



Our Notes:
International Organization
Perspectives on
HRM, Cruise Ships &
Working Conditions

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PREFACE

During the short period of the interim semester, we conducted analyses to investigate the presence of several international organizations, their relationship and impact toward business establishment in Indonesia. Though we were a bit confused in the beginning, it became much smoother in the middle until we were able to complete all of the necessary analysis until the beginning of September 2020.

In this book, we tried to cover at least 3 different scenarios from the human resources management, transportation industry, and cruise ships.

We expect that this book is able to provide a glimpse of international organizations and their functions, roles, and implications to the selected industries. We surely welcome feedbacks.....

BSD City, Serpong, Tangerang Selatan, Indonesia
September 2020,

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PART 1: OUR NOTES

Planning & Recruitment: A Human Resources Management Perspective

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ABSTRACT

This paper aims to highlight the importance of human resource management planning and recruitment strategy of a giant technology-based company of Google as the example in achieving their effective and efficient success. The paper discussion begins with the details about human resource management strategy implemented at Google which will later further explain in depth on the planning and recruitment of employees done by the HR department where the result reflected on the HR performance in terms of effectiveness and efficiency.

Keywords: Human Resource Management, Planning, Recruitment, Google.

1. INTRODUCTION

Recent findings of an article titled *Google's HRM: A Look at the Tech's Giant Strategy, Policies and Practices* published at Notesmatic has triggered a question about how Google did their human resource management. In the 21st Century, human capital and their management have become impressively more important than ever before. In this



massive interconnected world that is being spice up with an intense technological development being implemented on a business, there are few ‘good as Google’ levels at managing people (Pratap, 2017).

Google as a leading business in the field of technology and has been known for their magnificent search engine that changed most people's lives and behavior noted by the Growth Rocks, has proved that it relies upon innovation in every aspect of its business, including their human resource management. Google has focused on benefiting the company’s core by hiring and retaining only the best, innovative and efficient HR is the reason why it gained a lot of success and fame (Lekkas, 2019).

Human resource management commonly concerned with all aspects of how people are being employed managed in organizations and make sure that the organization is able to succeed. An efficiently run human resources department can provide the organization with structure and the ability to meet business needs through managing the company’s human resources (Mayhew, 2019).



2. LITERATURE REVIEW

Recent findings of an article titled *Google's HRM: A Look at the Tech's Giant Strategy, Policies and Practices* published at Notesmatic has triggered a question about how Google did their human resource management. In the 21st Century, human capital and their management have become impressively more important than ever before. In this massive interconnected world that is being spice up with an intense technological development being implemented on a business, ere are few 'good as Google' levels at managing people (Pratap, 2017).

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Human resource management commonly concerned with all aspects of how people are being employed managed in organizations and make sure that the organization is able to succeed. An efficiently run human



resources department can provide the organization with structure and the ability to meet business needs through managing the company's human resources (Mayhew, 2019). It is important to see how organization or business uses HR department to recruit, select and manage the main power of human resources or employees for the business to achieve their goals. In addition, the business must also need to plan their HR functionality so that they can have the right number of employees with the right kind of qualifications and training in order to meet the needs of the business to achieve its objectives efficiently. In the next chapter we will discuss further about planning, recruitment and HRM performance.

2.1. PLANNING

Planning in Human Resource Management refers to the process of analyzing and identifying the need for and availability of human resources so that the organization able to meet its objectives. The human resources planning tries to ensures that the organization or business obtain the best fit between the individual employees and jobs available in the organization while at the same time avoiding manpower shortages or surpluses in the organization (Kenton, 2019). In Human Resources Planning, this could involve three important aspects need to be considered by HR department in the planning process.



2.1.1. TRAINING

Training is one of the main functions of the human resource management department. Training refers to a systematic setup where employees are instructed and taught matters of technical knowledge related to their jobs. It focuses on teaching employees how to use particular machines or how to do specific tasks to increase efficiency (Toppr, 2018).

2.1.2. DEVELOPMENT

Development is an education process as it tries to enhance someone's ability to understand and interpret knowledge in a useful way (Piplani, 2019). Different from training, development has a long-term view. It is all about preparing the employee for the current as well as future jobs, by providing them with learning opportunities to increase their capacities, to undertake more challenging and complex tasks (Business Jargons, 2019).

2.2. RECRUITMENT

In Human resource management or HR, recruitment is the process of finding, hiring, identifying, selecting and interviewing the most



qualified candidate for a job, hiring of candidates can be done internally within organization. Recruitment process of choosing the right person for the right position and who will help them towards attaining organization goals. Process of recruitment should be performed within a time constraint and should be cost effective to carried out without spend a lot of cost the organization and effective recruiting means the employees is the best possible candidate for job with all the required and qualifications (Luenendonk, 2016). Having a good and according to the rule of organization is essential because it help out the organization in writing a job description and related to hiring and selection are performed transparently, being transparent also means the candidate always informed about the status of their application and informed (Yoh, 2018)

2.2.1. INTERVIEW

Interview refers to formal conversation between two or more persons, exchange information, checking candidate's acceptability for the job. Job interviews provide an opportunity for employee and potential employer to decide how well skills align with the company's need (Dowd, 2018). Interview is an effective tool for selection because easy to gain additional information from the candidate, provide general



information about company to the applicant (Business Jargons, 2018).

2.2.2. CURRICULUM VITAE

CV (Curriculum Vitae) is a document of highlighting employee professional, personal information, academic story; include information work experience, achievements, and awards. Employee cans description of everything they have ever done, every time employee mush accomplishes something new academically or professionally to obtain a new certificate (Indeed Career Guide, 2020).

2.3. IMPORTANCE OF PLANNING AND RECRUITMENT IN HRM

Planning is important in the human resources management, because it can shield the business from hefty legal consequences, planning creates a smooth process for employee management that is both efficient and effective, also planning can influence productivity through employee wellness program and initiatives that create a healthy and happy workplace where individuals have the energy and positive attitudes required to succeed, also planning can help company to avoid risk (Lazzari, 2018).

On the other hand, recruitment is important because recruitment is



the key role in an organization's success because it reflects the legitimacy and professionalism of the company. Recruiting the right people is the most important part of organization to choose the best and suitable candidate who not only meets the work-related competencies but also has a core value for the organization (Sanhradvisors, 2019).

2.4. HRM PERFORMANCE

Performance means setting about good and understandable objectives for work and is really important for managerial things and human resources' tools. Performance also describes the continuing process of the communication between managers and employees, with the same target of accomplishing the strategic goals of the company. The process of making a great performance work is long and has many elements that need to be addressed. Because it is the foundation for employee performance and engagement in any organization or company that wants its employees to reach their maximum potential and boost their productivity and success (Central, 2017).

2.4.1. EFFECTIVENESS

Effectiveness is about accomplishing a task or producing a desired result as it focuses on achieving the objective goals and executing the



result. Effectiveness is not process and time oriented, it looks whether something is done or not because effectiveness means the end of the result (Adhikari, 2017). To ensure the overall success of any recruitment, creating a comprehensive and effective human resources management plan is a critical component. The human resources department oversees many key functions of a business including recruitment and employee selection, training and development, benefits, employee relations and more. It will lead to create a good effectiveness (UniqueHR, 2016).

2.4.2. EFFICIENCY

Efficient means making the best possible use of resources. Efficient performance is maximizing outputs from given input to minimize their cost (BBC, 2010). Efficiency is an element of the growth and progress of individuals and organizations and requires an individual's willingness and ability to function so that he can master his work; the two elements of power and desire are the determinants of efficiency. Efficiency is said to be a function of quantity and efficiency as a function of quality (Alwehabie, 2017). Efficiency includes reaching the best outcomes in a timely and resourceful manner as well as streamlining basic tasks so that you can spend more time on the complex issues. One the HR's efficiency is maximized, it turns a big opportunity



which is examining the business to identify the workforce components of every operation and looking for ways to make them more efficient (Feffer, 2017).

3. INTERNATIONAL THEORIES

3.1. REALISM

Realism is a theory that claims to explain the reality of international politics. It emphasizes the constraints on politics that result from humankind's egoistic nature and the absence of a central authority above the state (Antunes & Camisã, 2018). This theory began from a premise that states are motivated by a sense of their own insecurity to continually look for ways to increase their power (Hurd, 2014).

3.2. LIBERALISM

Liberalism contains a variety of concepts and arguments about how institutions, behaviors, and economic connections contain and mitigate the violent power and states. Liberalism is based on the moral argument that ensuring the right of an individual person to life, liberty, and property is the highest goal of government (Meiser, 2018).



3.3. CONSTRUCTIVISM

Constructivism is founded on the fact that much of international politics is shaped by the ideas that people and states have about themselves and the world around them (ideas such as “ally” and “enemy”), and that these ideas can change over time. Constructivism focuses on the constitutive effects of interaction between actors and structures (Hurd, 2014).

3.4. MARXISM

Marxism is a social, political, and economic philosophy named after Karl Marx. This theory focuses on the struggle between capitalists and the working class, Marx wrote that the power relationships between capitalists and workers were inherently exploitative and would inevitably create class conflict (Chappelow, 2019).

4. INTERNATIONAL ORGANIZATIONS

An international organization is an institution that drawing membership from at least three states, they having activities in several states, and whose became members are held together by a formal agreement. The Union of International Associations differentiates between the more than 250 international governmental organizations



(IGOs), which have been established by intergovernmental agreements and whose members are states, and the approximately 6.000 non-governmental organizations (NGOs), whose members are association or individuals (Mingst, 2020)

The term of international governmental organization (IGOs) refers to an entity created by treaty, involving at least three states, to work in good faith, on issues of common interest. The main purposes of IGOs were to create a mechanism for the world's inhabitants to work more successfully together in the areas of peace and security and also to deal with economic and social questions. In this globalization era and interdependence of nations, IGOs have come to play a significant role in international political systems and global governance (Harvard Law School, 2007).

5. INTERGOVERNMENTAL ORGANIZATION IMPACT ON GOOGLE

Google LLC is an American multinational company that specializes in internet-related services and product. The products including internet analytics, cloud computing, advertising technologies, Web app, browser, and operating system development (Rouse, Google,



2011). As a multinational company of course, Google will be dealing with intergovernmental organization, such as:

5.1. WORLD TRADE ORGANIZATION (WTO)

The World Trade Organization or known as WTO is the only global international organization dealing with the rules of trade between nations. This organization is run by its member governments. All major decisions are made by the membership as a whole, either by ministers (who usually meet at least once every two years) or by their ambassadors or delegates (who meet regularly in Geneva). Essentially, the WTO is a place where member governments try to sort out the trade problems, they face with each other (WTO, 2010).

The World Trade Organization has 164 members since 29 July 2016 and Afghanistan is the newest member of WTO (WTO, 2016). Any states or customs territory having full autonomy in the conduct of its trade policies can become a member or accede to the WTO, but all WTO members must agree on the WTO terms (WTO, 2016).

The benefits from joining WTO is the WTO grants each member most favored nation status, which means that WTO members must treat



each other the same and not give preferential benefit to any one member without giving it to all. WTO members also have lower trade barriers with each other, including tariffs, import, quotas, and regulation. But a membership in the WTO comes with responsibilities; the members of WTO have to agree to avoid trade barriers and abide by the WTO's resolution of any dispute, which prevents retaliatory trade warfare (Amadeo, 2020).

In 2017, Google has partnered with the International Chamber of Commerce (ICC) and the WTO to launch a video competition inviting micro, small and medium-sized enterprises (MSMEs) to share their stories, through a short video, about how they have used internet technologies to participate in trade. The videos should be uploaded to YouTube, the winner and runners-up will win a trip to a master class at Google in digital skills tailored to MSMEs, the cost of which will be covered by Google (WTO, 2017). This competition will have a good impact on the relationship between Google and WTO.

5.2. INTERNATIONAL TELECOMMUNICATION UNION

International telecommunication union or known as ITU is the United Nations (UN) specialized agency for information and



communication technologies. This organization founded in 1865 to facilitate international connectivity in communications networks, this organization allocate global radio spectrum and satellite orbits, develop technical standards that ensure networks and technologies seamlessly interconnect strive to improve access to ICTs to underserved communities worldwide. ITU is protect and support everyone's right to communicate (ITU, 2007).

ITU has three sectors: Radiocommunication (ITU-R); Telecommunication Standardization (ITU-T); and Telecommunication Development (ITU-D). Each sector has its own unique characteristics and activities. Companies or organizations may become a member of one or more sectors of ITU and may join as a sector member or associate. ITU members come from all over the globe, 193 states and over 900 companies, universities, research institutes and international and regional organizations are becoming ITU members (ITU, 2020).

For sector members & associates that joining ITU, they will have the opportunity to influence the decisions that impact on their business, and enjoying benefits such as network with ICT regulators, policy-makers and experts from industry and academia, contribute to global



standards and best practices advise governments on ICT strategies and technologies, get access to world-leading ICT statistics, studies and restricted information, and many more benefits. And the benefits for academia is they will play an important role in the development of international standards, get best practices and recommendations for ICTs, and they can also raise the profile of their institution at the international level (ITU, 2015).

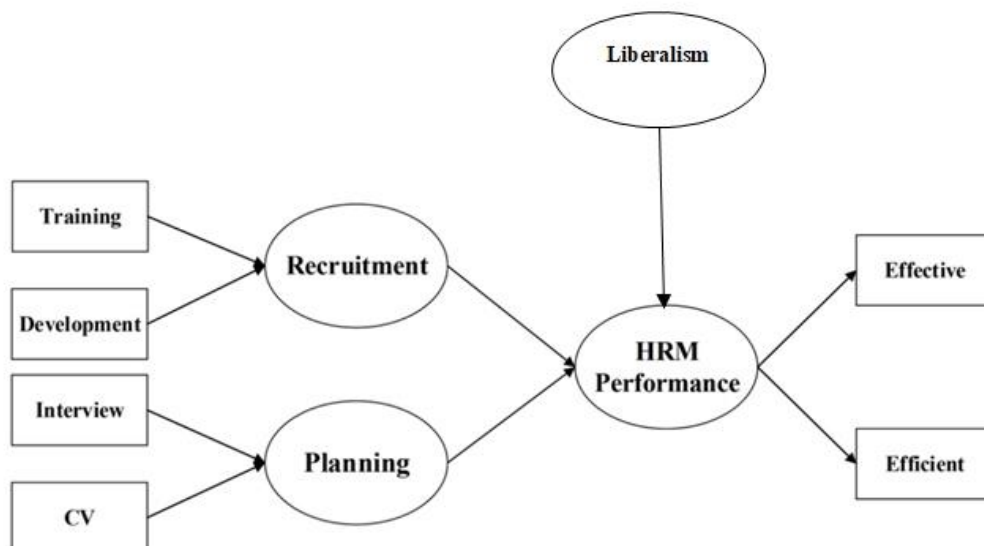
Vint Cerf, one of the “fathers of the internet” who is now “chief internet evangelist” at Google has been campaigning against the ITU in 2012. Google has been vocal about their opposition of ITU control of the internet (Kiss, 2012) and has launched a *Take Action* campaign in response. The *Take Action* website states, “A free and open world depends on a free and open internet. But not all governments support the free and open internet”. Google’s main criticisms of the ITU are that it is a ‘secretive’ organization with confidential conferences and proposal, which are open only to governments and not to the general public. Google states that. “Internet policy should work like the internet – open and inclusive” (ICANN, 2016).



6. INTERNATIONAL THEORIES RELATED TO GOOGLE

Google is one of the companies that listed on the U.S. Fortune ‘100 Best Companies to Work For’. This is happened because Google facilitate their employee with free food, fitness facilities, massage rooms, on-site doctors and many more (Gargiulo, 2011). Google are giving their employees good facility because they want to keep their employees happy and healthy. In this company everyone has the same right, they also allowed expressing their creativity, and they also can give their opinion without being threatened. Because of that I think Google are relying on liberalism.

Figure 1: The Paper Model



From the figure above shows this paper will discuss how



liberalism as International Theories has an impact on the human resource management aspect of planning and recruitment could be the crucial part of the success of Google's HRM. The discussion will firstly start by explaining about the background of HRM and the importance of planning and recruitment. Secondly, it will discuss and analyze briefly about the case study of Google's HRM success in regards to planning and recruitment which will show the relations in terms of efficiency and effectiveness. Lastly, the paper discussion will be wrapped up in an elaborative and informative manner about the discussion briefly.

