



ABSTRACT

The purpose of this thesis is to analyze the strategy and role of Japan and South Korea's government in executing the internationalization of electronic industries. *Sharp* and *Samsung* are one of the examples of successful Japanese and South Korean electronic industries in performing the internationalization strategy. This strategy itself includes export, license, franchise, *joint venture*, and the establishment of subsidiaries. The role of government highly contributes to their achievement, in which is commonly known as *developmental state*. Both Japan and South Korea's government assist its domestic electronic industries through R&D financing, market penetration support, bilateral infestation, and setting up the industrial association to control the marketing. Both countries competitiveness continues to grow because aside from the private sector, the government also provides financial support for R&D to their domestic electronic companies in order to facilitate the innovations for their products.

Keywords : internationalization, electronic industry, *developmental state*.

INTISARI

Tesis ini bertujuan untuk menganalisis strategi dan peranan pemerintah Jepang dan Korea Selatan dalam melakukan internasionalisasi industri elektronik. Sharp dan Samsung menjadi contoh sukses salah satu perusahaan elektronik di Jepang dan Korea Selatan yang mampu melakukan strategi internasionalisasi. Strategi internasionalisasi ini meliputi ekspor, lisensi, waralaba, *joint venture*, dan pendirian anak cabang. Keberhasilan ini tidak lepas dari adanya peranan pemerintah atau lebih dikenal dengan *developmental state*. Baik pemerintah Jepang dan Korea Selatan membantu industri elektronik domestiknya melalui pendanaan R&D, dukungan dalam upaya penetrasi pasar, mengadakan investasi bilateral, dan mendirikan asosiasi industri untuk mengontrol jalannya perdagangan. Daya saing industri elektronik kedua negara semakin kuat karena selain sektor swasta, pemerintah juga memberikan dana untuk R&D kepada perusahaan elektronik domestik agar selalu menciptakan inovasi dalam produk-produknya.

Kata kunci : internasionalisasi, industri elektronik, *developmental state*