

BAB 4

KESIMPULAN

Industri otomotif Amerika Serikat merupakan salah satu industri otomotif terkuat di dunia. Sayangnya, pasca krisis finansial pada tahun 2007 sampai dengan 2008, terjadi kemunduran dan kegagalan yang sangat signifikan terhadap industri otomotif, yang secara langsung mempengaruhi perusahaan-perusahaan otomotif domestik Amerika Serikat, termasuk di dalamnya *The Big Three*, yaitu General Motors, Ford Motor Company dan Chrysler. Sejak tahun 2008, banyak usaha-usaha dan strategi yang dipraktikkan untuk mengembalikan industri otomotif domestik Amerika Serikat, termasuk di dalamnya strategi yang digunakan oleh Presiden Barrack Obama dan Strategi yang digunakan oleh Presiden Donald Trump.

Setelah melakukan penelitian secara seksama, penulis menyimpulkan bahwa perbandingan dan perbedaan pada strategi yang digunakan oleh Presiden Obama dan Presiden Trump bersifat fundamental, dengan akar perbedaan tujuan akhir dan interpretasi kedua presiden terhadap kebijakan, yang berakhir pada perbedaan instrumen kebijakan yang diterapkan oleh kedua presiden. Perbandingan pertama dapat dilihat dari preferensi politik kedua Presiden yang berbeda, dimana Presiden Obama merupakan seorang demokrat dan Presiden Trump merupakan seorang republikan.

Perbandingan kedua dilihat menurut teori kebijakan industri oleh William E. Hudson. Kebijakan Presiden Obama merujuk kepada kebijakan industri Kategori I,

dimana implementasi dilaksanakan dengan memberikan bantuan finansial dengan syarat restrukturisasi perusahaan. Tujuan dari kebijakan ini adalah untuk mengurangi kemunduran industrial dan untuk memastikan bahwa perusahaan maupun industry yang diberi bantuan finansial memiliki fondasi yang lebih kuat daripada sebelumnya, sehingga diharapkan dapat menghindari kegagalan di kemudian hari. Sedangkan, kebijakan Presiden Trump merujuk pada kebijakan industri Kategori IV, dimana implementasi dilaksanakan dengan melakukan pengaturan dan koordinasi kebijakan yang ada.

Penulis juga menggarisbawahi adanya perbedaan tujuan yang hendak dicapai oleh kedua presiden, dimana focus utama Presiden Obama adalah untuk bertahan dan keluar dari krisis finansial, sedangkan Presiden Trump lebih berfokus kepada kekuatan ekonomi Amerika Serikat jika dibandingkan dengan kompetitor-kompetitor ekonomi lainnya, seperti Tiongkok, yang perkembangan ekonominya dinilai cukup pesat.

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