SENTIMENT ANALYSIS ON BOYCOTT MOVEMENT: NVIVO APPROACH

Siti Fatimah Azzahro✉, Indra
Institut Agama Islam Tazkia, Bogor, Indonesia
✉2305.fatimah.012@student.tazkia.ac.id

ABSTRACT

Many countries have carried out the boycott, divestment, and sanction (BDS) movement. Research on this topic contains an interesting sentimental side and needs to be mapped to help future research. This study aims to determine the problem's evolution and mapping, along with sentiment analysis related to BDS. This study uses a descriptive statistical analysis approach combined with meta-analysis and sentiment analysis of secondary data in the form of metadata from 81 Scopus-indexed articles published over the past 15 years, which were then processed using NVivo 15. The findings of this study reveal that the majority of studies have a somewhat negative perspective on BDS. Negative sentiment shows that many studies use sharp and negative sentences, as well as sentences that cause debate; this is related to the "Hasbara" propaganda built by Israel, while positive sentiment on this topic is small due to the lack of research using positive sentences about BDS. This study can provide knowledge about the sentiment of the boycott movement and be a reference for future research. This research can be helpful for pro-Palestine parties and BDS supporters in increasing publications on the boycott movement from various sectors so that it becomes a means to support Palestine's independence.

Keywords: boycott, BDS movement, Palestine, Israel.

INTRODUCTION

The boycott movement against pro-Israel products is a contentious issue today. In simple terms, the boycott movement against pro-Israel items is a response to Israel's occupation of Palestine, which includes territorial theft, human rights violations, and a variety of serious political issues, as well as the degradation of Muslims' sacred land since 1948. The boycott tries to diminish the targeted company's sales and profits, and as a result, it has gained popularity among activists worldwide. The consumer boycott is the rejection of a product to reduce the company's profit margin, lowering its stock market value, harming its reputation, or raising public awareness of the product's politics (Yunus et al. 2020; Wibowo, Hapsari, and Ascha 2024).

Boycotts have compelled many firms to revise their policies and practices to meet public expectations. The definition and history of boycotts, when combined, illustrate boycotts' ability to be a flexible and dynamic form of protest capable of influencing local and international social and economic settings. Individuals and groups utilize boycotts to shape the global society's narrative of justice, equality, and ethical corporate practices (Pratama 2023). Campaigns to boycott pro-Israel items originate from various sources, including individuals, community groups, and even specific countries. The majority of Indonesians support and voice this boycott action, both directly and through social media

(Laili, Fasa, and Ja'far 2021; An Noor 2024; Fitrah, Saiin, and Radiamoda 2024; Jaelani and Nursyifa 2024; Wibowo, Hapsari, and Ascha 2024).

The boycott, divestment, and sanction (BDS) movement is a well-known boycott movement in many nations. It was inspired by the international sanctions imposed on South Africa in the 1980s in reaction to apartheid. Barghouti (2014) and 171 other pro-Palestinian NGOs formed the Palestinian Campaign for the Academic and Cultural Boycott of Israel (PACBI), which started the worldwide BDS movement in 2004 and called for an academic, cultural, and economic boycott of Israel. Boycotting is the first step in putting pressure on Israel to reinstate Palestinian rights in line with international law. Divestment is the second method of exerting pressure on the Israeli government.

As part of its divestment campaign, the BDS movement urges the world community to remove money from Israeli and foreign businesses that violate Palestinian rights. Applying sanctions is the third way to exert pressure on Israel. The demand for sanctions on Israel includes removing Israel from international organizations like the United Nations and FIFA, as well as terminating free-trade agreements and military trade (Essayli 2020; Ula et al. 2024). The impact of the boycott includes PUMA ending its sponsorship contract with the IFA Israel Football Association at the end of 2024; PUMA has been a primary BDS boycott target since 2018 and has come under pressure such as O'Neills, Ireland's largest sportswear chain, pulling PUMA products from its stores and Irish teams joining a campaign calling on members and fans to boycott PUMA in 2023 (PACBI 2024). In addition to the economic impact, the boycott also has an impact on the world of education, as stated by Buheji and Hasan (2024) in their research that pressure on Israel from academics and campuses and support for BDS from these circles has increased since the outbreak of the October 7, 2023 attacks such as At the University of Michigan some instructors refused to write letters of recommendation for their students who wanted to study in Israel also at New York University more than 50 campus groups and several academic departments pledged not to affiliate with NYU academic centres in Israel.

The boycott movement was met with various reactions from academics, politicians, and government. *"Fatawa al-Muashirah"* is a commentary on the boycott movement written by Yusuf Al-Qardhawi, a scholar and modern Sharia economic expert. According to him, every dollar spent on American or Israeli goods swiftly became bullets that killed and wounded Palestinian children and teenagers. According to Yusuf Al-Qardhawi, Majelis Ulama Indonesia (MUI) in Indonesia also backed this boycott campaign. Along with the start of the October 7 battle, Majelis Ulama Indonesia (MUI) issued a fatwa, namely DSN MUI Fatwa No. 83 of 2023, urging Muslims, particularly those in Indonesia, to boycott pro-Israel goods (An Noor 2024; Fitrah, Saiin, and Radiamoda 2024). Scholars from various fields, including international law, politics, human rights, economics, Sharia economic law, Sharia science, and more, have conducted extensive research on the boycott and BDS movements in various countries. Several studies on these topics have interesting emotional material that deserves further investigation. One of them is the results of a study conducted by Wibowo, Hapsari, and Ascha (2024), which stated that the boycott and MUI Fatwa Number 8 of 2023 had caused controversy in society, with some organizations supporting the fatwa and others opposing it.

