

CHAPTER II

BOYCOTT STARBUCKS ON TIKTOK

This chapter will explain the description of the hashtag #boycottstarbucks on TikTok social media in general, such as the number of content creators who use #boycottstarbucks on TikTok social media, the content in #boycottstarbucks on TikTok social media and explain the indicators in #boycottstarbucks on TikTok social media.

2.1 Boycott

A boycott is an act of refusing to cooperate with someone, an organization, a product, or a country as a form of protest. Boycotts are usually carried out for moral, socio-political, or environmental reasons. Recently, there have been many incidents involving many people voicing their aspirations to communities, institutions, or even on a national scale. One of the common actions taken is the boycott behavior (Ningsih & Haryanti, 2021). This phenomenon has become commonplace and frequently occurs within society as a form of protest or dissatisfaction with certain actions. The goals of a boycott include enforcing policy or practice changes from the boycott target, raising public awareness about an issue, applying economic pressure on the target, showing solidarity with certain groups or movements, empowering consumers or the community, and achieving broader and long-term social change (Bocking-Welch, 2024).

Starbucks has become one of the main brands in the global Boycott, Divestment, Sanctions (BDS) movement. The boycott action seems to be affecting the stock movement of PT Mitra Adiperkasa Tbk (MAPI), the parent company of PT MAP Boga Adiperkasa Tbk

(MAPB), which manages Starbucks outlets in Indonesia. BDS itself is a movement for freedom, justice, and equality led by Palestinians. BDS upholds the simple principle that Palestinians are entitled to the same rights as all other human beings. BDS calls for the boycott of Israeli and international companies involved in actions that violate Palestinian rights. Founded in 1971 in Seattle, USA, Starbucks outlets expanded globally very quickly and briefly. Currently, there are 35,711 stores spread across the world. Accused of supporting Israel, it turns out Starbucks went bankrupt building its business in the country led by Benjamin Netanyahu.

Three years after visiting Israel, former Starbucks chief executive officer (CEO) Howard Schultz opened the first Starbucks store in Tel Aviv, Israel in September 2001. Initially, Starbucks planned to open 20 stores in Israel in its first year of operation. For the operation of the coffee shops, it collaborated with the fuel company, Delek Israel Fuel Corporation (DIFC), which holds 80.5 percent of the shares. Starbucks has also asserted that it has never sent a portion of its profits to the Israeli government and/or military. Starbucks stated that it ended its partnership in Israel in 2003 due to operational challenges, not political issues. According to management, all business decisions have never been based on political issues.

Regarding the boycott movement, Starbucks is accused of supporting Israel because Starbucks sued its labor union, Starbucks Workers United, earlier this month after the labor organization posted a now-deleted message on X, formerly known as Twitter, expressing solidarity with the Palestinian people. The hashtag #boycottstarbucks has been viewed more than 29 million times on TikTok. Starbucks accuses the union representing thousands of baristas of damaging the brand and endangering coworkers with pro-Palestinian tweets. The

union has also filed a counter-lawsuit against Starbucks. They called the lawsuit an attempt to undermine the union and weaken their organizing efforts. In a separate statement, Starbucks asserted that it condemns acts of terrorism, hatred, and violence. In addition, management reiterated its disagreement with the views expressed by Workers United. According to management, all statements and actions of Workers United are the responsibility of each individual without involving Starbucks as a whole.

