

Impact and Criticism of Global Capitalism in the Industrial Era 4.0

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Abstract— This article discusses the impact of global capitalism and gives a critique of global capitalism in the 4.0 industrial revolution that is currently developing in the global economy. Today global capitalism is almost everywhere, especially in the workplace, especially in the production and consumption industries and the most dominating is politics in life. This trend is increasing through the application of intelligent information technology and artificial machinery including the development of industrial technology in the 21st century which was marked by the emergence of the 4.0 industrial revolution in the present era. This industrial revolution made very rapid changes, especially in technology. Previously, people depended on the speed of their hands and feet after the industrial revolution. But in its development, capitalists are people who control the industrial sector of the market and the means of production so that the impact on the gap between the rich becomes rich and the poor dies. With the strength of the capital they have, they can run and develop the industrial sector. And the owner of this capital comes the term capital (capital), which means "capital". This group has a big advantage over the Industrial Revolution. The cause of modern capitalism, which shows the role of capitalists as producers, traders and dividers.

Keywords—*Impact, Industrial Era 4.0, Global Capitalism*

I. INTRODUCTION

The world is developing dynamically, constantly changing without anyone being able to control the movement. The questionable development is now entering an era where the world is getting smaller, the world is becoming a global village, where all kinds of information, capital, and culture move quickly, without obstacles to sovereignty. This progress is called globalization. Many people look optimistically at global capitalism under the banner of globalization, regard it as a commandment that unites all societies in the fight against poverty and destitution.

Excessive optimism turns out to clash with reality today, where the gap between the rich and the poor is getting bigger. The world is divided into the poles of rich countries and capitalists on the north and polar sides of poor countries and capital borrowers on the south side. The world order is full of inequality. Promised progress cannot be enjoyed by everyone. In addition, with a world that is increasingly united by various technological advances and free markets, there is a tendency for the consumer community to develop. Market needs and create communities like

this to be used as dairy cows. In short, the world is increasingly at risk. Departing from this reality, various critical questions surrounding global capitalism emerged. The critical question is what the impact of global capitalism and the criticism is given to global capitalism in the 4.0 industrial revolution.

At present the development of the pace of industry and science is growing rapidly, it is undeniable that the industrial revolution is the starting point of technological developments that have occurred to date. One that developed in the present era is the industrial revolution 4.0. This industrial revolution was first introduced by the famous historian of his time, Arnold Toynbee from 1889 to 1975. The early history of this revolution began in 1800 AD (1760-1830) which started from the first generation of industry using steam engines which were considered the most important developments in the emergence of the first-generation industrial revolution. This steam engine relies on water use as its driving force to bring major changes to the transportation system that can increase industrial activity. With the invention of the steam engine, it can support production machinery, trains and ship ships, there have been major changes in agriculture, manufacturing, mining and transportation. Then in 1900 (around 1870-1914) the second generation of industry emerged marked by the development of energy and electrical equipment by scientists and applying it in industry. In the industrial revolution, more focused on the use of alternating current electric technology ranging from generation, transmission to use in electrical equipment. After that the third-generation industrial revolution was developed in 2000 which was marked using computers and technology that did not involve humans directly. And now the industrial revolution era 4.0 is characterized by a cyber-physical system. At present the industry is beginning to touch cyberspace, in the form of human, machine and data connectivity, everything is everywhere. This term is known as internet of things (IoT) [1].

If you look at the facts from the history of the industrial revolution 1.0 to 4.0 are closely related to global capitalism that is developing at this time, its presence is also inseparable from social sciences such as history, economics, geography and sociology. Scientific knowledge of the social sciences is currently growing until now even the level of study is expanding. This condition raises the question of the

4.0 industrial revolution in the current era, which is controlled by the capitalists, how the impact is produced and provides a critique of global capitalism in the 4.0 industrial revolution. This paper tries to answer these questions by exploring literature studies and linking phenomena that occur in the industrial revolution era 4.0 within the scope of global capitalism.

II. GLOBAL CAPITALISM TODAY

Global capitalism is an economic system in which trade, industry and means of production are controlled by private owners with the aim of gaining profits in a market economy [2]. The owner of the capital in doing his business is trying to get the maximum profit. With this principle, the government cannot intervene in the market to gain mutual benefit, but government intervention is carried out on a large scale for personal interests.

