

McDonald's sebagai agen westernisasi generasi muda tiongkok = McDonald's as a chinese younger generation westernization agent

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Abstrak

[ABSTRAK

Jurnal ini membahas bagaimana McDonald's sebagai sebuah jaringan restoran cepat saji ala Amerika Serikat berkembang di Tiongkok. Selain teknologi informasi, McDonald's juga menjadi salah satu agen westernisasi yang telah mempengaruhi pola pikir, pola konsumsi dan gaya hidup masyarakat Tiongkok, khususnya generasi muda. Namun masyarakat Tiongkok tidak mau mengakui hal tersebut dan hanya menganggap McDonald's sebagai restoran yang hanya menjual burger dan kentang goreng.

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ABSTRACT

This journal discussed about how McDonald's as an American fast food restaurant chain growing in China. McDonald's regarded as one of the agents of westernization in China in addition to information technology that successfully transform mindset, lifestyle and consumption patterns of Chinese society, especially the younger generation. However, Chinese people do not want to admit it and just consider McDonald's as a restaurant that only sell burgers and fries. , This journal discussed about how McDonald's as an American fast food restaurant chain growing in China. McDonald's regarded as one of the agents of westernization in China in addition to information technology that successfully transform mindset, lifestyle and consumption patterns of Chinese society, especially the younger generation. However, Chinese people do not want to admit it and just consider McDonald's as a restaurant that only sell burgers and fries.]