

## ABSTRAK

Makalah ini membahas fenomena *platform capitalism* dalam kacamata studi HI. Penelitian saya hanya akan fokus di platform pengiklan, khususnya Google. Saya akan mengkajinya dengan teori *world-system* Immanuel Wallerstein. Penelitian ini mengajukan argumen bahwa terdapat restrukturisasi perekonomian di kawasan Asia Tenggara akibat kehadiran Google, dalam bentuk semakin mengakarnya relasi timpang inti (Alphabet di Amerika Serikat) dan periferi (Asia Tenggara). Relasi ini dimunculkan dan dipertahankan via divisi kerja transnasional spesifik dalam manajemen platform Google. Penelitian ini menawarkan segi baru dalam diskusi Marxis kapitalisme: bahwa bahkan dalam kapitalisme digital modern, ketimpangan direproduksi via divisi kerja inheren dalam aliran *surplus value* dan dominasi teknologi inti terhadap periferi.

**Kata Kunci: Platform, Kapitalisme, Google, World-System**

## **ABSTRACT**

This paper examines platform capitalism within the study of International Relations. The object of study being examined is advertising platforms, especially Google. Immanuel Wallerstein's world-system theory is being used as the conceptual basis to analyse core-periphery relations within them. The main argument is that due to Google's global reach, there will be an economic restructuring within and between Southeast Asia (periphery) and United States of America (core), in the form of deepening inequalities. This structural inequality is created by transnational division of labor central to Google's making and maintenance. This paper offers a new perspective in discussions fo Marxist contemporary capitalism: that inherently, structural inequalities are reproduced via inherent divisions of labor within the flow of surplus value from periphery to core and the technological hegemony of core to periphery.

**Keywords: Platform, Capitalism, Google, World-system**