Global capitalism dominates the western world with an economic system that has since collapsed during feudalism. As a system, capitalism portrays the relationship between the owners of capital for non-personal means of production (land, mining, installation, industry and so on, which are called capital or capital as a whole).

Completing Dudley's opinion, this system combines factors of natural resources (air, water, minerals, coal, etc.) which until now are considered as having no value and are treated as free goods, production equipment (machinery, buildings) as fixed capital which must be replaced with more sophisticated and up-to-date in order to get more value for the company in the face of competition with others, and also reproducible labor force (clothing, board, food and training facilities) to boost work effectiveness and value for the company. With the combination of these three factors, the expected achievement is the accumulation of profits [3].

Giddens, quoting what Webber said, that the spirit of capitalism is to get as much money as possible, combined with avoiding it strictly and enjoying it completely spontaneously [4]. From this opinion, the direction of the capitals system is an ongoing effort to accumulate money through various fields of capitalization. From this, it is also understood that capitalism is an understanding that has two main objectives, first, capital accumulation and second, the process of planting or expanding capital.

Even so, capitalism does not have a universal definition that can be widely accepted. Some experts define capitalism as a system that came into effect in Europe in the 16th century to the 19th century, namely in the development of European commercial banking where a group of individuals and groups can act as a particular body that can own and trade in property private, especially capital goods, such as land and humans for the process of changing from

capital goods to finished goods. To obtain these capitals, the capitalists must obtain raw materials and machinery first, then the workers who act as machine operators in order to obtain the value of the raw materials processed.

Capitalism has a long history, since the discovery of a commercial system carried out by the private sector. In Europe, this is known as the guild as the forerunner of capitalism. At present, capitalism is not only seen as a view of life that wants mere profits. The consolidation of capitalism with socialism without change makes capitalism softer than two or three centuries ago.

The term capitalism, in the modern sense, is often associated with Karl Marx [5]. In the magnum opus *Das Kapital*, Marx wrote about "the capitalist mode of production" using the method of understanding which is now known as Marxism [6]. However, while Marx rarely used the term "capitalism", it was used twice in the interpretation of his more political work, especially written by collaborators Friedrich Engels. In the 20th century defenders of the capitalist system often replaced long-term capitalism with phrases such as free companies and private companies and replaced by rented capitalists and investors as a reaction to the negative connotations associated with capitalism [7].

In Marx's view, the criticism of global capitalism associates it with social inequality and an unequal distribution of wealth and power; the tendency of market monopoly or oligopoly (and government by oligarchy), imperialism, counter-revolutionary war and various forms of economic and cultural exploitation; materialism, repression of workers and members of trade unions, social alienation, economic inequality, unemployment, and economic instability. Private property rights have also been linked to the tragedy of anti-commons. With its power global capitalism exploits and alienates labor.

Marxists have advocated the revolutionary overthrow of capitalism that will lead to socialism, before finally turning into communism. Many socialists consider capitalism to be irrational, in unplanned production and economic direction, creating many internal inconsistencies and contradictions [8]. Labor historians and scholars such as Immanuel Wallerstein argue that not being free from labor - by slaves, helpers with covenants, prisoners, and others is forced - compatible with capitalist relations [9]. Marxist economist Richard D. Wolff postulated that capitalist economics prioritizes profits and capital accumulation over the social needs of society, and capitalist companies rarely ever include workers in the basic decisions of the company [10].

Many aspects of capitalism have come under attack from the anti-globalization movement, which is primarily opposed to corporate capitalism. Environmentalists argue that capitalism requires

continuous economic growth, and that it will inevitably drain limited natural resources on Earth. [11] These criticisms argue that while neoliberalism, or contemporary capitalism, does increase global trade, it also allows increasing global poverty. - with more life today in poverty than ever before neoliberalism, and environmental indicators show massive environmental damage since the late 1970s [12].

After the banking crisis of 2007, Alan Greenspan told the United States Congress on October 23, 2008, "Intellectual property completely collapsed. I made the mistake of if the interests of the organization, especially banks and others, were like that they were the best capable of protecting their own shareholders.

