

**THE STRATEGY OF NETFLIX TO DOMINATE  
THE ENTERTAINMENT MEDIA MARKET IN  
INDONESIA 2016-2021**

**JOURNAL**



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2021**

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**THE STRATEGY OF NETFLIX TO DOMINATE  
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**UNDERGRADUATE JOURNAL**

Submitted as the Requirements for Attainment of the Degree  
for Bachelor Political Science (S. IP)  
In International Relations Department  
Faculty of Social and Political Science  
University Muhammadiyah Yogyakarta

Written by:

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2021

## STATEMENT OF ORIGINALITY

I, the undersigned, hereby declare that my journal entitled **“THE STRATEGY OF NETFLIX TO DOMINATE THE ENTERTAINMENT MEDIA MARKET IN INDONESIA 2016-2021”** is my own original work and has never been submitted for a bachelor's degree, either at the Muhammadiyah University of Yogyakarta or other universities.

I certify that the assistance and sources received in this journal have been acknowledged in references with the name and bibliography included.

I made this statement truthfully, and if in the future it is found to be untrue with this statement, then the author is willing to accept academic sanctions and be processed in accordance by following applicable regulations at the University of Muhammadiyah Yogyakarta.

Yogyakarta, 14<sup>th</sup> January 2022



Atiqa Rana Fergus Putri  
20180510418

## ENCOURAGEMENT

“You only live once, so just enjoy every process and every moment in your life.”

“Everyone has their own path. Even though there are definitely difficult times, trust yourself and believe it, you will shine one day”

“Passion, Young, Fever”

“Try your best rather than being the best”

“Don’t feel that it’s wrong that your confused. It’s just another opportunity for the universe to tell you that you’re growing and it’s just you figure it out due time. Smile if you need to or cry if you need to. The more you learn to accept how you feel about yourself, the more you will learn to live through and live to learn through not knowing things.” (Christian Yu)

## ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful. All the praise and gratitude were unlimitedly given to Allah SWT, the lord of the worlds. Sholawat and greet are poured to prophet Muhammad SAW, the messenger of Allah who always guides Muslims in the path of goodness.

With the permission and blessing of Allah SWT, I am able to complete my undergraduate journal entitled "**NETFLIX STRATEGY TO DOMINATE THE ENTERTAINMENT MEDIA MARKET IN INDONESIA 2016-2021**," which is intended as one of the requirements to obtain a Bachelor's degree in Political Science, Department of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta. Hopefully, this undergraduate journal can help provide information and enrich knowledge to international relations students and future academic purpose despite there are still much lacking in it.

I would like to give a deep gratitude to the best advisor Mr. Arie Kusuma Paksi, S.IP., M.A., Ph.D. who always believes in my abilities and encourages me to write and complete this journal by patiently providing many suggestions and guidance. I also would like to give my gratitude to the examiners of the undergraduate journal proposal and examination Mr.Dr. Sugito, S.IP., M.Si., and Mr. Sidiq Ahmadi, S.IP., M.A. who has provided corrections and constructive feedback to make this undergraduate journal completed properly.

Yogyakarta, 14<sup>th</sup> January 2022



Atiqa Rana Fergus Putri

## EXTENDED GRATITUDE

In doing this undergraduate journal and completing the learning process at the international relations study program, the faculty of social science and political science, Muhammadiyah University of Yogyakarta, the author is aware of many difficulties and obstacles. However, the author can solve the problem with many assistants, guidance, direction, cooperation, and advice from many parties in the form of moral and material assistance as well as encouragement and thoughts. Therefore, the author expresses deep gratitude to:

1. Mr. Dr. Sugito, S.IP., M.Si as the head of the International Relations Study Program;
2. Mr. and Mrs. lecturers of the International Relations Study Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta for all the knowledge and lessons given during the learning time at the university;
3. All staff and staff of the International Relations Study Program, Faculty of Social and Political Sciences, the University of Muhammadiyah Yogyakarta for the information, assistance, and cooperation;
4. For my beloved Fergus Family consist of my parents, Ibu Eka Ferlinda Sari and Baba Agus Santoso, my one and only brother Mas Andhika Citra Tama Fergus Putra, and sisters Syakila Amara Fergus Putri and Zaskia Naira Fergus Putri, thank you for the endless support, prayers, sincere love, and conviction of my ability to pass this lecture well;
5. IPIRELIANS 2018 for all of the memories together in the past 3,5 years. Especially to L class, who brings so much fun and always help me during university life;
6. Special thanks to Hana Dwi Suwandari and Muhamad Rafi Alfaribi for being my best friend since freshman years until now. The one who brings me so much joy and beautiful memories. Thank you for becoming my besties who I can put trust in and rely on. Thank you for

staying with me for a period of time that isn't short. Words can't describe how grateful I am to know you both. I hope our friendship lasts forever. Good luck for our future, and let's shine and achieve our own dreams together.

7. Thank you to my high school friends, especially; Nada Nabila, Daffa Fadilla, Riza Halim, and Zaki Rifqian. You guys have made my life so much better in Jogja. Thank you for all your sincere kind. I'm so thankful for our incredible friendship.
8. Thank you to those who have helped a lot whose names cannot be mentioned one by one. May the goodness has given will be rewarded many times by Allah;
9. To my number one emotional support system, Kim Jong in, Choi San, and Jeong Yun ho thank you for all the happiness and the comfort in ways I cannot describe. Also, I couldn't forget to thank EXO and Ateez for being my source of strength and joy in the tiring and rough day and my light in the darkness, it means a lot;
10. Last one, my sincere appreciation for myself for being able to survive despite many twists and turns in this life, being strong enough to fight against all doubts, and for all the hard work that you've done. Thank you for growing well and acknowledging your worth. You did a great job, Rana.



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