

## **ABSTRACT**

*This research was conducted in response to the issuance of MUI fatwa No.83 of 2023 concerning the law of support for the Palestinian cause. This study aims to analyze the impact of the fatwa on the use of Unilever products for members of the two largest Muslim women's organizations in Bekasi city, Fatayat NU and 'Aisyiyah.*

*This research uses a qualitative method through in-depth interviews with the heads of each organization 'Aisyiyah and Fatayat Bekasi city. The analysis technique used is interactive analysis which aims to explore and understand in depth the dynamics of changes in consumption behavior among members of Fatayat and 'Aisyiyah organizations in Bekasi City and understand the reasons behind these changes.*

*The results showed that the fatwa had an impact on decreasing trust in Unilever products and encouraging a shift in consumption to alternative products that were considered more supportive of humanity. This is in line with the appeal given by MUI regarding restrictions on the use of Israeli products or products affiliated with Israel.*

*Keywords: Fatwa, Boycott, Fatayat, 'Aisyiyah, Nahdlatul Ulama, Muhammadiyah*

**FEB UNDIP**