

Trans-pacific partnership sebagai kebijakan komunikasi global Amerika Serikat (2009) = Trans-pacific partnership as the United States global communication policy

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Abstrak

[Penelitian ini bertujuan untuk mengeksplorasi maksud dan tujuan di balik kebijakan partisipasi Amerika Serikat di Trans Pacific Partnership TPP pada tahun 2009 Menggunakan metodologi kualitatif dengan studi pustaka dan dokumen sebagai metode pengumpulan data penelitian ini berasumsi bahwa kebijakan partisipasi AS di TPP sebagai sebuah manuver geopolitik dengan komunikasi sebagai unit analisis Dengan demikian penelitian ini lebih dapat mengungkap secara komprehensif maksud dan tujuan kebijakan AS di TPP dalam kaitannya dengan narasi resminya. Temuan penelitian ini adalah bahwa partisipasi A S di TPP merupakan sebuah gimmick dalam upaya diplomasi publik serta sebuah aksi komunikatif bermakna geopolitis Analisis studi kasus di Malaysia dan Jepang memberikan gambaran bagaimana implikasi komunikasi di level domestik yaitu order yang ditunjukkan dengan adanya konvergensi komunikasi atau konflik yang ditunjukkan dengan adanya divergensi komunikasi yang keduanya ditentukan oleh karakter aliran informasi domestik.

.....This research aims to explore the meaning and purpose of the United States participation in Trans Pacific Partnership TPP in 2009 Using the qualitative methodology with literature and document review as the data collecting method this research assumes that participation in TPP is a geopolitical ploy with communication as the unit of analysis. Therefore this study is able to explore the meaning and purpose of global policy in TPP in relations to its official narrative in a comprehensive manner The research concludes that U S participation in TPP is a gimmick in its public diplomacy effort as well as a communicative turn which expresses geopolitical meanings The analysis of case studies in Malaysia and Japan provides a picture of the communication implication of US global policy at the domestic level either order which is indicated by the communication convergence or conflict which is indicated by the communication divergence both of which are determined by the character of the flow of information at the domestic level. ;This research aims to explore the meaning and purpose of the United States rsquo U S participation in Trans Pacific Partnership TPP in 2009 Using the qualitative methodology with literature and document review as the data collecting method this research assumes that U S participation in TPP is a geopolitical ploy with communication as the unit of analysis Therefore this study is able to explore the meaning and purpose of U S global policy in TPP in relations to its official narrative in a comprehensive manner The research concludes that U S participation in TPP is a gimmick in its public diplomacy effort as well as a communicative turn which expresses geopolitical meanings The analysis of case studies in Malaysia and Japan provides a picture of the communication implication of U S global policy at the domestic level either order which is indicated by the communication convergence or conflict which is indicated by the communication divergence both of which are determined by the character of the flow of information at the domestic level , This research aims to explore the meaning and purpose of the United States rsquo U S participation in Trans Pacific Partnership TPP in 2009 Using the qualitative methodology with literature and document review as the data collecting method this research assumes that U S participation in TPP is a geopolitical ploy with communication as the

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