or employers who are prosecuted (Anas Bin Mohd Yunus, 2015). Other actions related to boycott is that it is usually followed by the term blacklist (blacklist) of a person or company to be discriminated against. Sometimes there is confusion between the use of the word boycott and embargo which is the prohibition of exporting goods to a foreign country (Patrick, 1987).

In international relations, the embargo strategy is usually used. An embargo is a partial or complete prohibition of commercial ships entering and exiting the Port of a country with the intention of excluding it. It is like an economic embargo and is considered a legitimate trade ban. It is different from the blockade done during war (The Encyclopedia Americana, 1990) Blockade or restriction which is usually an effort to block the supply of food, weaponry or communication of an area by force either partially or completely. This happened like during the war in the Gaza peninsula where Israel blocked any form of aid to be channeled to the (Alexander, 1990). The problem with embargo is that a blockade is an act of violence that does not go through legal means while an embargo is a legal restriction through legal means.

The boycott referred to in this research is the boycott of Unilever products. Unilever is a multinational company headquartered in London, England. Unilever produces food, drinks, cleaners and body care. Unilever is the world's third largest household goods manufacturer, based on revenue in 2012, behind P&G and Nestlé. Unilever is also the largest producer of food spreads (such as margarine) in the world. Unilever is one of the oldest companies in the world still operating, and currently sells its products to more than 190 countries (Refendy, 2016).

Unilever is a combination of two business entities, namely Lever Brothers and Margarine Unie. These two companies united when Lever Brothers purchased Margarine Unie in 1929-1930. Lever Brothers, a soap manufacturer from England, was founded and managed by two brothers, Viscount Leverhulme and James Darcy Lever. Meanwhile, Margarine Unie is a margarine producer brand from the Netherlands which was formed from the merger of four companies. After the acquisition by Lever Brothers, the two companies slowly merged into one new entity. In the 1930s, Unilever began to acquire other brands. Some of the well-known brands acquired by Unilever, such as Pepsodent and Lipton Ltd, have become familiar to many people. The acquisition process continued until the end of the 1990s, where Unilever also succeeded in acquiring Chesebrough-Ponds (Terkini, 2023).

Unilever CEO Hein Schumacher was the most highlighted throughout the war that Israel launched against Palestine. Unilever is one of the targets of the boycott considering that this company has close ties to Israel. Unilever remains committed to marketing their products to Israel even though the global community is now shunning the country due to the genocide against Palestine. Since June 2022, Unilever announced that it had designed a new business in

collaboration with an Israeli licensed company, Avi Zinger to market Ben & Jerry, the company's flagship ice cream product. Unilever's previous CEO, Alan Jope, once emphasized that Unilever was "fully committed" to Israel (Indonesia Tourism World, 2023).

This commitment and cooperation prompted the world community and especially Indonesia to boycott Unilever products. On the one hand, this is a good policy so that anyone who supports Israel can have a deterrent effect. However, on the other hand, this policy could backfire on Indonesia because if the company experiences disruption or even goes bankrupt, the number of layoffs, smooth payment of salaries, and so on will also be disrupted. Therefore, this research aims to analyze the Profits and Losses of Boycotting Unilever Products which are analyzed from the Pancasila and Maslahah Economic perspective. In this research, the advantages and disadvantages of Unilever's product boycott policy are mapped in a table using the SWOT analysis tool and then studied comprehensively using the economic perspective of Pancasila and Maslahah.

2. RESEARCH METHOD

The policy of boycotting a number of products, one of which is Unilever, which was based on the response to the atrocities of Israel's attacks on the Palestinian people, has attracted a number of controversies (Jonathan Sarwono, 2016). The majority of those who agree with this policy see it as a small effort for people who support Israel to provide a deterrent effect. On the other hand, a number of parties who disagree argue that the number of layoffs and unemployment is increasing and that a number of entrepreneurs may experience a decline in business (Imam Gunawan, 2014). This research is qualitative research with an explanatory approach (Abdurahman, 2016). The data used in this research is secondary data that researchers obtained from books, scientific articles, credible websites, and so on. The data used in this research was analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions (Sugiyono, 2019). Apart from the stages above, this research also uses the SWOT analysis technique

3. RESULTS AND DISCUSSION

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Profit And Losses Of Boycotting Unilever Products

To measure the advantages and disadvantages of the Unilever product boycott policy, researchers use the SWOT analysis method with the measure that if this policy has a greater number of potential advantages and strengths than losses and threats, then it can be concluded that the above policy is more directed towards the profitable policy category and if vice versa then leads to things that are more detrimental with the results of the SWOT analysis as follows:

Table 1
SWOT Analysis

Strengths	Weaknesses	Oportunities	Threats
Solidarity with fellow humans and Muslims	Supported by super power countries	There is a possibility of a ceasefire	There were many layoffs
Palestine is a country that recognizes Indonesian independence for the first time	The UN and OIC solidarity are less solid	Guarantees of the safety of the Palestinian people are increasingly open	Potential for additional unemployment
Indonesia condemns any form of colonialism for any reason and under any circumstances	Supported by a number of key individuals in the world economy	Companies that support Palestine can be deterred	Potential bankruptcy of boycotted companies

