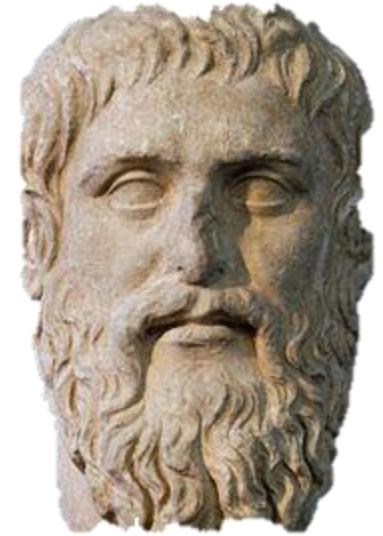


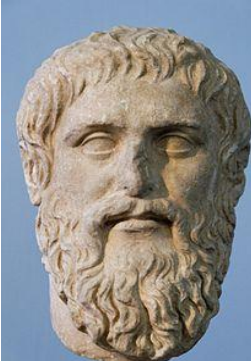


**Business Ethics -
Morality - Overview.**

A.Rudyanto soesilo



.APPLIED E.T.H.I.C.S.

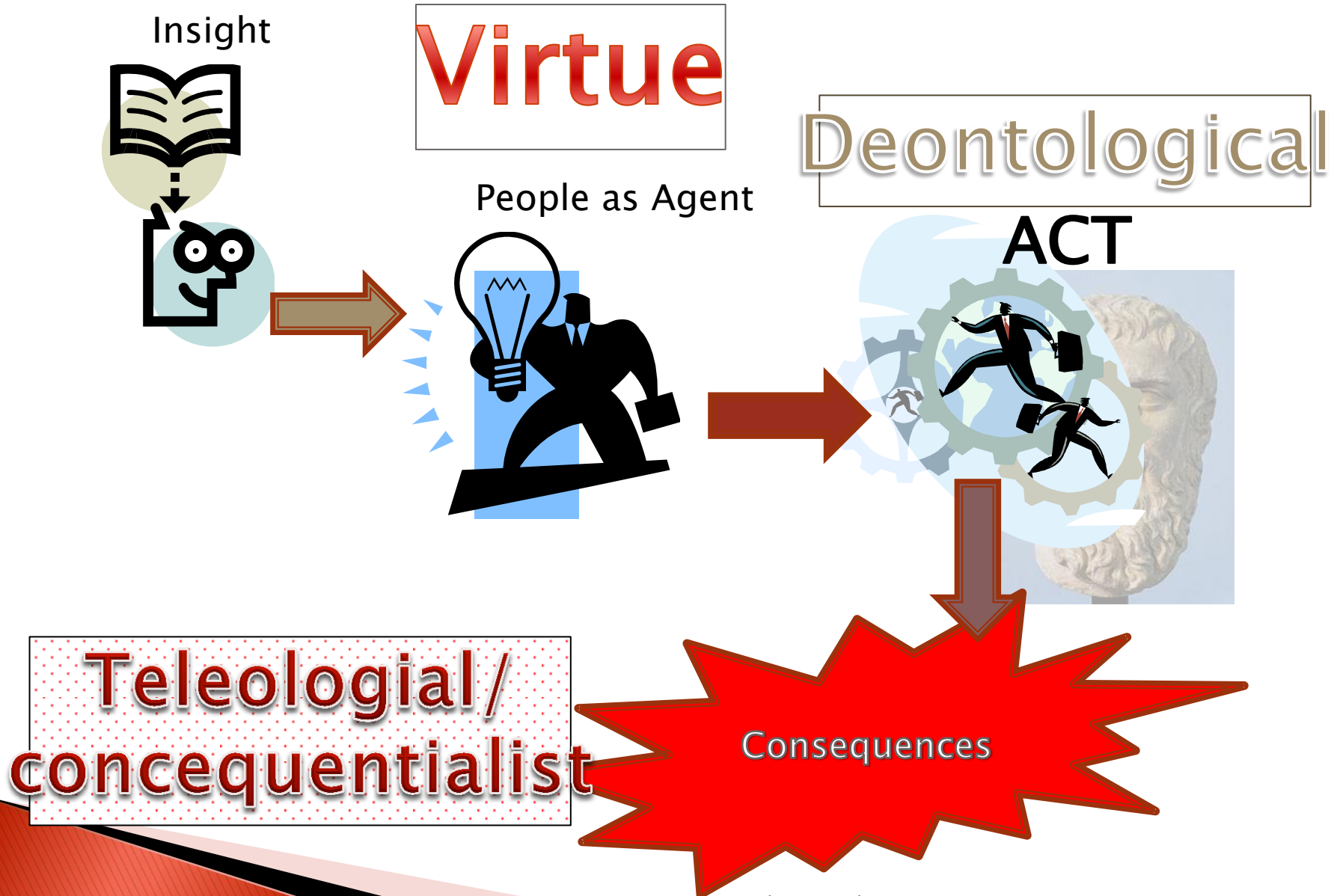


"What is goodness?" and "How can we tell what is good from what is bad?"

"What should one do?", endorsing some ethical evaluations and rejecting others

attempts to deal with specific realms of human action and to craft criteria for discussing issues that might arise within those realms.

