

## Fair trade starbucks dalam arus globalisasi = Starbucks s fair trade in the edge of globalization

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### Abstrak

[<b>ABSTRAK</b><br>

Starbucks sebagai korporasi global yang mencerminkan nilai-nilai Amerika berperan penting dalam perdagangan industri kopi. Kapitalisasinya yang mencapai lebih dari 70 miliar US Dolar membuatnya jadi sasaran tembak dari sisi negatif globalisasi dan sekaligus sasaran tuntutan agar perusahaan berlambang Siren ini mengadopsi Fair Trade. Mulai Februari 2000 Starbucks secara resmi mengadopsi Fair Trade dan pada awal 2001 secara sepenuhnya Starbucks mengadopsi Fair Trade. Tesis ini berupaya untuk mengkaji kembali hubungan antara Starbucks sebagai lambang globalisasi dengan Starbucks sebagai korporasi global yang mengadopsi Fair Trade. Penulisan ini juga berupaya menjelaskan bagaimana praktik Fair Trade Starbuck secara keseluruhan dan mengungkap alasan-alasan dibalik Starbucks mengadopsi Fair Trade.

Tesis ini menggunakan metode penelitian studi kasus dengan menggunakan sumber sumber referensi primer dan sekunder baik berupa buku maupun jurnal. Hasil dari penelitian ini menunjukkan bahwa Starbucks memiliki alasan-alasan kuat yang pada akhirnya membuat perusahaan ini mengadopsi Fair Trade. Proses adopsi Fair Trade yang dikenal dengan istilah CAFE Practices ini ternyata tidak luput dari kritik para pemerhati Fair Trade.

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Starbucks as a global corporation that reflect American values play an important role in the trade of the coffee industry. Capitalization that reached more than 70 billion US Dollars makes Starbucks a target of the protesters who hates negative side of globalization. At the same time Starbucks also a target of protesters who demands that company bearing the Siren to adopt the Fair Trade. Starbucks in February 2000 partially adopted the Fair Trade and in early 2001 Starbucks fully adopt Fair Trade. This thesis seeks to examine the relationship between Starbucks as a symbol of globalization with Starbucks as a global corporation who adopt Fair Trade. This study also seeks to explain how any practical Starbucks Fair Trade as a whole and uncover the reasons behind Starbucks adopt Fair Trade.

The thesis uses a case study method and using a primary and secondary reference sources in the form of books and journals. As a results, this study indicate that Starbucks has strong reasons that ultimately makes the company adopted the Fair Trade. The adoption of Fair Trade also known as CAFE Practices is apparently not spared from criticism of the observer of Fair Trade., Starbucks as a global corporation that reflect American values play an important role in the trade of the coffee industry. Capitalization that reached more than 70 billion US Dollars makes Starbucks a target of the protesters who hates negative side of globalization. At the same time Starbucks also a target of protesters who demands that company bearing the Siren to adopt the Fair Trade. Starbucks in February 2000 partially adopted the Fair Trade and in early 2001 Starbucks fully adopt Fair Trade. This thesis seeks to examine the relationship between Starbucks as a symbol of globalization with Starbucks as a global corporation who adopt Fair Trade. This study also seeks

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