#### **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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2011

#### **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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On

Day/Date: Saturday, April 16, 2011

Time: 9 pm

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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..."

#### **ACKNOWLEGMENT**



First thing above the all praises, the Writer would like to express thankfulness to Allah swt that always give blesses and lucky through so many ways. In the end of this writing, the Writer fully realizes that without Allah's hand, this Undergraduate Thesis would not be accomplished easily. There were so many "unpredictable" and "luckiest" moments during the compiling process of this Undergraduate Thesis. "Shalawat" and "Salam" hopefully always flow from us to our Rasulullah, Muhammad saw, who successfully guide us from darkness to lightness by Al-Quran and Al-Hadits as his legacy to all human being.

As the highest appreciation of the accomplishment of this Undergraduate Thesis and the 3.5 years magnificent journey of education in the Muhammadiyah Yogyakarta University, the Writer would like to deliver thanks to:

**Mr. Ir. H. M. Dasron Hamid, M.Sc.** as the Head of Muhammadiyah Yogyakarta University.

**Mr. Ahmad Nurmandi, M.Sc** as the Dean of Social and Political Sciences Faculty.

#### The Writer's Favorite:

Mr. Sugeng Riyanto, S.IP., M.Si., as the Head of International Relations Department. The Writer could say that Mr. Sugeng is his best friend and good lecturer at the same time. Moreover, the Writer acknowledges Mr. Sugeng as a multitalented person and has a unique character which hopefully he will be a famous figure one day, although he is already now. In some grateful expression to God, the Writer thinks that Allah swt had been delivered his fortune through Mr. Sugeng by some certain ways. Thank you for everything Sir, the Writer was very lucky to have a chance for knowing you.

Mrs. Wahyuni Kartikasari, S.IP., S.T., M.Si., as the Director of International Class of International Relations Department. She is the Writer's problem solving indeed. She is very responsive to some issue which it relates to her student in IC, and the Writer fell glad because of it. Keep it that way Ma'am, all the IC Students loves you a lot.

**Mrs. Atik** as the IC administrative officer. You are the friendliest people in IC office and we as the IC student is very delight to have you with us.

Mr. Drs. H. Djumadi, M.Si., as the Writer's Undergraduate Thesis Advisor, you are Good Sir...the Writer was very lucky to be your student.

Mrs. Ratih Herningtyas, S.IP., M.A., Mr. Bambang Wahyu Nugroho, S.IP., M.A., Mr. Ade Ma'ruf Wirasenjaya, S.IP., M.A., all of you are good, the Writer is very proud and lucky to be your student.

Mr. Djumari, Mr. Waluyo, and Mr. Ayub as my best friend in International Relations Department Office. Fun and enjoyable work that you have shown to the Writer is very unforgettable. All of you had succeeded to make the Department fells like the Writer's second Home.

#### **KOMAHI UMY**

KOMAHI UMY as the Writer's Student Organization and a Spirit of Buffeting. All of the thing and moments inside it are always memorable and unforgettable. Here, the Writer earns many wonderful experience and knowledge that they would be nowhere outside. The benefit of KOMAHI is beyond expectation. There was nothing you can get here when you do nothing, and the Writers made it right. Not money and not so prestige, but the Writer got new family here. Then, the Writer finally realizes that knowledge of life and friends are unlimited, very valuable, and priceless.

For the Writer's beloved comrades, the 2007 Army with special expression to the Writer's beloved BPH; **Aida** (Ms. Talkative), **Wahyu** (Mr. Afro), **Lia** (Ms. Money), and **Enoy** (Ms. Loudspeaker). The Writer would miss you so much.

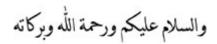
My other best ever friends on the Army; **Fadli** (Mr. Bitchy), **Abbyzar** (Mr. Negative), **Afrizal** (Mr. Positive), **Jejen** (Ms. Ridiculous), **Amal** (Mr. Missing) and all of the 2007 student that the Writer could not mentioned one by one.

And for the rest of 2008 and 2009 Students, you are the best generation that the Writer ever seen and imagined, believe it.

For the former generation, the Writer expresses highest appreciation for them who had been given their knowledge, values, and experiences to beloved KOMAHI UMY.

Then finally the Writer put some note here for the next generation of KOMAHI UMY that knowledge and friendship here would not affected to you without sincere from all of your heart and so do trustworthy.

The Last one is for all 2007 Student of the International Relations Department of UMY. Has a chance to know you was a gift for me from Allah swt.



#### **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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