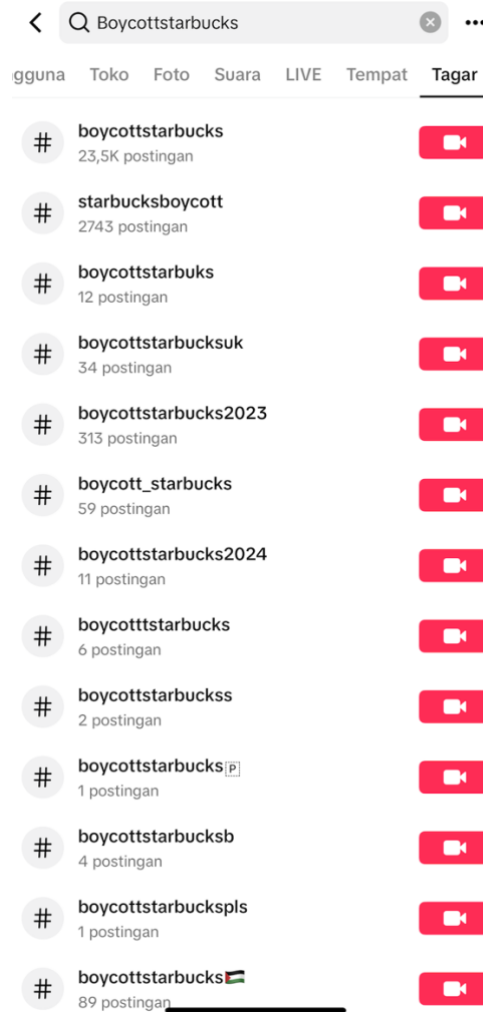
Starbucks' efforts to address the negative issues and anticipated losses were quickly responded to and clarified by the company using a marketing strategy that offered consumers the opportunity to receive a free reusable holiday cup with every purchase. However, since the announcement of the promotion in mid-November, Starbucks has experienced a stock decline of 8.96 percent, equivalent to a loss of \$10.98 billion, which is the lowest loss it has experienced since 1992. After being affected by this boycott, Starbucks incurred a loss of 155.02 trillion, which is the largest loss in 2023. This is due to a recent global call to boycott brands and franchises that directly or indirectly benefit Israel economically. Starbucks workers' union has been transparent in supporting Palestine, when Israel launched an operation in Gaza in October, and took the opportunity to demand better working conditions, including scheduling and the freedom to negotiate contracts. Since then, employee strikes have occurred consistently. As a result, the brand realized that its reputation was at stake. Despite experiencing losses both economically and socially, Starbucks CEO Laxman Narasimhan is confident that Starbucks can restore its image and rise from the "macroeconomic challenges" it faces. However, statistics show otherwise, as the franchise efforts are inconsistent with the results they achieved in previous years. Starbucks, which was dragged into and affected by this boycott, suffered losses amounting to 155.02 trillion,

causing the company to incur significant losses. Therefore, to minimize the impact of the losses, Starbucks' Public Relations responded to the issue quickly and developed an issue management strategy, such as promoting the products offered by Starbucks. Because the company realizes that the reputation of its image is at stake. Although experiencing material and social losses, Starbucks is confident that it will restore its image and rise from the challenges it faces.

2.2 Hashtag #BoycottStarbucks

The hashtag #boycottstarbucks has been trending on TikTok social media since 2023. It is known that based on hashtag analytics on TikTok, there are various hashtags created by creators on TikTok. The hashtag that has the most posts is #boycottstarbucks with 23.5K posts on TikTok as in the image below.

Figure 2. 1 Boycott Starbucks Hashtag on TikTok



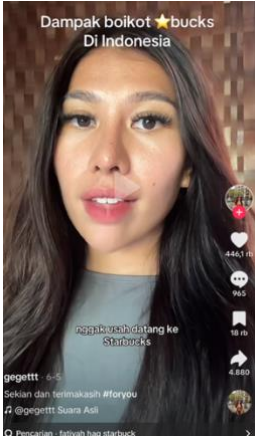
(Source: TikTok, 2024)

2.3 Content in the Hashtag #boycottstarbucks on TikTok


To date, the number of posts or content using the hashtag #boycottstarbucks on TikTok has reached 23.5K. There are many uploads from Starbucks consumers, especially in Indonesia, that provide persuasive sentences to boycott Starbucks products in the following indicators:


