

POLITICAL ENFORCEMENT OF ANTITRUST REGULATION IN THE EUROPE: GOOGLE ANTITRUST SEARCH CASE (2010-2017)

By: Kemala Andam Dini
International Program of International Relation Department
Faculty of Social and Political Science
Email: kemalcez77@gmail.com

ABSTRACT

The trade liberalization and globalization, supported by the development of technology and information, has changed the global economy into more open and outward. In the midst of that, the increasing power of MNC has shifted the pattern of the global economy, thus making the competition more lively than ever. However, the growing market power of MNC makes them tend dominance. The absence of international investment regime to control the behavior of MNC become one of the primary concern. It depends on competition regime of each country to suppressed the dominance tendency of MNC.

Google Antitrust Search case is one of the cases in which the business conduct of MNC has infringed the antitrust regulation in which promoting the consumer welfare and strive to protect competition. This thesis will try to analyze on how Google, Inc., has breached the antitrust regulation -which is a part of competition regime- of European Union, and explain on why EU decide to enforce antitrust regulation on Google, Inc.

Keywords: Competition, Antitrust, MNC, European Union, Search Engine