7. RESULT

I am conducting a quantitative research in order to produce data needed for the results. From the questionnaire that I have distributed online, I got the total number of 33 respondents. In this questionnaire I used Likert Scale as the indicator, in this questionnaire number 5 mean strongly agree, and number 1 mean strongly disagree. The questionnaire discusses about international theories (liberalism, realism, constructivism, and Marxism) and inter-governmental organization (WTO and ITU). There are 12 statements or questions inside my questionnaire, such as:



Table 1: Variable and Statement

Variable	Statement
Liberalism	I enjoy to treat people fairly
	I hate so much when I see people being treated unfairly
Realism	I make decision based on actuals, real facts & activities
	I make decision based on the benefits that I will get
Constructivism	I behave toward others, is in turn how they behave toward me
	I treat others the way they treat me
Marxism	I am behaving in such a way that I am differentiating people based on their own social roles
	I am treating people based on their occupation
WTO	I believe WTO has ensure the fair policy on its operational activities & decision
	I believe WTO has no substantial influence from any countries when making decision
ITU	I believe TU has ensure the fair policy on its operational activities & decision
	I believe ITU has no substantial influence from any countries when making decision

Table 2: Results

L1	L2	R1	R2	C1	C2	M1	M2	WTO1	WTO2	ITU1	ITU2
5	5	4	4	2	1	3	3	4	3	3	4
5	1	4	2	2	1	4	3	4	3	3	3
5	5	4	2	2	2	1	1	4	4	4	3
4	4	3	3	3	4	2	2	3	3	3	3
4	5	4	4	3	3	2	1	4	4	4	3
4	5	3	4	3	5	4	3	3	3	4	4
4	3	1	4	5	5	1	1	3	2	1	1
4	3	4	4	3	3	2	2	4	3	4	3
3	3	4	3	2	3	4	4	3	3	3	3
5	5	4	2	2	2	2	1	4	3	4	3
5	5	5	5	5	5	3	4	5	5	5	5
5	5	4	2	3	3	2	4	5	5	5	5
5	1	4	4	4	4	3	2	4	4	4	4
5	4	4	2	2	2	2	2	4	4	4	4
4	2	4	3	4	2	3	3	3	3	3	3



L1	L2	R1	R2	C1	C2	M1	M2	WTO1	WTO2	ITU1	ITU2
4	5	4	3	3	3	4	4	4	4	4	4
5	5	3	2	2	2	2	1	3	3	3	4
5	3	4	2	3	3	4	4	3	3	3	3
4	4	3	2	2	2	2	2	4	4	4	4
3	3	4	4	3	2	4	4	3	3	3	3
5	4	3	2	2	2	2	1	3	3	3	3
5	5	4	2	3	3	4	4	4	4	3	3
5	4	3	2	2	2	2	1	3	3	3	3
4	5	4	4	3	3	1	1	3	3	3	3
5	5	3	2	2	2	3	3	3	3	3	3
3	2	4	4	2	2	4	4	3	3	3	3
5	5	5	2	3	3	2	1	4	3	4	3
4	4	4	3	3	3	4	4	5	5	5	5
4	4	4	4	4	3	3	2	3	3	3	3
4	3	3	3	2	2	4	4	3	3	3	3
5	5	5	3	5	3	4	2	3	1	3	3
5	5	5	5	5	1	4	4	4	4	4	4
5	1	4	2	2	1	4	3	4	3	3	3

Table 3: Abbreviations

L	Liberalism
R	Realism
C	Constructivism
M	Marxism
WTO	World Trade Organization
ITU	International Telecommunication Union

The table shows the results or the answer from every person that fill the questionnaire, and the table 3 shows the meaning of the abbreviation in table 2. According to the results of the questionnaire, most of people are agree with liberalism theory, and most of them have neutral or no opinion about WTO and ITU performances.



6. CASE STUDY

The case study about Google HRM was being published on Notesmatic that briefly discussed about the Google's HRM Strategy. The case study was firstly developed from an introduction of what Google is and how Google has developed such innovation in various aspects of technology scopes, including their HRM planning and recruitment process. It was briefly digested in the article that found the success of Google mainly lies in its innovative work culture. Its innovative culture and of course its HR have played major role to sustain the environment. The organizational framework of Google reflects a program designed to promote creativity. By formulating policies that recruit and attract the best talent, Google's HR nurtures its imaginative and innovative corporate culture. If Google has consistently stood at the top as the best employer for years, the reason is that its emphasis on HR management is outstanding (Pratap, 2019).

In 2012, the number of new recruits Google hired was more than 8000. Recruiters concentrate on recruiting highly skilled and culturally compatible staff. When it comes to recruiting new employees, culture plays a significant part. How culturally compatible you are with Google



will dictate how well you'll do once you're in. Research has also highlighted the role of culture, and cultural compatibility. With an addition that all applicants will go for a long period of selection process since Google is not a straightforward company to digest the most compatible employee (Pratap, 2019). Moreover, Google developed an effective recruitment network full of trained people. The recruitment team has leaders in positions such as hiring research analysts, nominee managers, process coordinators, nominee screeners, and several others. It is not an easy task to manage such a large number of applications as Google receives each year and needs a lot of preparation and teamwork.

7. ANALYSIS

7.1. GOOGLE'S HRM

Google shows it relies on creativity and effectiveness in all areas of its business including HRM to achieve as much popularity and fame. Google human resource management carefully selected strategies, methods and techniques for recruitment and selection for the retention of high-quality workers. Human resource practice by Google covers employee training programs and effective performance for maximizing HR abilities. Human resource policies well designed and well-structured helps create a unique culture that helps the employee and the employer



work together to achieve the organizational goals. In addition to protection at work, Google's high-risk reward ratio ensures employee satisfaction. Google's compensation packages are competitive and above average. Google provides high salaries and wages, free meals, incentives, and benefits to employees. The typical design of Google's offices highlights fun and creativity, which attract and retain highly qualified employees (Brock, 2015).

7.2. GOOGLE'S STRATEGY USED

Receiving more than 1 million CVs application every year and only used to require 29 candidates that passed through to the interviews stage before receiving an offer position at Google have leads to the question towards their strategy. Google's strategy to obtain the best fit candidate by looking at the CVs is that they are looking for the CVs that are right for them based on the prepared guidelines like emphasizing Google's commitment to diversity recruitment, and inspiring candidate with a glimpse towards the Google's company culture, able to outline the responsibilities of the role applied for and also took highlights with the preferred qualifications candidates. This strategy making the CVs application recruitment process to be effective in obtaining the right candidate as well as opening the right time job offer through the intense



planning in Google (Henshall, 2017).

7.3. GOOGLE'S PERFORMANCE OUTCOMES

Lazlo Bock, the SVP from People Operations division at Google, once said *“We need people to know how they're doing, and we've evolved what might at first seem like a zany complex system that shows them where they stand,”* as they focus on goal-setting and motivating employees to meet those goals (Heller, 2017). Based on the case study, the HR of Google played a crucial role when it comes to the recruitment and staffing their employees. This happened to creating a meritocratic environment, where the best performances are correctly identified and rewarded. In the organizational context, performance is usually defined as the extent to which an organizational member contributes to achieving the goals of the organization. It was the main principle of HR management to make sure that the organization is able to attain success people. HR management aims to increase organizational efficiency and ability and the capacity of an organization to achieve its goals by making the best use of the resources available to it.

Google updated its performance management by rating every six months and using a five-point rating scale (needs improvement,



consistently meets expectations, exceeds expectations, strongly exceeds expectations and superb) to see the outcomes of their employees whether they did a good job or not. Luckily Google stuck with ratings because of fairness which means people want to be paid the same for doing the same work, they want merit, not politics, to be the basis for decisions on pay and promotions (Roosjen, 2016).

In the other hand, Google also use the calibration meetings output each and every employee's performance rating for the period. After the rating is closed, managers go on to hold two meetings: one where feedback is given, taking into account peer reviews and managers' impressions of their employees, and another where compensation and promotion decisions are communicated. But Google feels that calibration avoids bad or biased assessments. They start every calibration meeting by handing out a list of the most common rating errors. In the meeting managers need to justify their decisions to each other. The result is a shared expectation of performance and a consistent standard across the company which increases the employees' perception of fairness (Mello, 2019).



8. CONCLUSION

In brief, this paper discusses the importance of planning and recruitment to an organization performance. Taking the case study of Google case study on the HRM process in terms of planning and recruitment towards the organizational success, result obtained was on the linkages between those three main variables of planning, recruitment and performance.

This paper takes into account the planning process of scanning and analyzing the external and internal environment of the organization for HR department to be able to find the right time and the needs to achieve their objectives. Both will directly have related with the recruitment process of the HR department by using CV and interviews to obtain the best-fit right people for the organization. As such, by implementing and developing the planning and recruitment strategy like Google, it is possible for other organization or businesses to obtain high performance in such effective and efficient measures that is set differently according to each organization's goals and objectives. Thereby, to achieve the performance success, it is important for HR departments to work hand in hand in creating the plan and recruitment as well as providing ongoing development to maintain the performance for both employees and



organizations outcome. The secret of Google's success is an innovative work culture that encourages exemplary performance and innovation and a source of inspiration for others. At the center of an intelligent culture and structure is the strategic role of HR. Google's highly innovative HR Engine ensures that the culture it creates is sustainable.

Not only explaining about the human resources management in Google, this paper also explaining about International theories such as liberalism, realism, constructivism, and Marxism. And this paper also explaining about inter-governmental organization such as WTO and ITU, and what is their impact on Google.

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How Does the Cruise Lines International Association Impact the Cruise Lines Industry?

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1. CRUISE LINES INTERNATIONAL ASSOCIATION

CLIA cruise lines are leaders and innovators in responsible tourism and offer the best way for travelers to experience the world. Established in 1975, Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment and is dedicated to promoting the cruise travel experience.

1.1. CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA) MISSION

- CLIA is the global organization that fosters our members' success by **advocating**, **educating** and **promoting** the common interests of the cruise community.



- CLIA represents the interests of the cruise industry community.
- 50+ Cruise Lines – From ocean to specialty cruise ships, CLIA lines represent more than 95 percent of global cruise capacity.
- 340+ Executive Partner Members – As key suppliers and partners to the cruise lines, executive partners play a major role in the successful operation of cruising, including ports & destinations, ship development, suppliers and business services.
- 15,000 Global Travel Agency and 25,000 Travel Agent Members – Our travel agency members include the largest agencies, hosts, franchises and consortia in the world.
- CLIA Cruise Lines serve more than 24 million passengers annually.

Behind the research, statistics and economic impact reports, there are stories about real people, families, livelihoods and how cruise travel benefits entire communities in unique ways. To give detail information CLIA has two types of sources, the first one is travel professionals which provides best benefits, tools, and resources to navigate to the cruise industry that was attracting to their clients to increase earnings. The second source is executive



partners to provides supplies access to the key of cruise line decision makers and industry peers, purpose of CLIA as platform to expand influence cruise industry.

2. INTERNATIONAL RELATIONS THEORIES

International relation theory is the study of international relations from a theoretical perspective. It attempts to provide a conceptual framework upon which international relations can be analyzed.

2.1. REALISM INTERNATIONAL THEORY

The theory that looking into the balance of power or power become equality. This theory explains the strong power they have was their power itself, also the weak power they have that the power must accept, the point realism is who have highest power who can adapt and survive. Is a theory that claims to explain the *reality* of international politics. It emphasizes the constraints on politics that result from humankind's egoistic nature and the absence of a central authority above the state. For realists, the highest goal is the survival of the state, which explains why states' actions are judged according to the ethics of responsibility rather than by moral principles (Antunes, *Introducing Realism in International Relations Theory*, 2018). There was example impact was given to cruise industries and action taken. While there is uncertainty ahead for local business, one certainty is port operations. Port Canaveral CEO John Murray



spoke about the future of operations. *"We're not going to close down in any capacity,"* Murray said. Murray said the economy needs ships to still sail in and out. *"The bottom line is, we still need things in this country and these ports are how you get it,"* Murray said. Murray said despite the extended stay of the cruise ships, they are seeing more cargo ships coming in due to item shortages around the country. He adds next week, a ship will come in carrying a material to help make toilet paper (Rivera, 2020). Reporting news from Paul Rivera was giving different perception with problem issue between port of Canaveral as supporting facilities in cruise tourism, they faced this situation and we need to think clearly about this pandemic, and they think as a port they cannot survive as cruise tourism port anymore.

2.2. LIBERALISM INTERNATIONAL THEORY

The core theory of liberalism the world must be made safe, peace is one decision plant to tested foundations as political liberty or individual freedom, with main reason of rational choice process. A core argument of liberalism is that concentrations of unaccountable violent power are the fundamental threat to individual liberty and must be restrained (Meiser, 2018). When we related liberalism to the case was mention UN on realism, the point of view UN in liberalism is the reserve of realism, which UN see Indonesia become the part of threat among other country or international organization itself as peace way,



and will be different action taken by UN. Liberalism point of view try to achieve freedom and safe between Indonesia, other country, and international organization on this case. Even the society of Indonesia is still considered as threat of dangerous activity will bring to unsafe situation among other country and international organization, also UN categories as anarchy situation, is better to talk and create a better communication to the nation and society to reach or achieve peaceful.

2.3. CONSTRUCTIVISM INTERNATIONAL THEORY

Theory of constructivism was bringing from positivist and post-positivist to support to critic realism. Constructivism is often said to simply state the obvious that actions, interactions and perceptions shape reality (Theys, *Introducing Constructivism in International Relations Theory*, 2018). Action taken by positivist have purpose to prove something can be calculated, reliable source/information, and more into natural sciences was exist, while post-positivist emphasizes on value, idea, and interpretation of scholar. If we take the same case from realism and liberalism, decisions were taken by UN will be more complex and consideration affected from the side of positivist and post-positivist was exist since a long time ago until the new ones, it depending which one is more proven between each of it.



2.4. MARXISM INTERNATIONAL THEORY

Marxism is a method of socioeconomic analysis of social, political, and economic philosophy that uses a materialist interpretation of historical development, better known as historical materialism, to understand class relations and social conflict as well as a dialectical perspective to view social with examines the effect of capitalism on labor, productivity, and economic development and argues for a worker revolution to overturn capitalism in favor of communism. The role of theories and knowledge more generally is to reveal what is real and what is an illusion (Pal, 2020). Implementing same case with realism, liberalism, and constructivism of the UN towards Indonesia will give different action taken by UN, and also give a different results of it, for instance maybe if we look into the society of Indonesia have a strong nationality is still becoming threat among other country and international organization, but it happened because the situation of Indonesia as nation is different from other country in the terms of social, political, and economic philosophy, and decision taken by UN can be treat in different way or is considered point of equality among other country and international organization.

3. CRUISE LINES UNDER CLIA

Connection between Cruise Lines International Association (CLIA) and cruise company was very complex, which can divide into several sector of advocating, education, and promotion of cruise lines industries following with



mission statement of CLIA. Other roles taken by CLIA is providing a unified voice and leading authority of the global cruise community and including support policies that was mention of safe, secure, healthy, and sustainable environment of cruises.

3.1. POLICY PRIORITIES

CLIA Cruise Lines are committed to supporting policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the tens of millions of passengers who cruise annually. The cruise industry continues to provide fact-based information through research and other resources on the cruise industry's operations, performance, regulation and oversight in important issue areas such as environmental stewardship, safety, crime and security, health and medical.

With the advice and consent of its membership, CLIA advances policies intended to enhance shipboard safety, security, and environmental stewardship, in some cases calling for best practices in excess of existing legal requirements.

3.2. SECURITY AT SEA

Comprehensive security at sea becoming cruise industry follows comprehensive security protocols, both prior to departure and at sea. Passengers, crew, and baggage must pass through rigorous security checkpoints



before boarding. In addition to video surveillance and around-the-clock onboard emergency contacts, cruise ships keep an official manifest that lists everyone onboard. Proof of identity is required to access a cruise ship, and only crew, ticketed passengers and those on a pre-approved list may enter.

The second policy need to be fulfilled by cruise lines company under CLIA is **highly trained security personnel** and is the exceptionally trained ship security personnel are on call 24/7. Major cruise lines have sophisticated security departments run by former federal, state and military law enforcement officials and are staffed by competent, qualified security personnel. Every ship sailing to or from the U.S. must have at least one crewmember onboard specifically trained in crime prevention, detection, and reporting.

Another security at the sea was become protocols for cruise lines company under CLIA is **transparency in crime reporting** for cruise industry is deeply committed to transparency in crime reporting. Cruise Lines International Association (CLIA) Cruise Line's voluntarily report any serious crime allegation involving an.

The last security at the sea requirement need complete for all cruise lines company under CLIA should have **sample prohibited items list** The Sample



Prohibited Items List includes items that the security professionals of CLIA's members have identified as potentially being dangerous or posing a risk to the crew, passengers or ship. Possession by passengers or crew of these items is generally not permissible without a valid reason, unless required in direct support of ship operations, as part of a crew member's official duties, and with consent of a duly authorized ship representative.

