

Ringkasan Paper

Kelompok : 316

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Judul Paper	<i>Funny Business: Public Opinion of Outsourcing and Offshoring as Reflected in U.S. and Indian Political Cartoons</i>
Penulis	Mary Lacity, Prasad S. Rudramuniyaiah
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Tipe Artikel	Analisis perbandingan

Pendahuluan

Outsourcing dan *offshoring* dari sebuah pekerjaan, khususnya yang berhubungan dengan IT adalah isu yang sedang berkembang saat ini. Amerika Serikat (AS) serta negara-negara barat (Inggris dan Australia) adalah negara-negara pengekspor lapangan pekerjaan bidang IT (melakukan *outsourcing* dan *offshoring*), sedangkan India adalah negara-negara pengekspor tenaga kerja bidang IT.

Penulis paper ini percaya bahwa pandangan masyarakat tentang *outsourcing* dan *offshoring* direfleksikan oleh adanya kartun-kartun atau komik strip yang menggambarkan *outsourcing* dan *offshoring*. Paper ini membandingkan 165 gambar kartun atau komik strip yang berasal dari AS/negara barat (130 gambar) dan India (25 gambar) dengan menggunakan beberapa kriteria, dan menyimpulkan hasilnya.

Coding Sample

Dalam membandingkan gambar-gambar kartun ini, penulis menggunakan kategori kriteria atau pertanyaan sebagai berikut:

1. **Cerita (*narrative*)**. Apa cerita utama dari kartun tersebut
2. **Domestication**. Bagaimana gambar-gambar ini menggambarkan keseharian hidup
3. **Binary Struggle**. Negara mana yang tergambarkan dalam *binary struggle* (pertentangan antara dua pihak)
4. **Normative Transference**. Pihak mana yang digambarkan sebagai pihak yang kalah (*loser*) karena *outsourcing* dan *offshoring*
5. **Alasan (*reasons*)**. Apa alasan melakukan praktek *outsourcing* dan *offshoring*
6. **Konsekuensi (*consequences*)**. Konsekuensi dari praktek *outsourcing* dan *offshoring*

Karikatur Amerika vs Karikatur India

Berikut ini adalah hasil perbandingan ke-165 gambar kartun tersebut berdasarkan kriteria-kriteria dalam *coding sample*.

Tabel 1. Cerita (*narrative*) (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

Narrative	Number of U.S./Western Cartoons/ Strips	Number of Indian Cartoons/ Strips
Worker loses job because of outsourcing/offshoring	44	0
Consumer bears the negative consequence of outsourcing/offshoring	19	1
Worker sent to or seeks job in offshore country	10	0
Reverse outsourcing: jobs outsourced/sent offshore then insourced/brought onshore	9	1
Worker has less satisfying job after outsourcing/offshoring	8	0
Childhood/domestic activity/role outsourced	8	1
Executive/senior official loses job because of outsourcing/offshoring	7	
Offshore supplier deals with unreasonable demands/poor treatment from customer/client	6	3
Manager outsources to avoid accountability for unethical actions	5	0
Extreme outsourcing: a business outsources everything	5	0
Outsourcing an unwanted activity	3	0
Search for even more outsourcing/offshoring opportunities	3	0
India gains because of outsourcing	3	9
Consumer bears positive consequences of outsourcing	2	0
Unqualified workers recruited to fill Indian outsourcing demand	1	5
Indian infrastructure/human resources not able to meet demand	1	4
Offshore supplier worker and manager conflict over wages, job duties	0	6
Offshore supplier makes promises to client they cannot keep	0	2
Indian politician focuses on outsourcing success to downplay other failures	0	5
Indian gains in offshoring do not benefit most Indian citizens	0	3
Other:	8	3
Total	139 ⁹	40 ¹⁰

Gambar 1. Contoh Kartun Amerika tentang Cerita (Lacity, M., Rudramuniyaiah, Prasad S., 2009)



Figure 3. U.S./Western Narrative: “Consumer bears the negative consequence of outsourcing/offshoring”

Cartoon licensed from CartoonStock.com



Figure 4. U.S./Western Narrative: “Worker sent to or seeks job in offshore country”

Cartoon licensed from CartoonStock.com

Gambar 2. Contoh Kartun India tentang Cerita (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

