

**VIEWING THE WEST: OCCIDENTALISM OF AIESEC  
(ASSOCIATION INTERNATIONALE DES ÉTUDIANTS EN  
SCIENCES ÉCONOMIQUES ET COMMERCIALES) MEMBERS IN  
SURABAYA**

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**ABSTRACT**

Occidentalism, the way how people see Western images is the form that is shaped by the orientalist to counter orientalism. In specific the writer did research in international organization called AIESEC (Association Internationale des Étudiants En Sciences Économiques et Commerciales) in Surabaya to observe how its members view the West. The method that is applied for this research is qualitative approach with field study of in-depth interview based on method that used by Amir Marvasti which incorporated a good deal of personal experience into his research as the writer also a member of AIESEC Surabaya. This research was held by interviewing twelve members of AIESEC Surabaya. Due to amount of members of AIESEC Surabaya are mostly female and also restricted criteria for the respondents, one male and eleven females which suitable for the criteria were chosen to become the respondents. The West as white world has its hegemony, enchantment of modernity, prosperity and freedom as a highly valued expression and moral threats. Finally this study discovers the changing of AIESEC members' view towards the West after they experience in AIESEC. Through its internationalization, AIESEC has given its members the better understanding in cross cultural communication, especially with Western people and its culture.

**Keywords:** AIESEC; occidentalism; the West; white world

## **1. Introduction**

Globalization refers to the rapidly developing and ever-densening network of interconnections and interdependencies that characterizes modern social life (Bly, 2005: 880). In the context of globalization, the one who gets the good position in the eye of the world is the West. Actually some studies about the Western in creating its good image had been done. One of the ways to achieve it was by creating their point of view toward the East which famous with the term of orientalism, popularized by Edward