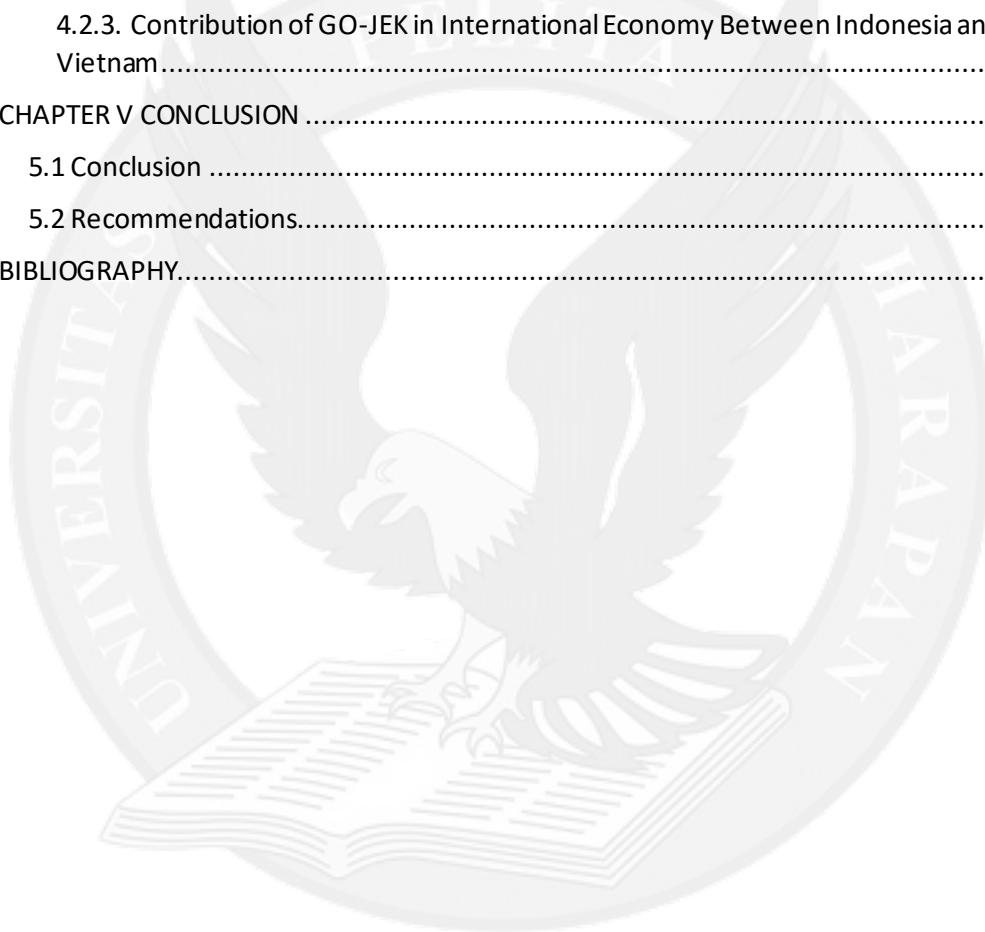


TABLE OF CONTENT

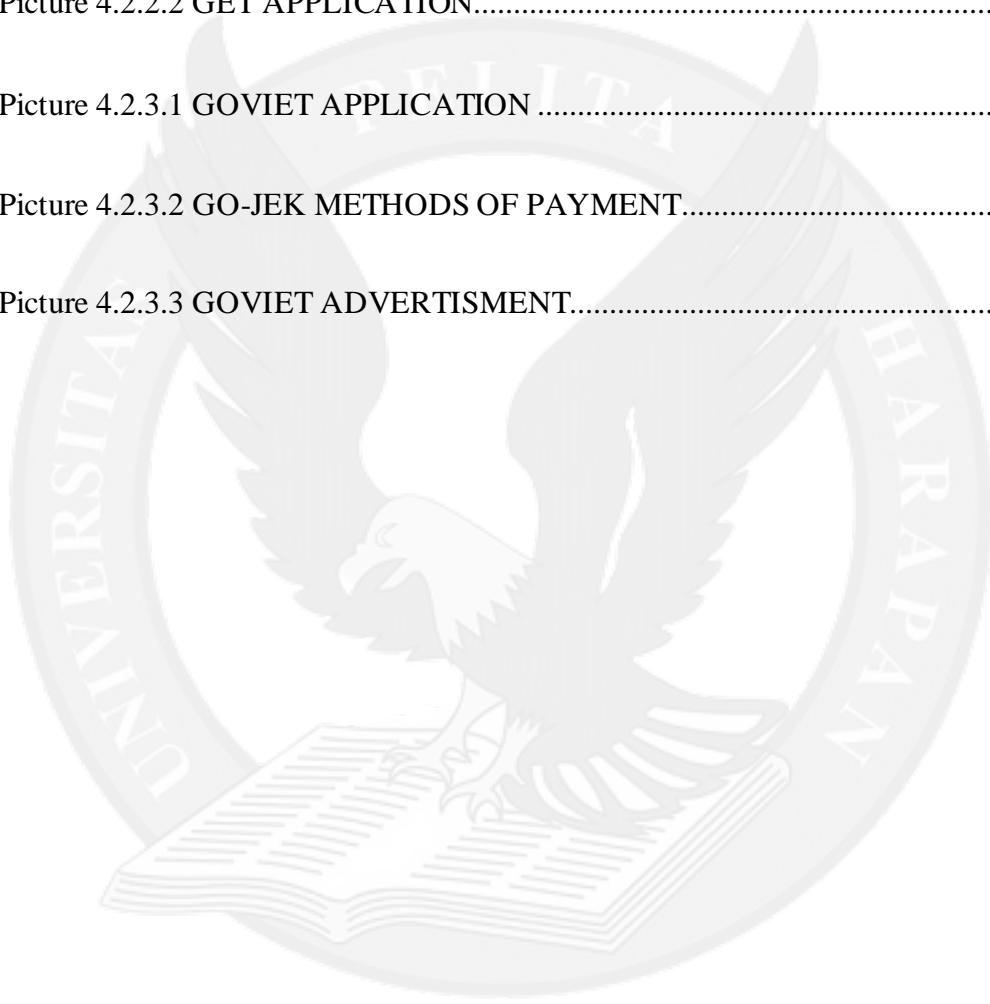
ABSTRACT.....	vi
ABSTRAK.....	vii
PREFACE	viii
TABLE OF CONTENT	x
LIST OF PICTURES	xii
LIST OF TABLES	xiii
LIST OF ABBREVIATION	xiv
LIST OF APPENDICE	xv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Research Question	4
1.3 Research Objective	5
1.4 Research Significance	5
1.5 Structure of Thesis.....	6
CHAPTER II THEORETICAL FRAMEWORK	8
2.1 Literature Review	8
2.1.1 The Contribution of GO-JEK in Indonesia's Economy	8
2.1.2 Indonesia International Economy Relation with Southeast Asia Countries.....	10
2.2 Theory and Concepts.....	14
2.2.1 Neoliberalism	15
2.2.2 Global Marketing Strategy	18
2.2.3 S.W.O.T Analysis GOJEK in Southeast Asia Region	21
2.2.4 Multiplier Effects.....	24
2.2.5 Foreign Policy (Indonesia's Perspective)	26
2.2.6 Politics in MNCs.....	28
CHAPTER III METHODOLOGY.....	30
3.1 Research Approach.....	30
3.2 Research Method	31
3.3 Data Collection Technique	32

3.4 Data Analysis Technique.....	32
CHAPTER IV ANALYSIS.....	34
4.1 Strategy of GO-JEK in Southeast Asia	34
4.2 Contribution of GO-JEK in International Economy with Southeast Asia Region.....	45
4.2.1. Contribution of GO-JEK in International Economy between Indonesia and Singapore.....	46
4.2.2. Contribution of GO-JEK in International Economy Between Indonesia and Thailand.....	50