On average, previous studies about the boycott and BDS used secondary data such as Twitter or X. The study of Susilawati, Lestari, and Nina (2023) shows that most people support the boycott of Israeli products. A study conducted by Munandar, Yaasin, and Firdaus (2023) used secondary data, the Twitter dataset, which was analyzed with data assistance by Orange Data Mining software. The study showed decreased negative and neutral sentiment after this fatwa was released, and conversely, positive sentiment increased. Rayyana (2024) conducted a study using secondary data X by utilizing the Brand24 social media monitoring analytical tools. Meanwhile, this study uses Scopus metadata as the processed data and NVivo as a data processing tool, making this study different from previous studies. Based on the relevance of the boycott movement and the reactions of various parties in response to the movement, this research describes in more depth the sentiment of Scopus-indexed journals over the past 15 years. The research method used in this study is descriptive statistical analysis, meta-analysis, and sentiment analysis of secondary data in the form of metadata from 81 Scopus-indexed publications. Then, the processing was carried out using Nvivo 15, which produced a percentage of sentiment and a mapping of themes for further research. The study aimed to determine the development and mapping of topics, as well as sentiment analysis related to boycotts, divestment, and sanctions from the processed metadata. Thus, the results of this study will make it easier for subsequent authors to determine research topics regarding boycotts and to understand the sentiment reflected in previous research.

LITERATURE REVIEW

Boycott from an Islamic Perspective

A boycott is a type of seclusion used by an individual or group in opposition to a cause. Blockades, embargoes, and blocklisting are some examples of activities that demonstrate the implementation of a boycott; the intention is to view these measures as international legal sanctions (Yunus et al. 2020; Sutrisno 2024). When a corporation supports, processes, distributes, or even manufactures food, beverages, or other economic activities that are not in line with the relevant Islamic principles or are against all forms of sharia, this boycott conduct takes place (Mokobombang, Niu, and Hasan 2023). Research conducted by An Noor (2024) said that boycott behavior, from an Islamic perspective, is an attitude of rejecting actions not by Islamic principles and laws. At the same time, boycott behavior is implemented in the aspects of muamalah, economy and social.

Yunus et al. (2020) stated that boycott elements, strategies, action elements, and product kinds are all included in the boycott category. The parties initiating the boycott and whether it is implemented by the general public, government, or international organizations are among its characteristics. There are two methods for boycotting, though, one of which is a confrontation between the boycotters and the target party. Picketing, strikes, and boycotts are examples of boycott actions. Additionally, the product categories include consumer goods, education, and sports.

In Islam, boycotting is a way to express disapproval of behavior that violates the sharia, which governs Islamic doctrine. Boycott behavior is discussed in various social, economic, and muamalah contexts. According to Muamalah, a

boycott entails opposing or outlawing all human endeavors in material matters, including purchasing goods and property. Because it includes actions, interactions, and services or procedures for other people that the corporation often performs, muamalah boycott conduct is categorized as a type of boycott of services and companies or institutions.

Qaradawi additionally addressed the legal viewpoint on boycotting items from pro-Israel brands, which holds that buying goods from nations that support colonialism in Palestine is illegal. According to this ban, which he cites in his work "Fatawa al-Muashirah," every dollar spent on American or Israeli goods swiftly becomes a bullet that wounds and kills Palestinian children and youth. Consequently, Qardhawi forbade Muslims from purchasing goods or products from these adversaries of Islam, arguing that doing so amounted to endorsing the tyranny, colonialism, and slaughter of Muslims by these adversaries (Pratama 2023).

BDS Movement

In order to put an end to international support for Israel's crimes and put pressure on it to abide by international law, 170 Palestinian student organizations, trade unions, NGOs, political parties, and people's committees called for a boycott, divestment, and sanctions (BDS) campaign in 2005. Essayli (2020) stated that there are three steps in BDS. The first is to use boycotts to put pressure on Israel to reinstate Palestinian rights in line with international law. Divestment is the second strategy to put pressure on the Israeli government. As part of its divestment campaign, the BDS movement calls on the world community to stop supporting Israeli businesses and foreign businesses that violate Palestinian rights. The imposition of sanctions is the third method of applying pressure to Israel. "Ending military trade, free trade agreements, and expelling Israel from international forums such as the UN and FIFA" are among the demands for sanctions against Israel.

