

ABSTRACT

This paper attempts to explain Vietnamese strategy in inviting automotive foreign investments is able to be framed under developmental state and flying geese theory. Developmental state compatibility is shown with state proactive measures for facing the market and the existence of protection. Those phenomena are manifested in foreign investment, labour, and enterprise law reforms; technology transfer policy; and promulgation of numerous Vietnamese automotive masterplans. Meanwhile in protection area is proved by trade policy, which utilizes interplay between taxes and tariffs for automotive imports. Government agency and business group role are represented by SCCI, VAMA, and VBF with their respective tasks. Flying geese theory as supporting concept elaborates on the development pattern of Vietnamese automotive industry and to detect spillover effect from foreign investments, especially Japanese enterprises. It is proved Japanese automotive was under sunset industry category and restarted its activity as Vietnamese sunrise industry, supported by Doi Moi. Spillover occurs through kaizen and 5S management model technology transfer from Japanese automakers enterprises to all manufacture-based Vietnamese enterprises.

Keywords: Doi Moi, Vietnam Automotive Industry, Developmental State, Flying Geese Theory, Trade Policy, Law Reform, Technology Transfer

INTISARI

Tulisan ini berusaha menjelaskan bahwa strategi Vietnam dalam mengundang investasi otomotif asing mampu dibingkai ke dalam developmental state dan flying geese. Kompatibilitas developmental state terlihat ketika negara memberikan panduan menghadapi pasar serta melakukan proteksi yang ditandai dengan reformasi hukum di lini investasi asing dan perusahaan, kebijakan transfer teknologi, serta pembentukan masterplan otomotif. Proteksi tampak pada kebijakan perdagangan yang melibatkan permainan tarif dan pajak untuk impor otomobil asing. Peranan agensi pemerintah dan kelompok bisnis terlihat dari kehadiran SCCI, VAMA, dan VBF yang berjalan dengan tugasnya masing-masing. Flying geese sebagai kerangka tambahan berusaha membuktikan menjelaskan pola pengembangan industri dan mendeteksi adanya spillover dari kegiatan investasi otomotif asing –khususnya Jepang–. Industri otomotif menjadi sunset industry di Jepang dan memulai kembali sebagai sunrise industry di Vietnam, di dukung dengan momentum Doi Moi. Spillover terbukti dengan transfer teknologi mode manajemen kaizen dan 5S dari perusahaan otomotif Jepang ke berbagai usaha manufaktur di Vietnam.

Kata Kunci: Doi Moi, Industri Otomotif Vietnam, Developmental State, Flying Geese Theory, Kebijakan Perdagangan, Reformasi Hukum, Transfer Teknologi