

ABSTRAK

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PERAN *INTERNATIONAL ORGANIZATION FOR STANDARDIZATION* (ISO) DALAM PERSAINGAN INDUSTRI OTOMOTIF DI INDONESIA (2012-2024)

(ix + 98 halaman: 3 lampiran)

Kata Kunci: *International Organization for Standardization*, Manajemen Lingkungan, Persaingan Industri Otomotif, Isu Lingkungan, ISO 14001.

Persaingan dalam industri otomotif global semakin menuntut produsen untuk mengadopsi praktik yang ramah lingkungan. Standar ISO pada industri otomotif menyediakan persyaratan untuk sistem manajemen standar yang akan menjaga konsistensi dalam memberikan produk dan layanan berkualitas bagi pelanggan. Peneliti tertarik untuk mengkaji implementasi standar ISO 14001 mengenai sistem manajemen lingkungan bagi Industri Otomotif. Dengan perspektif neoliberal institusionalisme peneliti menekankan konsep kerja sama internasional, *common interest*, *sustainable competitive advantage* untuk mencapai kepentingan bersama bagi penerapan iso 140001 agar tercipta secara optimal dalam memanajemen sistem lingkungan di industri otomotif yang ramah lingkungan. Tesis ini berpendapat bahwa penerapan prinsip ISO 14001 pada industri otomotif Indonesia memungkinkan adanya rasa daya saing nasional terhadap setiap pesaing dari luar. Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data dilakukan melalui wawancara dengan manajer, pengambil keputusan, dan staf terkait di perusahaan otomotif, observasi partisipatif di beberapa perusahaan otomotif, dan analisis dokumen. Dalam penelitian ini, analisis naratif digunakan untuk memahami bagaimana industri otomotif merespons standar lingkungan internasional persaingan global. Hasil penelitian menunjukkan bahwa penerapan standar internasional ISO telah meningkatkan kualitas produk, efisiensi proses produksi, dan penyelarasan industri otomotif Indonesia dengan permintaan pasar internasional. Standar ini juga memberi mereka peluang untuk masuk ke pasar global dengan menawarkan produk yang aman, berkualitas tinggi, dan ramah lingkungan. Industri otomotif Indonesia dapat berkompetisi di pasar global yang semakin kompetitif, mempertahankan industri, dan memberikan perlindungan konsumen yang lebih baik dengan penerapan standar.

Referensi: 24 buku (2005-2024) + 54 artikel jurnal + 5 tesis/disertasi + 3 publikasi pemerintah + 10 publikasi non-pemerintah + 18 sumber online + 8 video atau media elektronik

ABSTRACT

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THE ROLE OF THE INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO) IN THE COMPETITION OF THE AUTOMOTIVE INDUSTRY IN INDONESIA (2012-2024)

(ix + 98 pages: 3 appendices)

Keywords: *International Organization for Standardization, Environmental Management, Automotive Industry Competition, Environmental Issues, ISO 14001*

Competition in the global automotive industry increasingly demands manufacturers adopt environmentally friendly practices. ISO standards in the automotive industry provide requirements for standard management systems that will maintain consistency in delivering quality products and services to customers. The researcher is interested in examining the implementation of ISO 14001 standards regarding environmental management systems for the automotive industry. With the perspective of institutional neoliberalism, the researcher emphasizes the concepts of international cooperation, common interest, and sustainable competitive advantage to achieve mutual interests for the implementation of ISO 14001, ensuring optimal management of environmental systems in the environmentally friendly automotive industry. This thesis argues that implementing the principle of ISO 14001 in the Indonesian automotive industry enables a sense of national competitiveness against each external competitor. This research uses a qualitative approach. Data collection was conducted through interviews with managers, decision-makers, and relevant staff in automotive companies; participatory observations in several automotive companies; and document analysis. In this study, narrative analysis is used to understand how the automotive industry responds to international environmental standards in the context of global competition. Research results show that the implementation of international ISO standards has improved product quality, production process efficiency, and the alignment of the Indonesian automotive industry with international market demands. These standards also provide them with opportunities to enter the global market by offering safe, high-quality, and environmentally friendly products. The Indonesian automotive industry can compete in the increasingly competitive global market, sustain the industry, and provide better consumer protection through the implementation of these standards.

References: 24 books (2005-2024) + 54 journal articles + 5 thesis/dissertation + 3 government publications + 10 non-government publications + 18 online sources + 8 videos or electronic medias