3.3. SAFETY AT SEA

For the safety at the sea CLIA have procedural need to be run by cruise lines company with several things such as **crewmember training** Crewmembers receive robust training in safety, security and first aid to prevent and respond to potential emergency situations.

Have **heavily scrutiny** on the cruise ships are among the most scrutinized vessels at sea. With oversight beginning at design and construction, the International Maritime Organization (IMO), flag and port state authorities, and classification societies provide strict safety standards and oversight throughout a ship's operations.

The **constant improvement** on CLIA and its Cruise Line Members constantly work to improve safety by reviewing operational procedures to improve safety processes and technology. With new polices implemented and



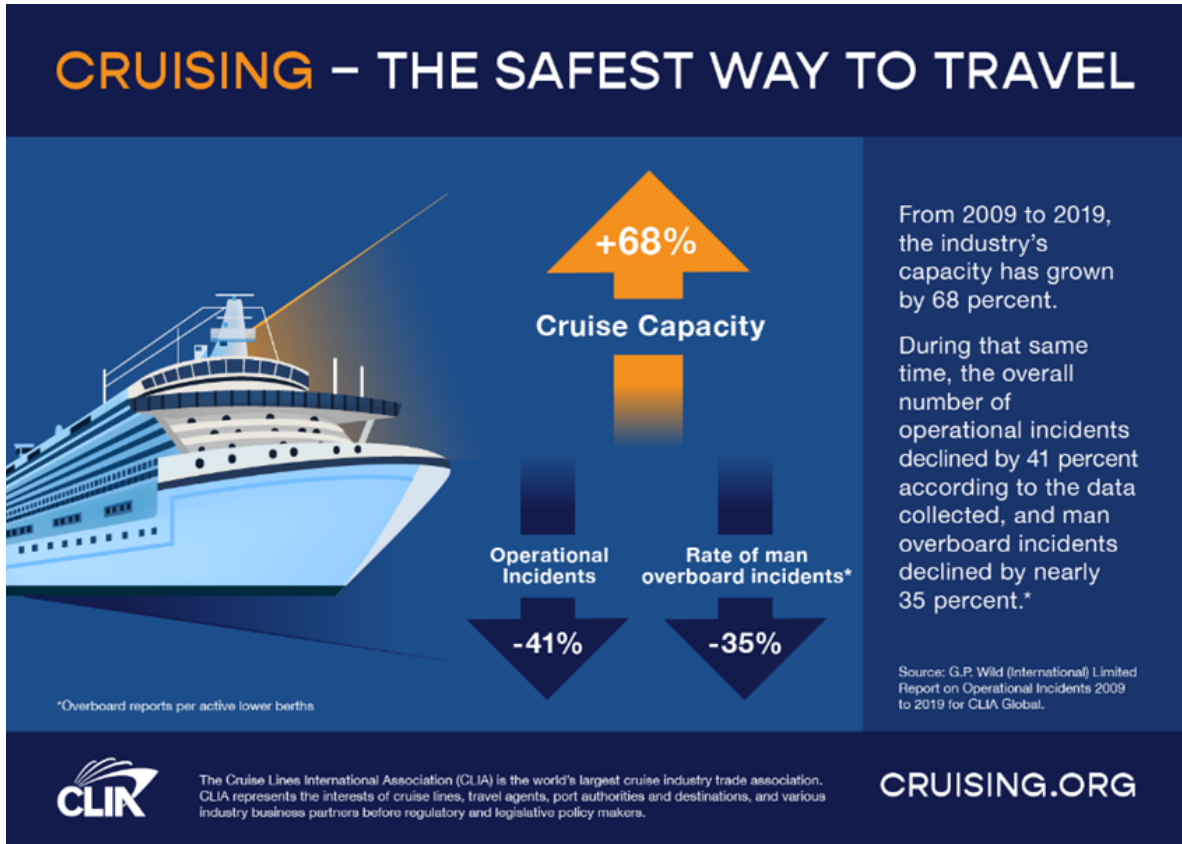
continual meetings with an Independent Panel of Experts comprised of top maritime and transportation professions to provide advice on measures to enhance safety, the cruise industry is always looking to improve.

The last of safety procedure declare by CLIA to cruise lines company is **precautions** on every cruise ship must be equipped with enough survival craft, including lifeboats and life rafts, to accommodate at least 125 percent of the number of persons on board. In addition, all survival craft must be tested and meet rigorous international guidelines.

In the following figure below, it shows the data was collected of increasing cruise capacity in overall, with following decrease in the terms of operational incident and rate of overboard incidents and that gives reason why security at the sea should be implemented.



Figure 2: Security Report



Source: (Cruise Lines International Association, 2020)

3.4. CRUISE INDUSTRY POLICY

CLIA is the world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia. Dedicated to the promotion of a safe and secure cruise ship environment, CLIA Members have no higher priority than the safety of guests and crew. Cruise industry policy was having following sector that is implement, such as Operational Safety, Shipboard Security, Fire Protection, Environmental Protection, and Health.



3.5. CRUISE INDUSTRY REGULATION

The implementation of thousands of specific requirements set by the International Maritime Organization (IMO) and other authorities, with Cruise Lines International Association (CLIA)'s policies often exceeding requirements of international law. Providing for the safety of passengers and crew is, at all times, the industry's top priority.

CLIA not just a simply creating connection between cruise lines and to the customers, except their also have connectivity with membership and trade relations. Vice president of Membership & Trade Relations CLIA that was arrange between cruise industry situation & condition, membership, and trade relations was registered on CLIA to become ready with fulfilling information and data that CLIA have. Here are one example for now and present was giving to Membership & Trade Relations from CLIA *“As your cruise industry trade association, it is the responsibility of the CLIA North America Travel Trade Membership Team Now, more than ever, travel advisors need to regularly visit www.cruising.org for the latest information on how the cruise industry is dealing with the crisis, remembering that you are one of the most important parts of the cruise industry. We have been updating our toolkit regularly to provide you with tools and resources to help you maintain your clients’*



confidence and trust. Use them and share the messages and stories that are based in fact information and evidence you can use to create awareness and educate your audience” (Charles Sylvia, n.d.). According CLIA was give the accurate data information through to travel agents on their list to survive and compete to the market with any kind of situation & condition was affected into cruise industry, and one of action above will be present of interest on cruise industry community itself.

Certificate programs of cruise lines itself and certification programs in the terms of labor/professional’s was create by CLIA with purpose of developing cruise industry community. Certificate Programs in CLIA was giving to cruise lines company, either certification programs to peoples, most of certification was available on CLIA is becoming counsellor.

Figure 3: Cruise Industry Regulation



Source: (Cruise Lines International Association, 2020)



3.6. CERTIFICATE PROGRAMS

With certificate programs CLIA purpose to make standard on cruise industry and give advantages to the cruise lines that was registered on CLIA. With creating standard on cruise industry is taking possibility CLIA can run several activities that can makes cruise industry community growing, such as inspection on ship, training, and management inspection, which also have advantages through the cruise lines company to have controlling with.

3.6.1. LUXURY CRUISE CERTIFICATE PROGRAM

If Cruise lines company was finding the luxury market a challenge to sell or they looking to expand cruise options for your clients by introducing them to luxury travel? This new certificate not only introduces to the luxury market, it also provides you with a solid foundation to sell every aspect of the luxury sector including contemporary, premium, and small ship luxury cruises. Expand their sales offerings, expand client demographics, and become an effective luxury marketer with a certificate in luxury cruising.



Figure 4: Luxury Cruise Certificate Program



Source: (Cruise Lines International Association, 2020)

3.6.2. ACCESSIBLE TRAVEL CERTIFICATE PROGRAM

Everyone should have the opportunity to travel the world and create memorable experiences. For accessible travelers, having someone who understands their needs can help make their travel planning even easier. With our brand-new Accessible Travel Certificate, learn what those needs are, how you can help meet them, and the best marketing strategies to reach this underserved market. This certificate is more than learning about how to increase your sales, it's about how to serve a niche market by crafting the best



vacation experience for them.

Figure 5: Accessible Travel Certificate



Source: (Cruise Lines International Association, 2020)

3.6.3. MEETINGS & EVENTS AT SEA CERTIFICATE PROGRAM

In partnership with Meeting Professionals International (MPI), CLIA presents this certificate program that explores the advantages of booking and hosting events on cruise ships as opposed to traditional venues. This interactive session highlights which types of meetings or events should be conducted onboard as well as provides valuable cost comparisons. This program will



provide insight into incentive trips, examine logistics and variables to consider when hosting your event at sea and walk participants through the meeting planning process to outline what to expect before, during and after your meeting or event at sea. For the upcoming offerings, visit our events page or enroll online.

3.6.4. SPECIALTY & BOUTIQUE CRUISE CERTIFICATE PROGRAM

CLIA presents the Specialty & Boutique Cruise Certificate program, which highlights the unique products, destinations and experiences offered by these cruise lines; and delivers the tools to develop your skillset in increasing your cruise sales within this specific market. This program will provide you with the knowledge and tools to properly educate your clients on the benefits and unique experiences found in river, yacht, expedition and luxury cruising, tips on how to prospect and qualify clients who would fit within the target audiences and resources to ensure your success and grow your revenue.



Figure 6: Meetings & Events at Sea Certificate



Source: (Cruise Lines International Association, 2020)

3.7. CERTIFICATION PROCESS

To pass certification process there are several training and classes to be taken and held by CLIA, one of example classes their offer is Accessible Cruise Travel - Marketing Accessible Travel. Purpose or objective on this class was trying to reach marketing potential for the accessible market, how to incorporate accessible capabilities within your website, and How to create inclusive marketing and social media content on cruise industry.



Gail Mcleod was taken certifications class MCC have statement as *“Being certified brings a higher level of value to my business. It tells my clients that I am highly trained and an expert in the cruise industry and that they can trust my ability to recommend the perfect cruise for them”* (Gail McLeod, n.d.).

In order to qualify for Certified Cruise Counsellor (CCC) Certification, the following must be achieved **Pre- and Post- requisites**. Enrollee must be an active CLIA Individual Agent Member (IAM) and maintain active membership during the certification completion period. Certified Cruise Counsellor certification candidates have eighteen (18) months from the date of enrollment to complete the certification requirements and submit documentation per the logbook instructions. Once a CLIA IAM graduates with the CCC designation, the graduate must maintain active CLIA IAM status to maintain the certification. If there is a membership lapse, the IAM may have to pay a reinstatement fee after regaining active CLIA membership

Certificate Cruise Counsellor (CCC)

Career explorers/student who wants to learn about selling cruises

Accredited Cruise Counsellor (ACC)

A new travel agent or new selling cruises and want to expand their



credibility and knowledge. Or travel agent looking grow their business

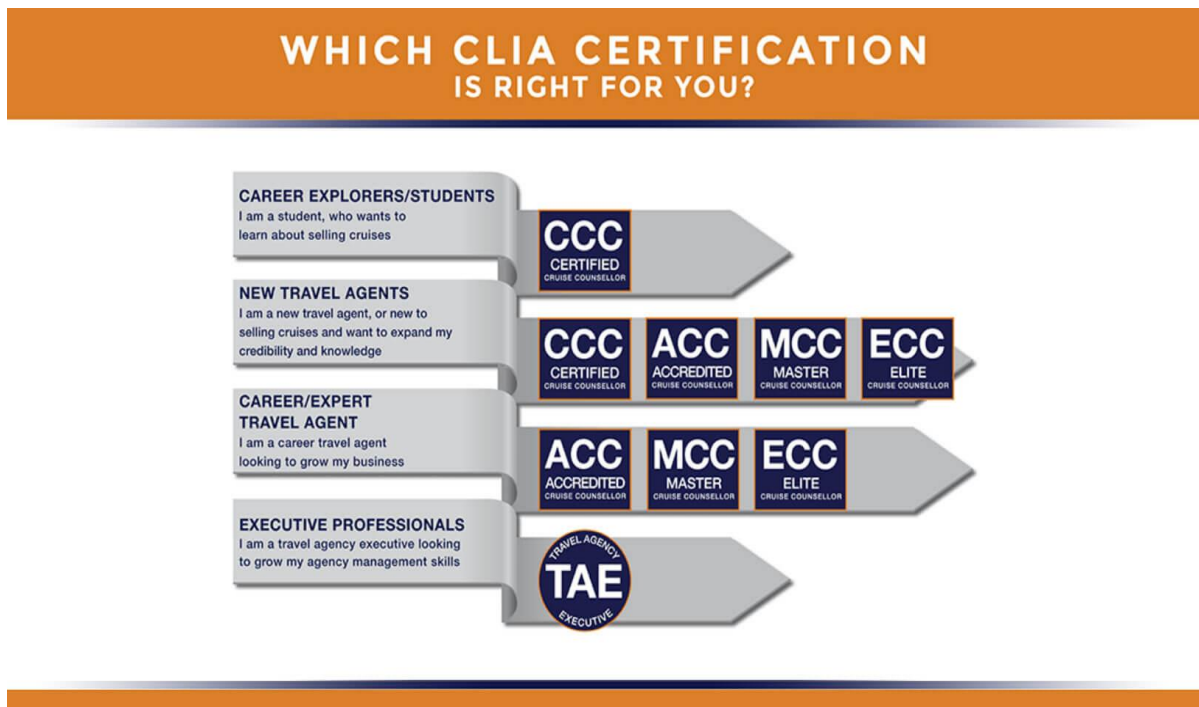
Master Cruise Counsellor (MCC)

A new travel agent or new selling cruises and want to expand their credibility and knowledge. Or travel agent looking grow their business

Master Cruise Counsellor Experiential Learning Program (MCC)

A new travel agent or new selling cruises and want to expand their credibility and knowledge. Or travel agent looking grow their business.

Figure 7: CLIA Certification



Source: (Cruise Lines International Association, 2020)



Elite Cruise Counsellor (ECC)

A new travel agent or new selling cruises and want to expand their credibility and knowledge. Or travel agent looking grow their business.

Travel Agency Executive (TAE)

A travel agency executive looking to grow the management skills.

4. CLIA & International Theories

According to the CLIA as association on cruise industries, they operate several sector activities to support cruise industries with many things. It starts from the certificate, certification, inspection, training, rules & regulation, research, policies, environmental, health & medical, safety and security at sea. With supporting activities held by CLIA shows us that is CLIA establishment with purpose of create a sustain community cruise with hope increase customers interest among country. There are some procedural regulation and policies was implemented by CLIA that was develop from International Maritime Organization (IMO), especially in the terms of maritime regulation. With developing regulation and polices of IMO, CLIA hopes cruise ship become more pursue people to get in at cruise industries.

Except the development of IMO regulation & polices, other activities that became procedural of cruise lines company as members can see through



what they made with purpose of fairness between one and other cruise lines company. one of example is certification & certificate CLIA makes, when cruise lines company can fulfill the inspection to get certificate/certification in the terms of ship and peoples, they will get achievement which can gain more cruiser. With example activities of CLIA above can be conclude they are using perspective of liberalism to create a better cruise industry, and create fair competitions of cruise lines company with others.

5. Questionnaire Analysis

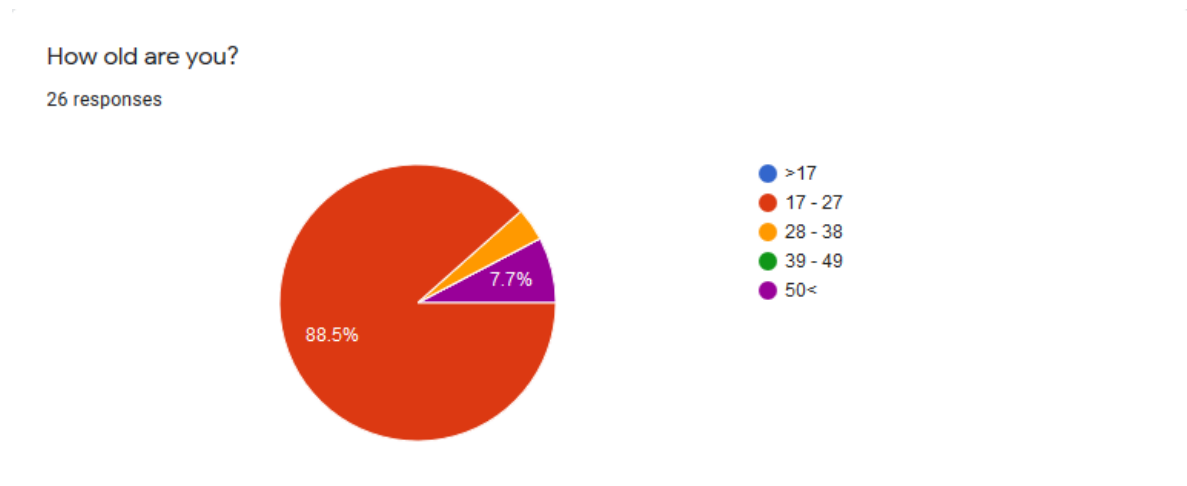
The topic is connectivity between society principles towards international organization which is CLIA. Questionnaire spread have objective with Principle of International Theories Towards Policy & Regulation of Cruise Lines International Association is see people with different principle related to international theory had different perspective towards international organization. With spreading questionnaire are not fully determine people personality towards intention to buy some product or services, especially traveling with cruises.

