

ABSTRACT

One of the characteristics of stocks is that they are volatile, which means that they can rise and fall according to market conditions and internal company factors as well as external factors. The culmination of the conflict between Israel and Palestine that occurred on October 7, 2023 is one of the geopolitical conflicts that can affect global stock prices. This conflict is a conflict that takes a lot of losses and casualties and creates sentiment in various parts of the world. The existence of this conflict created a boycott movement carried out by people around the world, this boycott action is called Boycott, Divestment, Sanctions (BDS). One of the companies affected by the boycott of companies affiliated with Israel is McDonald's International, which has an impact on the company's stock price. The purpose of this research is to analyze the impact of the conflict on the stock price of McDonald's International by comparing the stock price 3 months before the conflict and 3 months after the conflict peaked on October 7, 2023.

This research applies quantitative methods with a comparative and event study approach. The data collection technique used is secondary data taken from Yahoo Finance. For data analysis, this study used descriptive statistics, normality test, and Wilcoxon signed rank test.

The result of this study is that there is no significant difference in the McDonald's International stock price before and after the conflict between Israel and Palestine peaked on October 7, 2023. It is hoped that the results of this study can be one of the tools in decision making for further researchers, investors, and for companies in dealing with geopolitical issues and sentiment that occurs among the public to be able to process stock purchase decisions.

Keywords: *Israel - Palestine Conflict, BDS (Boycott, Divestment, Sanctions), Capital Markets, Stock Price, McDonald's International.*