Table 2. 1 TikTok Content Based on Hashtag #boycottstarbucks


No.	Account	TikTok Video	Content	TikTok User Response
1.	<p>@hanadihanadi6</p> <p>561</p> <p>(6//6/2024)</p>	 <p>Momen sekelompok ibu berdemo masuk ke Starbucks Mengecam Konsumen Yang Lagi Ngopi di sana : Kok Kalian Gak Malu Sih?</p> <p>Kok nggak malu sih masih makan Starbucks?</p>	<p>The content depicts a video of a group of mothers entering a Starbucks outlet to criticize consumers who are consuming Starbucks products.</p>	<p>The majority of responses from TikTok users in the comments column also supported the actions of the mothers who entered the Starbucks outlet. Such as the comment given by the account @yatiry which stated "long live the human heart with a human heart, free Palestine" and the comment by the account @vie19</p>


				<p>which stated</p> <p>"Thank you brave mothers who speak out loudly even though they are being showered with people for our brothers and sisters who are dying every second in Palestine."</p>
2.	<p>@geg3ttt</p> <p>(5/6/2024)</p>	 <p>The image is a screenshot of a social media post. At the top, it says 'Dampak boikot Starbucks Di Indonesia'. Below that is a video thumbnail of a woman with long dark hair. Under the video, there are statistics: 445 likes, 965 comments, 19 shares, and 4.880 views. The caption below the video reads: 'nggak bisa datang ke Starbucks', 'geg3ttt 4-5', 'Sekian dan terimakasih #foryou', and '@geg3ttt.Suara Asli'. At the bottom, there is a small text: 'Prosedur: Aturlah bias Starbucks'.</p>	<p>The content explains that the impact of the Starbucks boycott in Indonesia resulted in mass layoffs of Starbucks</p>	<p>There are various comments from the public regarding the impact of the Starbucks boycott in Indonesia. Like the comment from the account @mamimikjun</p>

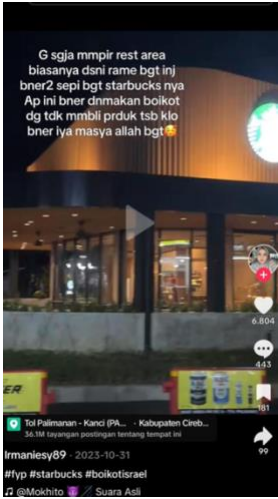
			employees in Indonesia.	which stated, "But it's really bad in Cileungsi, even in the mall Starbucks is closed". In addition, a comment was found from @nabbbbbbb stating, "Starbucks has a lot of holidays because the outlets are quiet so the shifts are divided like that, automatically the salary is also reduced because there are very few people coming in."
--	--	--	----------------------------	---


<p>3.</p>	<p>@lianaoktavia 7 (4/6/2024)</p>		<p>The content states that the Starbucks boycott in Indonesia has also had an impact on Starbucks outlets throughout the world, especially in America and China.</p>	<p>The majority of TikTok users' responses stated that there are still many coffee brands that are worth consuming besides Starbucks, especially local coffee brands. This is like the comment on the @bocahbagus account which stated "Indonesian people buy prestige differently from the US or China, in Indonesia there are many local brands that are no less delicious." A</p>
-----------	---	---	--	--


				similar thing was stated by the @estes account in his comment, "I went to Starbucks twice a week before the boycott, a Starbucks gold member since 2013. But since the boycott it's bye-bye now I like tomoro, tuku, calf or %."
4.	@motivasimili arde (18/1/2024)		The content contains information about the Starbucks boycott movement in Indonesia which has	Responses from TikTok users stated that boycotting Starbucks is a must. This was expressed by one comment via the account


			<p>experienced a lack of interest because it is known that Starbucks is a brand that funds genocide against Palestine.</p>	<p>@azamalthanif which stated, "Let's keep boycotting" and the account @popowshop which stated "We will never forget, we will never forgive. Let's boycott Starbucks for free Palestine."</p>
5.	<p>@ulasan.official (9/6/2024)</p>		<p>The content contains a video about a mass organization that came to a Starbucks outlet and forced visitors to leave and no longer buy</p>	<p>There were reactions from the public from the boycott action that was carried out directly, such as the comment from the @niceguy account which stated, "The spirit</p>