The fulfillment of Palestinian demands, both inside and beyond the state of Israel, is the aim of BDS. The movement's objectives are based on three principles that the founders of BDS feel Israel must adhere to in order to comply with international law: (1) putting an end to its colonization and occupation of all Arab territories and tearing down the Wall; (2) acknowledging the fundamental equality of Arab-Palestinian citizens in Israel; and (3) upholding, defending, and advancing the UN resolution 1945's rights of Palestinian refugees to return to their homes and property (Essayli 2020).

Sentiment Analisis

This study makes use of sentiment analysis or opinion formation. Sentiment analysis is frequently employed to determine how the general population feels about a specific topic. Determining whether the opinions represented in documents, sentences, and feature entities are positive, negative, or neutral is the primary objective of sentiment analysis, which classifies text polarity at the document, phrase, or feature and aspect level (As-Salafiyah et al. 2021; Mu'adzah and Rachmad 2024; Mu'adzah, Rachmad, and Rusydiana 2024). Put, text analysis is designed to process words rather than numbers. The three subprocesses of sentiment analysis are Holder Opinion and Target Detection,

Detection Orientation, and Subjectivity Classification. Because so many tools and resources are available in English, most sentiment analysis research has been done in that language (Nurfikri 2022; Rusydiana and Izza 2022).

The three-level qualification categories for sentiment analysis are document level, phrase level, and aspect level (Figure 1) (Katrekar 2014; Mehta and Pandya 2020). The initial level of sentiment analysis, known as the document level, is based on papers discussing the same subject and using polarity to categorize the emotions inside. Sentence Level, which yields a positive or negative assessment, is the second category used to ascertain the polarity of each processed and analyzed sentence. While the aspect level is a subjective sentence that displays subjective ideas and opinions, the neutral phrase is more likely to be an objective statement that presents factual information.
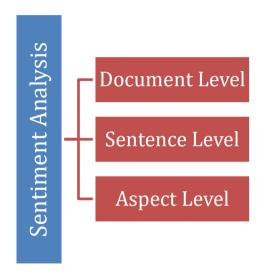
Figure 1 Categories Sentiment Analysis
Source: (Mehta and Pandya 2020)

The document level is the first and most straightforward way to determine whether a text contains positive or negative sentiments. In determining the direction of sentiment, the analysis will determine whether the text expresses feelings of liking (positive) or disliking (negative). The analyzed text must discuss only one topic for this method to work well, for example, only about one product. This method cannot detect in detail what people like or dislike in the text. If, at the document level, we look at the entire text, at the sentence level, we will analyze each sentence one by one to determine its sentiment (positive, negative, or neutral). Sentences can be subjective (expressing opinions, feelings, or opinions) or objective (conveying facts). Each sentence will be assessed individually whether it contains positive, negative, or neutral sentiment. The next level is the aspect level, which aims to identify specific aspects of a topic or object that is the target of opinion and determine the polarity for each aspect so that the aspect level has a higher level of detail than the previous two levels.

METHOD

Sentiment analysis is a study approach primarily utilized on social media and digital platforms to examine emotions conveyed through various viewpoints using various techniques. Artificial intelligence, hybrid models, and specialized software can all be utilized while conducting sentiment analysis (Nurfikri 2022). Qualitative analysis of 81 articles Scopus-indexed journal metadata published over the past 15 years containing the terms "Boycott", "Divestment", "Sanctions", "BDS", and "Movement" based on keywords, title, and abstract is the research approach used in this study. Scopus metadata was selected for this study because it guarantees that only high-quality data is indexed using stringent content selection and continuous assessment by an impartial advisory board for content selection. Furthermore, all data pieces in Scopus are continuously integrated and improved through a comprehensive quality assurance procedure. In order to guarantee high precision and coverage, Scopus also provides thorough author and institution profiles that result from both hand curation and complex profile algorithms. Scopus's dependability has made it a bibliometric data source for extensive examination in research evaluation (Baas et al. 2020).

NVivo 15 software is used to process and analyze metadata. NUD*IST is the origin of NVivo, one of the most widely used qualitative data management tools available today. According to the program developer, it is a more advanced and comprehensive version of NUD*IST3. Character-based coding, multimedia functionality, and rich text analysis are some of NVivo's crucial features for managing qualitative data. NVivo's strong interoperability with research designs is one of its advantages (Izza and Rusydiana 2023). This research consists of five stages: data collection, ranking categorization, data preprocessing, visualization of words that frequently appear in both positive and negative sentiments, and interpretation (Figure 2).
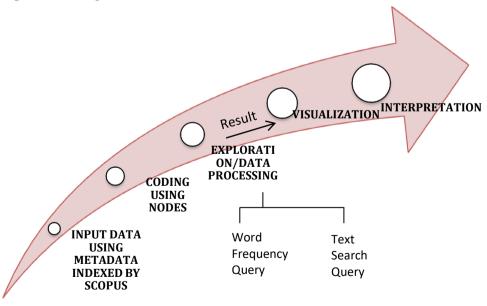

Figure 2 NVivo Qualitative Approach Methodology
Source: (Izza and Rusydiana 2023)

Microsoft Excel 2010 is used to process and analyze data in Scopus metadata. NVivo 15 software is used to automatically use and segregate data in files that contain sentences, paragraphs, or unique text strings utilizing codes. The following process is carried out by importing metadata using NVivo 15 and then continuing with the autocode step; auto-code is an automatic coding process carried out by NVivo on all data that will be processed automatically. Then, we will perform a text analysis on the list of terms or concepts most frequently used about boycotts or BDS using the word frequency query tool. This can uncover themes and word trends in abstracts, titles, and keywords. Furthermore, objective results are presented along with a graphical representation of sentiment generated from automatically coded sentiment (Endah et al. 2020; Izza and Rusydiana 2023).

