

Analisis potensi industri otomotif Indonesia sebagai basis produksi industri otomotif global = Analysis of Indonesia's automotive industry potential as production base for the global automotive industry

Aldila Harisanto, author

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Abstrak

Pemerintah sedang bersemangat mengembangkan industri otomotif nasional sebagai basis produksi industri otomotif global. Bahkan ditargetlam pada tahun 2015 ukam mengrunbil alih pcranan basis produksi otomotif ASEAN yang selama ini dilakukan Thailand. Dalam penelitian ini dilakukan analisis mengenai industri otomotif di Indonesia. Analisis yang dilakukan meliputi analisis eksternal industri, analisis internal industri, analisis persaingan serta perencanaan strategis pengembangan industri otomotif Indonesia.

Dari hasil penelitian diperoleh keslmpulan bahwa Indonesia memang memiliki potensi untuk menjadi basis produksi industri otomotif global. Potensi yang ada perlu disertai regulasi yang menarik bagi prinsipal dan investor industri otomotif untuk: mengcmbangkan industri otomotif nasional. Industri otomotif menjadi sumber penggerak perekonomian yang cukup potensial untuk: dikembangkan.

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The government is eager to develop the national automotive industry as a production base for the global automotive industry. Even targeted in 2015 will take over the role of the ASEAN automotive production base that has been done by Thailand. This study conducted an analysis of the automotive industry in Indonesia. The analysis was conducted on the analysis of industrial external factor, industrial internal factor analysis, competitiveness analysis and strategic planning for the development of Indonesia's automotive industry.

From the research we concluded that Indonesia does have the potential to become a global automotive industry production base. The potential need to be accompanied by regulations that appeal to principals and investors of automotive industry to develop the national automotive industry. The automotive industry can be considerable as potential economy support.