Many religions criticize or oppose certain elements of capitalism. Traditional Jews, Christians and Muslims forbid lending money with interest, although alternative banking methods have been developed. Some Christians have criticized capitalism for the materialist aspect [13]. and its inability to consider the welfare of all people. Many of Jesus' parables deal with economic problems: Agriculture, grazing, being in debt, doing forced labor, being ostracized from banquets and houses of the rich, and having implications for wealth and power distribution.

In Evangelii Gaudium's 84-page apostolic appeal, Pope Francis described capitalism's restraint as a "new tyranny" and called on world leaders to combat rising poverty and inequality [14]. In it he said:

Some people continue to defend trickle-down theories which assume that economic growth, driven by free markets, will surely succeed in realizing greater justice and inclusiveness in the world. This opinion, which has never been confirmed by facts, expresses raw and naive trust in their goodness in holding economic power and the sacralization of work from the prevailing economic system. Meanwhile, the excluded ones are still waiting [15].

III. VIEW OF STRUCTURAL THEORY AGAINST GLOBAL CAPITALISM

The basic structuralist view is derived from Marx. In this view, it is more focused on the impact caused by the capitalist system, namely the emergence of two conflicting classes between the bourgeoisie and the proletariat. With this conflict in the structure of capitalistic society Marx argues that this is closely related to the economy as the main source that will influence others. The analysis emphasizes more on structural conflicts, forms of mastery and degeneration of community values.

For adherents of this theory the structural relationships contained in real social reality are more important than the problems of consciousness used by

humanist thinkers. Marx's analysis was aimed at the core of the hidden injustices of public relations in the capitalist system. Marx's view of capitalism is essentially how exploitation and structural injustice can be explained. Marx's aim was to clarify the social and political aspects of the economy by paying attention to "the laws of economic motion of modern society" [16].

Global capitalism is the highest outcome of the struggle of state capitalism which has transformed into a monster that is able to defeat anyone of its enemies and is able to penetrate the boundaries of the world. In the present time where the power of the world economy is dominated by global capitalism, a more specialized group is born that faces each other than the bourgeoisie with the proletariat, namely developed countries with developing countries or third world countries.

In the current production structure of the capitalist economic system there is an imbalance in the distribution of profits made by investors. Workers do not get anything more than their wages, even though the workers have done production work and produced a production item which is then called a commodity used for sale by the company for profit. In this capitalistic society the workers are truly alienated from what they do even with what they produce from their energy. The work of production which is then called a commodity is an item that is absolutely owned by the capitalists so that workers must also spend their money to get the goods they themselves make.

IV. THE IMPACT OF GLOBAL CAPITALISM IN THE INDUSTRIAL ERA 4.0

With the emergence of this fourth generation in the industrial revolution it will create global capitalism. which is supported by various structural mechanisms and multinational institutions. Global capitalism can now be called the world of Leviathan. Briefly global capitalism (global capitalism) can be defined as a form of global scale capitalism which is mainly supported by various structural mechanisms and multinational institutions. The characteristic of global capitalism is the global scope and the main principle of competition. The progress of industry 4.0 produces many goods that are not useful to many people but are still produced because they are only for profit and society is then "forced" through strong agitation and propaganda through the capitalist system by capital. the owner to consume products that are useless [17]. The most obvious example is how global capitalism currently has access to media and technology control, especially the case of digital production, including Facebook and Google. As we will see, website / application development involves not only production and labor, this production takes place capitalist: it involves both buying and selling labor and selling products as commodities and their

struggle with digital production, comes from their inability to understand the 'commodities' produced by these companies. This confusion is understandable, because it seems at least on the surface, that users are not charged for viewing websites or downloading mobile 'applications'; then the whole idea of 'commodity production' seems blurred.