RESULTS AND DISCUSSIONS

Word Frequency Query

Figure 3 Wordcloud
Source: secondary data (processed with Nvivo, 2024)

In order to identify research concerns with the largest repetitions found in the searched material, word frequency methods are used for analysis. Figure 3 displays words and terms commonly utilized in the text based on automatic coding. The word frequency data indicate that some words occur more frequently than others based on size. Based on the results of the word frequency of 81 Scopus-indexed publications with the theme Boycott, Divestment and Sanctions obtained from mapping and percentages calculated automatically by Nvivo 15. The words with the highest frequency in journals published after the word halal are "movement", with a percentage of 3.14%, followed by "bds" at 2.75%, and followed by the third highest word, namely "boycott" at 2.31%. Meanwhile, the frequency of the word economy is relatively low, at 0.05%. In addition, the automatic coding results also show several other interesting terms such as campaign, social, international, global, struggle, Jewish, media, football,

diasporic, propaganda, political, colonialism, academic, transnational, occupied, framing, anti-Semitism, Zionist, lgbt, and queer.
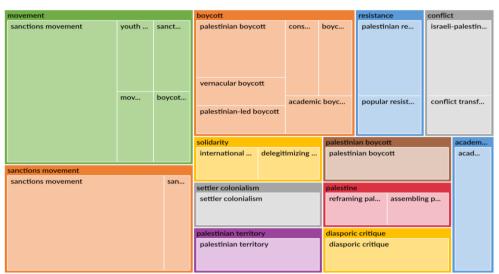
Hierarchy Chart "Title"

Figure 4 Hierarchy Chart "Title"
Source: secondary data (processed with Nvivo, 2024)

Based on the code, the automatic creation of a hierarchical chart on the title will bring up several relevant words that often appear in research titles on boycott or BDS including the words "movement", "sanctions movement", "boycott", "solidarity", "settler colonialism", "Palestinian territories", "resistance", "Palestinian boycott", "Palestine", "diaspora criticism", "conflict", and "academic". Among these charts, the word "movement" has a larger box size than the others, followed by "sanctions movement", and "boycott".
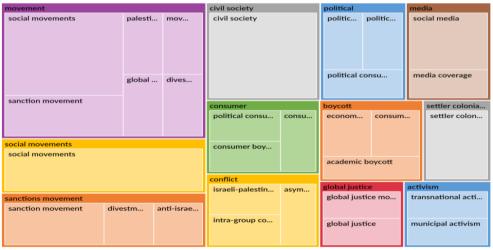
Hierarchy Chart "Author Keyword"

Figure 5 Hierarchy Chart "Author Keyword"
Source: secondary data (processed with Nvivo, 2024)

Based on the code, a hierarchy diagram will be automatically created based on the author's keywords. Figure 5 presents relevant words that often appear, including "movement", "social movement", "sanctions movement", "civil society", "consumer", "conflict", "politics", "boycott", "global justice", "media", settler colonialism, activism. The word "movement" has a larger box size than other words, indicating that authors increasingly use it to describe their research.
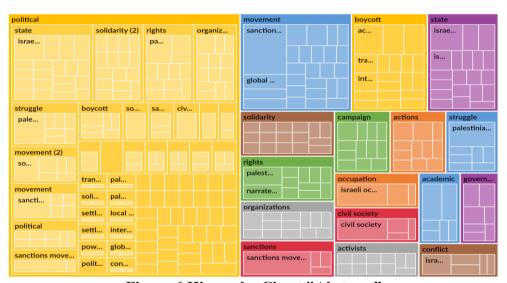
Hierarchy Chart "Abstract"

Figure 6 Hierarchy Chart "Abstract"
Source: secondary data (processed with Nvivo, 2024)

Based on the coding, it automatically generates a hierarchy chart based on the abstract. Figure 6 presents several relevant words that often appear, including political, movement, solidarity, rights, organizations, sanctions, boycott, campaign, occupation, civil society, activists, state, actions, academic, struggle, government, and conflict. The word "political" has a larger square size than the others.
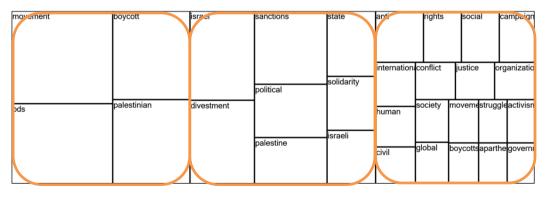
Treemap

Figure 7 Treemap
Source: secondary data (processed with Nvivo, 2024)