Pembagian Etika



Teleologis

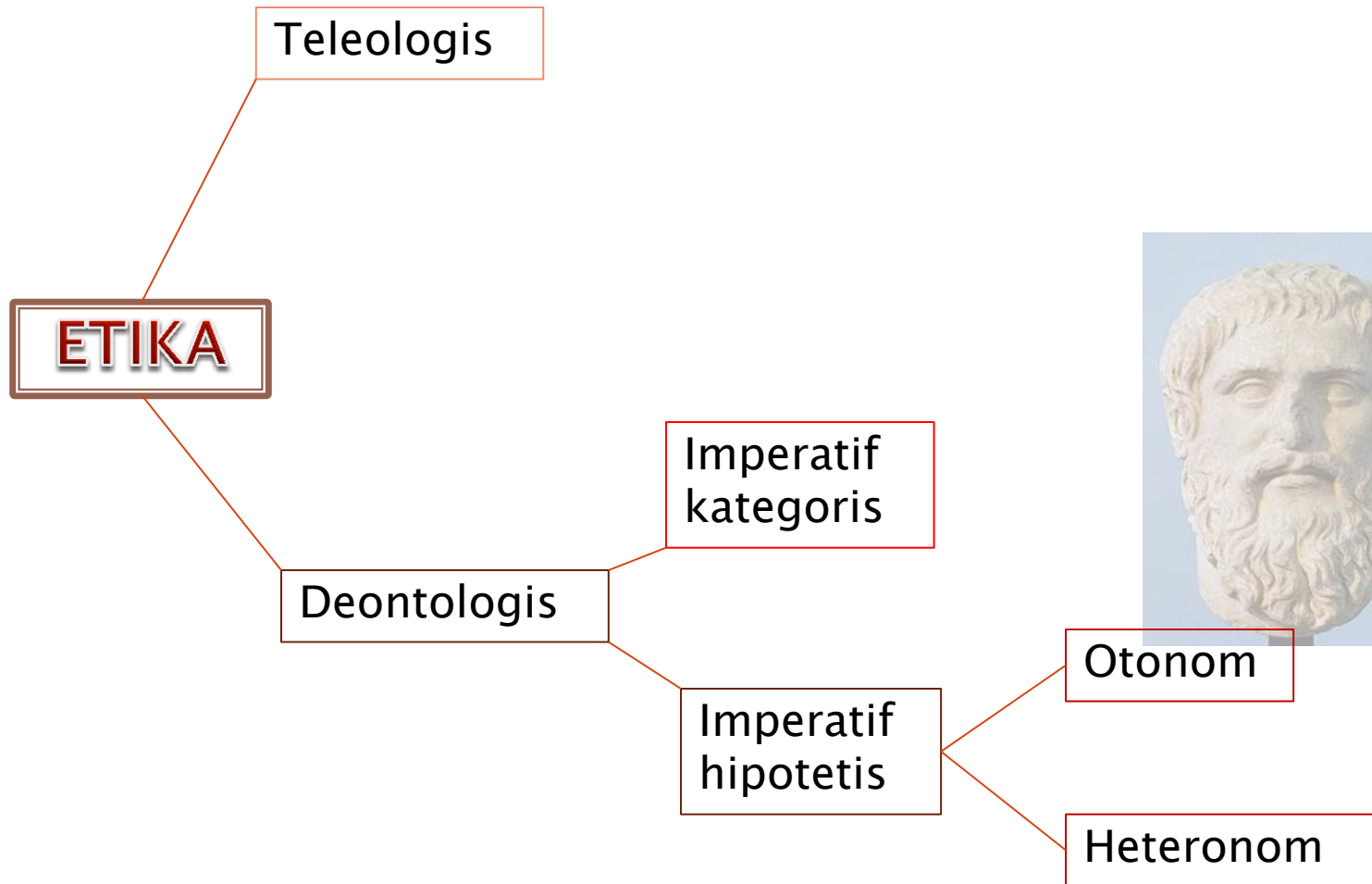
The
WILL

Action

Impact



Deontologis

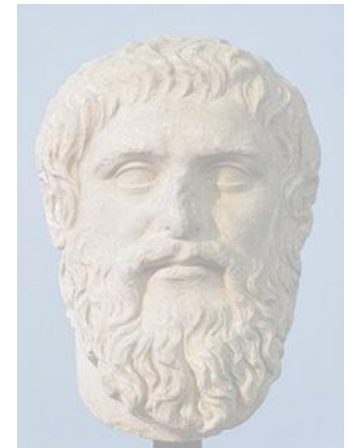


Proses penilaian suatu tindakan :

- ▶ Niat, karsa, will
- ▶ Perbuatan, pekerti
- ▶ Akibat

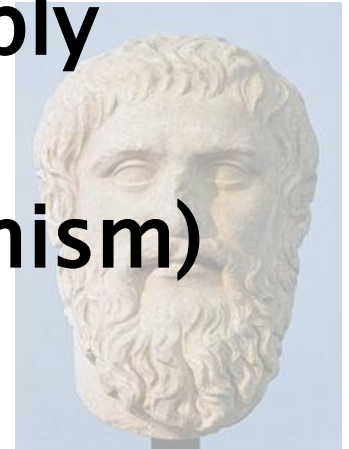
VARIABEL :

- ▶ Tujuan baik > cara tdk baik
- ▶ Tujuan tdk baik > cara baik (semu)
- ▶ Tujuan tdk baik > cara juga tdk baik
- ▶ Tujuan baik > cara juga baik



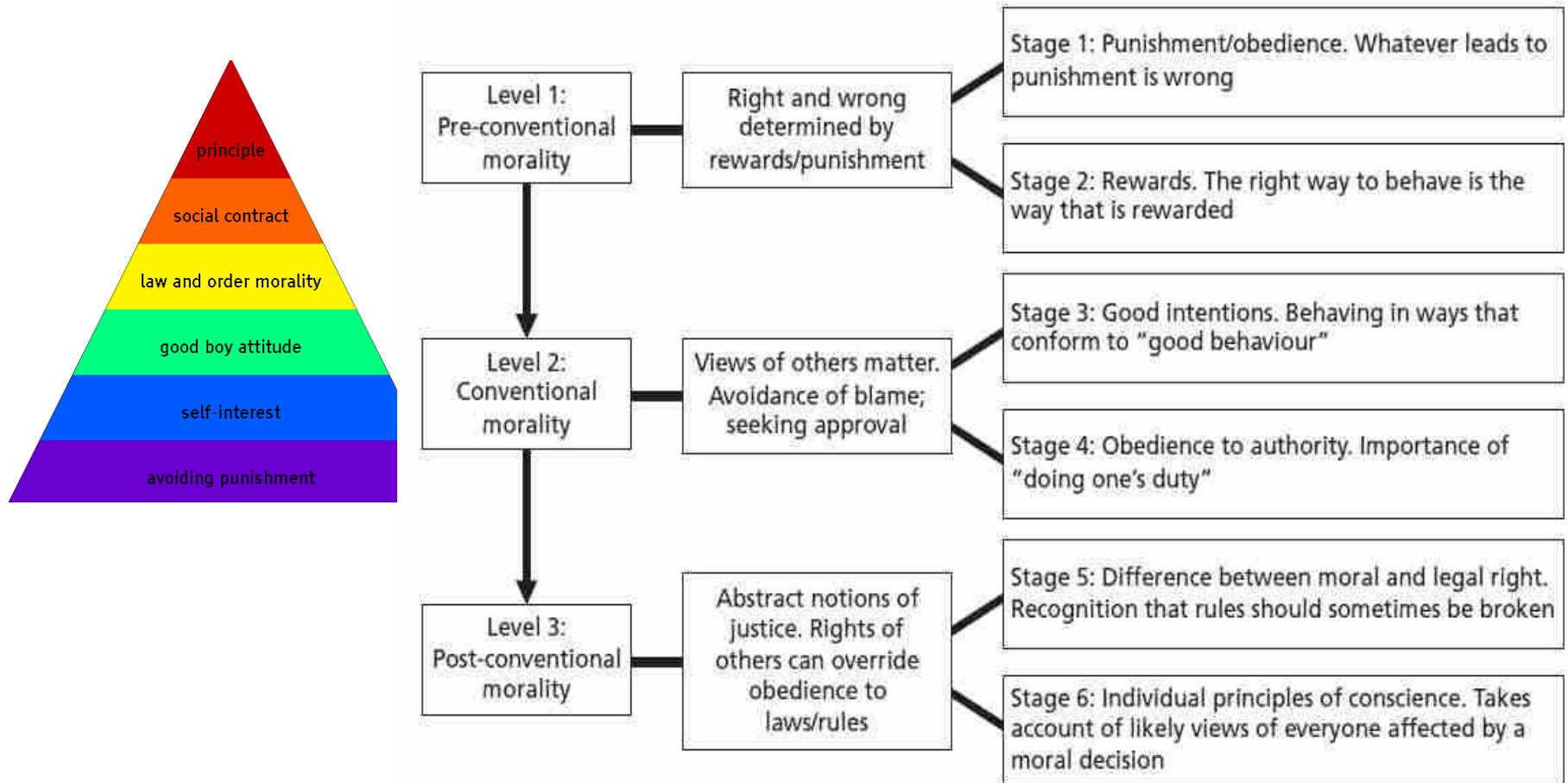
Modern ethics

- ▶ Modern ethics, since the 18th-century German deontological philosophy of Immanuel Kant, has been deeply divided between a form of
 - teleological ethics (utilitarianism) and
 - deontological theories.



lawrence-kohlberg- moral-development-theory

lawrence-kohlberg- moral-development-theory



Kohlberg's Theory of Moral Development

Individuals move through the following stages:

- I. concern about obedience,
- II. satisfaction of needs and wants,
- III. concern with conformity,
- IV. concern with preserving society,
- V. concern with what is right beyond legalities,
- VI. concern with universal ethical principles.



Premoral Level

Stage 1: Punishment-Avoidance and Obedience	Make moral decisions strictly on the basis of self-interests. Disobey rules if can do so without getting caught.
Stage 2: Exchange of favors	Recognize that others have needs, but make satisfaction of own needs a higher priority.

Conventional Level

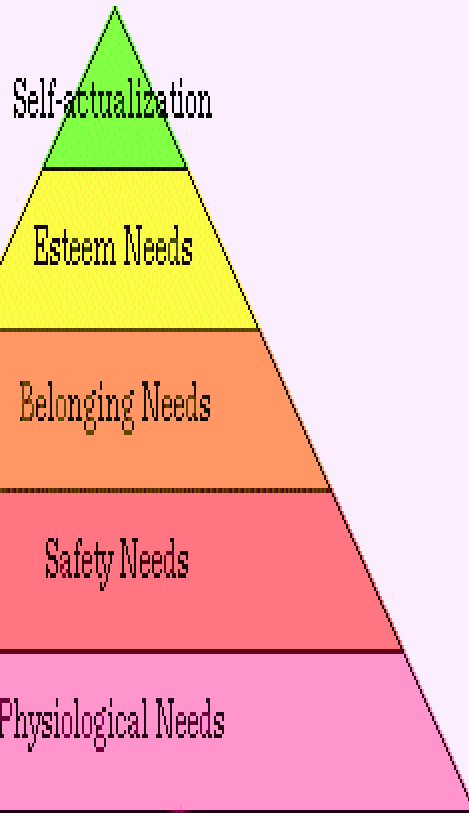
Stage 3: Good boy/Good girl	Make decisions on the basis of what will please others. Concerned about maintaining interpersonal relations.
Stage 4: Law and order	Look to society as a whole for guidelines about behavior. Think of rules as inflexible, unchangeable.

