



ABSTRAKSI

Ekonomi Korea Selatan telah lama bergantung pada Chaebols dalam menyongsong kemakmuran. Dengan hal ini, negara memutuskan untuk mengalihkan fokus kebijakan terhadap diversifikasi pemain pasar melalui proses internasionalisasi UKM dan Startup. Setelah lama didominasi oleh Chaebols, Korea Selatan saat ini mengalami perubahan untuk mengurangi tingkat pengangguran dan ketidakseimbangan pasar melalui penerapan model Capitalist Developmental State.

Skripsi ini membahas perubahan dalam kebijakan ekonomi Korea Selatan yang semula berfokus terhadap Chaebol, menjadi berfokus pada UKM dan Startups. Selain analisis strategi yang diprakarsai oleh pemerintah terhadap pengembangan UKM dan Startup, analisis teori Capitalist Developmental State juga disediakan untuk mengamati bagaimana sistem yang menjunjung tinggi intervensi negara dapat sejalan dengan demokrasi pasar. Teori ini disoroti untuk menjelaskan perubahan fokus kebijakan yang mencakup hubungan kekuasaan antara pemerintah, Chaebols, UKM dan Startups untuk menawarkan pemahaman di balik implementasi dari agenda Internasionalisasi Korea Selatan.

Kata kunci: internasionalisasi, Capitalist Developmental State, Chaebol, UKM, Startup, pengembangan, intervensi negara.



ABSTRACT

South Korean economy has long relied on Chaebols for economic prosperity and the country has decided to shift its focus to diversifying the market player through an Internationalization process of SMEs and Startups. The country has long dominated by Chaebols conglomerates and currently experienced a change to reduce the unemployment rate and market imbalances through the implementation of Capitalist Developmental State model to the current policy arrangement.

This thesis discusses the current change in South Korea's economic policy which goes from Chaebols oriented, to an outward-looking focus on SMEs and Startups. An analysis of strategies initiated by the government towards the development of SMEs and Startups is provided. Moreover, an analysis of the Capitalist Developmental State theory is provided to observe how the system that uphold a state intervention can align with market' democracy. The theory is also highlighted to explain the change of policy focus which includes the power relation between the government, Chaebols, SMEs and Startups in the market as it offers an understanding behind the current practice of South Korea's Internationalization agenda.

Keywords: internationalization, Capitalist Developmental State, Chaebols, SMEs, Startups, development, state intervention.