A treemap is the following tool from the shown word frequency analysis. A treemap is a diagram that displays data as a series of stacked rectangles with varying sizes, shapes, and dimensions in a hierarchical manner. The size shows the quantity according to percentage and frequency (Antonio et al. 2020; Syamlan and Antonio 2023). One method for displaying hierarchical data in the shape of rectangles is the treemap. A larger area displayed in the upper left of the chart than a smaller rectangle displayed in the lower right is the consequence of considering the size of the rectangles concerning their network relationships. The value that represents the word increases with the size of the rectangle. Three distinct facets of Boycott have been revealed by the Word frequency analysis, which is presented as a treemap: (a) Concerns (Movement, BDS, Boycott, Palestians); (b) Focus (Israel, Divestments, Sanctions, Political, Palestine, State, Solidarity, Israeli); (c) Anecdotes (Anti, Rights, Social, Campaign, International, Conflict, Justice, Organizations, Human, Society, Movement, Struggle, Activism, Civil, Global, Boycott, Apartheid, Government).
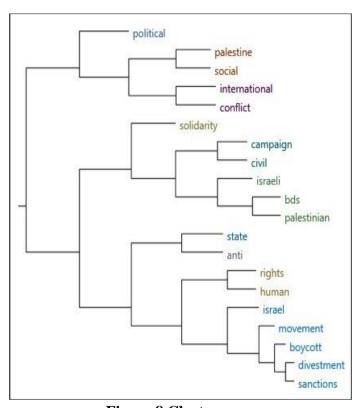
Cluster

Figure 8 Cluster
Source: secondary data (processed with Nvivo, 2024)

Using automatic codes from NVivo 15 software based on title, abstract, and author's keywords, cluster analysis is used to examine and visualize patterns in the Boycott, Divestment, and Sanctions theme generally in scientific research (see figure 8). This helps identify the study path connected to the Halal industry in Indonesia by obtaining thorough and detailed results. Words and their associations are generally grouped into three major groupings.

Cluster 1: International Social Politics

According to Cuffman (2018) research, The boycott, divestment, and sanctions (BDS) movement is one of the most divisive topics in world politics. BDS has generated legal controversy in the US since its launch in 2005. Since 2015, US states have been enacting anti-BDS laws; as of right now, 27 states have issued executive orders or approved legislation that forbids state government companies from doing business with organizations that carry out BDS operations against Israel. Although the specific provisions of anti-BDS laws vary greatly, they have taken two primary forms: (1) contract-focused laws that require acceptance of government contracts from entities that state they do not and will not boycott Israel, and (2) investment-focused laws that require public investment funds to divert investments away from entities that boycott Israel.

In addition to the law, Israel faced rejection from the international sports community even though they had invested in global sporting events to improve their country's image. In 1962, Indonesia declined to host Israeli athletes at the Asian Nations Games in Jakarta. Indonesia's refusal, as the world's largest Muslim country, stems from a desire to show unity with other Arab countries boycotting Israel. In retaliation, Indonesia was barred from competing in the 1964 Summer Olympics in Tokyo (Galily and Samuel-Azran 2022).

One of the international pushes to pressure Israel to stop the genocide was carried out by South Africa in January 2024; South Africa filed a lawsuit against Israel to the ICJ (International Court of Justice) for the genocide that occurred in Palestine. Diplomatic efforts by various countries and associations of various countries continue, including the OIC and the Arab League, which urged the UN to expel Israel from UN membership. Until November 21, 2024, the ICC issued an arrest warrant for Israeli Prime Minister Benjamin Netanyahu and former Israeli Defense Minister Yoav Gallant for war crimes in Gaza (Republika 2024).

Cluster 2: Solidarity Campaign

The Israeli slaughter of civilians in Gaza has outraged the international community. This has resulted in boycott efforts in numerous nations as a form of solidarity with Palestine, leveraging market forces. The international solidarity movement for Palestine has accepted the BDS campaign and is pressuring its various institutions and governments to speed divestment from Israel. The impact of BDS on the local community is determined by where the movement takes place.

According to Sentosa and Sitepu (2024), the boycott influenced one of Israel's products: Starbucks. Starbucks' worth fell by billions of dollars. Its stock price has fallen by nearly 9% since mid-November 2023, resulting in a market value reduction of approximately USD11 billion. Reuters reported that one McDonald's franchise lost more than USD1 million. The call for a boycott influenced KFC sales, managed by Fast Food Tbk (FAST). KFC is one of the brands on the boycott list for supporting the Israeli army. With KFC product sales declining, FAST management lowered its 2024 growth target from 15% to 10%. In the third quarter of 2023, FAST had a net loss of IDR152.41 billion (Table 1).