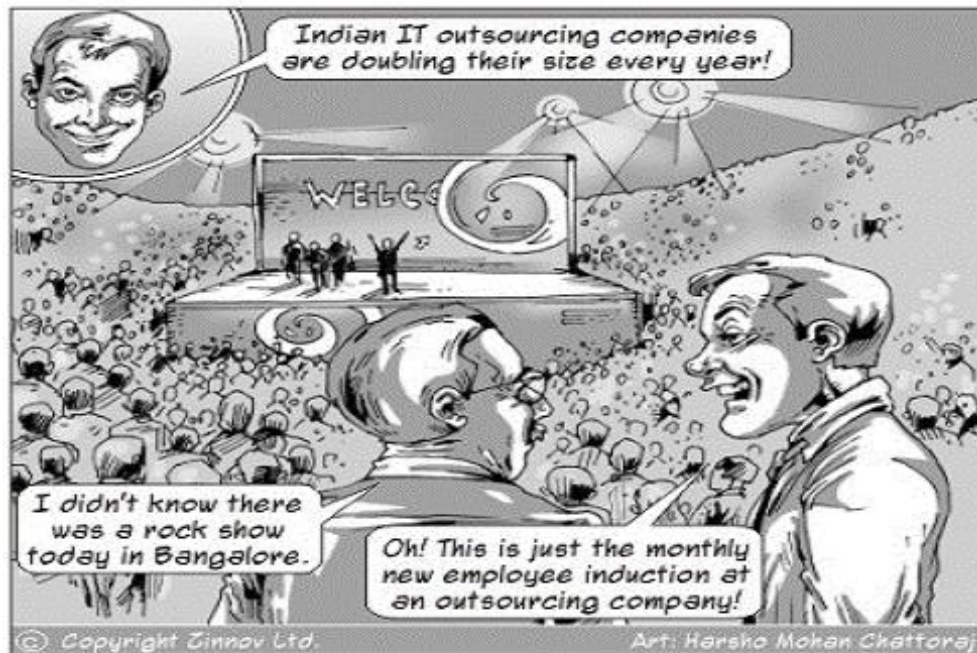


Figure 5. Indian Narrative:
"India gains because of outsourcing."

Cartoon licensed from Zinnov Ltd.



Figure 6. Indian Narrative:
"Offshore supplier worker/manager conflict over wages, job duties"

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Tabel 2. *Domestication* (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

DOMESTICATION	Number of U.S./Western Cartoons/Strips	Number of Indian Cartoons/Strips
Location: office	57	17
Location: street	17	5
Location: other (airport, stadium, IT exhibition, pier, clouds, park, harbor, outside, newsroom, castle, ocean, river, library)	14	9
Location: no background at all to indicate location	14	2
Location: home	13	1
Location: retail/commercial	7	1
Location: beach	5	0
Location: outer space, fantasy world	3	0
Total	130	35
Signs: business suites and neckties	56	19
Signs: fantasy creatures	7	0
Signs: Santa Claus	5	0
Signs: President George Bush	5	0
Signs: Indian signs of cows, snake charmers, dhoti, saris, bindi	5	8
Signs: house pets	4	0

Gambar 3. Contoh Domestication (Lacity, M., Rudramuniyaiah, Prasad S., 2009)



Figure 9: Domestication
Location: Street;
Familiar Signs: snake charmer, turban



IF THEY BAN BUSINESS PROCESS
OUTSOURCING, I SUGGEST, YOU BECOME
A NON-RESIDENT-AMERICAN AND MOVE YOUR
COMPANY TO INDIA...

Figure 10: Domestication:
Location: office
Familiar signs: suit and tie, desk

Tabel 3 Binary Struggle (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

BINARY STRUGGLE	Number of U.S./Western Cartoons/Strips Depicting Other County	Number of Indian Cartoons/Strips Depicting Other County
India	41	n/a
Generic reference to overseas/offshore/outsourcing	28	0
China	13	1
Other: Korea, Pakistan, Borneo, Hong Kong, Bermuda, Egypt, Canada	5	1
Mexico	4	0
Generic reference to third world country	4	0
Island country	4	0
Canada	2	1
Outer space/heaven/fantasy world	1	0
Western country	0	8
United States	n/a	5
Not applicable/cannot code	31	20
Total	133¹³	36¹⁴

Tabel 4 Normative Transference (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

NORMATIVE TRANSFERENCE	Number of U.S./Western Cartoons/Strips	Number of Indian Cartoons/Strips
U.S./Western worker(s)	58	1
U.S./Western consumer(s)	23	2
No victim portrayed	18	12
Offshore laborer	10	7
U.S./Western management/Senior official	9	4
U.S./Western citizen(s)	5	0
Offshore customer	3	1
Offshore citizen(s)	1	3
Offshore manager	1	6
Other (specify):	7	0
Total	135¹⁵	36¹⁶

Gambar 4. Contoh Kartun tentang *Normative Transference* (Lacity, M., Rudramuniyaiah, Prasad S., 2009)



Figure 11: U.S./Western Normative Transference: Blame assigned to President Bush and implied victims are American workers.



