



**Thesis Title:**

**CULTURAL HEGEMONY ANALYSIS: THE SINO-AMERICAN RIVALRY AND THE STRUGGLE FOR HEGEMONIC POSITION IN INDONESIA THROUGH MULTINATIONAL CORPORATION AND TECHNOLOGY**

Submitted to Complete and Fulfil the Initial Requirements to Achieve a Bachelor's Degree in Social Affairs Majoring in International Relations

**Name** : Zoltan Shaquille Pranasyah Jenie

**Student ID** : 1910412076



INTERNATIONAL RELATIONS DEPARTMENT  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITAS PEMBANGUNAN NASIONAL  
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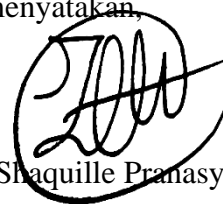
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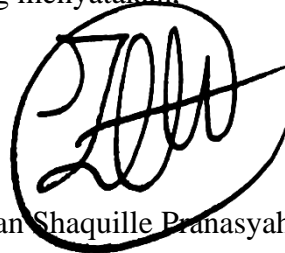
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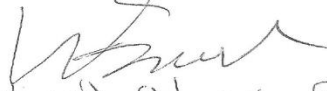
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Nama : Zoltan Shaquille Pranasyah Jenie  
NIM : 1910 41 2076  
Program Studi : S-1 Hubungan Internasional  
Judul Skripsi : CULTURAL HEGEMONY ANALYSIS; THE SINO-AMERICAN RIVALRY AND THE STRUGGLE FOR HEGEMONIC POSITION IN INDONESIA THROUGH MULTINATIONAL CORPORATION AND TECHNOLOGY

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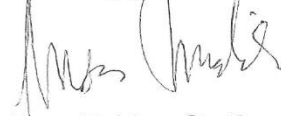
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M. Chairil Anwar Setiawan


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Raden Mairisa Yudono, M.Si

Penguji II

  
Musa Maliki, Ph.D

Kepala Program Studi  
Hubungan Internasional

  
Wiwiek Rukmi Dwi Astuti, S.IP., M.Si

Ditetapkan di :

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**ANALISIS HEGEMONI BUDAYA: PERSAINGAN SINO-AMERIKA DAN  
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INDONESIA THROUGH MULTINATIONAL CORPORATION AND  
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# **CULTURAL HEGEMONY ANALYSIS: THE SINO-AMERICAN RIVALRY AND THE STRUGGLE FOR HEGEMONIC POSITION IN INDONESIA THROUGH MULTINATIONAL CORPORATION AND TECHNOLOGY**

**ZOLTAN SHAQUILLE PRANASYAH JENIE**

## **ABSTRACT**

The 21<sup>st</sup> century has witnessed tremendous global growth and development in various aspects, and as globalization grows, so too are its implications. The massive dynamics of the world, and indeed the history behind that shapes it, has given birth to a world of competition between powerful countries and stakeholders. Two of the strongest powers in this competition are the United States and People's Republic of China. These two countries, arguably two of the top global powers, are vying for global supremacy in what is known as Sino-American rivalry. Using Robert Cox terms, derived from Gramscian thinking, the United States assumes the position of a "hegemon", a reigning power that rules the "world order", a Coxian term for international relations. The People's Republic of China assumes the role of "counter-hegemon", a force that aspires to take over the role of hegemon through an influence war termed the "war of position". This war of position occurs through rivalry for dominance in world politics and economics through "agents of influence", and indeed, it stretches to Indonesia. Indonesia's role within this war of position can be critically analyzed from its history and characteristics that serves to shape a landscape for the American values and Chinese values to compete. Particularly, the competition for dominance in Indonesia can be best described through the efforts of various multinational corporations (MNCs) and technological dominance that act as agents of influence from both powers. This study employs a descriptive qualitative approach and critical concepts provided by Robert Cox to analyze the process of Sino-American rivalry to gain dominance within Indonesia. The study concludes that using their agents of influence, both powers are engaged in a war of position to entrench their value and dominance within Indonesia.

**Keywords: United States, China, Rivalry, Hegemony, Indonesia, MNC, Technology**

# **ANALISIS HEGEMONI BUDAYA: PERSAINGAN SINO-AMERIKA DAN PERJUANGAN UNTUK POSISI HEGEMONIK DI INDONESIA MELALUI PERUSAHAAN MULTINASIONAL DAN TEKNOLOGI**

