

ABSTRAK

ANALISIS STRATEGI AKTIVISME TRANSNASIONAL GERAKAN BOIKOT, DIVESTASI, DAN SANKSI (BDS) DALAM MELAWAN PENDUDUKAN ISRAEL DI WILAYAH PALESTINA (2021-2024)

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Konflik Palestina-Israel yang terus meningkat pada 2021-2024 memicu solidaritas internasional terhadap perjuangan rakyat Palestina. Isu penindasan dan pelanggaran HAM menjadi perhatian utama studi hubungan internasional, terutama melalui advokasi lintas negara. Dalam konteks ini, berbabagi gerakan masyarakat sipil sebagai aktor non-negara muncul untuk menekan Israel agar mengakhiri pendudukan, salah satunya Gerakan Boikot, Divestasi, dan Sanksi (BDS) yang mengadopsi strategi perlawanan non-kekerasan.

Penelitian ini menganalisis strategi aktivisme transnasional BDS dengan teori gerakan sosial Sidney Tarrow menggunakan metode kualitatif deskriptif melalui studi pustaka dan observasi konten digital dari situs resmi media sosial BDS periode 2021-2024. Analisis difokuskan pada lima aspek: framing isu, mobilisasi sumber daya, jaringan transnasional, peluang politik, dan siklus kontestasi.

Hasil penelitian menunjukkan bahwa BDS membingkai Israel sebagai rezim apartheid modern, kolonialisme pemukim, dan kejahatan terhadap kemanusiaan, serta menyebarkan narasi ini melalui kampanye digital global. Dalam mobilisasi, BDS menggalang jaringan seniman, akademisi, lembaga internasional, dan komunitas sipil. Secara transnasional, BDS memperluas solidaritas melalui kampanye kolektif di berbagai negara dan memanfaatkan momentum eskalasi konflik untuk memperkuat tekanan global. Gerakan ini juga menggunakan peluang politik dari laporan lembaga HAM, dukungan negara pendukung Palestina, dan keterbelahan elite global. Siklus kontestasi tampak dari eskalasi 2021, konsolidasi 2022, hingga puncak mobilisasi 2023–2024 saat genosida Gaza, yang menunjukkan adaptasi taktik dan ketahanan gerakan. Strategi-strategi tersebut memungkinkan BDS memperluas dukungan, meningkatkan kesadaran publik, dan menjaga relevansi dalam merespon kolonialisme Israel.

Kata Kunci: Gerakan BDS, Aktivisme transnasional, Palestina-Israel, Boikot, Gerakan Sosial.

ABSTRACT

ANALYSIS OF THE TRANSNATIONAL ACTIVISM STRATEGY OF THE BOYCOTT, DIVESTMENT, AND SANCTIONS (BDS) MOVEMENT IN RESISTING ISRAELI OCCUPATION IN PALESTINIAN TERRITORIES (2021–2024)

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The escalating Palestine–Israel conflict during 2021–2024 triggered waves of international solidarity for the Palestinians’ struggle. Concerns about oppression and human rights violations became central issues in the study of international relations, particularly through various forms of cross-border advocacy. In this context, several civil society movements have emerged as non-state actors that have pressed Israel to end the occupation; one such movement is the Boycott, Divestment, and Sanctions (BDS) campaign, which employs non-violent strategies. This research analyzes the transnational activism strategies of the BDS movement by employing Sidney Tarrow’s social movement theory and applying a descriptive qualitative method through literature study and digital content observation from BDS’s official website and social media during the 2021–2024 period. The analysis focuses on five aspects: issue framing, resource mobilization, transnational networking, political opportunities, and cycles of contention. The findings reveal that BDS frames Israel as a modern apartheid regime, settler colonialism, and a perpetrator of crimes against humanity, disseminating these frames through global and symbolic digital campaigns. In terms of mobilization, BDS builds networks with artists, academics, international institutions, and civil society. Transnationally, BDS strengthens global solidarity through collective campaigns across countries and leverages conflict escalation to intensify international pressure. The movement also leverages political opportunities through human rights reports, support from pro-Palestine states, and divisions among global elites. Cycles of contention manifest in the escalation of 2021, the consolidation in 2022, and the peak mobilization during the 2023–2024 Gaza genocide, reflecting tactical adaptation and resilience. These strategies enable BDS to expand its support base, raise public awareness, and sustain its relevance in confronting Israeli colonial practices.

Keywords: BDS Movement, Transnational Activism, Palestine-Israel, Boycott, Social Movements.