Table 1 Boycott Impact

Product	Sector	Decrease Value
Starbucks	Stock Market Capitalization	USD 11 Bilion
McDonald's	Sales	USD 1Bilion
KFC	Sales	USD 9 Bilion
Unilever Indonesia	Revenue	USD 256 Million

Source: (Sentosa and Sitepu 2024)

In addition to the community's economic movement, the Solidarity of Columbia Students, who are members of Columbia University Apartheid Divest (CUAD), put tremendous pressure on their campus with extraordinary actions through their camp on East Butler Lawn at Columbia (Dasha et al. 2024), stating that CUAD made demands for the university and expectations for themselves. We agreed to five demands: 1) Financial divestment; 2) Academic boycott; 3) Halt evictions of Harlem residents; 4) No police on campus; and 5) Call for a ceasefire. The program lasted many days and was attended by hundreds of students. During the second camp session, 100 pupils were arrested.

Cluster 3: Human Right and BDS Movement

The question of boycotting products accused of promoting genocide is central to the international legal framework, which connects human rights, state responsibility, and international collaboration. More than merely a protest, such a boycott is a concrete move to secure the enforcement of international norms concerning human rights and the prevention of genocide (Sutrisno 2024).

Initially, the boycott initiative attracted global attention. Using various media and social platforms, important messages were declared and disseminated worldwide, creating a sensation and attracting international public attention. As coverage of the boycott movement expanded, the perception and views of the international community on the issue began to form. Solidarity developed among boycott supporters, creating pressure on public opinion. With the same support from various parts of the world, the boycott movement grew into a global force.

People from different countries unite to support the Boycott objectives that are in line with the essential elements of Maqasid Syariah, namely protection of religion, protection of life, protection of reason, protection of descendants, protection of property with the aim of welfare and welfare for Humanity (Bintang, Ismail, and Indra 2015). The boycott movement creates a phenomenon of solidarity that transcends national borders. Boycotts not only influence public opinion but also impact the economy globally. Companies or countries targeted by a boycott can suffer significant financial losses, thus attracting international attention from governments and businesses. Threats to reputation and financial stability encourage companies to take action. Companies targeted by a boycott can respond by changing their policies or behavior to meet the international community's expectations. Pressure from the international community often results in a response from governments.
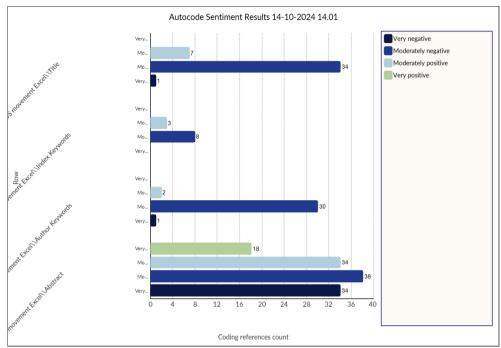
Bar Chart of Sentiments

Figure 9 Bar Chart of Sentiments
Source: secondary data (processed with Nvivo, 2024)

Hierarchy Chart of Sentiments of Title, Abstract, and Author Keywords

Figure 10 Hierarchy Chart of Sentiments of Title, Abstract, and Author Keywords
Source: secondary data (processed with Nvivo, 2024)
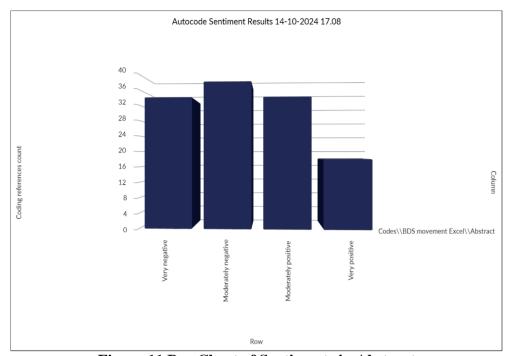
Bar Chart of Sentiments in Abstract

Figure 11 Bar Chart of Sentiments in Abstract
Source: secondary data (processed with Nvivo, 2024)

Next, a sentiment analysis was conducted on the Boycott, Divestment, and Sanction theme using automatic sentiment coding from NVivo 15 so that the results presented are objective. In general, sentiment is displayed in Figure 9 as a bar chart and Figure 10 as a hierarchy chart, each based on title, abstract, and author keywords. Figure 11 displays more comprehensive sentiment results using abstracts in articles related to the BDS theme.

Sentiment analysis will return sentiment expressions, allowing us to establish whether the emotion is positive or negative. Furthermore, this technique employs a scoring system in which each word is assigned a predetermined score ranging from highly positive to very negative (Izza and Rusydiana 2023). Then, these results are used to determine experts' perceptions of the BDS theme.