Figure 12: Indian Normative Transference: Indian worker portrayed as victim to unreasonable demands by Western client

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Tabel 5. Alasan (*reasons*) (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

REASONS	Number of U.S./Western Cartoons/Strips	Number of Indian Cartoons/Strips
Lower Costs	18	3
Technology enabled outsourcing	7	2
Quality of work is better offshore	6	3
Offshore workers work harder than U.S. workers	6	3
Offshore workers/citizens easier to manipulate	4	3
Transfer unethical behavior to offshore suppliers	3	1
Not applicable/cannot code	91	25
Other:	5	0
Total	140¹⁷	40¹⁸

Gambar 5 Contoh Kartun tentang Alasan (*reasons*) (Lacity, M., Rudramuniyaiah, Prasad S., 2009)



Figure 13. U.S./Western Reasons: Technology Enablement

Cartoon licensed from Cartoonstock.com

Tabel 6. Konsekuensi (*consequences*) (Lacity, M., Rudramuniyaiah, Prasad S., 2009)

CONSEQUENCES	Number of U.S./Western Cartoons/Strips	Number of Indian Cartoons/Strips
Lost U.S./Western jobs	73	3
Poorer service quality	23	8
Loss of control of business operation/lost capability	15	0
Relocated job	7	0
Jobs remaining in U.S./West are less satisfying	6	0
Increased efficiency/competitiveness	5	4
Better service	2	1
More Consumerism	2	0
Job wages in U.S. drop	1	0
Difficulty coordinating across time zones	1	0
Better quality of life	1	0
Poor working conditions offshore	1	4
Employee has more bargaining power	0	4
Jobs Gained	0	9
Lack of distributive justice	0	4
Not applicable/cannot code	16	4
Other (specify):	6	3
Total	159¹⁹	44²⁰

Gambar 6 Contoh Kartun tentang Konsekuensi (*consequences*) (Lacity, M., Rudramuniyaiah, Prasad S., 2009)



Figure 14. U.S./Western Consequences: Poorer Quality Service

Cartoon licensed from Cartoonistgroup.com

Gambar kartun atau karikatur Amerika cenderung beropini negatif tentang *outsourcing/offshoring* karena dengan adanya hal tersebut maka lapangan kerja mereka menyempit. Selain itu, menurut karikatur Amerika, *outsourcing/offshoring* juga menurunkan kualitas pelayanan terhadap pelanggan.

Berbeda dengan Amerika, karikatur India lebih sering mengangkat tema tentang kebutuhan mendapatkan pekerjaan di satu sisi. Di sisi lain, karikatur India juga mengangkat kebutuhan perusahaan akan SDM yang handal. Dua kebutuhan tersebut dikarenakan pertumbuhan ekonomi dan industri yang cepat.

Karikatur/Gambar Kartun vs Penelitian IS

Penulis membandingkan antara karikatur dengan penelitian di bidang IS. Kemudian penulis menemukan bahwa ada persamaan dan perbedaan antara dua hal tersebut. Persamaannya adalah bahwa keduanya mengatakan bahwa harga yang lebih murah merupakan alasan utama mengapa *outsourcing/offshoring* dilakukan.

Perbedaan antara karikatur dengan penelitian di bidang IS adalah karikatur cenderung berempati kepada para pekerja dan pelanggan karena dua kelompok tersebut merupakan kelompok yang paling merasakan efek *outsourcing/offshoring*. Sedangkan penelitian IS pada umumnya mengangkat *interest* perusahaan mengenai *outsourcing/offshoring* itu sendiri.

Kesimpulan

Menganalisis kartun-kartun dan komik strip adalah salah satu cara yang valid untuk mengetahui opini masyarakat. Begitupula opini masyarakat tentang praktek *outsourcing* dan *offsourcing* tercermin dari kartun-kartun dan komik strip yang dianalisis.

Masyarakat AS memandang bahwa praktek *outsourcing* dan *offshoring* adalah buruk karena menyebabkan mereka kehilangan pekerjaan. Sedangkan masyarakat India memandang positif praktek *outsourcing* dan *offshoring* karena menyebabkan mereka mendapatkan pekerjaan.

Daftar Pustaka

Adler, T. (2003/2004). "Member Trust in Teams: A synthesized Analysis of Contract Negotiation in Outsourcing of IT Work," *The Journal of Computer Information Systems*, Vol. 44, 2, pp. 6-16.
Ang, S. and L. Cummings. (1997). "Strategic Response to Institutional Influences on Information Systems Outsourcing," *Organization Science*, Vol. 8, No. 3, pp. 235-256.

Komentar Peringkat

1. Abstrak paper menggambarkan hampir keseluruhan isi paper. Hal tersebut sangat membantu pembaca.
2. Pada hampir semua subjudul, penulis memberikan gambaran mengenai apa isi subjudul tersebut. Hal tersebut membantu pembaca agar lebih cepat menangkap maksud penulis
3. Topik paper ini sederhana sehingga mudah dipahami.
4. Meskipun paper ini cukup panjang (29 halaman), paper ini enak dibaca karena banyak memuat gambar-gambar contoh dan tabel-tabel yang penuh informasi.
5. Paper ini tidak fokus. Judulnya mengatakan "*Public Opinion of Outsourcing and Offshoring as Reflected in U.S. and Indian Political Cartoons*", namun terdapat dua isi yang sedikit menyimpang, yaitu tentang hubungan kartun dengan penelitian di bidang sistem informasi dan pemanfaatan kartun sebagai alat pembelajaran.
6. Peringkat berpendapat penyebab mengapa penelitian IS cenderung mengangkat *interest* perusahaan karena biasanya penelitian tersebut didanai oleh perusahaan.
7. *It's funny paper, just like its title.*