



## ABSTRAK

Tesis ini bertujuan untuk menjelaskan tentang Vietnam meningkatkan daya saing di sektor otomotif. Sebuah pembelajaran yang didapatkan perusahaan otomotif VinFast asal Vietnam. Perusahaan yang berdiri pada tahun 2017 menjalankan tata kelola rantai nilai global memproduksi kendaraan *internal combustion engine*, mampu melompat pasar industri *electric vehicle*. Meskipun sebagai pemain baru, VinFast mampu berada dipasar domestik dan internasional. Tesis ini menggunakan metode penelitian kualitatif dengan Teknik pengumpulan data melalui studi literatur. Menggunakan kerangka konseptual tata kelola rantai nilai global, tesis ini memberikan penjelasan dalam tiga bagian: (1) kronologi sejarah Vietnam terhubung kedalam global value chain sektor otomotif; (2) model tata kelola perusahaan VinFast; dan (3) peran pemerintah dalam sektor industri otomotif pada VinFast mengenai regulasi EV.

**Kata Kunci:** Politik Perdagangan Internasional, Vietnam, VinFast, Global Value Chain Governance



## **ABSTRACT**

This thesis aims to shed light on Vietnam's increasing competitiveness in the automotive sector. A lesson learned by the Vietnamese automotive company VinFast. The company, which was established in 2017 to run global value chain governance to produce internal combustion engine vehicles, was able to jump the electric vehicle industry market. Despite being a new player, VinFast can be in the domestic and international markets. This thesis uses qualitative research methods with data collection techniques through literature studies. Using the conceptual framework of global value chain governance, this thesis provides an explanation in three parts: (1) the chronology of Vietnam's history of being connected to the global value chain of the automotive sector; (2) VinFast's corporate governance model; and (3) the role of the government in the automotive industry sector on VinFast's EV regulation.

**Keywords: International Trade Politics, Vietnam, VinFast, Global Value Chain Governance**