

## **ABSTRACT**

*In today's digital age, in 2024, modern marketing is not only focused on selling products or services, but also plays an important role in shaping public opinion and supporting social issues. One of the most prominent and complex social issues is the Israeli-Palestinian conflict. This conflict is not only a political and humanitarian issue, but also affects many aspects of life including the economy and business. Taking a stance or contributing to dialogue on the Israeli-Palestinian conflict could be a way for companies to demonstrate their social responsibility and support peace efforts. One form of solidarity is a boycott or non-purchase of products from companies allegedly affiliated with Israel. The aim of this study is to analyze social issues in shaping consumer preferences in Generation Z. The object of this research is Starbucks. The research was conducted using the method of direct interview with the consumer. (responden). The results of the interviews showed that respondents had decreased interest in buying Starbucks products after the boycott campaign, suggesting that social and ethical factors influenced purchasing decisions. While the quality of the product remains well-recognised, satisfaction towards Starbucks decreases drastically due to the perception of the company's commitment to vital values. Social values play an important role in shaping consumer confidence, where the support or opposition of companies to social issues influences purchasing decisions. The author's suggestion on the results of the interview was that companies should increase transparency about their attitudes and actions on significant social issues. Publicly expressing a company's position and commitment to human values can help rebuild consumer confidence*

**Keyword : Marketing, Boycott, Social Issue, Generation Z**