

UNDERGRADUATE THESIS

**THE INTEREST OF THE UNITED STATES OF AMERICA
TOWARDS THE “GLOBAL RECALL” PRODUCT OF
TOYOTA AUTOMOBILE MANUFACTURE IN THE
COUNTRY**

Presented as partial fulfillment of the requirements for the Degree of *Sarjana Ilmu Politik* (S.IP) in the International Relations Department, Social and Political Sciences Faculty, Muhammadiyah University of Yogyakarta

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ENDORSEMENT PAGE

This Undergraduate Thesis Entitled:

The Interest of the United States of America towards the “Global Recall” Product of Toyota Automobile Manufacture in the Country



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WISE WORDS

“...If you only do what you know you can do, you never do very much...”

- Tom Krause -

“...Getting what you want is not nearly as important as Giving what you have...”

- Tom Krause -

“...Experience decides man’s capability, as many as you get those experiences,
you’ll have and get something that you’ll never know...”

- Ardhian Y. Putra -

“...Don’t judge the people from what they looks like, but see from their words...”

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ABSTRACT

The issue towards massive Recall on 8.5 million of Toyota's vehicles in range of 2009 until 2010 years in United States arose many questions and consequences. The domino effect suddenly happened to the other Japanese Automakers in United States. The other Japanese Automakers such as Honda, Mitsubishi, Mazda, and another one are perforce to Recall their units because some certain problem. In case of Toyota, the issue firstly blew up in the early 2009 because of gas pedal, break, trapping mat disorder. Then, the issue spread vigorously on the media worldwide entitled "conflict of interest" from U.S. government towards their treatment to Toyota. This issue was not only focused on economic domain but also political as well. The U.S government's political action signed by "special" invitation from U.S Congress to Akio Toyoda, Toyota's owner, on Congressional Hearing on February 24, 2010. During the investigation by National Highway Traffic Safety Administration (NHTSA), Toyota hits record of financial loss up to \$ 48.8 million. At the same time, U.S domestic Automotive Industry had already suffered within crisis from 2008 until 2010 that led those domestic Automakers (GM, Ford, and Chrysler) down to bankruptcy. Finally, this undergraduate thesis would discuss about the controversial issue related to the Toyota's massive Recall in U.S and special treatment from U.S to Toyota. In some stage, there was any information that reflected U.S action is mainly to conduct protectionism policy and benefitted the issue of Toyota to save their domestic automakers from bankruptcy. Furthermore, the writer tends explore and analyze the issue based on the theory of redistributive combine as a branch of International Political Economy (IPE) and the concept of protectionism.

Key Words: the U.S Government, Toyota, 8.5 million cars Recall, Protectionism Policy, NHTSA, Congressional Hearing, American Automakers (GM, Ford, and Chrysler).

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