Principled Level

Stage 5: Social contract	Recognize that rules are social agreements that can be changed when necessary.
Stage 6: Universal ethical principle	Adhere to a small number of abstract principles that transcend specific, concrete rules. Answer to an inner conscience.

Kohlberg's individual moral developmental stages (1976)

Transcendence



Self-actualization

Esteem Needs

Belonging Needs

Safety Needs

Physiological Needs

Stage 6:

Embraces a set of universal and self-chosen ethics. The law is based on such ethics and should therefore be followed.

Stage 5:

Principled level

Recognizes differing but equal moral values, holding certain principles as non relative in the interest of fulfilling a kind of social contract.

Stage 4:

Concern for social order. Laws are seen as agreed upon duties that should be followed for the social good.

Stage 3:

Called the "Good girl/good boy" stage; reflects a concern for the opinions of others.

Stage 2:

Right and wrong established by how they benefit the parties involved. "Fair" equals good.

Stage 1:

Identification of "bad" acts and those are "against the law," as prohibited by external punishments.

Maslow Need-hierarchy



HOMO ECONOMICUS

A. Rudyanto Soesilo



HOMO ECONOMICUS

- or economic human, is the concept in many economic theories of humans as rational and narrowly self-interested actors who have the ability to make judgments toward their subjectively defined ends.
- Using these rational assessments, homo economicus attempts to maximize utility as a consumer and economic profit as a producer.



- This theory stands in contrast to the concept of homo reciprocans, which states that human beings are primarily motivated by the desire to be cooperative and to improve their environment.





- “an arbitrary definition of man, as a being who inevitably does that by which he may obtain the greatest amount of necessaries, conveniences, and luxuries,
- with the smallest quantity of labour and physical self-denial with which they can be obtained.”

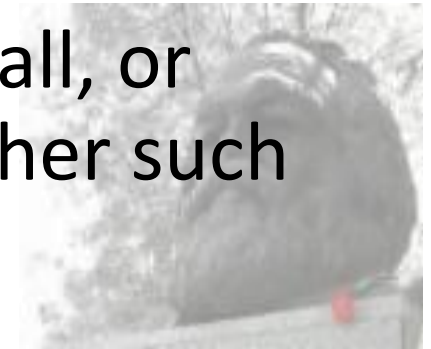




Aristotle's Politics

discussed the nature of self-interest in Book II, Part V

- "Again, how immeasurably greater is the pleasure, when a man feels a thing to be his own; for surely the love of self is a feeling implanted by nature and not given in vain, although selfishness is rightly censured;
- this is not the mere love of self, but the love of self in excess,
- like the miser's love of money; for all, or almost all, **men love money** and other such objects in a measure.



Niccolo Machiavelli

18



Niccolo Machiavelli (1512 -1519)

19

- Tipe Kerajaan & cara menegakkannya
- Penaklukan dan bagaimana memerintahnya
- Perebutan wilayah2 baru
- Berkuasa dng cara kekejaman
- Organisasi militer dan ketentaraan
- Lebih baik dicintai atau ditakuti? Sikap kejam atau belas kasih
- Tindakan supaya tetap disegani

To retain power

20

- To retain power, the hereditary prince must carefully maintain the sociopolitical institutions to which the people are accustomed; whereas a new prince has the more difficult task in ruling, since he must first stabilize his newfound power in order to build an enduring political structure.

- He asserted that social benefits of stability and security could be achieved in the face of moral corruption. Aside from that, Machiavelli believed that public and private morality had to be understood as two different things in order to rule well.

- As a result, a ruler must be concerned not only with reputation, but also positively willing to act immorally at the right times. As a political scientist, Machiavelli emphasizes that occasional need for the methodical exercise of brute force or deceit.

To retain power

23

- As a result, a ruler must be concerned not only with reputation, but also positively willing to act immorally at the right times. As a political scientist, Machiavelli emphasizes that occasional need for the methodical exercise of brute force or deceit.

the end justifies the means?

24

- **What does machiavelli mean by the end justifies the means?**
- Answer:
- Another important thing that goes hand and hand with the greater good is the saying that "The end justifies the means" in other words

- , "At the beginning of an action I might not be able to determine whether that action is morally right or wrong, but when the morally right goal is successfully achieved, then the steps which led to it must be morally right too." "I shall do a minor evil to achieve a greater good." Or "My aim for greater good makes all the evils I have done right."

Violence and force

26

- Violence may be necessary for the successful stabilisation of power and introduction of new legal institutions.
- Force may be used to eliminate political rivals, to coerce resistant populations, and to purge the community of other men strong enough of character to rule, who will inevitably attempt to replace the ruler.

infamous

27

- Machiavelli has become infamous for such political advice, ensuring that he would be remembered in history through the adjective, "Machiavellian".

NEUROMARKETING

NEUROMARKETING

⦿ is a new field of marketing research that studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli.

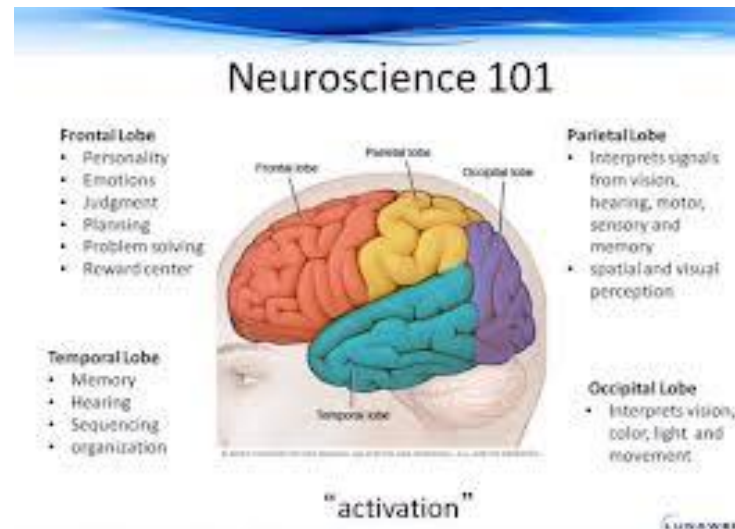


NEUROMARKETING

- Researchers use technologies such as functional magnetic resonance imaging (fMRI) to measure changes in activity in parts of the brain, electroencephalography (EEG) and Steady state topography (SST) to measure activity in specific regional spectra of the brain response

NERURO SCIENCE

- ⦿ , and/or sensors to measure changes in one's physiological state, also known as biometrics, including (heart rate and respiratory rate, galvanic skin response) to learn why consumers make the decisions they do, and what part of the brain is telling them to do it.



NEUROMARKETING

- ⦿ Neuromarketing research raised interest for both academic and business side. In fact, certain companies, particularly those with large-scale goals, have invested in their own laboratories, science personnel and / or partnerships with academia.
- ⦿ The word "neuromarketing" was coined by Ale Smidts in 2002

- Companies such as Google, CBS, and Frito-Lay amongst others have used neuromarketing research services to measure consumer thoughts on their advertisements or products.



PLATO'S TWO HORSES

- Although the term, “Neuromarketing” was coined in 2002 by Ale Smidts, the bases for Neuromarketing derives from the Greek Philosopher Plato.



- Plato's two horses drawn by a chariot philosophy was the first to link the human person to a human soul (mind). One horse symbolizes human emotion (system 1) while the other is a representation of human reasoning (system 2); however, until recently, the “black box” of consumer was merely the horse of reason.



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- ⦿ Nevertheless, Plato's chariot and two horse theory was disregarded as it was simpler to investigate, model and forecast reasoning of the consumer than predict their emotions (Miljkovic et al., 2010, p. 274).
- ⦿ Consequently, the philosophy of Plato has evolved in the concepts of Neuromarketing. An example of this is seen in the decision processing of Neuromarketing, system 1 and system 2.

