

# WSJ Coverage

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## Indonesian Youth Are Concerned About Foreign Influence

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By Eric Bellman

Indonesia's youth are suspicious of what foreign firms are up to in their country, despite being big fans of global brands from KFC to Nike **NKE +0.73%** and among the world's most active Facebook **FB +1.32%** and Twitter users.

More than 60% of youths between the ages of 16 and 25 think Indonesia should protect domestic companies from foreign competition and that the government needs to be more nationalistic when it comes to the economy, according to a recent survey of people in the greater Jakarta area.

The survey, conducted by Jakarta market-research company GroupW and unveiled by the U.S. Chamber of Commerce on Monday, suggests that country could be headed towards more foreign-firm bashing as politicians try to rally the youth vote. In next year's election, more than 50 million Indonesians will be eligible to vote for the first time.

These results are part of a larger survey by GroupW that examined attitudes among young Indonesians on a range of topics.

GroupW believes this segment has been ignored because it lacked economic and political clout. However, with national elections in 2014, its clout will be at the ballot box and is therefore worth studying.

GroupW is using the label "Gen-I" in order to reflect this segment's "Indonesian" flavor. As referenced in The Wall Street Journal, Gen-I seems to be trying to figure out its place in the grand scheme of things and seems more comfortable when that scheme is comprised of things Indonesian.