

## DAFTAR ISI

<b>HALAMAN JUDUL.....</b>	<b>1</b>
<b>DAFTAR ISI.....</b>	<b>2</b>
<b>DAFTAR TABEL.....</b>	<b>4</b>
<b>DAFTAR GAMBAR.....</b>	<b>5</b>
<b>ABSTRAK.....</b>	<b>6</b>
<b>BAB I PENDAHULUAN.....</b>	<b>7</b>
A. Latar Belakang.....	7
B. Pertanyaan Penelitian.....	10
C. Kerangka Teori.....	10
D. Argumen Utama.....	12
E. Metode Penelitian.....	13
F. Jangkauan Penelitian.....	14
G. Sistematika Penulisan.....	14
<b>BAB II PERSAINGAN TOYOTA DAN HYUNDAI DALAM <i>ELECTRIC VEHICLES</i>.....</b>	<b>15</b>
A. Electric Vehicles dalam Industri Otomotif.....	15
B. Masuknya Toyota dan Hyundai ke Industri <i>Electric Vehicles</i> .....	17
a. Toyota.....	17
b. Hyundai.....	19
C. Peran Pemerintah Jepang dan Korea Selatan dalam Pengembangan <i>Electric Vehicles</i> .....	22
a. Teknologi.....	23
b. Kebijakan.....	25
c. Pasar.....	27
<b>BAB III TOYOTA WAY SEBAGAI KUNCI KEUNGGULAN TOYOTA TERHADAP HYUNDAI .....</b>	<b>30</b>
A. Tantangan <i>Electric Vehicles</i> Hyundai Terhadap Toyota.....	30
B. <i>Toyota Way</i> dan 14 Prinsip Manajemen.....	33

a. <i>Base Your Management Decisions on a Long-Term Philosophy</i> .....	33
b. <i>Create Continuous Process Flow to Bring Problems to the Surface</i> .....	34
c. <i>Use “Pull” Systems to Avoid Overproduction</i> .....	35
d. <i>Level Out the Workload (Heijunka)</i> .....	36
e. <i>Build a Culture of Stopping to Fix Problems, to Get Quality Right the First Time</i> ...	36
f. <i>Standardized Tasks Are the Foundation for Continuous Improvement and Employee Empowerment</i> .....	37
g. <i>Use Visual Control So No Problems Are Hidden</i> .....	38
h. <i>Use Only Reliable, Thoroughly Tested Technology That Serves Your People and Processes</i> .....	38
i. <i>Grow Leaders Who Thoroughly Understand the Work, Live the Philosophy, and Teach It to Others</i> .....	39
j. <i>Develop Exceptional People and Teams Who Follow Your Company’s Philosophy</i> .....	40
k. <i>Respect Your Extended Network of Partners and Suppliers by Challenging Them and Helping Them Improve</i> .....	40
l. <i>Go and See for Yourself to Thoroughly Understand the Situation (Genchi Genbutsu)</i> .....	41
m. <i>Make Decisions Slowly by Consensus, Thoroughly Considering All Options</i> .....	41
n. <i>Become a Learning Organization Through Relentless Reflection (Hansei) and Continuous Improvement (Kaizen)</i> .....	42
C. <i>Seikatsu Kaizen—Toyota Way: Kunci Keunggulan Kompetitif Toyota</i> .....	43
<b>BAB IV KESIMPULAN</b> .....	<b>51</b>
<b>DAFTAR PUSTAKA</b> .....	<b>53</b>

## DAFTAR TABEL

Tabel 2.1	Tabel Lini Masa <i>Electric Vehicles</i> dari Berbagai Merk Mobil.....	15
Tabel 2.2	Tabel Perkembangan <i>Electric Vehicles</i> Toyota.....	17
Tabel 2.3	Tabel Perkembangan <i>Electric Vehicles</i> Hyundai.....	20
Tabel 2.4	Tabel Kebijakan Pemerintah Jepang dan Korea Selatan terhadap <i>Electric Vehicles</i> .....	25
Tabel 2.5	Tabel Data Penjualan Merk Mobil di Tahun 2022.....	27
Tabel 3.1	Tabel Komparasi <i>Electric Vehicles</i> Toyota dan Hyundai di Berbagai Aspek.....	32
Tabel 3.2	Tabel Data Penjualan <i>Electric Vehicles</i> di Tahun 2023.....	32

## DAFTAR GAMBAR

Gambar 2.1	Gambar Toyota RAV4 <i>EV</i> 1997.....	17
Gambar 2.2	Gambar Toyota Prius 1997.....	18
Gambar 2.3	Gambar Toyota Prius Gen 2 2003.....	18
Gambar 2.4	Gambar Toyota Highlander <i>Hybrid</i> 2005.....	18
Gambar 2.5	Gambar Toyota Camry <i>Hybrid</i> 2006.....	18
Gambar 2.6	Gambar Toyota Prius Gen 3 2009.....	18
Gambar 2.7	Gambar Toyota Prius Gen 4 2015.....	19
Gambar 2.8	Gambar Toyota Prius Gen 5 2022.....	19
Gambar 2.9	Gambar Toyota bZ4X 2023.....	19
Gambar 2.10	Gambar Hyundai Sonata <i>Electric Vehicles</i> 1991.....	20
Gambar 2.11	Gambar Hyundai BlueOn 2009.....	20
Gambar 2.12	Gambar Hyundai IONIQ <i>Hybrid</i> 2016.....	21
Gambar 2.13	Gambar Hyundai Kona <i>Electric</i> 2018.....	21
Gambar 2.14	Gambar Hyundai IONIQ 5 2021.....	21
Gambar 2.15	Gambar Hyundai IONIQ 6 2022.....	21
Gambar 3.1	Gambar Ilustrasi Prinsip Manajemen <i>Toyota Way</i> .....	45