

Dampak kebijakan low Cost&Green Car (LCGC) terhadap pabrikan mobil Jepang di Indonesia = Impact of low Cost&Green Car (LCGC) policy toward Japanese car manufacturer in Indonesia

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Abstrak

ABSTRAK

Penelitian ini membahas dampak kebijakan Low Cost Green Car LCGC yang memengaruhi pabrikan mobil asal Jepang di Indonesia. Tujuan penelitian ini adalah memaparkan dampak yang muncul pada pabrikan mobil asal Jepang di Indonesia ketika kebijakan Low Cost Green Car LCGC ini diturunkan. Metode yang digunakan adalah metode kualitatif bersifat deskriptif. Hasil penelitian menunjukkan bahwa terdapat dampak kebijakan Low Cost Green Car LCGC terhadap pabrikan mobil Jepang di Indonesia, seperti tingginya minat pabrikan mobil Jepang dalam pembuatan Low Cost Green Car LCGC, dan upaya mereka dalam menekan harga agar sesuai dengan spesifikasi Low Cost Green Car LCGC.

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ABSTRACT

This study discusses about the impact of Low Cost Green Car LCGC policy that affecting Japanese car manufacturer in Indonesia. The purpose of this study is to outline the impact that appears on Japanese car manufacturer in Indonesia when Low Cost Green Car LCGC policy was revealed. The method used in this research is descriptive qualitative method. The results of this study indicate that there are impacts of Low Cost Green Car LCGC policy for Japanese car manufacturer in Indonesia, such as the high interest of Japanese automakers in manufacturing Low Cost Green Car LCGC, and their efforts to reduce the price to match the specifications of Low Cost Green Car LCGC.