According to the study's findings, there is a somewhat negative opinion of BDS. According to this result, 21.90% of references had moderately positive sentiment coded, whereas 52.24% had moderately negative sentiment. 21.90% of the references were coded with a very negative attitude, 17.14% highly negative sentiment, and 8.57% very positive sentiment. Based on these findings, it is anticipated that this sentiment analysis will be a unique investigation in the discourse surrounding BDS in the field of research. The following table displays the references that have been coded according to their sentiment classification:

Table 2 References Coded

Sentiment	References Coded	Title	Authors
Very Negative	The language may be deceptively conciliatory, but the meaning of the BDS message is intransigence. The rhetoric of this movement conceals a programme of 'resistance', a call to destabilize the status quo through unremitting public agitation over a long period. It rejects the premises of the Oslo agreements, including the possibility of a negotiated peace with Israel or any form of reconciliation, and its message combines anti-Semitism with anti-Zionism. The movement is all the more dangerous because, under the guise of a quest for justice, its advocates skillfully conceal the strategic objective of isolating and destroying the Jewish state and perhaps also Jews who individually and collectively identify with the State of Israel.	The BDS message of anti-Zionism, anti-Semitism, and incitement to discrimination	(Fishman 2012)
Moderately Negative	The Boycott, Divestment, and Sanctions movement (BDS) has expanded rapidly, though controversially, in the US in the last five years. The academic boycott of Israeli academic institutions is a key component of that movement. What is this boycott? Why does it make sense? Moreover, why is this an American Studies issue? These key questions and others are answered in this essential short book. Boycott! Situates the academic boycott in the broader history of boycotts in the US as well as Palestine and shows how it has evolved into a transnational social movement that has spurred profound intellectual and political shifts. It explores the movement's implications for antiracist, feminist, queer, and academic labour organizing. It examines the boycott in the context of debates about Palestine, Zionism, race, rights-based politics, academic freedom, decolonization and neoliberal capitalism.	Boycott!: The Academy and Justice for Palestine	(Maira 2018)
Moderately Positive	In 2023–2024, US academia witnessed the largest-ever protests condemning Israeli state violence against Palestinians and the most vociferous repression of these protests and other criticisms of that violence. This article situates this moment within the more extended history of support for Palestinian liberation in US colleges and universities, as well as the decades-long rise of organizations to combat this support and critical analysis of the Israeli state. We do so to make two arguments. First, there has been a continuous interrelationship between resistance and repression, with one feeding the other and always relating to events in the Middle East and the US. Second, using analysis of our experience with academic Boycott, Divestment, and Sanctions (BDS) as an example, we argue that understanding this history is necessary for building a more broad-based, international, and intersectional movement for liberation.	Resistance to Repression and Back Again: The Movement for Palestinian Liberation in US Academia	(Deeb and Winegar 2024)
Very Positive	The Boycott, Divestment, Sanctions ("BDS") Movement, a global effort to oppose the State of Israel in its actions toward Palestine, is one of the most divisive topics in global politics. Since it began in 2005, BDS has also been legally divisive in the United States. U.S. states began passing anti-BDS laws in 2015, and twenty-seven states have since passed legislation or executive orders restricting the state governments' commercial dealings with entities that participate in BDS activities against Israel. Though the specific provisions of anti-BDS laws vary widely, they have taken two primary forms: (1) contract-focused	The State Power to Boycott a Boycott: The Thorny Constitutionality of State Anti-BDS Laws	(Cuffman 2018)

laws that condition the receipt of government contracts on an entity certifying that it is not boycotting and will not boycott Israel and (2) investment-focused laws that mandate public investment funds to divest from entities involved in boycotts of Israel. This Note aims to remedy the relative dearth of thorough analysis on this issue through a comprehensive study of the constitutional stakes of state anti-BDS laws. The First Amendment protects BDS activities under a broad interpretation of the NAACP. Claiborne Hardware. However, at least five distinct arguments exist that the anti-BDS laws merely pose "incidental infringements" on these rights, thereby rendering them constitutionally justified in light of state interests. Two arguments can be dismissed through appeal to Claiborne itself or related lines of case law. Federal courts have not adequately addressed the three other arguments, so their strength is less specific. Ultimately, many anti-BDS laws likely run afoul of the First Amendment by imposing unconstitutional conditions on government contractors and beneficiaries of public funding, though courts should take account of the full range of legal issues in disposing of suits challenging anti-BDS laws.

Source: secondary data (processed, 2024)

Based on the division of sentiment analysis levels and the selection of sentiment analysis levels depends on the purpose of the analysis and the complexity of the data used. Analysis at the document level provides an overview, while analysis at the sentence and aspect levels provides a more detailed and specific understanding. The level category that is appropriate for this study is the aspect level. This is because the secondary data processed has the same topic: Boycott and BDS. Sentiment analysis at the aspect level aims to identify specific aspects of a topic or object that is the target of opinion and determine the polarity for each aspect so that it can provide a more in-depth analysis.

The study revealed several significant findings about the Boycott, Divestment, and Sanctions movement. First, through the analysis of WordCloud, the most dominant themes in research on the topic are movement, BDS, boycott, Palestine, Israel, and politics. Meanwhile, the frequency of the word economy is very small, which is 0.05%. This shows that BDS research related to the economy is still rarely done compared to political themes, which have a frequency of 1.29%. In addition, through hierarchical graph analysis, frequently occurring themes were identified: politics, movements, solidarity, rights, organizations, sanctions, boycotts, campaigns, occupations, civil society, activists, states, actions, academics, struggles, governments, and conflicts. The results of the list of themes can be selected as research themes or references to find gaps in the research used by subsequent authors who wish to conduct further research on BDS or boycotts.