SYSTEM 1 AND SYSTEM 2

- Based on the Neuromarketing concept of decision processing, consumer buying decisions rely on either System 1 or System 2 processing or Plato's two horses and a chariot. System 1 thinking is intuitive, unconscious, effortless, fast and emotional. In contrast, decisions driven by system 2 are deliberate, conscious reasoning, slow and effortful. In consumer behavior, these processes guide everyday purchasing decisions. Nevertheless, Zurawicki (2010) believes that buying decisions are driven by one's mood and emotions; concluding that compulsive and or spontaneous purchases are driven by system 1.

THE NEUROMARKETING CONCEPT

- was developed by psychologists at Harvard University in 1990. The technology is based on a model whereby the major thinking part of human activity (over 90%), including emotion, takes place in the subconscious area that is below the levels of controlled awareness. For this reason, the perception technologists of the market are very tempted to learn the techniques of effective manipulation of the subconscious brain activity. The main reason is to inspire the desired reaction in person's perception as deeply as possible.

- ⦿ The base of neuromarketing is “meme”[4][5] (by Richard Dawkins - a unit of cultural information similar to gene).[6] Meme is a unit of information stored in the brain. These units are effective at influencing a person who is making choices and decisions within 2.6 seconds. If “meme” is chosen properly we remember the good, joke or song and would share it. “Memes stay in memory and they are affected by marketers”.
- ⦿ Examples of memes: Aromas of fresh bread, sweets, grandmother's pie; Characters in fairy tales, melodies that cannot be out of head. Thus neuromarketers examine people (brain scan, revealing subconscious motives) and manipulate them.

- ◎ Best-known technology of neuromarketing was developed in the late 1990s by Harvard professor Jerry Zaltman (Gerald Zaltman), once it was patented under the name of Zaltman Metaphor Elicitation Technique (ZMET). The essence of ZMET reduces to exploring the human unconscious with specially selected sets of images that cause a positive emotional response and activate hidden images, metaphors stimulating the purchase.[7] Graphical collages are constructed on the base of detected images, which lays in the basis for commercials. Marketing Technology ZMET quickly gained popularity among hundreds of major companies-customers including Coca-Cola, General Motors, Nestle, Procter & Gamble.

COKE VS. PEPSI

- ◉ In a study from the group of Read Montague published in 2004 in Neuron,^[8] 67 people had their brains scanned while being given the "Pepsi Challenge", a blind taste test of Coca-Cola and Pepsi.
- ◉ Half the subjects chose Pepsi, since Pepsi tended to produce a stronger response than Coke in their brain's ventromedial prefrontal cortex, a region thought to process feelings of reward. But when the subjects were told they were drinking Coke three-quarters said that Coke tasted better. Their brain activity had also changed.

- The lateral prefrontal cortex, an area of the brain that scientists say governs high-level cognitive powers, and the hippocampus, an area related to memory, were now being used, indicating that the consumers were thinking about Coke and relating it to memories and other impressions. The results demonstrated that Pepsi should have half the market share, but in reality consumers are buying Coke for reasons related less to their taste preferences and more to their experience with the Coke brand.

CRITICISM

- Some consumer advocate organizations, such as the Center for Digital Democracy, have criticized neuromarketing's potentially invasive technology. Jeff Chester, the executive director of the organization, claims that neuromarketing is "having an effect on individuals that individuals are not informed about." Further, he claims that though there has not historically been regulation on adult advertising due to adults having defense mechanisms to discern what is true and untrue, that it should now be regulated "if the advertising is now purposely designed to bypass those rational defenses . . . protecting advertising speech in the marketplace has to be questioned." [2]

CRITICISM

- ◎ Joseph Turow, a communications professor at the University of Pennsylvania, dismisses neuromarketing as another reincarnation of gimmicky attempts for advertisers to find non-traditional approaches toward gathering consumer opinion. He is quoted in saying, "There has always been a holy grail in advertising to try to reach people in a hypodermic way. Major corporations and research firms are jumping on the neuromarketing bandwagon, because they are desperate for any novel technique to help them break through all the marketing clutter. 'It's as much about the nature of the industry and the anxiety roiling through the system as it is about anything else.'"[9]

Environmental ethics



A. Rudyanto Soesilo

Environmental ethics

- is the part of environmental philosophy which considers extending the traditional boundaries of ethics from solely including humans to including the non-human world. It exerts influence on a large range of disciplines including environmental law, environmental sociology, ecotheology, ecological economics, ecology and environmental geography.



Marshall's Libertarian extension

- echoes a civil liberty approach In environmentalism, though, the community is generally thought to consist of non-humans as well as humans.
- Andrew Brennan was an advocate of ecologic humanism (eco-humanism), the argument that all ontological entities, animate and in-animate, can be given ethical worth purely on the basis that they exist.
- The work of Arne Næss and his collaborator Sessions also falls under the libertarian extension, although they preferred the term "deep ecology". Deep ecology is the argument for the intrinsic value or inherent worth of the environment – the view that it is valuable in itself. Their argument, incidentally, falls under both the libertarian extension and the ecologic extension.



• Ecologic extension

- places emphasis not on human rights but on the recognition of the fundamental interdependence of all biological (and some abiological) entities and their essential diversity.
- Ecologic Extension is best thought of as a scientific reflection of the natural world.
- Ecological Extension is roughly the same classification of Smith's eco-holism, and it argues for the intrinsic value inherent in collective ecological entities like ecosystems or the global environment as a whole entity.



Conservation ethics

- is an extension of use-value into the non-human biological world. It focuses only on the worth of the environment in terms of its utility or usefulness to humans.
- It contrasts the intrinsic value ideas of 'deep ecology', hence is often referred to as 'shallow ecology', and generally argues for the preservation of the environment on the basis that it has extrinsic value – instrumental to the welfare of human beings.
- Conservation is therefore a means to an end and purely concerned with mankind and intergenerational considerations. It could be argued that it is this ethic that formed the underlying arguments proposed by Governments at the Kyoto summit in 1997 and three agreements reached in Rio in 1992



Humanist theories

- Following the bio-centric and eco-holist theory distinctions, Humanist theories as those that require a set of criteria for moral status and ethical worth, such as sentience
- This applies to the work of Peter Singer who advocated a hierarchy of value similar to the one devised by Aristotle which relies on the ability to reason. This was Singer's solution to the problem that arises when attempting to determine the interests of a non-sentient entity such as a garden weed.





environmental ethics



Green party or ecologist party

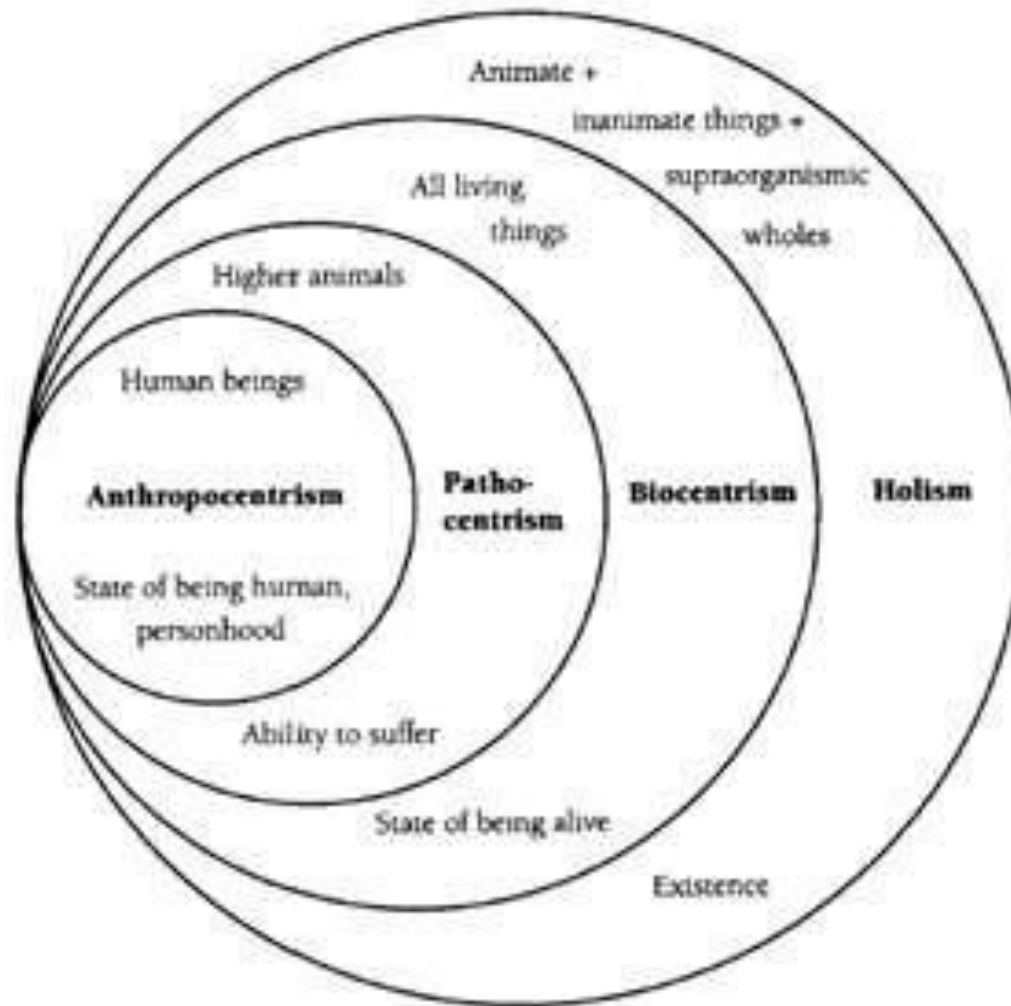
- is a formally organized political party based on the principles of Green politics.
- These principles usually include social justice, reliance on grassroots democracy, nonviolence, and an emphasis on environmentalism.
- "Greens" believe that the exercise of these principles leads to world health.
- The party's platform is largely considered far-left in the political spectrum.



