

American legend in the making : perkembangan Harley Davidson Motor Company di Amerika Serikat, 1903-1920 = American legend in the making : the development of Harley Davidson Motor Company in United States, 1903-1920

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Abstrak

Skripsi ini membahas perkembangan Harley Davidson Motor Company pada kurun 1903-1920. Selain memaparkan sejarah awal terbentuknya Harley Davidson Motor Company, penelitian ini juga menunjukkan bagaimana Harley Davidson Motor Company menjadi perusahaan sepeda motor tersukses di Amerika Serikat. Penelitian ini menjelaskan bahwa kekuatan Harley Davidson Motor Company terletak pada inovasi sepeda motor dan manajemen perusahaannya.

Skripsi ini menyuguhkan bagaimana Harley Davidson Motor Company memberi pengaruh terhadap masyarakat, seperti lahirnya perkumpulan-perkumpulan pengendara sepeda motor Harley Davidson, serta pengaruh perusahaan tersebut terhadap industri sepeda motor Amerika Serikat.

.....This Thesis describes the development of Harley Davidson Motor Company in United States in the period 1903-1910. This study not only describes the founding history of the Harley Davidson Motor Company, but also describes how the Harley Davidson Motor Company turning into the most successful motorcycle producer in the United States. This study shows that the power of Harley Davidson Motor Company lies in the innovation of their motorcycle and in the managerial of the company itself.

This thesis presents how Harley Davidson Motor Company has affected the American people. This can be seen by the born of several Harley Davidson Motorcycle Clubs around the United States. This thesis also demonstrates a significant influence of the company towards the development of American motorcycle industry.