



**LEGAL ANALYSIS OF FACEBOOK'S ACQUISITION IN PERSPECTIVE
OF INDONESIAN COMPETITIVE LAW**

THESIS

Submitted to complete the tasks and fulfil the requirements to complete the
Bachelor of Law Program

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APPROVAL PAGE



TEST PAGE



STATEMENT



MOTTO AND DEDICATION



Some trust in chariots and some in horses, but we trust in the name of the LORD our God. They are brought to their knees and fall, but we rise up and stand firm. (Psalm 20:7-8)

I dedicate this thesis to: God our Father in Heaven, Jesus Christ, my family, and my fellow Universitas Diponegoro stude

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By expressing gratitude to God, our Heavenly Father, for His favour and clemency, the author successfully concluded this thesis titled "Legal Analysis of Facebook's Acquisition in Perspective of Indonesian Competitive Law."

Acquisition has been a developing phenomenon up until this point. Mergers and acquisitions allow organizations to grow and extend their operations. On the flip side, taking over a rival company and putting it out of business is one way to minimize competition through acquisitions.

Mark Zuckerberg introduced Facebook, or "The Facebook," to the public in February 2004. Established exclusively for collegiate students enrolled in particular institutions, the platform amassed a user base of one million within a mere ten months following its inception. In the year 2022, Facebook (presently referred to as Meta) has amassed an approximate monthly user base of 2.9 billion. This figure does not even account for Facebook's acquisitions, which include, among others, WhatsApp and Instagram. To date, in the course of this period of exponential expansion, Mark Zuckerberg has procured 94 businesses. Facebook's two most significant acquisitions to date have been WhatsApp Messenger and Instagram, both of which were acquired for \$19 billion in February 2015 and \$1 billion, respectively, in April 2012. Thus, the author is determined on penning a thesis regarding the effects on the economy and the question of whether or not Facebook's acquisition constitutes a monopoly activity.

The author aims for this final project to serve as a resource for reading information on acquisition and monopoly.

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Therefore, by being honest, the author truly wishes for criticism and ideas from all parties so that the author may enhance the quality of the author, both in terms of the author's talents and the author's knowledge.

The author's abilities and knowledge are still extremely restricted. It is my hope that this piece of legal writing will be of use to the academic community of the Faculty of Law at Diponegoro University, as well as to other readers.

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Abstract

This abstract provides a concise overview of the implications of Facebook's acquisition activities within the context of Indonesia's competition law framework. The acquisition of social media platforms and technology companies has been a prominent strategy for Facebook, raising concerns about its market dominance and potential anticompetitive behavior. When it comes to safeguarding consumer interests and promoting fair competition in Indonesia, the Competition Law and regulatory institutions are crucial. This abstract explores the key provisions of Indonesia's Competition Law, analyzes the potential antitrust concerns surrounding Facebook's acquisitions, and highlights the importance of regulatory scrutiny to maintain a competitive digital ecosystem in the Indonesian market. Understanding these dynamics is essential for evaluating the impact of Facebook's acquisitions on the Indonesian digital landscape and the broader implications for competition and consumer welfare.

Keyword: Acquisition, Competition Law, Antitrust

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