

Peran industri shanzhai dalam kemajuan ekonomi tiongkok : kajian terhadap perkembangan tahun 1992-2012 = The role of shanzhai industry in chinese economic progress study of its development in 1992 2012

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Abstrak

ABSTRAK

Industri barang tiruan shanzhai di RRT tumbuh dan berkembang sejak dimulainya era gaige-kaifang. Pada tahun 2001 RRT menjadi anggota WTO yang berarti Tiongkok harus mentaati semua peraturan perdagangan internasional termasuk tentang perlindungan hak cipta HaKI . Namun, ternyata hal itu tidak menghentikan perkembangan industri shanzhai, bahkan hingga saat ini produknya semakin beragam. Fenomena itu menimbulkan pertanyaan "mengapa dan bagaimana industri shanzhai dapat terus berkembang, serta bagaimana pula perannya dalam kemajuan ekonomi Tiongkok? ". Rangkaian pertanyaan itu merupakan masalah utama yang dibahas dalam makalah ini. Penelitian dilakukan menggunakan metode kualitatif dengan pendekatan historis, yang mencakup tahap heuristik, kritik, interpretasi dan historiografi. Dari penelitian ini antara lain terungkap bahwa, industri shanzhai berperan penting dalam kemajuan ekonomi Tiongkok, di sisi lain industri ini dapat terus bertahan karena adanya keterkaitan dengan sejarah dan budaya Tiongkok. Perkembangannya mengarah kepada industri kreatif, namun pemasarannya yang gencar dan masif memberi dampak negatif terhadap perekonomian negara lain.

ABSTRACT

The industry of counterfeit goods shanzhai in PRC has grew and flourish since the start of the gaige kaifang era. In 2001 PRC became the member of WTO which means China have to obey the law of international trading including copyright protection. However, it did not stop the growth of the shanzhai industry. Even until now, the product that they make have become more diverse. This phenomenon brings a question on "why and how the shanzhai industry keeps growing and what is its role in the Chinese economic progress ". These questions are the main issues that will be discussed in this paper. This research was conducted by using historical method, which includes heuristic, critic, interpretation and historiography. From the research that have been gather so far, it has been revealed that the shanzhai industry do indeed have an important role for China rsquo s economic progress. On the other hand, the industry could continue to survive because there is a strong interconnectedness with Chinese history and culture. Its development leads strongly towards the creative industry, but due to its vigorous and massive marketing it has render a negative impact on other countries economy.