As for the impact of global capitalism in the 4.0 industrial revolution, namely, *First*, the emergence of factories as workplaces transforms agrarian society into the construction of industrial factories that produce various types of goods to be sold both at home and abroad. This industrialization makes production no longer carried out by the human hand thanks to the invention of production equipment which serves to multiply the processed raw materials into consumer goods. The capitalists play in it, producers are controlled by rich people, capital owners who establish factories with careful calculations. They reduce the cost of production to the smallest possible level so that it can achieve a multiple surplus. Bargaining that have been produced must be immediately sold in the market at competitive prices. Economic life becomes the main goal of achieving success, the more profits the more capital is collected. The abundant amount of labor makes the capitalists feel in a safe zone. At a time when the industry is growing, the existence of small companies is getting worse because they lose capital and market demand is fulfilled by the presence of factory machines. Large businesses are concentrated in cities. While many small businesses are found in the village. When large companies arise in urban areas, urbanization flows increase sharply so that productive-age villagers become urbanites. They want the modern life carried by the city community. Besides that, work as a factory worker is waiting. Capitalists monopolize the trade of goods on the market so that the ability of small companies to compete is very difficult. If the capital used is large and all goods sell well, the surplus obtained by the company is also high. As a result, small companies go out of business because they get far less profits [18].

Second, workers' wages are low, workers who come to the city are highly motivated to change their lives so that they are forever slumped and left behind because development in the villages is far behind than in the city. Industries based in the city offer various interesting things that they cannot get in the village. Education, workplaces and other supporting facilities are more fully available. Even though the capitalists are very powerful in every part of life, but the slogan of liberalism is almost always stretched side by side. The public is also interested in the urban areas who tend to be individualistic because it is supported by liberalism which gives birth to the concept of secularism [19].

Third, the occurrence of social inequality, social inequality is a condition in which there is a group of

people who have a high economic level and live in a wealth of wealth while on the other hand there are low economic groups who live in poverty and are in the poverty line and the two groups coexist in same [20]. the impact arising from the industrial revolution is inseparable from the involvement of capitalists who control trade in monopolizing the economic system and the circulation of money. The ruler of the circulation of money in the industrial era is the owner of capital. The surplus they get comes from the sale of manufactured goods that are circulated in the market and purchased by the factory workers themselves. Social gaps include, among other things, differences in lifestyle and differences in social aspirations [21]. Differences in lifestyle include differences in home, consumption of goods, and style of dress. The basic building materials used to build houses for the bourgeoisie certainly have special specifications that are relatively strong, durable, and require a lot of funds to be able to buy them. Usually the houses of the bourgeoisie are large, spacious and luxurious. Home is a personal asset as well as a prestige that can be used to measure one's wealth. In contrast to the situation with the proletarian group who live in small and simple houses. The principle of home for the lower class is a place to shelter that can protect them from the sun, rain and extreme weather changes. Far worse is urbanites who don't get jobs in industrial cities. They will become homeless and set up slums. The consumption of goods by the bourgeoisie cannot be of low-quality goods at low prices. The item must be expensive and classy. The bourgeoisie can buy luxury goods and not including primary necessities, namely, various types of expensive jewelry, furniture and household appliances that are exorbitant in price. The clothing used is the best fabric. Their clothes are also usually specially designed by designers. Silk fabrics are in great demand because they have good quality and are imported goods with high purchase prices. This situation further sharpened the gulf and differentiation between the bourgeoisie and the proletariat. The clothes worn by proletarians are simple clothes. They cannot afford expensive fabrics, let alone bring it to the designer.

The type of food consumed between these two different classes also does not show similarities. Rich people pay close attention to the nutritional content of food consumed. Nutritional doses must be balanced between carbohydrates, vegetable and animal protein, calcium, and various kinds of vitamins contained in fruits and vegetables. While the proletariat only prioritizes the factor of daily food availability without considering the nutritional value and content. The proletariat needs more carbohydrate intake because they exert a lot of energy while working.

This difference is very real. The lower-class group before forming a trade union organization does not have an official container to accommodate and voice human rights. Initially, the workers who experienced

life difficulties due to low wages and heavy workloads just kept quiet. Background Labor education is very low. They were unable to compete with people who received higher education.

Similarly, through media and imaging technology on certain products with the media, it greatly affects the subconscious of the community. Although the products produced and advertised may not be products that are really needed by the community, at this time the term consumer society appears. Capitalists strive for third world society to buy their products by providing free incentives, called incentives to increase purchasing power, even though the point is to form a consumptive society, people who unwittingly want to spend their money just to buy things that are not goods main or what is really needed by them [22]. This will cause capital owners to control industrial equipment. The industrial revolution developed colonialism which aimed to control natural resources and make developing countries a place for industrial marketing.