			Starbucks products.	of the boycott is great."
6.	@babyculinary mks (12/11/2023)		The content contains an upload by a TikTok user who visited a Starbucks outlet to check whether it was still crowded with visitors after Starbucks' stance as a pro-Israel product.	Public comments expressed a criticism of the attitude of consumers who still consume Starbucks. Like the comment given by the account @siska92 which stated, "It's so sad, oh my God, even though they won't die if they don't drink Starbucks." In line with other comments, the account @273 also commented, "Although there are still visitors,


				believe me, the traffic and turnover must have changed and decreased."
7.	@realysweet (31/10/2023)	 <p>G sgja mmpir rest area biasanya dsni rame bgt inj bner2 sepi bgt starbucks nya Ap ini bner dnmakan boikot dg tdk mmbli prduk tsb klo bner iya masya allah bgt</p> <p>Tol Palimanan - Kandi (PA... - Kabupaten Cirebon 35.1M tayangan postingan tentang tempat ini</p> <p>Irmaniesy89 · 2023-10-31 #fyp #starbucks #boikotisrael @Mokhito Suara Asli</p>	The content contains personal experiences from TikTok users who provide a picture of Starbucks outlets that are deserted by visitors due to the boycott. The user also expressed his joy in knowing that the Starbucks	In the comments column, people are also happy because of the Starbucks boycott which resulted in the outlets being deserted. Like the comment given by the account @hestuandree, "Yesterday I also saw Starbucks reserve Bogor, usually the parking lot is full, yesterday there were only 3 cars,


			<p>outlet he passed was deserted by visitors, indicating that the mass boycott had succeeded.</p>	<p>great, I'm also moved on." Supported by comments from @zzaza and @okta_rias who both stated "Great, thank God."</p>
<p>8.</p>	<p>@ronaldo.rusli (22/8/2023)</p>		<p>The content states that the Starbucks boycott movement in Indonesia is the right action because the movement is what Starbucks deserves for its actions in not defending Palestine.</p>	<p>Another TikTok user's reaction expressed his sadness at the Starbucks outlet which was still crowded with visitors. The statement was written by the owner of the account @halfawake who stated, "I was at the Tangsep mall, it's</p>


				still crowded here, so sad. US and UK Starbucks are quiet, many of their people are against their own government and support Palestine."
9.	@voiced_content (20/1/2024)		The content contains a response to the boycott action against Starbucks which resulted in the closure of Starbucks outlets.	Response from TikTok user @moksel who stated, "For me, Starbucks just needs to understand that they are wrong and have to donate back to Palestine." In line with the account @shixyrra who stated, "Palestine lost their family and


				<p>you only care about the food/drinks at Starbucks, you are so stupid. Continue the boycott."</p>
10.	<p>@andreayudia s (16/7/2024)</p>		<p>The content contains expressions of joy from content creators regarding the boycott action carried out by the community which resulted in the resignation of the Starbucks Managing Commissioner.</p>	<p>In line with the content creator's joyful reaction, other TikTok users also expressed their joy at Starbucks being affected by the boycott. Like the account @justpurple who stated, "Those who don't want to boycott, it's okay because the only ones invited are</p>

