

## **ABSTRACT**

This undergraduate thesis aimed to answer the reason why UNIQLO was considered creating exploitation toward China's workers. Regarding the fashion retail industry, UNIQLO is the fourth market of fashion retail in the global market. The three biggest fashion retail industry is Nike, Zara, H&M as competitors of UNIQLO. The clothes made by UNIQLO offer low prices that can be bought by various groups of people. The existence of UNIQLO in the world by producing a lot of clothes in china and offering low prices, but have a bad work environment that makes China's workers feel discriminated by UNIQLO against as the largest producer of casualwear. The exploitation carried out by UNIQLO received protests from NGOs. Therefore, in this research, the writer would like to find out and explore the UNIQLO as MNC's exploitation toward Chinese workers, whether it is purely a large multinational corporation related to how they expand their business to other countries and how they treat their workforce in other countries. To puzzle out the unusual, this undergraduate applied the concept of Multinational Corporations. Thus, the results of this study indicate that the activities that lead to exploitation and how it can take place for a relatively long time are supported by a massive and structured system that makes the position of the workforce also assisted by NGOs to fight for their rights to be more helpless.

**Keyword(s):** UNIQLO, Exploitation, Labor, MNC, China, *SACOM*.