Applied theology

- The Christian world view sees the universe as created by God, and humankind accountable to God for the use of the resources entrusted to humankind. Ultimate values are seen in the light of being valuable to God. This applies both in breadth of scope - caring for people (Matthew 25) and environmental issues, e.g. environmental health (Deuteronomy 22.8; 23.12-14) - and dynamic motivation, the love of Christ controlling (2 Corinthians 5.14f) and dealing with the underlying spiritual disease of sin, which shows itself in selfishness and thoughtlessness.
- In many countries this relationship of accountability is symbolised at harvest thanksgiving. (B.T. Adeney : Global Ethics in New Dictionary of Christian Ethics and Pastoral Theology 1995 Leicester)





Anthropocentrism

- simply places humans at the centre of the universe; the human race must always be its own primary concern. It has become customary in the Western tradition to consider only our species when considering the environmental ethics of a situation.
- Therefore, everything else in existence should be evaluated in terms of its utility for us, thus committing speciesism.
- All environmental studies should include an assessment of the intrinsic value of non-human beings. In fact, based on this very assumption, a philosophical article has explored recently the possibility of humans' willing extinction as a gesture toward other beings.



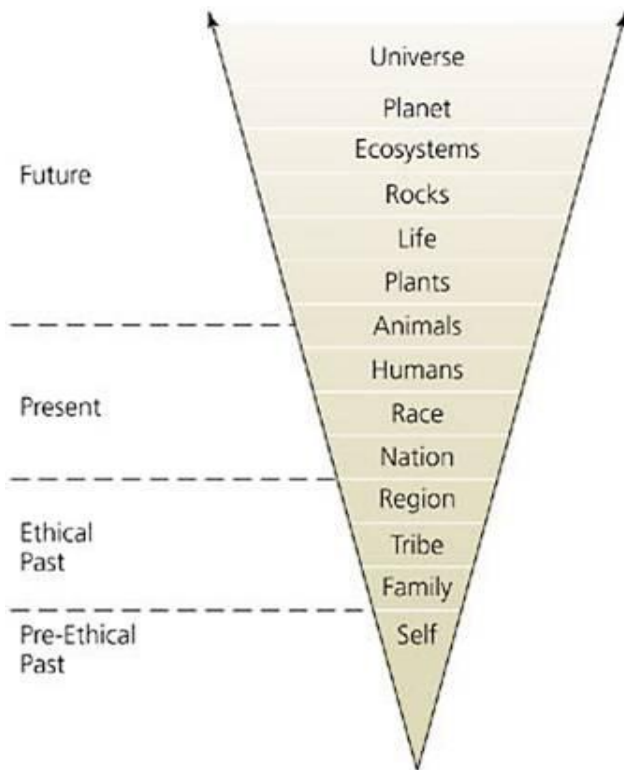
Deep ecology

Deep ecology is a contemporary ecological philosophy that recognizes an inherent worth of all living beings, regardless of their instrumental utility to human needs. The philosophy emphasizes the interdependence of organisms within ecosystems and that of ecosystems with each other within the biosphere. It provides a foundation for the environmental, ecology and green movements and has fostered a new system of environmental ethics.

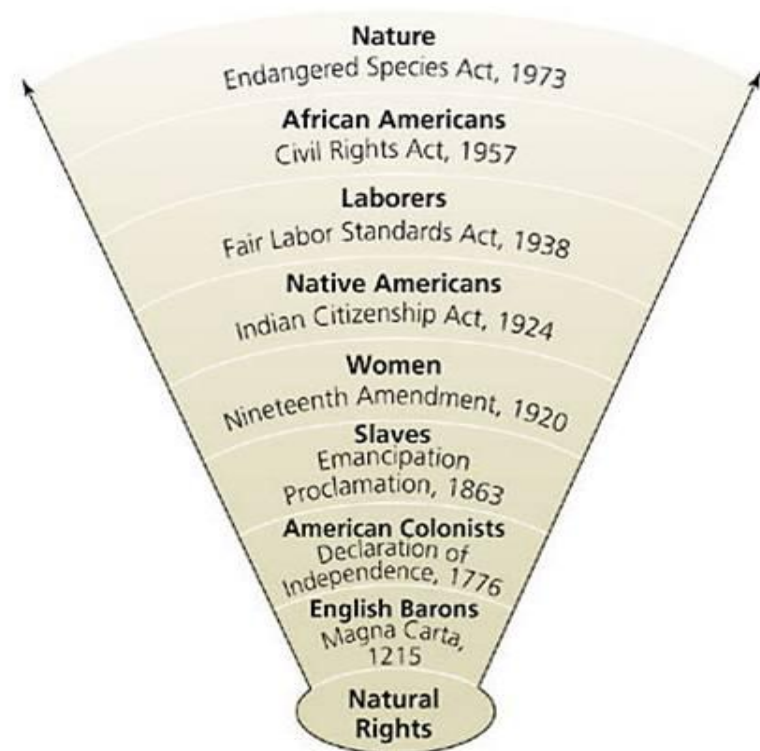
environmental ethics



The evolution of Ethics



(a) The evolution of ethics



(b) The expanding concept of rights



Deep ecology's core principle

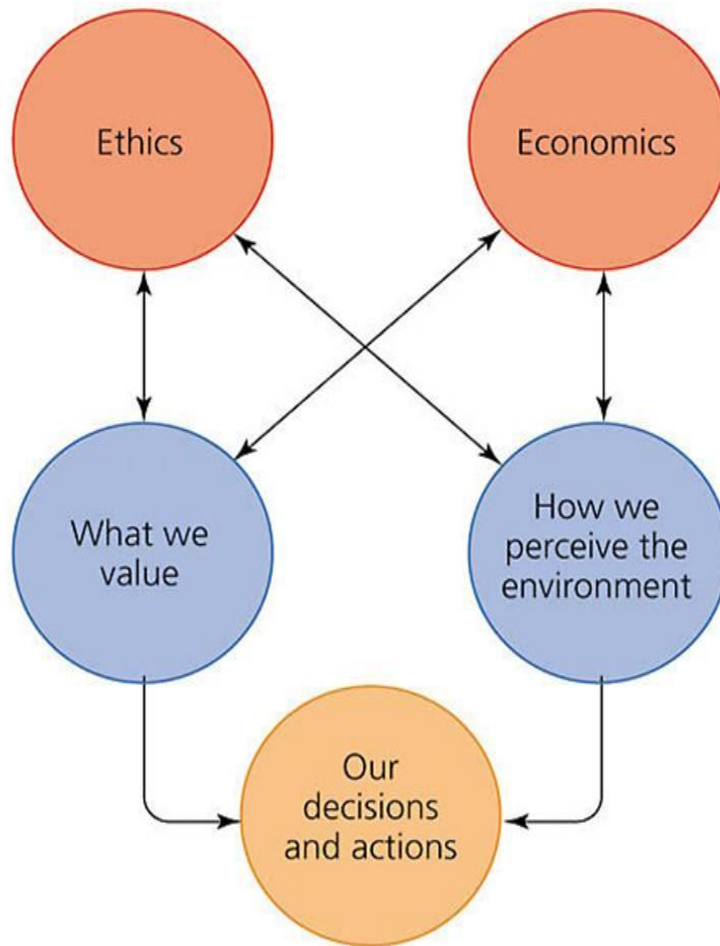
is the belief that, like humanity, the living environment as a whole has the same right to live and flourish. Deep ecology describes itself as "deep" because it looks more deeply into the actual reality of humanity's relationship with the natural world and arrives at philosophically more profound conclusions than that of the prevailing view of ecology as a branch of Darwinian biological science.