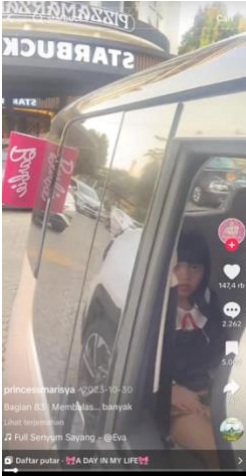
				humans" In line with other comments, the account @manusiaball also stated, "I'm so proud to have succeeded in this boycott."
11.	@syahdanwiro 212 (20/12/2023)	 <p>Coba dong Absen, di kota kamu masih ada ga orang orang yg kemarin ikut boycott tapi sekarang malah balik lagi, dan skrg te ini rame lagi?</p> <p>Heran ya, kenapa di luar negeri org yg bu mayoritas muslim, tpi konsisten bahkan bii sampe tutup loh tempat" pendukung ge-no ky gini.</p> <p>sedangkan di tempat kita? Laa haula wa quwwata illa billah</p> <p>menurut kamu orang orang kita ini kenap</p> <p>#freepalestine #standwithpales... banyak</p> <p>Bers: Dawal (From "Air Mat</p>	The content contains the content creator's anxiety regarding the large number of people who are not boycotting Starbucks and other pro-Israel products.	The upload received the same response from other users who expressed their anxiety over consumers in Indonesia who still buy Starbucks products and other pro-Israel products. Like the account @digrebekwarga.c


				<p>odm who stated "God willing, consistent until Palestine is free." In addition, a comment from the account @kasim@idris stated that "Many have been hit by Jewish magic, nauzubillah minzalik."</p>
12.	@__rizkah (28/5/2024)		<p>The content creator expressed his sadness towards consumers in Indonesia who still buy Starbucks products. The</p>	<p>The content led other users who agreed with the content creator's argument. The account @diahakn stated that, "I'm a Starbucks addict but since the boycott I swear I</p>


			<p>content creator stated that consumers who still buy Starbucks products, especially Muslims, should defend Palestine.</p>	<p>haven't touched it at all until now. Thank God I can."</p>
13.	<p>@montkiarasil</p> <p>at</p> <p>(8/3/2024)</p>		<p>The content contains sadness from the account owner because many people still buy Starbucks.</p>	<p>The content aroused the sadness of other TikTok users about people who still buy Starbucks products. Comments from the account @missakraune stated that, "You don't have to be Muslim to support</p>


				<p>Palestine. It's all about humanity and opposing Israel's heinous actions." A similar thing was expressed by the account @fuadhisam411 who stated, "Only humans support fellow humans."</p>
14.	@_louisciawi (29/7/2024)		<p>The content was created to criticize celebrities in Indonesia who still consume Starbucks products which are considered unethical.</p>	<p>Other users were also furious along with the response from the content creator. Like the comment from @neomuyeppeo who stated, "Even though it's still better to have coffee god day,</p>


				<p>memories of promise soul, point coffee and fore coffee." Similarly, the comment from the account @indachmu, "Thank you, bro, for representing so much. I mean at least keep quiet, okay?"</p>
15.	<p>@hikmatul200 598 (2/11/2023)</p>		<p>The content was uploaded by a content creator who showed his happiness knowing that the nearest Starbucks outlet was empty of</p>	<p>Similar things were expressed by comments from other users who were also happy about the successful boycott. The account @restiatia stated, "Alhamdulillah, it turns out that we</p>

			visitors due to the impact of the public boycott.	are that solid when we are together." In line with that, the account @ichchaaa stated, "Aaah cool, hopefully it will spread to other cities. Come on, let's sell local brands, Indonesian brands are no less cool."
16.	@princessmarisya (30/10/2023)	 <p>The screenshot shows a person sitting in the driver's seat of a car. In the background, a Starbucks storefront is visible. The video has a caption in Indonesian: "princessmarisya 30/10/2023: Bagian 03. Masih ada... banyak yang... ZI Full Seragam Sayang @Diva". The video has 147.4K likes and 2.76K comments.</p>	The content voiced that it was time for Indonesian people to boycott Starbucks after being accompanied by boycotts of	The upload was also supported by other users in the comments of the @nha_kan account, "It's time for us to defend Palestine, boycott Israel and