Pancasila Economic Perspective

Different from other nations, the Indonesian people base their outlook on life in society, nation and state on a cultural principle that is owned and inherent to the Indonesian nation itself. The basic state and social values contained in the precepts are not just someone's concept. Rather, it is a work of the Indonesian people, based on the cultural values possessed by the Indonesian people themselves, through a process of philosophical reflection on the founders of the country such as Soekarno, M. Yamin, M. Hatta, Soepomo and other founding figures of the country. Philosophically, the Indonesian nation before establishing the state was a nation that was devout and humane. This is based on the objective reality that humans are creatures of the Almighty God. Pancasila is the basis of state philosophy and the philosophical outlook of the Indonesian nation. This is based on a philosophical and objective fact that the Indonesian people in living in society and as a state are based on the values written in the Pancasila principles which philosophically constitute the philosophy of the Indonesian people before establishing the state. Therefore, it has become a moral imperative to consistently realize it in every aspect of social, national and state life (Hasan, 2021).

Based on the description above, it can be concluded that the Pancasual economic system is an economic system that not only makes profit the main goal, but profits must be in accordance with other values such as divine values, human values, justice values and welfare values. In this regard, the Boycott policy against Unilever products has a number of potential threats and weaknesses which will ultimately lead to losses such as the potential for layoffs, increased unemployment, additional bankrupt companies and MSMEs, and so on. However, policies are not commensurate with the number of victims who have fallen in Palestine. Profits that are not based on the values of welfare, humanity and justice are part of Pancasila economics and are even in conflict with this system. Apart from that, this boycott policy can also benefit the Indonesian economy by switching to local products.

Maslahah Al-‘Ammah Perspective

Mashlahah linguistically or etymologically is benefit, goodness, interest. In Indonesian it is often written and referred to with the word maslahat (the opposite of mafsadat) which means something that brings goodness (safety, etc.), benefits; To use. Meanwhile, benefit means usefulness, goodness; benefit; interest. According to the majority of Ushul scholars, the purpose of syara' is to preserve religion, safety of souls, health of mind, sanctity of honor and safety of their property (Ahmad Zuhdi Muhdlor, 2004).

Based on its classification, Kiai Sahal divides *maslahah* into two categories, namely *Maslahah AL-'Ammah* and *Maslahah Al-Khasshah*. *Maslahah Al-'Ammah* in Kiai Sahal's social fiqh is the fulfillment of *Dharuriyah* needs as a basic need to support the achievement of *Maqasid As-Syari'ah*. Meanwhile, *Hajjiyah* and *tahsiniyah* need to complement and perfect all human life's needs in this world and in the afterlife. Talking about *maqasid* means also talking about welfare. The benefit here is to maintain *Maqasid Sharia* and this should be a reference for contemporary *mujtahids* in determining legal objectives. Even though the size of a benefit cannot be measured materially, this benefit is indeed a value. Therefore, the *mujtahid* must consider the *maslahah* of a decision whose existence must be taken into account by *Sharia*' (*maslahah mu'tabarah*). So that the *maslahah* achieved in Kiai Sahal's thinking truly becomes *Maslahah Al-'Ammah* (Chasanuddin, 2019).

If it is related to the boycott policy against Unilever products, then this policy is in line with Kiai Sahal's *Maslahah Al-'Ammah* concept. This boycott policy aims to ensure that all parties who support Israel's attacks on Palestine have a deterrent effect. Israel's attacks on Palestine meant that a number of Palestinian people's *dharuriyyah* needs were not met because apart from the attacks, Israel also prohibited the entry of humanitarian aid into the Palestinian territories. With this boycott policy, at least it has legal standing where the Indonesian people support the concept of *maslahah Al-'Ammah* which must be obtained by Palestinians, the needs of *dharuriyyah* must be fulfilled, and provide a deterrent effect on those who support it.

4. CONCLUSION

Based on the explanation above, several points can be concluded as follows:

1. The boycott policy against Unilever products has a number of strengths and opportunities as indicators of profits and a number of weaknesses and threats as indicators of equal losses. However, a number of weaknesses and threats lie in materialistic matters such as loss of salaries for employees, loss of jobs, increased unemployment, and so on. A number of strengths and opportunities as indicators of profit lie in principal matters that are in line with the philosophy of *Panacasila* and *Maslahah Al-'Ammah* including humanity, justice, welfare and equality.
2. The policy of boycotting Unilever products is in line with the principles of *Pancasila* economics which do not only view profits as materialistic in nature, but profits must also uphold human, divine, justice and welfare values.
3. The boycott policy of Unilever products is in line with the concept of *Maslahah Al-'Ammah* which upholds human values, namely that *dharuriyyah* needs must be fulfilled in every human being in general and the Palestinian community in particular. Thus, anything that prevents the fulfillment of these needs must be opposed at all costs. One way is to boycott Unilever products.

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