Next, cluster analysis identified three main clusters: International Social Politics, Solidarity Campaign, Human Rights and BDS Movement. This cluster describes the massacre that occurred in Palestine by Israel, which aroused the anger of the entire community and the world; from this anger was born the spirit to defend and fight for the human rights of the Palestinian people, one of which was the boycott movement. The boycott movement, including BDS, has been carried out massively in almost all countries. The boycott movement focused on

weakening the colonizers' economy and triggered boycotts from various sectors, such as sports, academics, etc. A movement that is no less heroic is the protest movement carried out by students at Columbia University who set up tents on their campus, which finally inspired all campuses in the world to move together to defend Palestine.

Finally, the sentiment analysis results show that moderate negative sentiment dominates the conversation with 52.24%. Negative sentiment can occur because of narratives that dislike or use more negative sentences in research on BDS or Boycott, plus if the author has an Israeli background. Negative sentiment related to BDS shows that research on this topic often uses sharp and negative sentences, as well as sentences that cause debate, especially in pro-Zionist countries (Maira 2018). One of the negative narratives found in a journal entitled The BDS Message of anti-Zionism, anti-Semitism, and Incitement to Discrimination, written by Fishman (2012) in the article it is stated that the BDS Movement is increasingly dangerous because, under the guise of seeking justice, its supporters cleverly hide the strategic goal of isolating and destroying the Jewish state and perhaps also Jews who individually and collectively identify with the State of Israel. In addition, in this research process, the author found 14 out of 81 journals that contained the word Israel in the Source Title, such as Israel Affairs, Israel Studies Review, and Israel Studies. However, this is not the only data that shows that Israeli research is the most important because several journals do not support BDS published from journals that do not contain Israeli data in the source title.

Negative narratives about boycotts or BDS are closely related to Israeli propaganda. References mention that the Israeli government has launched a propaganda campaign or has been supported by adequate resources to weaken the BDS movement in various countries. The form of their propaganda is, first, creating a narrative stating that BDS, anti-Zionists, and Palestinian solidarity have discriminated against, are racist, and anti-Semitic (Cuffman 2018; White 2020). In addition to this narrative, Israel also allocated a unique budget to combat BDS, namely a ministerial budget of $ 11 million in 2016. Even in December 2018, in European countries such as the UK, France, and Spain, Erdan announced that his ministry would invest more than $ 800,000 in the first two years to create an "international legal network" to combat BDS (White 2020).

Positive sentiment, both moderate and very positive, is also limited; only 21.9% of references reflect a positive response stating that BDS is growing in support worldwide among labor organizers, students, scholars, artists and cultural workers, and religious communities, this has caused Israel to carry out attacks, slander and attacks on pro-BDS non-governmental organizations (White 2020). Positive sentiment can occur because of the narrative that supports the Boycott and BDS movements by using positive words. One of the studies included in the positive sentiment category was conducted by Awad (2021) entitled BDS as The Baseline of Solidarity: Toward A Model of Co-Struggling with Palestinians In Their Movement for Justice and Liberation, BDS has emerged as a key tactic to aid the Palestinians' fight for justice and freedom; it is one form of solidarity among many that seeks to empower Palestinians to take the lead in the fight for their rights, national ambitions, and return to their homeland.

Based on the description above, BDS or the pro-Palestinian community can take important basic information such as themes and popular words and discover the biggest sentiments in research on boycotts, which can later be developed into research on Boycotts and BDS. By looking at the results of negative sentiments that dominate research on the topic, it is necessary to increase publications related to the boycott movement from various sectors and the results of the boycott to strengthen the narrative that the boycott is a means to support Palestine's independence, especially at the Scopus level. Thus, the results of this study indicate that the BDS committee or Palestinian activists need to focus on improving the correct narrative regarding the boycott and the BDS movement to overcome existing negative sentiments accompanied by disseminating information about the boycott to the general public.

CONCLUSIONS

To describe sentiment toward Boycott Divestment and Sanctions, the results of this study reveal several important findings. The main finding is that discussions about the incident tend to be negative, reflecting negative sentences towards the boycott movement. The results of the WordClouds analysis highlight keywords that often appear in conversations, including "movement", "BDS", "boycott", "Palestine", "Israel", and "Politics". The sentiment analysis results show that moderate negative sentiment dominates the conversation with 52.24%. Negative sentiment about BDS shows that research on this topic uses a lot of sharp and negative sentences, and sentences that cause debate are also closely related to the "Hasbara" propaganda built by Israel. Positive sentiment, both moderate and very positive, is limited, only 21.9%, due to the lack of research using positive words about Boycott and BDS. This study is limited to sentiment analysis and mapping popular themes and words so that further researchers can conduct more varied research using various research methods. Recommendations from this study for pro-Palestine parties and BDS supporters can take important basic information such as themes and popular words and also be able to find out the biggest sentiments in research on boycotts, which can later be developed into research on Boycotts and BDS to increase publications on boycott movements from various sectors and the results of the boycott to strengthen the narrative that boycotts are one of the means to support Palestine's independence, especially at the Scopus level. Some themes that can be developed include International Social Politics, Solidarity Campaigns, Human Rights and the BDS Movement.

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