

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dari implementasi Hong Kong *New Security Law* terhadap ekosistem *startup* di Hong Kong. Diketahui bahwa pemerintah Cina telah mengimplementasikan *New Security Law* pada tanggal 30 Juni 2020. Undang-undang Keamanan Nasional baru Hong Kong yang kontroversial ini telah memicu perdebatan tentang masa depan ekonomi Hong Kong sebagai salah satu pusat bisnis internasional.

Berdasarkan penelitian yang dilakukan melalui metode penelitian kualitatif deskriptif dengan sumber data sekunder dan primer, dapat disimpulkan bahwa implementasi dari *New Security Law* di Hong Kong memiliki pengaruh terhadap ekosistem *startup* di bidang sumber daya manusia dari segi operasional bisnisnya, dimana mereka harus menutup kantor mereka yang berada di Hong Kong dalam kurun waktu yang tidak ditentukan dan memindahkan segala operasional bisnisnya kembali ke negara mereka. Namun jika dianalisis secara spesifik, *New Security Law* tidak begitu berpengaruh terhadap permintaan jasa maupun keuntungan yang didapat oleh *startup* ini.

Kata Kunci: *New Security Law*, *Startup*, Ekonomi, Hong Kong

## SUMMARY

This study aims to analyze the effect of the implementation of the Hong Kong New Security Law on the startup ecosystem in Hong Kong. It is known that the Chinese government has implemented the New Security Law on June 30, 2020. Hong Kong's controversial new National Security Law has sparked debate about Hong Kong's economic future as an international business hub.

Based on research conducted through descriptive qualitative research methods with secondary and primary data sources, it can be concluded that the implementation of the New Security Law in Hong Kong has an influence on startup ecosystems in the field of human resources in terms of business operations, where they have to close their offices located in Hong Kong for an indefinite period of time and move all business operations back to their country. However, if analyzed specifically, the New Security Law does not have much effect on the demand for services and the benefits obtained by this startup.

Keywords: New Security Law, Startup, Economy, Hong Kong