With questionnaire distributed, most background of respondents on cluster 17 until 27 years old with 88.5% or 23 persons. There is one person on cluster 28 until 38 years old with 3.8% or 1 person. At cluster 50 years or above



is 7.7% or 2 persons was filled the questionnaire.

Illustration 1: Background of Responses



5.1. International Theories Questionnaire

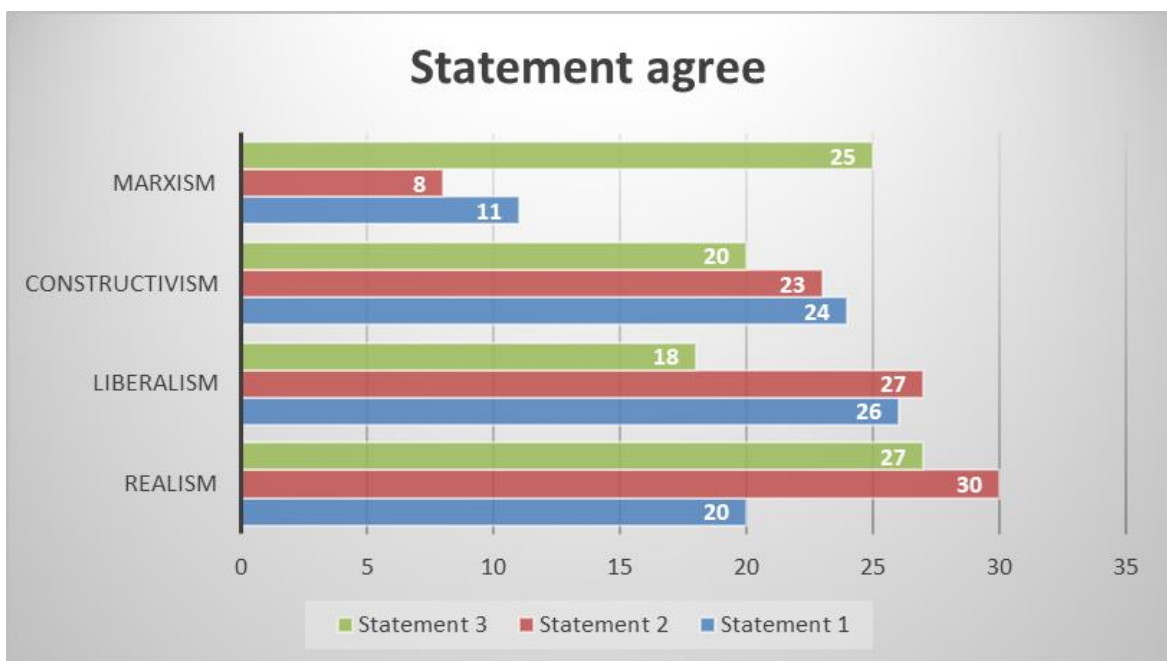
Statement was given at international theory have purpose to determine respondent principle that was create perspective towards international organization which is CLIA in the terms of policy. Statement containing at this section was based on four international theory that each of theories consisting of three statement among them is two theory principle and one make sure statement to convince people in the terms of determining principle of people.

In illustration below shown agree statement about four international theory that was among them include “Strongly Agree” and “Agree” statement. Statement 1 and Statement 2 is having purpose of determine on that principle or not, Statement 3 is determining are the respondents sure with two before or



not. Make sure statement of realism is have difference with each other's, realism on this questionnaire trying to convince tend to be agree on statement three. The other statement to make sure is tend to be disagree with related theory.

Illustration 2: Determining People Principle



5.2. Structure of Questionnaire

As a result, at illustration above, there are statement from each theory that is classified as:

5.2.1. Realism

1. I am behaving with people based on their interest



2. I have ethics to be responsible when borrow somethings from my friends
3. I have moral principles when borrow somethings from my friends

5.2.2. Liberalism

1. When I have a role and give an impact on some things, I know exactly my capability to create decisions, with all responsibility on me
2. I make contingency plans in case my decisions have a negative impact and I am responsible for solving them
3. As long as my backup plan is better than my first decision, there is no need to solve the negative problems that have occurred, just run my backup plan (make sure)

5.2.3. Marxism

1. I am behaving differentiating people based on social roles
2. I am treating people based on their occupations
3. I am friendly to everyone as long they not disappointing me (make sure)

5.2.4. Constructivism

1. I am behaving realistic when have a small conversation
2. I take my decision/actions based on reality situation and condition was exist in the terms of economics, politics, and academical
3. When I borrow car from my friends, I return only the car to my friends, as



long there is no damage, malfunctions, broken, etc.

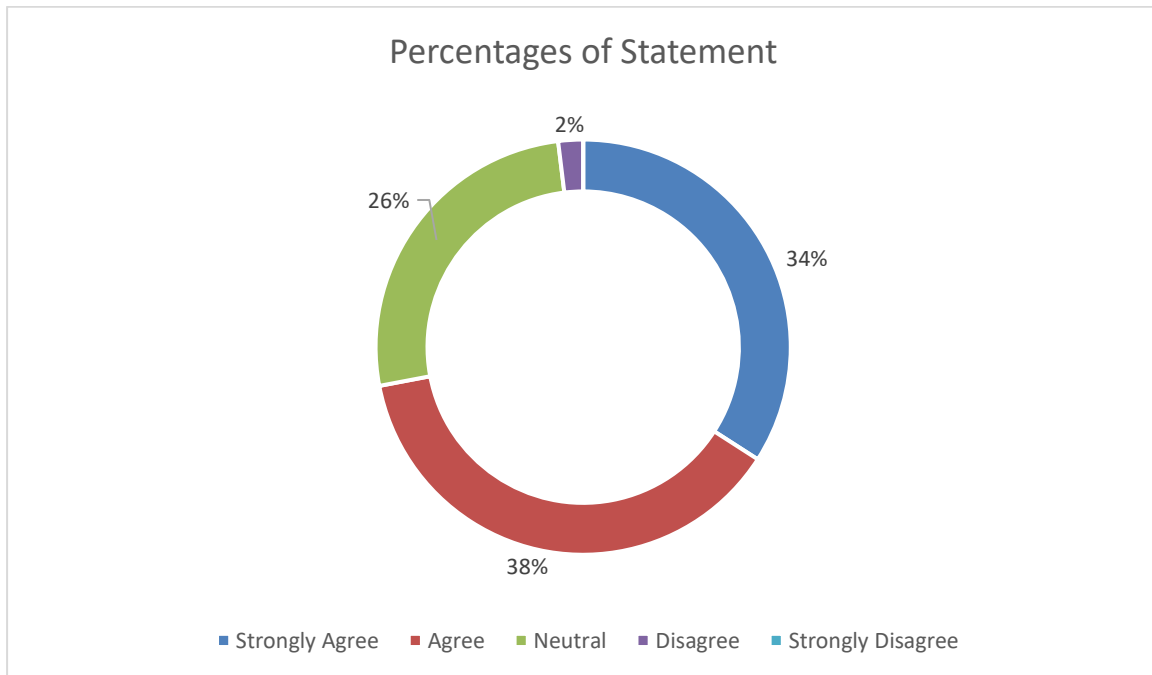
5.3. CLIA Policy

At section two is about CLIA perspective from society. After we know people principle based on four international theory also CLIA shown as liberalism following with rules and regulation was develop.

Following the questionnaire was answered by respondents at section one we know tendency of society disagree with Marxism and Constructivism Theory, which is affected to section two tendency to agree or believe if CLIA was develop rules and regulation is for fairness among cruise industries. The total of statement establish at questionnaire on section two is 9, with all the nine statement was convert into percentages in overall of nine statement exist. In overall, respondents strongly agree with CLIA policy is 34%, people agree is 38%, people neutral is 26% and 2% of people disagree with the statement.



Illustration 3: Analyzing Variety People Principle Towards CLIA Policy



5.4. Structure Questionnaire

1. I believe CLIA has ensure a fair policy on its operational activities & decisions makers
2. I believe CLIA has no substantial influence from any cruise lines company when making decisions makers
3. I believe policy & regulation that was implemented by CLIA in the terms of supporting cruise ship industry
4. Inspection on board doing by CLIA to cruise lines company should be treated fairly between each, no matter how big the cruise lines company are
5. I believe CLIA have several development policies from International Maritime Organization (IMO) that was implemented on cruise industry



6. I believe CLIA had procedural in the terms of safety at the sea should be follow by the members of cruise lines registered at CLIA
7. I believe CLIA had procedural in the terms of security of the sea should be follow by the members of cruise lines registered at CLIA
8. I believe policy, regulation, and procedural made by CLIA will affected the growth of cruise industry in the world
9. I believe CLIA provide certification for cruise lines in the terms of cruise lines company also the crew

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Rivalry Between International & National Online Transportation Firms: A Study from the Working Condition in Indonesia

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ABSTRACT

This paper discusses about rivalry between national and international online transportation company who changes the face of employment in Indonesia in a massive scale and how those company can give the impact on working condition.

Keywords: Online transportation, Development improvement, Impact on society, working condition

1. INTRODUCTION

Mobility is playing a big role in everyday life and as humanity continue to grow the development of technology has help us to be faster, more efficient and easier to do our job. In present, mobility got impacted from the development of technology to becoming faster than we used to be. In past people used to walk to reach their destination than we started to use animal as transportation and continue to use steam transportation system and improved into oil system. As the number of people is growing in a massive scale the government saw that there is a need for public transportation so the people's



mobility can be more practical (Dhiandra, 2018).

On the other hand, communication system is improving as fast as mobility. Began at smoke signals to stay in touch with another people into communicating through wires and waves until the wireless technology of internet makes everything become faster and easier to connect than before and most of all everything started to be online. The future of technology is filled with amazing ideas and unlimited opportunity to gain (Christine, 2017). Closely related to technological advances that are very fast, many people are using smartphones as a means of communication, even now everyone can feel how the development of transportation by utilizing these technological advances.

Based on that people started to have an idea to gain profit from combination between public transportation and online by creating transportation system that is very much dependent on online communication system. Online transportation system offer comfortability into their customer by setting Standard Operation Procedure (SOP) on their services including safety, the comfortability of vehicle used, easy to find drivers. Online transportation companies are also making things more practical because they were using application which installed inside the customers phone to make an



order (Yurmali, 2018). Online transportation companies not only see this benefit in one country, even the owners try to use this to expand their business to foreign countries. New technologies for road communication will dramatically change the way vehicles operate, providing information and capabilities to be more efficient (King, 2014).

Online transportation range of services has reached a wider area, not only limited in driving people from place to place but now also trying to provide us with everything we need or want from the application. In Indonesia, after the fall of Uber as an online transportation service provider, online transportation competition focused on Gojek and Grab. The growth of online transportation has an impact on the social and economy of Indonesian society, the results of LD FEB UI research at the end of 2018 showed that Gojek contributed 55 trillion rupiahs to the Indonesian economy with the assumption of 100% of the Gojek partner is active (Astutik, 2019). While, on the other hand Gojek's competitor, Grab presented by their Head of Public Affairs of Grab Indonesia Tri Sukma Anneriano claimed that Grab had contributed to the economy in Indonesia amounting up to 48.9 trillion based on survey results in five major cities. These results lead into assumption that the rivalry of Gojek and Grab is having a big impact into the economics and working condition in Indonesia.



2. LITERATURE REVIEW

2.1. THEORY OF RIVALRY IN BUSINESS

Quoted from Oxford dictionary; “*Competition for the same objective or for superiority in the same field*”. Throughout history, rivalry has been a very big issue in the world; as well as in the entertainment world or in the business world. It also could also be happening among students competing for the best grade in the school. Also, throughout history, countries and Empires has rivalry between others and fight for the number one spot in the world. Such as the Ottoman Empire and the Persians or now as known as Turkey and Iran. They had some serious issue back then when the Ottomans were one of the biggest and strongest Empire in the world. The Ottomans and Persian were next door neighbor back then in history (Christensen , 2018).

This is also happening in the business world. For example, Pepsi and Coca-Cola, Marvel Comics and DC. This happened because they are selling a similar product or services, and every single business has competition even though if you are at the cutting edge of something new, overtime as your industry grows new competitors will keep on appearing all the time. Rivalry or competition can sometimes get intense. It can lead to something called an industry disruption. A good example of it, is in a rideshare company, Gojek and Grab. They are a good example of disrupting the transportation companies. (Genever, 2018; Harris, 2015)



2.2. WORKING CONDITIONS

Work conditions are main relationship between paid work and employment. Working conditions usually cover a wide range of subjects and problems from hourly pay and work hours, to physical conditions and to psychological pressures, from work hours and working hours to work hours (ILO.org, 2014). The good working condition can be determined by legal protections to make sure that the working space is healthy and safe. It also should avoid the various forms of emotional abuse such as bullying and sexual harassment, the workplace must ensure that health hazards and hazardous conditions remain in place for the employer. The OCHA sets general standards that apply to all branches of industry, such as the requirement to provide workers with safeguards and to protect the workplace against toxic chemicals if the working place contains hazardous chemicals substance (Gartenstein, 2018).

A good working conditions where the organization strive to enhance their working experience will recruit more employees, thus increasing competition between applicants. Companies can easily recruit higher quality workers with more candidates to choose from. Besides that, healthy work conditions have proved doubly to boost employee productivity. Firstly, happy



employees feel healthier, have more energy and stamina and can work harder on their careers. Secondly, good working conditions will lead to higher satisfaction of employees. Organizations which enable workers to eat properly and care for themselves implicitly demonstrate the value of employees. It is not an extent to believe that employees who are appreciated by their employers like their jobs and feel happier at work (Thieroff, 2016).

2.3. SERVICES

Services is an offering based on intangible elements, it means that you cannot touch the product or reach out but still have their value. Or it can be defined as activity, products or offerings that earn value from intangible elements (Spacey, 2016). In term of global economy overview, it can be stated that the business of services has formed a big part of GDP. The examples for this intangible product or offerings are knowledge, support, skill, management process execution and operations. In term of jobs who is selling their services it comes up in jobs like bank accountant, doctor, nurse, teacher and drivers.

2.4. MARKETING

Marketing is activities undertaken by a company to promote the buying or selling of a product of service, marketing includes advertising, selling, and delivering products to consumers or other businesses (Twin, 2019). Marketing



entails product development, market research, product distribution, sales strategy, public relations, and customer support. Marketing is necessary in all stages of a business's selling journey, and it can use platforms, social media channels, and teams within their organization to identify their audience, communicate to it, amplify its voice, and build brand loyalty over time (Forsey, 2019). Neil Borden popularized the idea of the marketing mix and the concept of the 4Ps in the 1950s, or commonly called marketing mix. The 4Ps collectively make up the essential mix a company needs to market a product or service, 4ps there are products, prices, places and promotions (Management Mania, 2019).

2.5. LIVING CONDITION

Living conditions are conditions under which people live, refer to daily needs such as food, clothing, clean water, shelter, energy, water and a suitable environment. the living conditions in each country are different, for example Indonesia. Indonesia is the fourth country with the most population, 267 million people, and has more than 13,000 islands scattered. This large population makes Indonesian people live in poverty (Wilson, 2018). Indonesia is classified as a lower-middle-class country, based on March 2018 data, approximately 20.19% of the entire population falling into poverty, as their income hovers marginally above the national poverty line. Indonesia is trying to improve basic



public services, the quality of health clinics and schools uneven with middle income standards, contributing to indicators of concern, especially in health (The World Bank, 2019). Indonesia has proven to be very successful in poverty reduction. This was done by improving the infrastructure and closing the gap in income inequality by connecting the country's islands. The only thing that seems to be in the way of Indonesia's success for unity and poverty reduction is the towering threat of natural disasters (Wilson, 2018).

To achieve standard living condition, it was necessary to have certain salary and wedges that can supply the need of live which based on the Maslow theory the first basic need of people consist of the need for food, clothes and a place to stay. Based on this theory it can be said that without basic needs of human they will not able to fulfill another need of life for example like security, self-actualization and pride (Ina, 2017). Besides wages and salaries one of the living condition that can be measured from Business is employee satisfaction which can determine the production level of one particular company and lead into higher level of living condition of the company's employee (Indrasari, 2017).