**ZOLTAN SHAQUILLE PRANASYAH JENIE**

## **ABSTRAK**

*Abad ke-21 telah menyaksikan pertumbuhan dan perkembangan global yang luar biasa dalam berbagai aspek, dan seiring dengan pertumbuhan globalisasi, implikasinya juga semakin meningkat. Dinamika besar dunia, dan juga sejarah di baliknya yang membentuknya, telah melahirkan dunia persaingan antara negara-negara kuat dan pemangku kepentingan. Dua kekuatan terbesar dalam persaingan ini adalah Amerika Serikat dan Republik Rakyat Tiongkok. Kedua negara ini, yang dapat dikatakan sebagai dua kekuatan global terkemuka, bersaing untuk supremasi global dalam apa yang dikenal sebagai persaingan Sino-Amerika. Dengan menggunakan istilah Robert Cox, yang bersumber dari pemikiran Gramscian, Amerika Serikat mengambil posisi sebagai "hegemon", kekuatan penguasa yang menentukan "tatanan dunia", sebuah istilah Coxian untuk hubungan internasional. Republik Rakyat Tiongkok mengambil peran sebagai "kontra-hegemon", kekuatan yang bercita-cita untuk mengambil alih peran hegemon melalui perang pengaruh yang disebut "perang posisi". Perang posisi ini terjadi melalui persaingan untuk dominasi dalam politik dan ekonomi global melalui "agen-agen pengaruh", dan memang, hal ini mencapai hingga ke Indonesia. Peran Indonesia dalam perang posisi ini dapat dianalisis secara kritis berdasarkan sejarah dan karakteristiknya yang membentuk lanskap bagi nilai-nilai Amerika dan Tiongkok untuk bersaing. Secara khusus, persaingan untuk dominasi di Indonesia dapat dijelaskan melalui upaya berbagai perusahaan multinasional (MNC) dan dominasi teknologi yang berperan sebagai agen-agen pengaruh dari kedua kekuatan tersebut. Studi ini menggunakan pendekatan kualitatif deskriptif dan konsep-konsep kritis yang diberikan oleh Robert Cox untuk menganalisis proses persaingan Sino-Amerika dalam memperoleh dominasi di Indonesia. Studi ini menyimpulkan bahwa dengan menggunakan agen-agen pengaruh mereka, kedua kekuatan sedang terlibat dalam perang posisi untuk mengokohkan nilai dan dominasi mereka di Indonesia.*

***Kata Kunci: Amerika Serikat, Tiongkok, Rivalitas, Hegemoni, Indonesia, Perusahaan Multinasional, Teknologi***



## PREFACE

This thesis is written as a requirement to obtain a bachelor's degree in international relations in Faculty of Social and Political Science of UPN Veteran Jakarta. This thesis is titled “**CULTURAL HEGEMONY ANALYSIS: THE SINO-AMERICAN RIVALRY AND THE STRUGGLE FOR HEGEMONIC POSITION IN INDONESIA THROUGH MULTINATIONAL CORPORATION AND TECHNOLOGY**”, where the author explores the extent to which Sino-American rivalry affected the Indonesian culture through multinational corporations and the technologies from the U.S. and China compete within the country. With the completion of this thesis, the author hopes to contribute towards the study of Sino-American rivalry and the expansion of critical theory literature.

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## TABLE OF CONTENTS

TABLE OF CONTENTS .....	xi
CHAPTER I INTRODUCTION .....	1
A. Research Background .....	1
B. Problem Statement .....	14
C. Research Objective .....	14
D. Research Advantages .....	14
E. Writing Structure .....	16
CHAPTER II LITERATURE REVIEW .....	17
A. Concepts and Research Theory .....	17
1. Robert Cox's Hegemony .....	17
B. Conceptual Framework .....	22
CHAPTER III RESEARCH METHODS .....	23
A. Research Object .....	23
B. Research Type .....	23
C. Data Collection Techniques .....	25
D. Data Source .....	26
E. Data Analysis Technique .....	27
F. Timeline Table .....	29
CHAPTER IV EAGLE AND DRAGON: CLASH OF GLOBAL SUPERPOWERS .....	30
A. The Formation of American World Hegemony .....	30
1. World Wars and the Consequences .....	30
2. United States, Financial Aids, and International Institutions .....	41
3. Agents of United States in World Order .....	45
B. A Dwindling Modern Empire .....	48
1. The Decline of U.S. Hegemony .....	48
2. 2008 Financial Crisis and the Turn Tables .....	51
3. The Blossoming China .....	55
C. World War of Position .....	58
1. World Trade Order .....	58
2. South China Sea Challenge .....	60
3. Sports .....	62
4. Belt Road Initiative .....	65
CHAPTER V INDONESIA AMIDST THE SINO-AMERICAN WAR OF POSITION .....	70
A. An Overview of Capitalism in Indonesia .....	70
1. The Rise of Capitalism in the Archipelago .....	70
2. The State of Capitalism in Indonesia .....	77
3. Cracks in Indonesian Capitalism and Windows for Change .....	79
B. Preserving American Hegemony in Indonesia .....	82
1. McDonald's .....	82

2. Google.....	84
3. Apple .....	86
C. Chinese Values and Its Implications.....	88
D. China’s Counter Hegemony in Indonesia .....	90
1. Xiaomi .....	91
2. Belt Road Initiative in Indonesia .....	92
3. Sinovac Vaccine .....	96
CHAPTER VI CONCLUSION .....	101
A. Conclusion.....	101
B. Suggestions.....	101
BIBLIOGRAPHY .....	102

## LIST OF FIGURES

<b>Figure 1.1</b> <i>Graph showing the rise of countries adopting economic deregulation</i> .....	2
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## **LIST OF APPENDIXES**

APPENDIX 1. Form Pengajuan Usulan Penelitian Proposal.....	124
APPENDIX 2. Kartu Bimbingan Tugas Akhir Skripsi.....	124
APPENDIX 3. Kontrak Penulisan Tugas Akhir Skripsi.....	125
APPENDIX 4. Persetujuan Dosen Pembimbing.....	125
APPENDIX 5. Persetujuan Revisi Sidang Skripsi.....	126
APPENDIX 6. Hasil Plagiarisme.....	129