

## **ABSTRACT**

*Cancel culture emerged as a societal response to the genocide situation between Israel and Palestine, which resurfaced in late 2023. This movement involves spreading information about the Israel-Palestine conflict and calling for boycotts via social media. This study uses a qualitative method with a phenomenological approach and a constructivist paradigm to understand the construction of meaning and motives of cancel culture according to boycott participants, focusing on teachers at Tunas Unggul High School in Bandung. The results show that cancel culture is perceived as an effort to express disapproval of an issue by withdrawing support from those considered harmful. The motives are divided into two categories: the "because motive," driven by religious reasons and humanitarian concerns, and the "in-order-to motive," such as stopping financial support to Israel to end the genocide and protesting for more decisive action from global institutions against the genocide in Palestine.*

*Keywords: Boycott, Cancel Culture, Construction of Meaning, Israel, Motives, Palestine, Phenomenology*