



INTISARI

Tesis ini mengkaji ekspansi Hyundai Motor Company (HMC) ke Indonesia dengan menekankan bagaimana politik investasi, konsep developmental state, dan dinamika Foreign Direct Investment (FDI) berperan dalam membentuk strategi global perusahaan. Hyundai sebagai salah satu national champion Korea Selatan tidak hanya dipahami sebagai entitas bisnis, tetapi juga instrumen negara dalam memperluas pengaruh ekonomi dan politik, terutama melalui kebijakan luar negeri yang mengutamakan hubungan dengan ASEAN. Dengan menggunakan pendekatan kualitatif berbasis studi literatur dan analisis data sekunder, tesis ini menunjukkan bahwa keputusan Hyundai menanamkan investasi besar di Indonesia didorong oleh daya tarik pasar yang luas, posisi strategis kawasan, serta agenda pengembangan industri otomotif masa depan, khususnya kendaraan listrik. Temuan yang dihasilkan memperlihatkan bahwa ekspansi ini tidak sekadar mencerminkan logika ekonomi perusahaan multinasional, melainkan juga hasil sinergi antara strategi korporasi dengan kepentingan pembangunan negara asal maupun negara tuan rumah. Kehadiran Hyundai di Indonesia membuka peluang besar bagi percepatan industrialisasi, transfer teknologi, dan penguatan daya saing kawasan, sekaligus menghadirkan tantangan berupa kebutuhan konsistensi kebijakan dan kesiapan sumber daya manusia agar manfaat jangka panjang benar-benar dapat diwujudkan.

Kata kunci : Hyundai Motor Company, Investasi, Developmental State, Foreign Direct Investment, Indonesia.



ABSTRACT

This thesis examines the expansion of Hyundai Motor Company (HMC) into Indonesia by highlighting how investment politics, the concept of the developmental state, and the dynamics of Foreign Direct Investment (FDI) shape the company's global strategy. Hyundai, as one of South Korea's national champions, is understood not merely as a business entity but also as an instrument of the state in extending economic and political influence, particularly through foreign policy that prioritizes relations with ASEAN. Using a qualitative approach based on literature review and secondary data analysis, this thesis demonstrates that Hyundai's decision to make a significant investment in Indonesia is driven by the appeal of a large domestic market, the strategic position of the region, and the global agenda of developing the future automotive industry, especially electric vehicles. The findings reveal that this expansion does not merely reflect the economic logic of a multinational corporation but also represents the synergy between corporate strategies and the developmental interests of both the home and host states. Hyundai's presence in Indonesia creates opportunities for accelerating industrialization, facilitating technology transfer, and strengthening regional competitiveness, while also presenting challenges that require consistent policies and the readiness of human resources to ensure sustainable long-term benefits.

Keywords: Hyundai Motor Company, Investment, Developmental State, Foreign Direct Investment, Indonesia.