			other brands that were pro-Israel.	affiliated products."
17.	@cordovamedi aid (25/4/2024)	 <p>The image is a screenshot of a TikTok video. It shows a group of people at a protest or demonstration. In the foreground, a woman wearing a black hijab and a white patterned scarf is looking towards the camera. Behind her, other people are visible, some holding flags and banners. The text 'Kau membuat minuman untuk genosida' is overlaid on the video. Below the video, the TikTok interface shows the user's name 'Cordova Media', the date '4-25', and the caption 'Wakil Ketua DPRD DKI Jakarta dan jug... banyak ihati terjemahan'. There are also icons for likes, comments, and shares.</p>	The content contains posts to boycott Starbucks because it is considered to make drinks for genocide (Palestine).	The upload also received the same reaction from other TikTok users such as the @akupapua account "Close Starbucks in Indonesia." In line with the previous comment, the @asma account also stated, "Who asked to be considered cool, we boycott not to be considered cool but because we care and we are human."

<p>18.</p>	<p>@user6928901</p> <p>23</p> <p>(8/11/2023)</p>		<p>The content presents podcast content that discusses the Starbucks boycott as one way to stop the Palestinian genocide.</p>	<p>In the comments column, there are many discussions from other users. Like the comment from @guysofficial8 who stated, "Who says boycotting doesn't help, by boycotting the country, the money to buy weapons is held back a little." In line with this, the account @boby.ape stated, "The boycott doesn't affect them but ourselves, because the money we spend becomes</p>
------------	--	---	---	---

				our responsibility in the afterlife."
19.	@kiting.onten (13/11/2023)		The content is a form of question and answer content to the public regarding their opinions on the Starbucks boycott. The public stated that they agree with the Starbucks boycott movement for the sake of humanity towards Palestine.	The content received the same reaction from TikTok users as the @priacalistecnik account which stated, "Israeli products are HARAM."

20.	<p>@jonathanend</p> <p>(31/7/2024)</p>		<p>The content creator stated that Indonesian people should boycott Israeli products by not buying Starbucks. In addition, the content creator also stated that it would be better for local <i>UMKM</i> products.</p>	<p>The same thing was expressed by the account @auliakim who stated, "I used to really like drinking Starbucks, when there was a boycott I decided to boycott it too. And it turned out that many local <i>UMKM</i> brand coffees are delicious and now I haven't drunk Starbucks for almost a year."</p>
-----	--	---	--	---

(Source: TikTok, 2024)

Based on Figure 2.1 above, the content on TikTok shows a boycott action carried out by influencers in the form of support for the use of the hashtag #BoycottStarbucks. Influencers who have the power to take persuasive actions towards a large audience (their followers and viewers)

result in the emergence of perceptions that align with the messages conveyed by the influencers. As seen in the accounts above, the boycott movement has resulted in losses for Starbucks, manifested in the closure of stores and a decrease in customer traffic. The responses from followers and viewers indicate a perspective aligned with the influencers, leading them to refrain from purchasing Starbucks products due to the company's support for Israel, which is not pro-Palestine.

Various responses were encountered by the followers through the comment section, such as on the account @hanadihanadi6561, which received responses from its followers in the form of the comments column also supporting the action of the mothers who entered the Starbucks outlet. On the account @geg3ttt regarding content explaining the impact of the Starbucks boycott in Indonesia, which resulted in mass layoffs of Starbucks employees in Indonesia, followers responded with the closure of Starbucks outlets near their residences. Additionally, in the content of @lianaoktavia7 regarding the boycott of Starbucks Indonesia, which also caused losses to Starbucks, followers commented on the belief that there are still many local coffee shops that should be more frequented than Starbucks outlets. Then, on the account @motivasimiliarde regarding the boycott movement against Starbucks Indonesia for funding the genocide movement against Palestine, followers responded with calls to continue not buying Starbucks coffee products in the future. Additionally, on the account @ulasan.official regarding the presence of community organizations conducting direct boycotts at Starbucks Indonesia outlets, there were comments expressing followers' enthusiasm to participate in direct boycott actions.