2.6. CSR

Corporate Social Responsibility is a business model that helps a



company to be countable socially. It is a way for the companies to enhance to the society and the environment, being kind; contributing positively, instead of ignoring the society outside. By taking part in practicing CSR companies can benefit their business in society while boosting their brands, products and services. Activities in CSR can help to bond the companies with the world around them; forge a stronger bond for the community with the companies and employees can feel more connected with the company. With that being said, corporate social responsibility is important for both the consumers and the companies, it can gain more value. And it is also a great way to raise morale in the workplace (Chen, 2019).

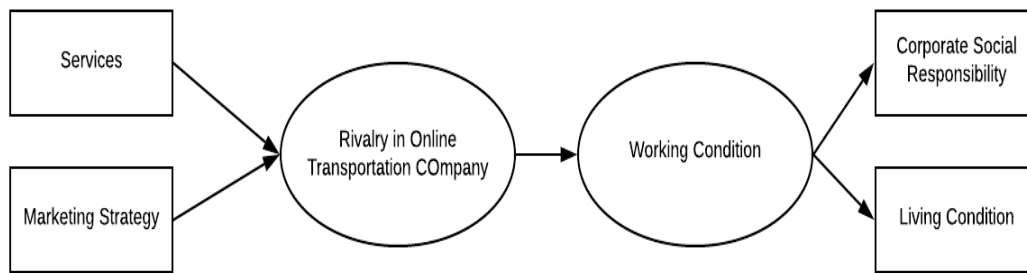
An example of companies taking part in CSR activity is Starbucks Coffee. They focus on society first then the company itself. Partnering with Ethos Water, Starbucks is helping bring clean water to over one billion people who don't have access to it. Giving back to the community is a great factor to why the brand is so well known. With that being said, companies with great giving programs are valued more than ones that do not (Involvesoft Marketing Corporation, 2016).

2.7. RESEARCH MODEL

The research model can be shown in the diagram below to show the

relation of Rivalry in Online Transportation Company and Working Condition based on discussion of the context, conceptual references and notable differences.

Figure 8: Model



3. RIVALRY IN INDONESIAN MARKET

3.1. COMPANY OVERVIEW

Gojek was established at 2010 with only one service provided, and that is ordering taxi bike through a call center. Gojek is a local online transportation company established by Nadiem Makarim. He was inspired by the local taxi bike. He complained that he was frustrated by the taxi bike because when he usually needs to use the taxi bike it was often difficult to find, but when not needed it is easy to find them. He originally built Gojek because of his own needs. With a partner of one million people spread all across Indonesia, Gojek has at least thirty million users. And now Gojek has become one of the biggest technological company in Indonesia with public services such as transportation, logistics, payment and other services more (Damanik, 2018).



Secondly is Grab. The company Grab was founded by Anthony Tan from Malaysia. At first, the company's name was MyTeksi but at 2012 it changed to GrabTaxi however this name did not last for so long, it finally changed to Grab in 2016. Anthony Tan had an idea of some taxi system that is easy and fast to be reached. Grab uses digital mapping technology and location information that is provided for the customer. At this point, Grab is well known in Southeast Asia such as Vietnam, Indonesia, Philippines, Thailand and Singapore. He believes that one of the keys for online transportation to become success is that you need to have a lot of capital. This large amount of capital can help in giving discounts to the customers (Wardani, 2019).

3.2. SERVICES IN ONLINE TRANSPORTATION

As a service-based company, the company will offer various kinds of service to customers. Grab and Gojek are service-based companies that offer transportation to make it easier for customers if they want to travel. These two online transportation services always improve their services to make customers more satisfied with the services offered. For many citizens, especially those who reside in the densely populated city and whose monthly wages lag far behind the costs of living, buying a vehicle is an option many cannot afford. Therefore, this recent innovation in transportation services brought many fresh



solutions (Tarahita & Rakhmat, 2017).

Grab has introduced more than 10 ride-hailing services including taxis, private cars, car-pooling, bicycle sharing, shuttle services, and bike taxis with more than 2.8 million drivers processing over six million ride orders every day. In fact, Grab is mulling providing everything in the consumer services sector, too. Grab also offers its food delivery business, GrabFood, in May 2018, as part of its strategy to become a daily super application. The company aims to take a dominant position in the Southeast Asian food delivery market. GrabFood is currently available across 200 cities in six major SEA countries. Grab's success in the food business was also followed by offering food delivery services, GrabFresh, in July 2018, in collaboration with the Southeast Asian food delivery provider based in Indonesia, HappyFresh (Pradhan, 2019).

Gojek only offers basic services in the form of motorcycle service GoRide, GoCar, and GoBlueBird in partnership with Indonesia's biggest taxi operator for Blue Bird. Gojek also providing a food delivery services under the name of Gofood, the survey suggested Gojek leads food delivery segment where 71.7% of respondents opted for GoFood, while only 39.9% of them used GrabFood. Gojek once offered a service in collaboration with a number of supermarkets and mini markets called Go-Mart, which made it possible to order



fresh and packaged food items and household items at home, but now Gojek has closed this service. Gojek announced a cooperation with the country's national airline Garuda Indonesia to allow customers sending packages across cities throughout Indonesia via Gojek using Garuda's baggage (KrAsiA, 2019).

3.3. MARKETING IN ONLINE TRANSPORTATION

Grab company provide the primary target and secondary target to customer with luxurious and comfort rides to consumer as they preferred choice. The primary target focusses on the group age from 25 to 50 years old, women and man are actually need the transportation online, from middle to high income. Grab's primary target factor is whereby the individuals wants to enjoy their ride. But the other hand for secondary market the target is focuses on the age group from 18 to 24 years' old who looking for efficiency and low costs, both gender male and female, target occupation is student and employee. For secondary target, this target will be individual that are concerned they priorities and needs (Lai, 2017).

In addition to paying attention to who is the target for customer Grab's, this company also pays attention to marketing activities such as 4p namely Product, Price, Promotion, Place. The products offered by Grab are transportation services such as Grab-Car, Grab-Bike. The target market grab is



middle to high class, prices are also adjusted to their targets and adjusted to affordable services or transportation. Providing affordable rides, Grab's pricing objective for the new service to appeal the target market. In accordance with the Grab target, Grab will focus on targeting areas such as offices, shopping malls, schools or universities, and places that do need transportation easily. And the last is Grab in promoting so that people know that there is online transportation that will facilitate the community, with sophisticated technology, Grab promotes social media. Grab chose online media as one of the media because all information will be more easily spread, social media used are Facebook, YouTube, Twitter and Instagram (Bong, 2017).

Gojek currently serves 50 cities in Indonesia. In this country, motorbikes are preferred over cars due to traffic in the major cities and the poor quality of roads in some regions. The first thing Gojek will have to focus on is to attract new customers by building brand awareness. By doing an audience analysis, we regrouped a large number of insights to understand the characteristics of the new markets to know how Gojek should promote their brands. Gojek also did a marketing strategy to find out how big the market they could have, who were their targets. Target market Gojek ranging from 18-34 years which usually are employees, students and housewife (Mao, 2018).



In addition to paying attention to who is the target for customers Gojek, this company also pays attention to marketing activities such as 4p namely Product, Price, Promotion, Place. The products offered are transportation services such as Go-ride, Go-car, Go-send, Go-food and others which will facilitate customers for their daily needs. In this case the price is based on the distance traveled by the customer. Gojek does a lot of big promotions to attract the attention of customers ranging from social media, advertisements on TV and YouTube, installing banners and others and using word of mouth promotions. Unique Promos, one of their promos to boost up Instagram mentions was by holding a selfie contest with Gojek Drivers and posts it on Instagram by using #GojekDimanamana to win IDR100,000 credit (Samantha, 2015). Just like Grab, Gojek also targets offices, schools or universities, shopping malls, and crowded areas of the community (Blogger, 2015).

4. IMPACT INTO WORKING CONDITION

4.1. CSR

Like most other companies, Gojek and Grab also has a responsibility to the public and their employee. Not so recently, Gojek in Makassar had a program where Gojek invited their driver and the driver's family to watch a movie together in a cinema. The movie was called Keluarga Cemara. It was the perfect movie because the movie itself reflect the life of the driver's family.



Mulawarman, as the Head of Regional Corporate Affairs for East Indonesia Gojek, quoted that *“This makes the film Keluarga Cemara an entertainment choice that is not only educational, but also close to its driver partners. We hope that this film could be an inspiration and motivation for them; that by being a Gojek driver partner, they can also become a hero figure for the family”*. With that being said, it is clear that Gojek wants to make their employee not just an ordinary driver but a hero figure for the family (Redaksi, 2019).

Not only that, Gojek also confirmed its commitment to the community. Gojek’ contribution in Manado Fiesta 2019 got a warm welcome from the mayor of Manado. The purpose of this collaboration was no far from to support the development of Manado’s Public Services and Tourism and strengthen the economy MSME through the ecosystem of technology innovations Gojek and Go-Pay. Vice President of Gojek East Indonesian, Anandita Danaatmadja quoted *“The focus area of the memorandum of agreement between the Government of the City of Manado, Gojek and Go-pay covers strategic matters, including the participation and contribution of Gojek in Manado City Government programs in order to improve the quality and Promotion of Manado Tourism. One of them is the annual Manado Fiesta event; other than that, optimizing the use and controlling of online transportation services in*



Manado through the provision of drop-off and pick-up points in several public facilities that have been determined; there is also the use of Go-pay services as a method of payment at locations managed by the Manado City Government; rejuvenation of public facilities in the form of the Trans Kawanua Bus Stop; and finally, Gojek became the official partners of the Manado City Government for transportation services and daily services for the State Civil Apparatus”.

With that being said, it is obvious that Gojek wants to improve the standard living in Manado to a better place to live in (Redaksi, 2019).

On the other hand, Grab made an educational event for their woman drivers, since they just recently launched their new fleet of woman drivers called the “*LadyGrab*”. Grab and the National Commission of Human Rights for woman pursued their anti-violence education for the woman drivers. It was part of Grab’s ongoing efforts as a pioneer in creating high platform security standards in Indonesia. From the very beginning Grab realized that the main problem for woman to be able to become a driver was the concern for their personal safety, and that is why this educational event was made. Grab wants to be able to fully exploit the opportunities for woman in this current era of digital economy (Grab Corporation, 2019).

Another social responsibility that Grab does is that they helped 500 city



transportation drivers (angkot) in Surabaya. This event was supported by the provincial government of East Java. Through this CSR program, Grab submitted registration assistance and BPJS Manpower's first month contributions to 500 city transport drivers, public transport vehicle battery inspection including battery health checks, added fluids and, starter card donations with 3.5 GB quota and lubricating engine oil. This support was given because of the provincial government was inaugurating the special rental transport operations and the launching of the special rental transportation driver registration application (Lannueardy, 2018).

4.2 LIVING CONDITION

4.2.1 WAGES AND SALARIES

In Indonesia, the minimum wages are different in every city. Jabodetabek is one of the busiest cities in Indonesia. In Jabodetabek, the minimum wage is around Rp 3.8 million per month. Whereas the average income for Gojek driver is Rp 4.9 million per month. Rp 4.9 million is just the average, but for some driver getting paid Rp 3 million per month is still a struggle. That is where it comes interesting. There is this system called incentives, bonuses, for the drivers that does good job and consistent at their work. For some drivers, they can get an average income up to Rp 5 million per month. The key is that they must fulfill their targets that they made per day. For



example; Rp 250-300 thousand per day when in healthy and good condition and Rp 150-200 thousand per day when in not a good condition. And do not forget that Gojek has incentives for their drivers when they have met the requirements orders. (Annur, 2019).

For Grab, although it is a bit different but it is not completely different. They have the same system, incentives for their hard-working drivers. They also adopt the sharing profit system where from every income gained, the driver will get 90% and the company gets 10%. So, with that said, the average income of an active Grab driver can get up to Rp 240 thousand per day (with all the incentives accumulated). When it is multiplied by the days for one month: Rp 7.4-7.2 million. But do not forget, that only could happen if all the incentives are being accumulated and doing it for one month consistent, and that is not easy at all. They must have to become an expert, patience and hardworking driver to that. Working from early mornings to late nights. So that amount of number is just a very rough approximation (Zahir, 2019).

4.2.2 SATISFACTION OF EMPLOYEE

One of the company's effort to be able to compete with another competitor is by providing and improve the quality of services. But, besides giving the best services to their customer they have the responsibility to



increase the quality of the employee so if the company wanted to improve their quality it was necessary to create a good environment for working. The result of this is coming up with the satisfaction of the employee (Sanubari, 2019). The measurements of employee's satisfaction according to Robbins (2002) the factors that affect work satisfaction are supporting work environment, challenges in work, fair working system and supporting partner. The satisfaction of employees is important because it determines the positive of working environment, unsatisfied employees will lead into problems that is not only impact the employee personally but also the company. Based on research from LD FEB UI 86% of Gojek's driver is satisfied with their current salary, 97% of Gojek driver satisfied with the flexibility of their job and 52% of them feel have a beneficial partnership with their company (Wongkaren, 2017).

On the other hand, based on research from Universities Sumatra Utara on satisfaction of Grab employee in Medan, from the analysis of satisfaction of employee the statistic has shown from 105 participants of the survey 19% subject is at the level of satisfaction with low compensation, 70,5% subject have an average level of satisfaction while another 10,5% subject have a high satisfaction level. Based on this research it can be concluded that majority of employee of Grab in Medan is satisfied in average level (Wiryo, 2018).



5. INTERNATIONAL THEORIES

5.1. REALISM

Every international organization has its own thoughts and different thoughts based on the theory they apply and examine their contribution to the study of international organizations. Realism theory has been the most influential theory of international theory because based on facts, all about actuals and practicality who ultimately want to gain power, for realists, the highest goal is the survival of the state, which explains why states actions are judged according to the ethics of responsibility rather than by moral principles (Antunes & Camisão, *Introducing Realism in International Relations Theory*, 2018).

5.2. LIBERALISM

Liberalism theories that emphasize freedom and broadness such as in speaking, conveying ideas and arranged according to human rights (Ambar, 2017). Liberalism based on the moral the right of an individual prioritizing freedom, human happiness and seeing the good side of humans, liberalism will look at the positive attitude of humans, trust the good nature of humans, and uphold the freedom of each individual (Meiser, *Introducing Liberalism in International Relations Theory*, 21018).



5.3. CONSTRUCTIVISM

Constructivism is simply state the obvious that actions, interactions and perceptions shape reality and by the ideas that people states have about themselves and that ideas can change over time (Theys, 2018).

5.4. MARXISM

Marxism theory is a social, political and economic which effect of capitalism that struggle between social and power classes among actors in society specifically between the bourgeoisie, or capitalists, and the proletariat, or workers, defines economic relations in a capitalist economy and will inevitably lead to revolutionary communism (Chappelow, Marxism, 2019).

6. INTERNATIONAL ORGANIZATION

An international organization is an international relationship of several countries or a combination of functions that has a common goal in the form of cooperation in the fields of economy, politics, education and resources (Abidin, 2016). International organizations are caught in a dilemma because their strength and existence are derivative of the actors (the state) they are supposed to govern (or govern, or influence), but in practice are much more complex than that and may be either more or less than they appear on paper (Hurd, International Organizations: Politics, Law, Practice, 2014).



6.1. ASSOCIATION OF SOUTHEAST ASIAN NATIONS (ASEAN)

The Association of Southeast Asian Nations (ASEAN) is an organization in the Southeast Asia region that includes ten countries, namely Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. The purpose of ASEAN is to accelerate economic, social and cultural growth between Southeast Asian regions, to cooperate in exploiting and maximizing agriculture and industry, expanding markets. ASEAN was formed because of the similarity in geographic location in the Southeast Asia region, cultural similarities and similar fate in history (Maizland & Albert, 2019). ASEAN has regulation and requirements for its members, which are called The ASEAN charter, such as geographic location in Southeast Asia, recognition by all ASEAN member countries, agreement to be bound by and subject to the Charter, and the ability and desire to carry out membership obligations (Angeles & Yusingco, 2017).

With the existence of international organizations, it will facilitate cooperation between countries, such as one of the largest online transportation companies in Indonesia, Gojek, which has succeeded in expanding its market in Singapore by collaborating with local transportation there. ASEAN



facilitates cooperative relations between Indonesia and Singapore in the fields of transportation, technology, and economic. The advantage of having ASEAN for the Gojek company is that it can easily expand its market to Southeast Asian countries and improve the Indonesian economy which successfully contributed US \$ 3 billion in 2018 (gojek, 2019). In addition to the advantages that exist for ASEAN, disadvantages are also felt due to cooperation between countries such as motorbikes being able to take over in the transportation sector in Singapore which will harm local transportation there (The Jakarta Post, 2014).