Deep ecology

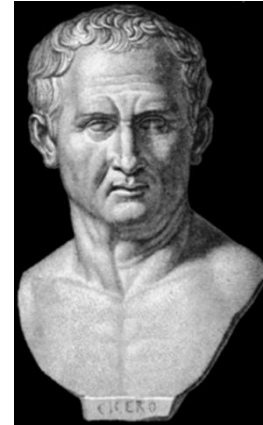
- Deep ecology does not subscribe to anthropocentric environmentalism which is concerned with conservation of the environment only for exploitation by and for human purposes since this is grounded in a quite different set of philosophical assumptions.
- Deep ecology takes a more holistic view of the world human beings live in and seeks to apply to life the understanding that the separate parts of the ecosystem (including humans) function as a whole. Deep ecology advocates wilderness preservation, human population control and simple living.





POPULISME,

Wahana untuk Kebangkitan Bangsa
Oleh : Dr. Ir. A. Rudyanto Soesilo MSA



Salus populi suprema lex esto

Let the welfare of the people be the supreme law
(Cicero's De Legibus, book III, part III, sub. VIII),

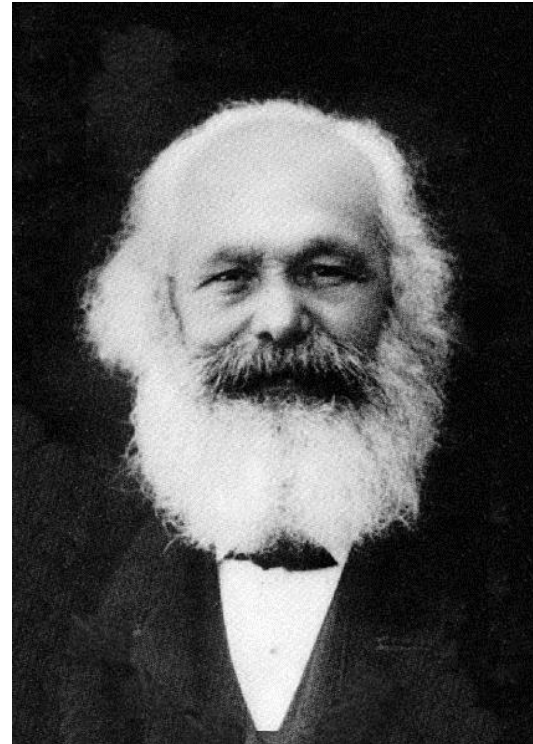
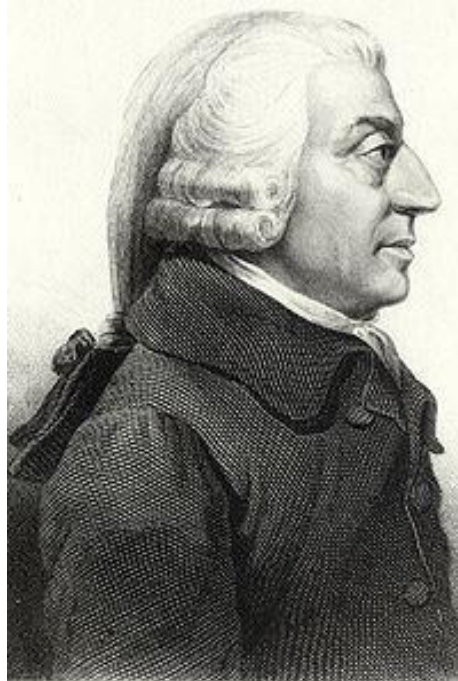


CAPITALISM

If history could teach us anything, it would be that private property is inextricably linked with civilization.– Ludwig von Mises

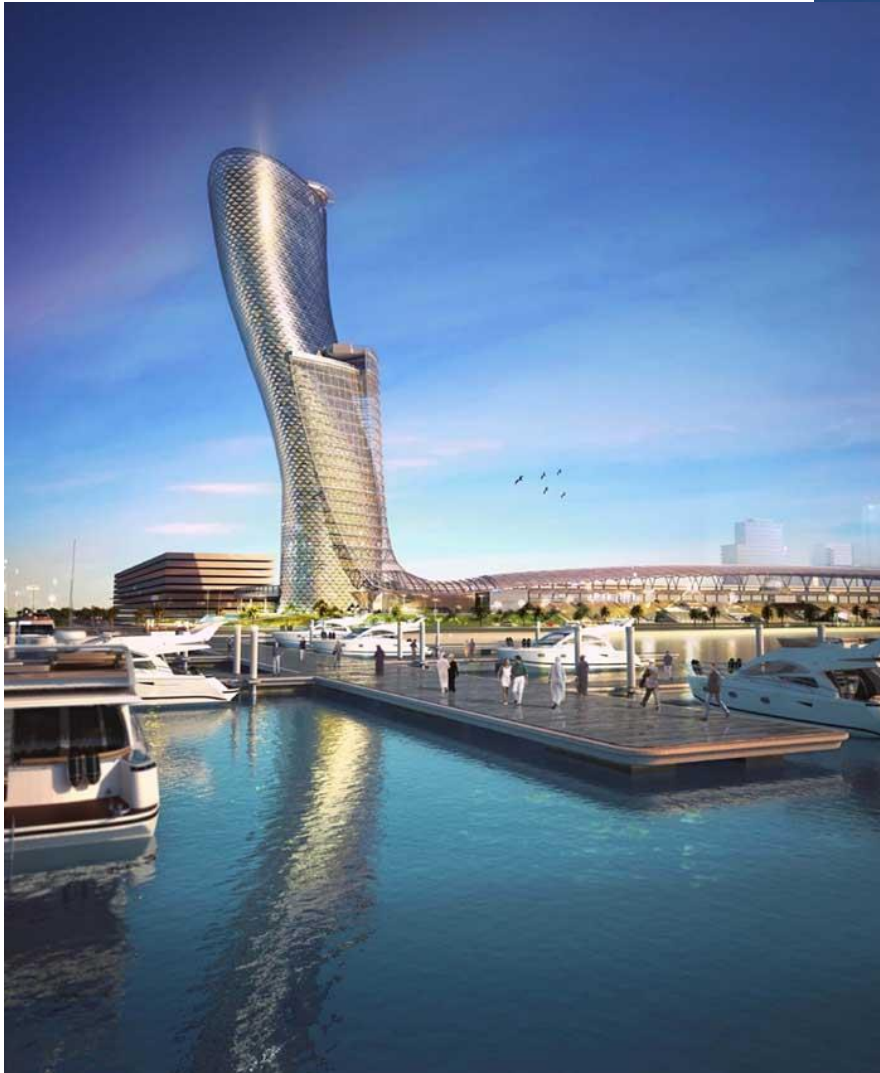


KAPITALISME



KAPITALISME

- ⦿ Kapitalisme yang secara ontologis memuat persaingan individual menimbulkan adanya “kebutuhan” (need) yang perlu dipenuhi, yang terbatas (limited), tetapi juga memunculkan “keinginan” (desire) yang tak terbatas (un-limited/The sky is the limit).
- ⦿ keinginan yang tak terbatas itu, lalu terjadilah fenomena yang disebut “ketamakan/keserakahan” (greed).







KALBE

cordlife



Darah tali pusat bayi Anda

hadiah sepanjang masa



No.



