

Strategi Penetrasi Pasar Industri Electric Vehicle (EV) Tiongkok di Indonesia Tahun 2020 – 2025

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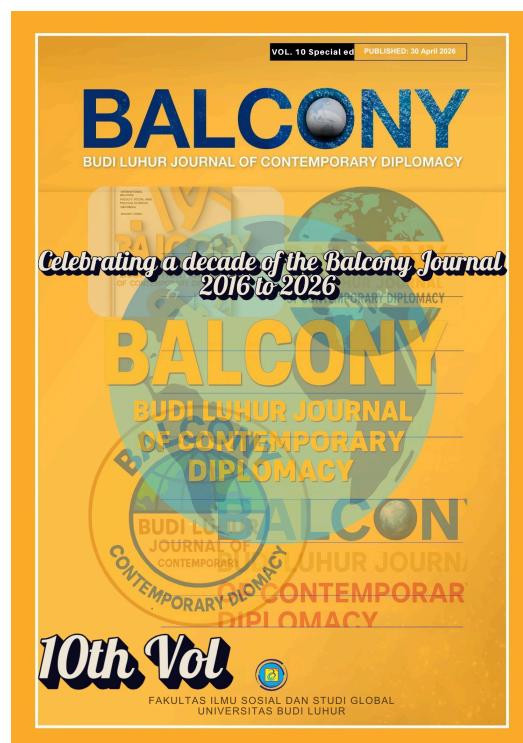
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Abstract

This study aims to examine the market penetration strategies of China's electric vehicle (EV) industry in Indonesia. The transformation of the automotive industry from internal combustion engine (ICE) vehicles to electric vehicles (EVs) has engendered international economic and political competition. This research employs the Neo-Mercantilism paradigm and Michael Porter's Diamond Model as its analytical frameworks. A qualitative approach utilizing a descriptive-analytical method was applied. The data utilized in this study consist of secondary data, collected through document analysis of academic journals, books, official documents, international organization reports, industry publications, and official statistics. The data were analyzed using the analytical framework proposed by Miles, Huberman, and Saldaña, which comprises three stages: data reduction, data display, and conclusion drawing/verification. The findings indicate that the successful market penetration of Chinese electric vehicles is supported by the competitive advantage of its domestic industry, supply chain integration, state policy support, and a phased expansion strategy involving Completely Built Up (CBU) imports, Completely Knocked Down (CKD) investments, product differentiation, competitive pricing, and the strengthening of the



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supporting ecosystem. Furthermore, the results demonstrate that Indonesia's nickel downstreaming policy and EV incentives have facilitated the inflow of Chinese investment while driving a structural shift in the national automotive industry's competitive landscape. Consequently, the dominance of Chinese EV manufacturers reflects the interaction between corporate strategy and state geoeconomic interests in building a competitive advantage within the Indonesian market.

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