Today's global capitalism has become an untouchable force into something frightening for third world countries. Globalization is a tool for capitalists to smooth their goals. As L. Friedman said, globalization is the process of the emergence of American-style capitalism. He is optimistic about calling globalization the most valuable and worst process for America [23].

In addition, it is also interesting what Noam Chomsky said about globalization. He strongly stated that globalization is a conspiracy of Western elites to build private tyranny throughout the world [24]. As we understand, in the neoliberal economic paradigm, the private sector is positioned to be a strong actor while the state is placed in a weak position for public affairs. This means that globalization is not only a natural process, but a systematic and planned process of how the ideology of capitalism spreads and is implemented throughout the world.

As an ideology, capitalism has concepts and methods. In addition, for concepts and methods to be carried out, capitalism needs actors who help them. This actor is certainly not single considering that globalization is not only the world of neo-liberal economics, but the whole world of human life, from politics, law, social, religion, thought and education. These actors include capitalist countries which are the main actors in uniting and forcing countries in the world to enter the arena of globalization. With capital and technology capabilities, it is very easy for a capitalist country to intervene in third world countries to comply with its wishes.

Capitalism lives from the consumption process in a society. And the consumption process carried out by people constructed by capitalism no longer uses function logic but uses the logic of desire. The condition in which the consumption process that uses

the logic of this desire can be called a consumerism society.

Such a society is deliberately constructed by global capitalism. This consumer society sometimes thinks that they are free to consume whatever they want. But this society forgets that everything they consume is the construction of global capitalists. In other words, they consume what the capitalist has constructed for consumption. This consumer society feels that they are in control of the goods they buy and have but as Budrillard said these items are the ones who control these consumers.

The final capitalist society which rests on the assumption of modernity is no longer a rational society in deciding. There are no more rational choices in a world dominated by the logic of desire. What is the benchmark for this final capitalist society is the process of consumption? Descartes's adage which states that *Cogito Ergo Sum* (I think that I exist) has turned into me consuming then I am there. Social status is measured by what we have (consumption). Buy coffee more prestigious in Starbucks than in a coffee shop. Watching cinema is more "stylish" on Hollywood than at local cinemas in suburban Jakarta. Taking a walk in Pondok Indah Mall is more "wow" than taking a walk in the Tanah Abang market. The ultimate human capitalism prefers to consume signs and images rather than use function logic. One sentence that can describe this situation; the death of human rationality.

V. CRITICISM OF GLOBAL CAPITALISM IN THE INDUSTRIAL ERA 4.0

Global capitalism which is an economic system in which there is a monopoly of the means of production by a handful of groups has become increasingly acute in controlling the world economic system, especially after the collapse of the Soviet Union in 1991 which is actually a country that is quite loud against capitalism. Until now, practically only the axis of the Latin American countries under the power of Cuba alone is counter-hegemony to the capitalist system. Karl Marx was the most enthusiastic thinker in conducting research on the economic system of capitalism. Marx's thinking was very focused on the structure of capitalism and the impact of oppression on workers. Politically his attention is focused on efforts to free man from the structure of capitalism. In a capitalistic society the person who gives the wage is a capitalist. Global capitalism is the one who owns and monopolizes the means of production. To be able to understand capitalism more deeply, it must be able to understand the flow of capital first. Capital is money that makes more money. This will be seen more clearly by observing what Marx thinks is the "starting point of capital", commodity circulation. Marx discusses two characteristics of capital, namely Money → Commodity → Money (with accumulated profits) (M1-C-M2). While the second circulation is