6.2. ASIAN PACIFIC ECONOMIC CORPORATION (APEC)

Indonesia is a member of the Asian Pacific Economic Corporation (APEC) which is an international organization with a focus on cooperation in the economic sector in the Asia Pacific region, APEC has 21 countries as members are the United States, Australia, Brunei Darussalam, Canada, Chile, China, Hong Kong, China, Indonesia, Japan, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru The Philippines, Russia, Singapore, Republic of Korea, Chinese Taipei, Thailand, and Viet Nam (Asia-Pacific Economic Cooperation (APEC), 2019). The purpose of APEC is to improve the Asia Pacific economy and economic prosperity, to fight for the economic interests of the Asia Pacific region so that it can survive amid the growing international economy (Bloomenthal, 2019). The benefits it has for APEC members are maintaining



the stability of economic growth, creating conditions that support increased trade, discussing issues that are often a denominational threat (Kusumaningsih, 2019). APEC has a cooperative principle that is built on the basis of all APEC decisions that must be agreed upon by 21 member economies, the agreement in the APEC forum is carried out voluntarily and does not take sides, the implementation of decisions is carried out by all members according to the ability of each economy (Kementrian Luar Negeri Republik Indonesia, 2019).

APEC is very influential as a guide that has enormous benefits not only for entrepreneurs, actors in the economic sector but also for the young generation now such as Gojek, which is one of the largest companies in the field of transportation (Ministry of Foreign Affairs Republic of Indonesia, 2019).

7. RESULTS

To find the result to fulfill the objective of this paper, I will conduct a quantitative research in order to produce data for the result. From the questionnaires, I distributed received the total number of 34 responses. There are 12 statements or questions inside the questionnaire discuss about international theory such as liberalism, realism, constructivism, and Marxism.



Table 4: Questioners

Variable	Statement	Indicator
Realism	I make decision based on facts, actual & practically	Likert Scale 1=Strongly disagree 2=disagree 3=neutral 4=agree 5=strongly agree
	I make decision based on the benefits that I will get	
Liberalism	I enjoy to treat people fairly	
	I hate so much when I see people being treated unfairly	
Constructivism	I am a competitive person	
	I treat others the way they treat me	
Marxism	I am behaving in such a way that I am differentiating people based on their own social roles	
	I am treating people based on their appearance	
ASEAN	I believe ASEAN is fair to all members	
	I believe that ASEAN has a great influence on economic, social and cultural growth in the Southeast Asia region	
APEC	I believe APEC is fair to all members	
	I believe that APEC has a great influence on economic activities in the Asia Pacific Region	

Table 5: Results

R2	R1	L1	L2	C1	C2	M1	M2	ASEAN1	ASEAN2	APEC1	APEC2
3	4	4	4	2	3	1	1	3	4	3	3
5	5	5	5	3	5	5	5	4	4	4	4
4	5	5	4	5	4	3	3	5	5	5	5
4	4	4	3	4	3	4	4	4	4	4	3
3	5	5	4	3	4	1	3	3	4	3	4
2	4	5	5	3	2	3	1	3	4	3	4
5	5	5	5	5	3	3	3	5	5	5	5
5	4	5	5	2	4	1	1	3	5	3	5
5	4	5	5	2	4	1	1	3	5	3	5



R2	R1	L1	L2	C1	C2	M1	M2	ASEAN1	ASEAN2	APEC1	APEC2
4	4	5	5	2	4	3	1	3	3	3	3
3	5	5	5	4	5	3	1	3	5	3	3
4	5	5	5	4	4	3	3	3	4	3	3
5	5	5	1	5	3	4	2	4	4	3	3
5	3	5	3	1	3	3	1	2	4	3	3
4	4	5	5	3	5	5	4	4	5	4	4
2	5	5	5	3	3	4	4	3	3	3	3
4	4	4	4	3	3	2	1	4	4	4	4
3	4	5	4	3	2	2	1	3	3	3	3
4	4	4	5	2	3	1	1	1	3	1	3
3	5	5	2	5	5	5	5	5	5	5	5
2	4	5	5	3	3	2	1	3	4	3	5
5	4	4	4	4	4	4	4	4	4	4	4
5	4	4	4	3	3	2	2	4	4	4	4
4	4	4	5	3	3	1	1	3	4	3	4
4	4	4	4	3	3	2	3	4	4	4	4
3	4	5	4	3	2	2	1	3	3	3	3
4	5	5	5	3	3	2	2	3	3	3	3
4	4	4	4	4	3	3	2	3	4	3	4
4	4	4	4	2	5	3	1	2	2	2	3
3	4	4	4	3	4	2	3	4	4	4	4
5	4	5	4	4	5	4	3	2	3	3	3
3	5	5	5	2	3	4	3	2	5	2	3
5	5	5	5	4	4	3	2	3	3	3	3

Based on the results of the questionnaire above, it shows that people think realistically in making decisions based on facts and the benefits they will get. half of the respondents are people who are liberal and prioritize justice by giving answers strongly agree if they enjoy being fair to people and do not like seeing injustice. In terms of constructivism and Marxism, many are neutral and choose to disagree with their way of thinking. Based on the results, many have



chosen to be neutral or have no opinion of APEC and ASEAN if the organization is fair to all of its members and many also agree that APEC and ASEAN have a big influence in the Asia Pacific and Southeast Asia region

8. CONCLUSION

From the data and discussion above it can be concluded that the rivalry between international and national company in Indonesia which in this paper represented by Gojek and Grab company are making a huge impact into the working condition of Indonesia. It can be measured from the improvement of living condition in Indonesia which in this paper was based on salaries and wages of employee in both Gojek and Grab who is higher than the minimum wages of Indonesian people. Besides that, based on employee's satisfaction Gojek is able to satisfy their employee in term of salary, flexibility of their job and partnership. Grab also able to achieve the average level of satisfaction in term of commission. Gojek and Grab also creating the CSR programs in form of Technological Improvement, Education and Woman Employment also helping support local communities. It was undeniable that besides making changes in economy Online Transportation Company also making changes in the living condition of people in Indonesia. This paper also explains about international theory and international organizations such as ASEAN and APEC which have related to Gojek.



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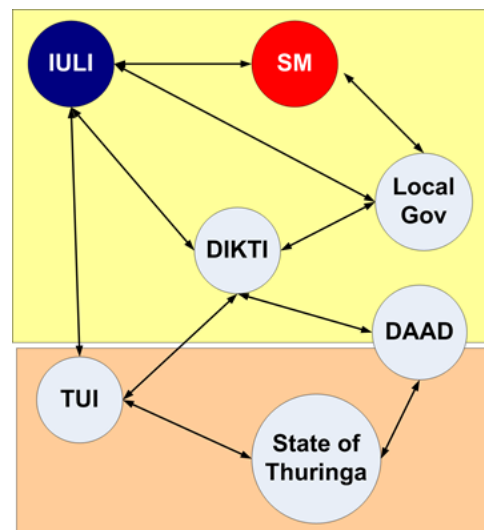
PART 2: OUR EXERCISES

Q1 – International Theories

The selected international theories discussed are realism, liberalism, constructivism, Marxism. Please address the following questions

- What is the definition of each of those theories? Briefly elaborate
- If I am relying on realism, liberalism, constructivism & Marxism, how would I behave and/or making decisions?

- For instance, realism (or constructivism, liberalism & Marxism) believes in all about actuals, practicality, real facts & activities, so how would I behave and make decisions on behalf of IULI, DIKTI,



Pemda, etc? Also, how would I interact with other organizations?

1. Jasmine's Work

Realism

- Realism is a theory that claims to explain the reality of international politics. It emphasizes the constraints on politics that result from



humankind's egoistic nature and the absence of a central authority above the state (Antunes & Camisão, 2018). This theory began from a premise that states are motivated by a sense of their own insecurity to continually look for ways to increase their power (Hurd, 2014).

b. Realists are particularly intrigued by the interest of the great powers. So, in my opinion the realist will make decisions based on the benefits that they will gain and anything they do can be presumed because they saw some interest in doing it.

c. If I am relying on realism the way I would interact with other organizations definitely because I saw their organizations have good quality, and what benefit that I will get. And I would maintain good relationship with others as long as they give me benefit and security for my position.

For instance, if I am on behalf of DIKTI I will maintain a good relationship towards DAAD, so when students from my country want to go to German, I can get help to take care the administration. And also, I can maintain the relationship between 2 countries.



Liberalism

a. Liberalism contains a variety of concepts and arguments about how institutions, behaviors, and economic connections contain and mitigate the violent power and states. Liberalism is based on the moral argument that ensuring the right of an individual person to life, liberty, and property is the highest goal of government (Meiser, 2018).

b. Liberalism would encourage us to see what mutual advantage might be realized by coordinating between the parties. So, when I make the decision, I will consider first what advantage that I can get. And I will maintain good relationship with others if I can get advantage from them.

c. If I am relying on liberalism the way I interact with other organization would be because I believe there is some advantage for me from my participation.

For instance, as the behalf of IULI I will maintain good relationship toward DIKTI, TUI, SM, and Local Government so when I need to take care necessary administration, I can do it smoothly.



Constructivism

a. Constructivism is founded on the fact that much of international politics is shaped by the ideas that people and states have about themselves and the world around them (ideas such as “ally” and “enemy”), and that these ideas can change over time (Hurd, 2014).

b. Constructivism focuses on the constitutive effects of interaction between actors and structures. So, the way I behave toward others is in turn how they behave toward me.

c. If I am relying on constructivism the way I interact with other organization is by making them my ally, if they treat me as their ally.

For instance, as behalf of DIKTI I will ally with DAAD, and as behalf of IULI I will ally with TUI. So basically, I’m going to make ally with international organization.

Marxism

a. Marxism is a social, political, and economic philosophy named after Karl Marx. This theory focuses on the struggle between capitalists and the working class, Marx wrote that the power relationships between capitalists and workers were inherently exploitative and would inevitably



create class conflict (Chappelow, 2019).

- b. If I am relying on Marxism, I want to have equal rights to anything.
- c. If I am relying on Marxism, for instance, as behalf of IULI I will maintain good relations and treat them in the same way with any students regardless of their background.

And the way I interact with other organization is by asking them to contribute to maintaining existing division, so there will be equality.

2. Farid's Work

- a. What is it?

Realism

The theory that looking into the balance of power or power become equality. This theory explains the strong power they have was their power itself, also the weak power they have that the power must accept, the point realism is who have biggest power who can adapt and survive. In international organization point of view see through security dilemma and the world categories as battle royal, for instance UN (United Nation) see people of Indonesia have a strong nationality, and most of society in



Indonesia not agree with new regulation was implement about Indonesia as nation cannot be in touch between island, because it can be dangerous action at the end for the other country nearby. So, the UN see republic of Indonesia getting strong between each island with classified among race, culture, religion, and soon as a threat when see through realism point of view.

Liberalism

The core theory of liberalism the world must be made safe, peace is one decision plant to tested foundations as political liberty or individual freedom, with main reason of rational choice process. When we related liberalism to the case was mention UN on realism, the point of view UN in liberalism is the reserve, which UN see Indonesia become the part of threat among other country or international organization itself as peace way, and will be different action taken by UN. Liberalism point of view try to achieve freedom and safe between Indonesia, other country, and international organization on this case.

Constructivism

Theory of constructivism was bringing from positivist and post-positivist to support to critic realism. Action taken by positivist have purpose to



prove something can be calculated, reliable source/information, and more into natural sciences was exist, while post-positivist emphasizes on value, idea, and interpretation of scholar. If we take the same case from realism and liberalism, decisions were taken by UN will be more complex and consideration affected from the side of positivist and post-positivist was exist since a long time ago until the new ones, it depending which one is more proven between each of it.

Marxism

Marxism is a method of socioeconomic analysis of social, political, and economic philosophy that uses a materialist interpretation of historical development, better known as historical materialism, to understand class relations and social conflict as well as a dialectical perspective to view social with examines the effect of capitalism on labor, productivity, and economic development and argues for a worker revolution to overturn capitalism in favor of communism. Implementing same case with realism, liberalism, and constructivism of the UN towards Indonesia will give different action taken by UN, and also give a different results of it, for instance maybe if we look into the society of Indonesia have a strong nationality is still becoming threat among other country and international organization, but it happened because the situation of Indonesia as nation



is different from other country in the terms of social, political, and economic philosophy, and decision taken by UN can be treat in different way or is considered point of equality among other country and international organization.

b. If I am relying on realism, for instance, how would I behave and/or making decisions?

When relying on realism action taken in the terms of making decision as simple life is battle ground which we should be have a big role on life and behavior. For instance me as a person bought a brand new motorcycle, in the middle of transaction or agreement dealer was offering insurance for my goods for long-term lifetime my motorcycle, but because the person is realism, me as the person will have perspective insurance is some kind of change to me as customers spend more money to them, my decisions will be give them perspective that insurance was not goods for customers, because it cost a lot more, the person can have decision to cancelled the transaction and agreement and tell to every person insurance is not goods or complaining to the high level management on that dealership to change or erase that kind of service to customers.



c. For instance, realism believes in all about actuals, practicality, real facts & activities, so how would I behave and make decisions on behalf of IULI, DIKTI, Pemda, etc? Also, how would I interact with other organizations?

The main core of realism was talking about how much power we have and gain as much as we can to reach the highest power. One of the important components of power when we reach the most secure security, because realism believe bought security is impossible, what we can do about security is construct. When realism believes in practicality, real facts, and activities, me as student will has perspective all about academical activities is battle ground, the security of my own knowledge and other student is something should be hiding from anyone else, and it can reach the security on personal information. Personal information things can be hiding by a person for information, it can make University have limited database about personal information in each student, lecturers, even parents. If the perspective of realism from the point of between organization on illustration above it can be more complex. for instance, IULI and TUI categories as university will have same perspective about university industry is battle ground and level up security of their own even both have contracts. One of example level up security between IULI and TUI is research was achieved by student and lecturer is a simple thing cannot be



share and makes both close their own process to reach achievement, method of learning, handling students, also the curriculums itself. As ministry of education such as Dikti will be eliminated university who have weakest power or security either its IULI or TUI, same as DAAD as academic exchange services measuring which one have the best curriculum have the power about agreement should be implemented with any kind of programs build by IULI and TUI.

3. Fina's Work

a. **Realism** theory has been the most influential theory of international theory because based on facts, all about actuals and practicality who ultimately want to gain power (Antunes & Camisão, 2018).

Liberalism theories that emphasize freedom and broadness such as in speaking, conveying ideas and arranged according to human rights (Ambar, 2017).

Constructivism is simply state the obvious that actions, interactions and perceptions shape reality and by the ideas that people states have about themselves and that ideas can change over time (Theys, 2018).



Marxism theory is a social, political and economic which effect of capitalism that struggle between social and power classes among actors in society (Chappelow, 2019)

- b. **Realism** will act and do what needs to be done to maximize and achieve strength so as to achieve goals better and make unanimous decisions.

Liberalism prioritizing freedom, human happiness and seeing the good side of humans, if I depend on liberalism then I will look at the positive attitude of humans, trust the good nature of humans, and uphold the freedom of each individual.

Constructivism my ideas and processes will have an impact on social interaction

Marxism I will fight against capitalism so that all people get equal rights especially the government

c. Realism

If I behalf of IULI and relying on realism based on facts, all about actuals and want to gain power, IULI will make and make decisions in



accordance with existing regulations and in accordance with SM, DIKTI, DAAD, TUI, Local government and State of Thuringa. IULI believes that cooperation between organizations can run well if the power is distributed evenly although IULI still wants to get his own power. TUI and DAAD are outside organizations that work together with IULI in the field of education so TUI and DAAD must follow the rules made by the local government and DIKTI in education.

Liberalism

IULI considers having free and broad powers without following, setting a rule and can change at any time depending on the situation, only taking into account individual factors as the main factors. IULI will reject the existence of rules from local government, SM, and DIKTI because it has freedom in determining its own rules. In terms of local government, SM, DIKTI can play an active role in guaranteeing and ensuring freedom of the organization.

Constructivism

If I behalf on the local government, rules are not just external and regulative orders. Other organizations such as DIKTI, IULI, SM also actors as agents who appear to be independent in the first place, and



they are arrangements for interaction between these units.

Marxism

The local government has the highest authority and all the centers are in the hands of the government. IULI, SM and other organization will only follow whatever rules are given by the government.