4.2.3. Contribution of GO-JEK in International Economy Between Indonesia and Vietnam.....	52
CHAPTER V CONCLUSION	62
5.1 Conclusion	62
5.2 Recommendations.....	63
BIBLIOGRAPHY.....	65



LIST OF PICTURES

Picture 4.1 1 GO-JEK Services	35
Picture 4.2.2. 1 GET in Thailand	50
Picture 4.2.2.2 GET APPLICATION.....	51
Picture 4.2.3.1 GOVIET APPLICATION	56
Picture 4.2.3.2 GO-JEK METHODS OF PAYMENT.....	59
Picture 4.2.3.3 GOVIET ADVERTISMENT.....	60



LIST OF TABLES

Table 4.1 1 GO-JEK LOGOS 42

Table 4.2.3.1 FUNCTION OF GO-JEK 56



LIST OF ABBREVIATION

ASEAN	: Association of Southeast Asian Nations
ASII	: Astra International Tbk
CEO	: Chief Executive Officer
FDI	: Foreign Direct Investment
GOTO	: GO-JEK Tokopedia
J3K	: Jaga Kesehatan, Jaga Kebersihan, Jaga Keamanan (Maintain Health, Hygiene and Security)
LTA	: Land Transport Authority
LTFRB	: Transportation Franchising and Regulatory Board
MNCs	: Multinational Corporations
NGO	: Non-governmental Organization
P2P	: Point- to- Point
SME	: Small and Medium-sized Enterprise
S.W.O. T	: Strengths, Weaknesses, Opportunities, Threats
TEI	: Trade Expo Indonesia
VCCA	: Vietnam Competition and Consumer Authority

LIST OF APPENDICE

APPENDIX A

THESIS MONITORING FORM A-1

APPENDIX B

CURRICULUM VITAE B-1

APPENDIX C

TURNITIN ORIGINALITY REPORT C-1