Commodity → Money → Commodity (C1-M-C2) [25]. In the first circulation explains how the circulation is used by capitalists. Commodities are bought or made for sale for profit not for use. In the capitalist circuit Marx refers to it as "producing to sell". Today, capitalism is one that has more value. In capitalism itself there are no restrictions for individuals or groups to carry out production activities and here individuals are free to carry out economic activities. The emphasis of capitalism which is more inclined towards the economy makes many studies to elaborate in more detail. Initially capitalism did come from activities that smelled of economics, among others, about how individuals produce to produce goods. However, what Marx emphasizes is not only the way to produce it but also the influence that results from production which results in an increase in the number of proletarians. Bargaining which is the market law of capitalism does much to the detriment of the proletariat, which in society is at the lowest level in Marx's view. In the composition of capitalism, the greatest influence comes from the bourgeoisie as the highest caste in capitalist society. Marx himself also did not really hate the bourgeoisie, instead he was amazed by the performance of the bourgeoisie which in a few years was able to produce a productive force that could control the economic sectors in production activities. Indeed, the essence of the existence of the bourgeoisie produces new classes in society. And these are those who don't agree with what Marx wants. As for the criticism, *First*, capitalism must produce a class system that divides society and creates class conflicts. In global capitalism a situation arises when some people have power over the lives of others. There are inequalities, injustices and differences that occur between the rich and the poor, which involve differences based on wealth, power.

Second, exploitation where workers who produce wealth are denied their rights and their share. Workers work more and spend almost all their time working to produce a lot of goods, but the wages earned are only a little when compared to the profits that capitalists have. Therefore, in industrialized countries, there is always a labor strike with the main theme for asking for a wage increase. Vertical mobility in the capitalist system stratification is very close to opportunities for workers. And the position of inequality is perpetuated through inheritance, opportunity. This is what is called stratification or class in society. Stratification or class in society is real and exists in society, whether based on property, ownership of land, property, property or rank, position or social status

Third, capitalism causes people to experience poverty, unemployment and become weak because of blind work from systems they cannot control (such as trade circles). Production in the industrial system of capitalism produces many goods which are not useful to many people but are still produced because they are

only for profit and society is then "forced" Fourth, production is done to seek profit, not to look for uses and uses. The capitalists continue to produce goods not to meet the needs of society, but to seek profit, so that when more and more goods are produced, expansion begins to look for new markets. This is the nature of capitalism which increasingly bases itself on the greedy and greedy nature of man. This system then led to expansion and colonization or colonialism. Britain is a country that colonizes other countries because of the overproduction of goods produced by the industrial revolution, so they need to find other countries to be used as markets for their industrial products.

Global capitalism in this 4.0 industry era where industries and production facilities are controlled by private owners with the aim of gaining profits in a market economy [26]. The owner of capital in running his business is trying to make as much profit as possible. With this principle, the government cannot intervene in the market to get mutual benefit, but government intervention is carried out on a large scale for personal gain. Even so, capitalism does not have a widely accepted universal definition. Some experts define capitalism as a system that prevailed in Europe in the 16th century to the 19th century, namely in the development of European commercial banking in which a group of individuals and groups can act as special bodies that can own and trade property. personal, especially capital goods, such as land and humans for the process of changing from capital goods to finished goods. To get this capital, the capitalists must obtain raw materials and machinery first, then the workers who act as machine operators to get the value of the raw materials processed.

Capitalism has a long history, since the discovery of commercial systems carried out by the private sector. In Europe, this is known as a guild as the forerunner of capitalism. At present, capitalism is not only seen as a view of life that wants profit alone. The consolidation of capitalism with unchanging socialism made capitalism softer than two or three centuries ago.

Global capitalism in the industrial revolution 4.0 will create a culture of consumption and consumer society - whose existence is only seen in the differences in their consumption commodities, and so forth and consume the signs and social status marked on commodities. Global capitalism has progressive power that can help us in our daily lives. However, the same development can bring the world into an irreparable and uncontrollable development. The progressive power inherent in global capitalism tends to lead the world into a situation that is not specific, unfair and hegemonic.

VI. CONCLUSIONS

Global capitalism has a significant impact on the industrial revolution 4.0. The presence of the fourth industrial revolution that is taking place currently does lead to a controversy in the community. On the one hand, some people argue that the advancement of artificial intelligence technology in the industrial sector is a necessity that cannot be stopped. But it cannot be denied that this industrial revolution has become a threat in the future. Indeed, the industrial revolution 4.0 has an impact on global capitalism which arises from human nature which is further strengthened by the concept of economics to get as much income as possible with the smallest expenses, this is what the capitalists use to control as much as possible the means of production with the strength of their capital. In its journey, global capitalism has had an adverse effect on the economy and social inequality is increasingly apparent. That is all the impact of the cruel capitalism that occurs in some developing countries or third world countries.

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