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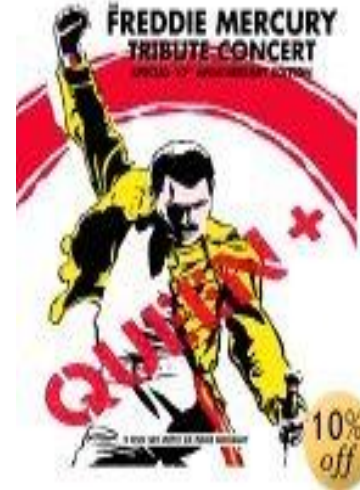
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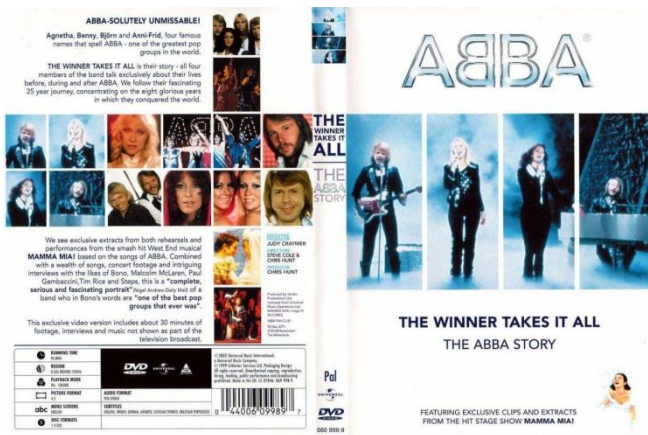


KAPITALISME

- ⦿ Persaingan yang merupakan hakekat ontologis dari Kapitalisme, lalu akan melahirkan mereka-mereka yang menjadi “pemenang”, tetapi juga mereka yang harus dan terpaksa menjadi “pecundang”.



- *We are the champions*
- *No time for losers*
- *'Cause we are the champions -
of the world*



**“The Winner takes it all”,
the loser standing small,
the loser has to fall, but
what can I say? Rules
must be obeyed!**

Lyrics from the song with the same title
by ABBA.

MARGINAL PEOPLE



MARGINAL PEOPLE



P.O.P.U.L.I.S.M.E.

- ⦿ Populisme disini dimaksudkan suatu faham yang mendahulukan kepentingan rakyat kecil, “Put people first” .
- ⦿ Populism is a political ideology or rhetorical style that holds that the common person is oppressed by the "elite" in society, which exists only to serve its own interests, and therefore, the instruments of the State need to be grasped from this self-serving elite and instead used for the benefit and advancement of the people as a whole. A populist reaches out to ordinary people, talking about their economic and social concerns, and appeals to their common sense. (word lq.com)

MARCH FOR...

...JOBS
DECENT JOBS AND PUBLIC SERVICES FOR ALL

...JUSTICE
END GLOBAL POVERTY AND INEQUALITY

...CLIMATE
BUILD A GREEN ECONOMY

SATURDAY 28TH MARCH

ASSEMBLE 11AM, VICTORIA EMBANKMENT LONDON

TELL THE G20 TO...

PUT PEOPLE FIRST!

PUT PEOPLE FIRST IS BACKED BY A HUGE RANGE OF DIFFERENT ORGANISATIONS, WITH MORE SIGNING UP EVERYDAY:

THESE INCLUDE:

- TUC
- JUBILEE DEBT CAMPAIGN
- STOP CLIMATE CHAOS
- UNISON
- RAFAM
- FRIENDS OF THE EARTH
- UNITE
- ACT UP! UK
- CHRISTIAN AID
- PEOPLE AND PLANET
- ECTA
- GLOBAL CALL TO ACTION AGAINST POVERTY
- WVW
- GME
- WELPI
- WAR ON WANT
- EVERYCHILD
- WORLD DEVELOPMENT MOVEMENT
- NATIONAL UNION OF TEACHERS
- WORLD VISION
- MUSEUM COUNCIL OF BRITAIN
- TRADE JUSTICE MOVEMENT
- BOND
- NEW INTERNATIONALIST
- CAFOD
- BRITTON WOODS PROJECT
- PCS
- BMT
- ACTA
- ONE WORLD ACTION
- ADVOCACY INTERNATIONAL
- STAMP OUT POVERTY
- AKONA MAMA WA AFRICA
- PANTS TO POVERTY
- PROGRESSO
- TAX JUSTICE NETWORK
- TEARFUND
- SAVIATION ARMY
- SAVE THE CHILDREN
- STOP AIDS CAMPAIGN
- UCU
- ACTION FOR GLOBAL CLIMATE COMMUNITY

MUCH MORE AT: WWW.PUTPEOPLEFIRST.ORG.UK

PERAN PENDIDIKAN

- ◎ Paradigma Konservatif
- ◎ Paradigma Liberal
- ◎ Paradigma Kritis

PARADIGMA KONSERVATIF,

- ⦿ mentabukan perubahan
- ⦿ mengandaikan sistem yang ada sudah merupakan kepastian historis (kesadaran Magis, Freirean).
- ⦿ penjaga status-quo,
- ⦿ Blaming the victims
- ⦿ fatalistik

PARADIGMA LIBERAL

- ◉ ajang sosialisasi, replikasi dan reproduksi nilai-nilai yang ada (yang sedang berkuasa yaitu nilai Kapitalistik) ,
- ◉ pelatihan adaptasi terhadap sistem, perbaikan internal meliputi fasilitas pengajaran, metoda pendidikan. Pelatihan kompetisi Individu to be excellence,
- ◉ instant culture
- ◉ Blaming the victims,
- ◉ pecundang

PARADIGMA PENDIDIKAN KRITIS .

- ⦿ menguak kesadaran peserta didik,
- ⦿ mengidentifisir ketidak-adilan yang mungkin sedang terjadi,
- ⦿ membangkitkan “kesadaran kritis”, critical knowledge atau emancipatory knowledge (Habermasian),
- ⦿ mengasumsikan bahwa pendidikan adalah arena perjuangan,
- ⦿ pendidikan tidak boleh netral, tetapi hendaknya memihak kepada rakyat kecil .

PAYUNG SISTEM BESAR KAPITALISME

- ◉ Darwinisme-Sosial ,
- ◉ “kill or to be killed” dan
- ◉ laissez-faire yang predatorial
- ◉ “The Winner takes it all” . Dalam suasana seperti inilah paradigma liberal berjalan, sembari melatih para peserta didik untuk
- ◉ survive, lolos, mampu beradaptasi dan akhirnya mampu keluar sebagai “pemenang” (sehingga harus ada yang “kalah”),
- ◉ “tricky” strategi.

SEMANGAT POPULISME

- ⦿ , kepedulian dan keberpihakan kepada rakyat kebanyakan yang tersisihkan dan terpinggirkan, membentuk integritas para alumni perguruan tinggi untuk berperan di masing-masing bidangnya, berprofesi untuk kesejahteraan nasional dan kejayaan bangsa ini dalam kancah komunitas global internasional.

MUHAMMAD YUNUS

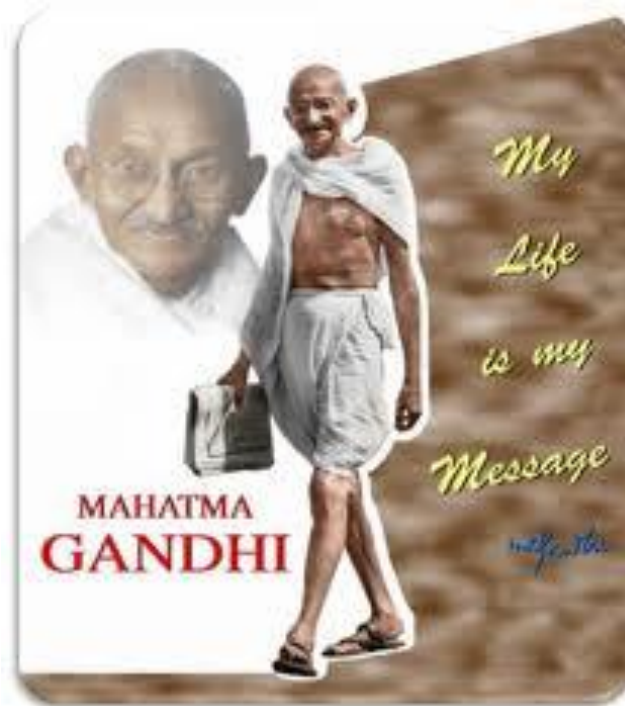


- Muhammad Yunus , born 28 June 1940) is a Bangladeshi banker, economist and Nobel Peace Prize recipient.
- earned a doctorate in economics from Vanderbilt University in the United States.
- He previously was a professor of economics where he developed the concepts of microcredit and microfinance.
- These loans are given to entrepreneurs too poor to qualify for traditional bank loans.
- In 2006 Yunus and Grameen received the Nobel Peace Prize "for their efforts through microcredit to create economic and social development from below“.
- Yunus himself has received several other national and international honors.