Q2 - Inter-Connectedness of International Theories

In this Q2, your tasks are as follows;

1. Edit and modify your Q1 by ensuring the proper citations and bibliography, including adding your name on the first page.
Resubmit your Q1 into Google Classroom
2. Since you have analyzed the 4 international theories, in your opinion, what is the underlying theory used in IULI, Sinar Mas, DAAD, TUI, and DIKTI/Ministry of Education?
3. What are the expected behaviors from those institutions? Kindly remember the discussions on expected behaviors in Organizational Behaviors & Development
4. Are they behaving as such in accordance with your expectation, to the best of your knowledge?
5. In your opinion, what is/are the causes of the improperly matched sets of behaviors as per your expectation from your expectation?
6. Provide evidence

1. Jasmine's Work

1. Done directly in Q1



2. Underlying theory that used in:

- IULI & TUI

Both IULI and TUI are university. So, in my opinion, the underlying theory that used in university is liberalism. Liberalism would encourage us to see what advantage that we might get. So, I think this theory is suitable for university, because they want to get benefit from what they do, whether that economic benefit or others benefit.

- Sinar Mas

I think Sinar Mas also using liberalism as their underlying theory, because they also want to get benefit from what they do. They need to get benefit so their business can continue to run smoothly.

- DAAD

I think DAAD using realism as their underlying theory, because as academic exchange service, they are going to deal with data. And data are based on actuals, real facts, and activities.



- DIKTI/Ministry of Education

In my opinion, the underlying theory that used in DIKTI/Ministry of Education is realism. Realism believes in all about actuals, practicality, real facts and activities. So, as a governmental organization this theory will be suitable, because when they are making decision or rules it's because of the data that happened on field.

3. From what I learned on Organizational Behaviors & Development, expected behavior is situational. So, it varies from one situation to another situation. For instance:

- IULI & TUI

The expected behavior from university is they will give the students proper education and provide students with adequate facilities so that teaching and learning activities can run smoothly.

- Sinar Mas

The expected behavior from Sinarmas as a building owner is to give reasonable price to building tenants.



- DAAD

The expected behavior from DAAD is to help in taking care of administration for students who want to study in Germany.

- DIKTI/Ministry of Education

The expected behavior from DIKTI/Ministry of Education is to formulate, determine, and implement policies in the field of education as well as possible, which are not cause difficulties for students and parents. And then giving support and provide assistance to existing educational institutions.

4. Based on what I know, the institutions that I mention above are behaved according to my expectations, except Ministry of Education.

5. The reason why Ministry of Education didn't match with my expectation is because recently they made a policy that is not wise.

6. For instance, implementing a zoning system and accepting students based on their age (prioritizing older students). And those policies causing some smart and outstanding students to be unable to enroll in public schools, and causing economically disadvantaged students



to enroll in private schools, which most of private schools are expensive.

2. Farid's Work

In this Q2, your tasks are as follows;

1. Edit and modify your Q1 by ensuring the proper citations and bibliography, including adding your name on the first page.

Resubmit your Q1 into Google Classroom

Realism

is a theory that claims to explain the *reality* of international politics. It emphasizes the constraints on politics that result from humankind's egoistic nature and the absence of a central authority above the state. For realists, the highest goal is the survival of the state, which explains why states' actions are judged according to the ethics of responsibility rather than by moral principles (Antunes, 2018). In international organization point of view see through security dilemma and the world categories as battle royal, for instance UN (United Nation) see people of Indonesia have a strong nationality, and most of society in Indonesia not agree with new regulation was implement about Indonesia as nation cannot be in



touch between island, because it can be dangerous action at the end for the other country nearby. So, the UN see republic of Indonesia getting strong between each island with classified among race, culture, religion, and soon as a threat when see through realism point of view.

Liberalism

A core argument of liberalism is that concentrations of unaccountable violent power are the fundamental threat to individual liberty and must be restrained (Meiser, 2018). When we related liberalism to the case was mention UN on realism, the point of view UN in liberalism is the reserve, which UN see Indonesia become the part of threat among other country or international organization itself as peace way and will be different action taken by UN. Liberalism point of view try to achieve freedom and safe between Indonesia, other country, and international organization on this case.

Marxism

theory that drives Marxism – tries to apply this advice by grounding the understanding of international relations in the ways in which



people have transformed the land, produced things on it and are ultimately dependent on its resources for shaping political institutions such as the state and international organization. The role of theories and knowledge more generally is to reveal what is real and what is an illusion (Pal, 2018). Implementing same case with realism, liberalism, and constructivism of the UN towards Indonesia will give different action taken by UN, and also give a different results of it, for instance maybe if we look into the society of Indonesia have a strong nationality is still becoming threat among other country and international organization, but it happened because the situation of Indonesia as nation is different from other country in the terms of social, political, and economic philosophy, and decision taken by UN can be treat in different way or is considered point of equality among other country and international organization.

Constructivism

Constructivism is often said to simply state the obvious – that actions, interactions and perceptions shape reality. Indeed, that idea is the source of the name of this theory family (Theys, 2018). If we take the same case from realism and liberalism, decisions were



taken by UN will be more complex and consideration affected from the side of positivist and post-positivist was exist since a long time ago until the new ones, it depending which one is more proven between each of it.

2. Since you have analyzed the 4 international theories, in your opinion, what is the underlying theory used in IULI, Sinar Mas, DAAD, TUI, and DIKTI/Ministry of Education?

IULI

According to theory of international relations IULI as University was categories in **Constructivism** theory. Because most value as university is relying to the Post-Positivist and Positivist

Sinarmas Land

Sinarmas as developer was define using **Marxism** underlying theory in international relations

DAAD

As a service organization in the terms of exchange students service, DAAD can be supporting to two underlying theory of international



relations, which is **Marxism** and **Constructivism**. Because as academic exchange students sometimes they should follow different rules or regulations from other countries that they should dealing with.

TUI

With following underlying theory of international relations most of aspect was supporting university activities is **Constructivism**

DIKTI/Ministry of Education

Ministry of education is a part of government organization establish that was supporting **Marxism** underlying theory of international theory.

3. What are the expected behaviors from those institutions? Kindly remember the discussions on expected behaviors in Organizational Behaviors & Development

University

From the side of university which are IULI and TUI was expected a clear & good behavior and development between them, to create a



better academical study among other. Both will expecting every good curriculum was exist among them and have a good prospect was hoped to be implement, but back to the rules and regulation was exist sometime makes it not possible to implement.

Sinarmas Land

As developer Sinarmas Land expecting a legal organization was renting they space with purpose to create a good or balance environment on place that they develop. Educational establishment was one of example that expecting from Sinarmas Land, because when they create society, townhouse, cluster, and so many places for people stay, but there are was does not existing of educational services, it just stacks of people on that area. From the side of university was expecting to Sinarmas Land with price more friendly, but more than that, another example is developing facilities area that supporting university to develop educational studies, such as Lab, Food Court, GYM, and Parking.

DAAD

As service exchange student they expect every business about exchange program from each country was doing by their expecting



from the side of educational test, program, and schedule.

DIKTI/Ministry of Education

As ministry of education was expecting to every activity doing or running in Indonesia was following rules and regulation was made and have ethereality in several aspect with purpose of different cultural of educational studies.

4. Are they behaving as such in accordance with your expectation, to the best of your knowledge?

As long that I know they was behaving to reach same purpose or just have connection because of needed/regulation. One of example is DIKTI give minimum SKS from each study program to achieve by student, and every university in Indonesia can implement and adapt with that behavior.

5. In your opinion, what is/are the causes of the improperly matched sets of behaviors as per your expectation from your expectation?

What of causes improperly matched behavior is development or



behavior that not supporting activity among of institution that was connected. When one of institution have their belief about their cases, they will ignore it, and another institution will be aggrieved.

6. Provide evidence

For instance, DIKTI was made a new curriculum that all university was located in Indonesia should be implement about student in the first semester should be thesis defends, and IULI thinks in cases was happened before student at first semester not compatible with thesis defends educational, there will be causes improperly matched of behavior.

3. Fina's Work

1. done directly into my Q1

2. In my opinion DIKTI/ Ministry of Education relying on realism because want to gain power and achieve strengths so as to achieve goals better and will make decisions or rules according to what is happening now.

IULI, SinarMas, TUI, DAAD relying on liberalism because they believe that the existence of relationships and cooperation with other organizations will strengthen each other and SinarMas, DIKTI can play an active role in



guaranteeing and ensuring freedom of the organization.

3. IULI and TUI as a campus, it can provide sufficient facilities and educational needs for their students, provide an encouraging learning environment for each student, make rules that apply to all students, lecturers and staff.

DIKTI/ Ministry of Education think of children who are less able to continue school, equal opportunities and improving the quality of education mainly starting from the availability of minimum facilities and infrastructure in the form of a proper school building, to the availability of various other educational support facilities.

SinarMas can provide sufficient facilities in accordance with the price they offer DAAD as an organization that can make it easier for students to get scholarships to study in Germany

4. Some of these institutions have behaving in accordance my expectation

5. My expectation for IULI is that she has sufficient facilities and it turns out that she doesn't have many facilities, in my opinion IULI doesn't have



many facilities such as canteen, parker lots, classroom because there is not enough space and there is no own building.

DIKTI/ Ministry of Education pays less attention to areas that are far from cities so that education there does not get more attention such as cities in remote areas of Indonesia that do not have inadequate school buildings or school buildings, there are less teachers there.



Q3 – Structures of International Organizations

In Q3, you are required to study, analyze, and search for details on the selected organizations as assigned below.

Please kindly organize your answers in accordance with the following table, as your guidance.

You are responsible for a total of **4 organizations**, as follows;

- Farid: World Trade Organization (WTO), United Nations Children’s Fund (UNICEF), Association of Southeast Asian Nation (ASEAN) & North Atlantic Treaty Organization (NATO)
- Syafina: International Monetary Fund (IMF)/World Bank, World Health Organization (WHO), North American Free-Trade Agreement (NAFTA) & United Nations Educational, Scientific & Cultural Organization (UNESCO)
- Jasmine: International Labor Organization (ILO), United Nations High Commissioner for Refugees (UNHCR), Organization for Petroleum Exporting Countries (OPEC) & ASEAN Free-Trade Agreement (AFTA)



1. Jasmine's Work

ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
Who are the members	There 187 countries that become a member of ILO. 186 of them are also a member of the United Nations, members of the ILO which are not included as members of the United Nations is the Cook Island (ILO).	UNHCR now has more than 17,324 personnel that work in total of 135 countries (UNHCR).	Currently, OPEC has a total of 13 Members Countries, including Algeria, Angola, Congo, Equatorial Guinea, Gabon, Iran, Iraq, Kuwait, Libya, Nigeria, Saudi Arabia, UAE, and Venezuela (OPEC).	The members of AFTA are Brunei Darussalam, Indonesia, Malaysia, Philippines, Singapore, Thailand, Cambodia, Laos, Myanmar, and Viet Nam (ASEAN).
Purpose of the organization	The ILO is devoted to promoting social justice and internationally recognized human and labor rights, pursuing its founding mission that social justice is essential to universal and lasting peace	UNHCR is mandated by United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution of refugee problems. UNHCR's primary purpose is to safeguard	The purpose of OPEC is to coordinate and unify the petroleum policies of its Member Countries and ensure the stabilization of all markets in order to secure an efficient, economic, and regular supply of petroleum to	The purpose of this agreement is to encourage and promote businesses of all sizes in ASEAN to trade regionally as well as internationally without tariff barriers (Shira, 2017).



ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
	(ILO).	the rights and well-being of refugees (UNHCR).	consumers, a steady income to producers and a fair return on capital for those investing in the petroleum industry (OPEC).	
Obligations & requirements as members	<p>ILO members have obligations such as financial obligation, so the new members have to contribute financially to the organization (the amount is decided by the International Labor Conference).</p> <p>Not only financial obligation but there are also constitutional</p>	The members have obligations to protect the refugee and should not return the refugee to a country where they face serious threats to their life or freedom (UNHCR).	The members of the organization shall work together to ensure stable oil prices, secure fair returns to producing countries and investors in the oil industry, and provide a steady petroleum supply to consumers (OPEC).	The members have obligation to obey the agreement, such as reduce the tariff (ASEAN).



ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
	<p>obligations.</p> <p>There are constitutional obligations that have to be fulfilled such as Tripartism (members accept to send tripartite delegations of representative to meeting of International Labor Conference), Conventions and Recommendations (member states of the ILO are strongly encouraged but not required to ratify the conventions adopted by International Labor Conference), and Legal</p>			



ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
	protection of the Organization (ILO, 2014)			
Enforcement	The governing body can recommend punishments against countries that fail in their obligations under the conventions (Hurd, 2014).	The security council can take any action it deems necessary, including the use of force, to respond to threats to international peace and security (Hurd, 2014).	OPEC will suspend the country membership.	I think the enforcement would suspension of the membership.
Sources for Officers' salaries	The ILO funding base consists of both assessed contributions from member States and voluntary contributions from a wide range of funding partners (ILO).	UNHCR rely on donors, private partners, governments, and their sister organization, and partnership with NGOs to get fund, and operate their organization and to pay their personnel (UNHCR).	The OPEC fund's resources consist of voluntary contributions made by member countries (OPEC).	I think the source for officers' salaries in AFTA is come from their members.



ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
Benefits for the member countries	<p>It helps to create and define an international consensus on the baseline regulations for aspects of labor and employment.</p> <p>Also, it provides a forum in which complaints against states can resonate and be amplified. So, ILO has benefits for states to make public and legal commitments regarding their labor laws and a mechanism by which they might be held to account for them (Hurd, 2014).</p>	<p>In my opinion, the benefit of UNHCR to the country is they will help the state to take care of the refugees in their country.</p>	<p>OPEC member countries can monitor the market and decide collectively to raise or lower oil production in order to maintain stable prices and supply (CNN, 2020).</p>	<p>The benefit from this agreement is the elimination of tariffs that will result in product price reductions throughout ASEAN, encouraging higher market competition, help ASEAN countries' products gain access to a regional market that incorporates many substantial advantages, and the export & investment sectors will generate higher potential in the long term</p>
Connections	In my opinion, his	I think the refugees can	Domestic businesses	Businesses with



ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
to the members' domestic businesses & industries	<p>organization will help businesses and industries to understand their employee right, and how to treat their employee properly.</p> <p>That will help to avoid conflict between labor and business owner.</p>	<p>help economic growth in the country they will stay. Or, domestic business owner can give a refugees' job, with lower salaries then the local, I think that will benefits both sides because the refugees also need money to make living and the business owner can get employee with lower cost.</p>	<p>industry can decide whether they want to increase or reduce the oil supply. If they were unsatisfied with the price of oil, they can cut the supply of oil so the prices will rise.</p> <p>Basically, they can make the price raises or lower (Lioudis, 2020).</p>	<p>operations in ASEAN can use the FTAs to gain easy access to new export markets for their products at low costs, and benefit from simplified export and import procedures (Shira, 2017).</p>
Performance indicators for achievements	<p>In my opinion, a performance indicator for achievement is when organization can meet their goals. The performance</p>	<p>The performance indicators for achievements in UNHCR I think is when this organization can help the refugees not</p>	<p>The performance indicators for achievements in OPEC are when this organization can ensure the</p>	<p>The performance indicators for achievement in AFTA is when AFTA can be used as a media to promote businesses of</p>



ITEMS	International Labor Organization (ILO)	United Nations High Commissioner for Refugees (UNHCR)	Organization for Petroleum Exporting Countries (OPEC)	ASEAN Free-Trade Agreement (AFTA)
	indicators for achievements for ILO I think are when there are no cases about violation on labor rights.	only in short terms but also for long term.	stabilization in oil market, and ensure a steady income to producers and a fair return on capital for those investing in the petroleum industry.	all sizes in ASEAN and to trade regionally as well as internationally without tariff barriers.