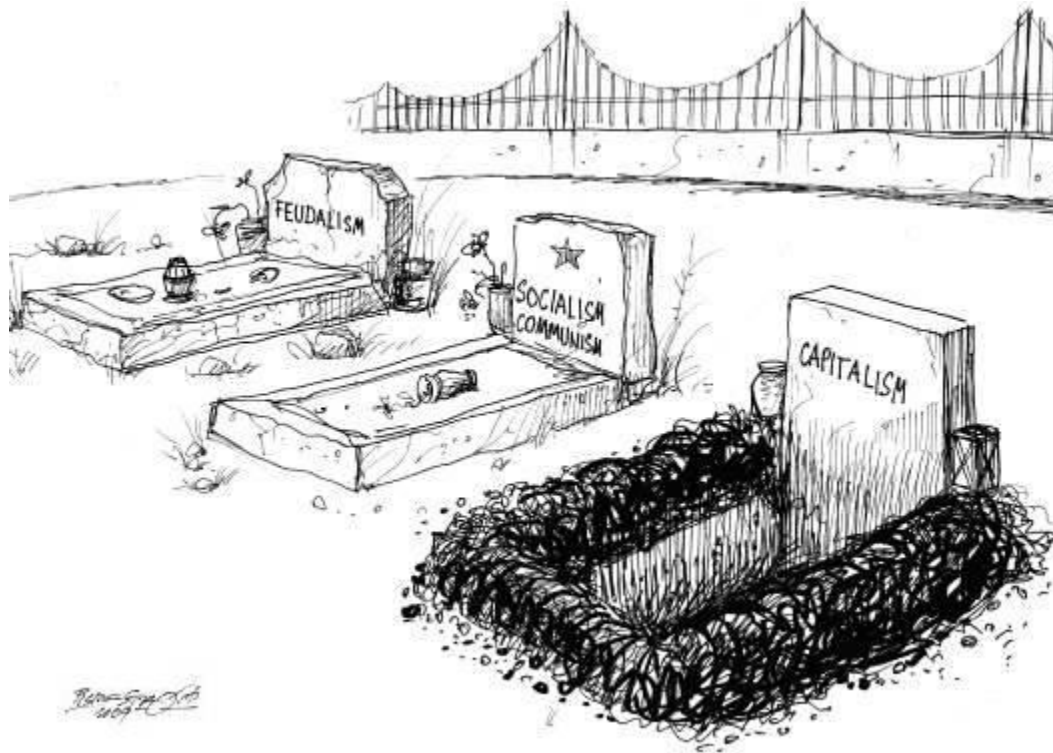
JOKOWI

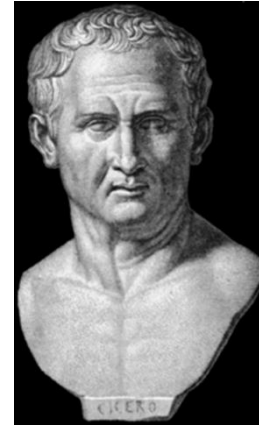


G.A.N.D.H.I









Salus populi suprema lex esto

Let the welfare of the people be the supreme law
(Cicero's De Legibus, book III, part III, sub. VIII),

TOKOH2 & PEMIKIRANNYA

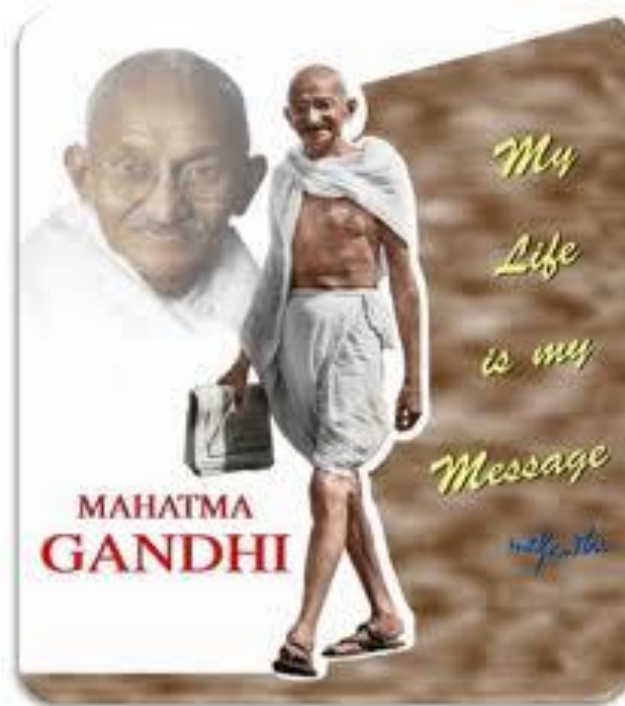
a. Rudyanto soesilo

MUHAMMAD YUNUS

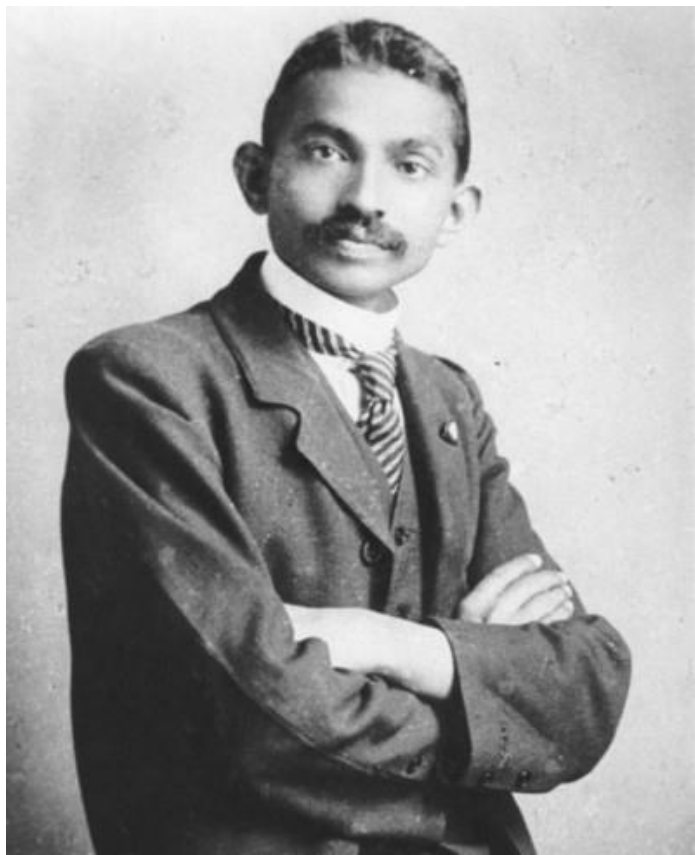


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G.A.N.D.H.I



MOHANDAS KARAMCHAND GANDHI AS ATTORNEY



In 1888, Gandhi travelled to London,
England, to study law at University
College London,

AUNGSAN SUU KYI



- Suu Kyi continued her education at St Hugh's College, Oxford, obtaining a B.A. degree in Philosophy, Politics and Economics in 1969.

PARA PELAKU PENGELOLA NEGERI INI

- Sejak awal terbentuknya Negara ini merekalah yang berdiri dan berjalan di garda depan,
- **Soekarno - Hatta** adalah intelektual yang mengajak rakyat Indonesia waktu itu untuk merdeka.



GUS DUR



Wahid was also encouraged to read non-Muslim books, magazines, and newspapers by his father to further broaden his horizons completing his education at the University of Baghdad in 1970, Wahid went to the Netherlands to continue his education. He wanted to attend [Leiden University](#) He went to Germany and France before returning to Indonesia in 1971.