2. Farid's Work

ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
Who are the members	There are only 16 countries from all over the world are not part of WTO members, and they are Aruba, Curacao, Eritrea, Kiribati,	The United Nations Children's Fund is a United Nations agency responsible for providing humanitarian and developmental aid to	The Association of Southeast Asian Nations is a regional intergovernmental organization comprising ten countries in Southeast	NATO membership is open to "any other European state in a position to further the principles of this Treaty and to contribute to the



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
	Kosovo, Marshall Island, Micronesia, Monaco, Nauru, North Korea, Palau, Palestinian Territories, San Marino, Sint Maarten, Turkmenistan, and Tuvalu.	children worldwide among the most widespread and recognizable social welfare organizations in the world, with a presence in 192 countries and territories.	Asia consist of Indonesia, Thailand, Malaysia, Singapore, Philippines, Vietnam, Brunei, Myanmar, Cambodia, and Laos	security of the North Atlantic area.
Purpose of the organization	WTO is the international organization whose primary purpose is to open trade for the benefit of all	UNICEF is mandated by the United Nations with general assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.	As set out in the ASEAN Declaration, the aims and purposes of ASEAN are: <ul style="list-style-type: none"> • To accelerate the economic growth, social progress and cultural development in the region through joint endeavours in the spirit of equality 	NATO purpose is classified into two sectors, which is political and military alliance. On political side, NATO promotes democratic values and enables members to consult and cooperate on defense and security-related issues to solve problems,



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
			<p>and partnership in order to strengthen the foundation for a prosperous and peaceful community of Southeast Asian Nations;</p> <ul style="list-style-type: none"> • To promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries of the region and adherence to the principles of the United Nations Charter; • To promote active 	<p>build trust and, in the long run, prevent conflict. And military sector NATO is committed to the peaceful resolution of disputes.</p> <p>If diplomatic efforts fail, it has the military power to undertake crisis-management operations. These are carried out under the collective defense clause of NATO's founding treaty - Article 5 of the Washington Treaty or under a United Nations mandate, alone or in cooperation with other</p>



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
			<p>collaboration and mutual assistance on matters of common interest in the economic, social, cultural, technical, scientific and administrative fields;</p> <ul style="list-style-type: none"> • To provide assistance to each other in the form of training and research facilities in the educational, professional, technical and administrative spheres; • To collaborate more 	<p>countries and international organizations.</p>



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
			<p>effectively for the greater utilisation of their agriculture and industries, the expansion of their trade, including the study of the problems of international commodity trade, the improvement of their transportation and communications facilities and the raising of the living standards of their peoples;</p> <ul style="list-style-type: none">• To promote Southeast Asian studies; and	



ITEMS	World Trade Organization (WTO)	United Nations Children’s Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
			<ul style="list-style-type: none"> • To maintain close and beneficial cooperation with existing international and regional organisations with similar aims and purposes, and explore all avenues for even closer cooperation among themselves. 	
Obligations & requirements as members	Mandate, legal provisions and guidelines. But WTO members must agree in the terms, this is done through the establishment of	Because of UNICEF is agency from United Nation requirements members should be registered at United Nation, and the Executive Board is	The Bangkok Declaration lays down no conditions for membership other than location in Southeast Asia and the usual principles of inter-state	NATO’s “open door policy” is based on Article 10 of the Alliance’s founding document, the North Atlantic Treaty.



ITEMS	World Trade Organization (WTO)	United Nations Children’s Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
	<p>working party of WTO members and through a process of negotiations.</p>	<p>made up of 36 Member States, elected to three-year terms by the Economic and Social Council, with the following regional allocation</p>	<p>relations.</p> <p>ASEAN has no membership criteria related to the character of government, ideological system and orientation, economic policy, or level of development.</p> <p>If there were such criteria for membership, a regional association would not be possible in Southeast Asia, given its diversity. To be admitted as an ASEAN member state, a state must maintain embassies in all</p>	<p>The Treaty states that NATO membership is open to any “European state in a position to further the principles of this Treaty and to contribute to the security of the North Atlantic area”.</p> <p>It states that any decision on enlargement must be made “by unanimous agreement”. NATO enlargement has helped increase stability and prosperity in Europe. It is aimed at promoting stability and cooperation, and at building a Europe</p>



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
			<p>current member countries of the bloc. One common concern that must be addressed through negotiations is the ability of a prospective member to participate in ASEAN Free Trade Area and all other economic co-operation arrangements.</p> <p>One important means of orientation for a prospective member is its attendance at ASEAN meetings and participation in co-operation projects.</p>	<p>united in peace, democracy and common values.</p>
Sources for	Most income gain by	Income UNICEF gain	Intraregional trade in	Income of NATO



ITEMS	World Trade Organization (WTO)	United Nations Children’s Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
Officers’ salaries	<p>WTO its annual budget from contributions by its members, and that are established according to a formula based on their share of international trade with Swiss Franc (CHF) currency.</p> <p>WTO was charge tariffs due to member customs duty rates in many cases imports with standardized tariff between country became other income to pay their officers.</p>	<p>from funding government and private groups and individuals contribute the rest through national committees.</p> <p>That will be used to operating activities that held by UNICEF, also salary for all officers in the terms of providing humanitarian and developmental children worldwide.</p>	<p>goods—along with other types of cross-border flows—is likely to increase with implementation of the ASEAN Economic Community integration plan, which aims to allow the freer movement of goods, services, skilled labor, and capital. Those income will be allocating for ASEAN operation and payout officer salary.</p>	<p>consist of two funding types indirect and direct. Indirect funding or national – contributions are the largest and come, for instance, when a member volunteer equipment or troops to a military operation and bears the costs of the decision to do so.</p> <p>Either Direct funding contributions are made to finance requirements of the Alliance that serve the interests of all 30 members - and are not the responsibility of any single member -</p>



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
				<p>such as NATO-wide air defense or command and control systems. Costs are borne collectively, often using the principle of common funding.</p> <p>Funding NATO activities was allocating for the operation activity of NATO itself.</p>
Benefits for the member countries	Nations with strong exports benefit the most, WTO is the operating system of the world economy that ensures that goods and services can be traded in	In all of its work, UNICEF takes a life-cycle based approach, recognizing the particular importance of early childhood development and adolescence. UNICEF	ASEAN Economic Community proposes to consolidate the economic integration of the region. This review summarizes the state of the ASEAN integration, how it will	According to the purpose of NATO held is for protect the members in the terms of securities and military. Absolutely, the main benefits of country members are



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
	<p>stable and rule-based environment on a daily basis. In general benefits for all members countries have several things, such as:</p> <ul style="list-style-type: none"> • Raise living standards • Reduce trade tensions • Stimulate economic growth & employment • Reduce cost of doing business internationally • Encourage good 	<p>programmes focus on the most disadvantaged children, including those living in fragile contexts, those with disabilities, those who are affected by rapid urbanization and those affected by environmental degradation.</p> <p>UNICEF was created with a distinct purpose in mind: to work with others to overcome the obstacles that poverty, violence, disease and discrimination place in a child's path. they advocate for measures</p>	<p>benefit the private sector to do business in the region and the progress of each country towards this ambitious goal.</p> <p>Through the implementation of 4 pillars for economic integration, stability, competitiveness and dynamism, ASEAN is bound to realize the principles of an Economic Community, inspired by the model of the European Union.</p> <ul style="list-style-type: none"> • Single Market and Production Base: the region as a whole must become 	<p>protection of nation military and securities. Here are the benefits of country members:</p> <ul style="list-style-type: none"> • An international security hub • Collective defense • NATO's command structure • Standing forces • Troops and equipment • Crisis management • Cooperative security <p>Those all protection above was services get also giving on specific condition from one and</p>



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
	<p>governance</p> <ul style="list-style-type: none"> • Help countries develop • Give the weak stronger voice • Support environment & health • Contribute to peace and stability <p>All of above benefits will gain from WTO to country members are not guarantee by WTO to be achieve, it depends on how the nation roles on trade</p>	<p>to give children the best start in life, because proper care at the youngest age forms the strongest foundation for a person's future and will be a strong beneficial for all members of UNICEF.</p>	<p>a single market and production base to produce and commercialize goods and services anywhere in ASEAN</p> <ul style="list-style-type: none"> • Competitive Economic Region: the region must emphasize on the competitiveness of its production and capacity for export, as well as the free competition inside of its frontiers • Equitable Economic Development: to receive the benefits 	<p>other country members.</p>



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	<p>also agreements and following terms and conditions.</p>		<p>of th AEC, the people and businesses of ASEAN must be engaged into the integration process of the AEC</p> <ul style="list-style-type: none"> • ASEAN's integration into the globalized economy: ASEAN must not be isolated but an integrated part of the global economy • Free flow of goods • Free flow of services • Free flow of investment • Free flow of capital • Free flow of skilled 	



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			<p>labor</p> <p>By creating a competitive economic region, the AEC wants to foster a culture of fair competition, which includes protection of consumers and guarantees for intellectual property rights it also requires infrastructures such as highways, airports, and rail links, power grids, and gas pipelines under planning and development.</p>	
Connections to the members'	Increased quantity of imports members relative to domestic	More country offices and National Committees were	progress in ASEAN's transport cooperation has defined the much	The business opportunities offered by various NATO



ITEMS	World Trade Organization (WTO)	United Nations Children’s Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
domestic businesses & industries	production. A determination of serious injury cannot be made unless there is objective evidence of a causal link between increased imports of the product concerned and serious injury.	<p>recognizing the necessity of taking a rigorous approach to identifying and addressing risk to children as an element in the wider programmatic integration of business as a change agent.</p> <p>Under the framing ‘Better Business for Children’, four major areas of business activity and two dominant business influencers were prioritized for the generation of knowledge, methodologies,</p>	needs of framework, agreements, action plans and programs and projects to pursue connectivity in land, maritime, air and trade facilitation. Of the many challenges that need attention, they believe four need immediate priority attention in terms of transport connectivity of existing transport facilitation agreements prioritizing land and maritime transport infrastructure in major transport corridors to help reduce logistics cost and time to consolidating the	bodies and organizations. It is a gateway to more detailed information, accessible on the respective organizations’ websites, which may require security credentials. More contribution from NATO to all business & industries was exist on country members is NATO have roles on several industry to control the standard quality such as: <ul style="list-style-type: none"> • NATO industrial advisory group (NIAG)



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
		<p>technical guidance and support for country offices and National Committees: supply chain/workplace, marketing and advertising, online/digital, safeguarding, the power of the financial sector and business-related public policy.</p>	<p>accomplishments towards ASEAN Open Skies to establish the ASEAN Single Aviation Market; and mobilizing resources to implement the projects that have been identified. Here, the ASEAN Infrastructure Fund that is being explored by ASEAN needs to be firmed up.</p>	<ul style="list-style-type: none"> • NATO industry cyber partnership (NICP) • Allied command transformation (ACT) • Allied command operations (ACO) • Science & technology organization (STO) • NATO communications & information (NCI) agency • NATO support & procurement



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
				agency <ul style="list-style-type: none"> • NATO HQ procurement service • Defense Investment division (DI)
Performance indicators for achievements	Performance indicators to be achieved is trade of individual countries tends to be a good indicator of economic performance since well performing countries tend to record higher rates of GDP growth.	Performance indicators of UNICEF to be achieved is separated into several sectors, such as child survival & thriving, children learning, protecting children from violence & exploitation, safe & clean environment of living child, and equitable	The Strategic Plan of Customs Development (SPCD) on Customs become performance indicators for the members of ASEAN as the activities under this SPCD is to provide quality Customs services to the public, trading community and related stakeholders.	



ITEMS	World Trade Organization (WTO)	United Nations Children's Fund (UNICEF)	Association of Southeast Asian Nations (ASEAN)	North Atlantic Treaty Organization (NATO)
	<p>The majority of developing countries have joined the WTO have to initiatives aimed at opening their economies.</p>	<p>chance of live for every child.</p>	<p>AMS are encouraged to develop and implement individual Customs Client Service Charter and Service Procedure.</p> <p>To increase transparency and to give certainty to the public and trading community, AMS have also agreed to compile the key performance indicators (KPIs) of individual AMS to provide information on the service standards for the various customs procedures.</p>	



3. Fina's Work

ITEMS	International Monetary Fund (IMF)	World Health Organization (WHO)	North American Free Trade Agreement (NAFTA)	United Nations Educational, Scientific & Cultural Organization (UNESCO)
Who are the members	189 state members Indonesia, Australia, Argentina, Brunei, Brazil and etc.	193 state members	United State, Canada, Mexico.	193 state members; Australia, Indonesia, China, Japan, Canada, and etc.
Purpose of the organization	<ul style="list-style-type: none"> • Provide loans to developing countries • Promote international cooperation and secure financial stability • Facilitate international trade 	Promote health, keep the world safe, and serve the vulnerable.	<ul style="list-style-type: none"> • Removing barriers to trade. • Establishes a framework for further trilateral, regional, and multilateral cooperation to expand NAFTA's benefits. • Increase economic 	To contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information.



ITEMS	International Monetary Fund (IMF)	World Health Organization (WHO)	North American Free Trade Agreement (NAFTA)	United Nations Educational, Scientific & Cultural Organization (UNESCO)
	<ul style="list-style-type: none"> Promote sustainable economic growth and high employment, and reduce poverty in the world 		activity among member countries.	
Obligations & requirements as members	<ul style="list-style-type: none"> Seeks to direct its economic and financial policies towards the goal of encouraging orderly economic growth with reasonable price stability, taking into account the situation, each member must 	<ul style="list-style-type: none"> Countries must work together and help each other if there are health problems in the world Willing to fulfill obligations as a member of UN 	<ul style="list-style-type: none"> Agree to reduce tariffs among countries Establishment of standards. The three NAFTA countries agreed to toughen health, safety, and industrial standards to the highest existing standards 	<ul style="list-style-type: none"> UNESCO allows each country to propose its country's culture indefinitely per year Requires documents that have been prepared and submitted to UNESCO, and the UN team will evaluate and determine the



ITEMS	International Monetary Fund (IMF)	World Health Organization (WHO)	North American Free Trade Agreement (NAFTA)	United Nations Educational, Scientific & Cultural Organization (UNESCO)
	<p>notify the IMF, within thirty days after the date of the second amendment of this Agreement, of any exchange arrangements it wishes to apply to fulfill its obligations.</p> <ul style="list-style-type: none"> • Avoid manipulation of exchange rates or the international monetary system to prevent effective balance of payments adjustments or to gain an unfair 		<p>among the three countries</p> <ul style="list-style-type: none"> • Supplemental agreements, Mexico's low wage scale would cause U.S. companies to shift production to that country, and to ensure that Mexico's increasing industrialization. Under those agreements, the three countries agreed to establish commissions to handle labor and environmental 	<p>status of the submission</p>



ITEMS	International Monetary Fund (IMF)	World Health Organization (WHO)	North American Free Trade Agreement (NAFTA)	United Nations Educational, Scientific & Cultural Organization (UNESCO)
	competitive advantage.		issues.	
Enforcement	<ul style="list-style-type: none"> • IMF can withhold further loans from a non-compliant state 	<ul style="list-style-type: none"> • Public awareness, epidemiological information and quality of enforcement • Monitoring mechanisms such as compliance checks and toll-free telephone lines for reporting of public violations 	<ul style="list-style-type: none"> • Each country should set up criminal procedures and penalties in cases of intentional trademark forgery or copyright piracy on a commercial scale, with penalties that include monetary fines and imprisonment. 	<ul style="list-style-type: none"> • As a growing phenomenon whose revenues contribute to financing violent extremism, the rise of the cultural heritage illicit trade requires the training of judicial and law enforcement officers from European countries, who are in the first line of defense against the expansion of this type of organized organization crime.



ITEMS	International Monetary Fund (IMF)	World Health Organization (WHO)	North American Free Trade Agreement (NAFTA)	United Nations Educational, Scientific & Cultural Organization (UNESCO)
Sources for Officers' salaries	Member country quotas are the main source of IMF finance, member quotas reflect the size and position of countries in the world economy and the credit agreement between the IMF and a group of member countries provides an additional source of funds.	<ul style="list-style-type: none"> • Funds obtained come from contributions from each member of the WHO country • The Bill & Melinda Gates Foundation becomes a donator • The GAVI World Vaccine Alliance 	<ul style="list-style-type: none"> • The export-import activities of the three countries 	The sources of UNESCO are known to come from donations from member countries. Each member country makes a different contribution, depending on the financial capacity of each country.



<p>Benefits for the member countries</p>	<ul style="list-style-type: none"> • Developing and low-income countries around the world receive financial assistance • Financial support in times of payment difficulties. • Increased opportunity for trade and investment. • Access to information on economic policies of all member countries. 	<ul style="list-style-type: none"> • Developing countries get attention from WHO about health • receive health assistance such as medicine and medical personnel when a country is experiencing problems 	<ul style="list-style-type: none"> • Canada and Mexico are United States second and third largest export markets. Mexico is the main target of the United States' food exports and has become a major supply of Mexican food imports, while Canada has a stable market for the United States food trade. • Canada and Mexico need the United States to provide financial and economic assistance. 	<ul style="list-style-type: none"> • Increase cooperation between countries in the world in the fields of education, science and culture. • Recognition of cultural wealth. • Introduce each other's culture to other countries. • In education, an example of an advantage for Indonesia is the reduction in illiteracy.
<p>Connections</p>	<p>In my opinion member</p>	<p>WHO can provide</p>	<p>NAFTA members need</p>	<p>UNESCO provides</p>



ITEMS	International Monetary Fund (IMF)	World Health Organization (WHO)	North American Free Trade Agreement (NAFTA)	United Nations Educational, Scientific & Cultural Organization (UNESCO)
to the members' domestic businesses & industries	members can borrow money easily for state needs	health assistance to all member countries that need assistance and can cooperate with other health organizations	each other and depend on each other to meet the economic needs of each country	opportunities for countries wishing to introduce their culture and nature to the outside world to be recognized as world heritage
Performance indicators for achievements	Be fair by lending money to countries that need help more	Provide health services and provide assistance to all countries	Make it easy to trade with other countries	Can introduce the culture of each country and preserve it

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