

ABSTRAK

Penelitian ini berfokus kepada upaya dan strategi Amerika Serikat memperbaharui poin perjanjian NAFTA dalam sektor Industri Otomotif. NAFTA merupakan salah satu bentuk perdagangan internasional yang berbasis wilayah (*regional*) dan bersifat trilateral. NAFTA terdiri dari dua negara maju yakni Amerika Serikat dan Kanada serta satu negara berkembang yakni Meksiko. Dinamika perjalanan NAFTA menjadi sangat menarik untuk di teliti. NAFTA sebagai perwujudan *Regional Free Trade* memiliki fungsi dan tujuan memberikan keuntungan dan meningkatkan perekonomian negara anggotanya, Namun dalam dinamikanya Amerika Serikat mengalami kerugian di sektor industri otomotif. Amerika Serikat menilai aturan NAFTA yang kurang ketat menjadi penyebab defisit perdagangan dan hilangnya pekerjaan di Industri Otomotif Amerika Serikat. Amerika Serikat berupaya memperbaharui ketentuan dan aturan NAFTA dalam industri otomotif dengan target menaikkan standar konten wilayah sebesar 85% dari 62,5%, yang dimana 50% dari total tersebut Amerika menghendaki ketentuan konten berasal dari Industri Nasionalnya, selain itu Amerika Serikat memasukkan standar upah buruh Amerika Utara yang akan sulit diterima kedua mitra dagangnya ditengah fakta kedua mitra dagangnya mengalami *surplus* terutama Meksiko. Menggunakan Kerangka konseptual diplomasi multilateral dan bilateral beserta sarana diplomasi berupa sama, dana, dandha, dan bedha dapat diketahui bahwa upaya dan strategi Amerika memperbaharui ketentuan dalam memperbaiki tujuan awal NAFTA khususnya industri otomotif dilakukan dengan diplomasi multilateral melalui forum NAFTA dan diplomasi bilateral bersama Meksiko sebagai negara yang perekonomiannya masih bergantung dengan AS.

Kata kunci: Perdagangan Internasional, Diplomasi, Industri Otomotif, NAFTA, Amerika Serikat.

ABSTRACT

This study aimed the efforts and strategies of the United States to renew NAFTA points in the Automotive Industry sector. NAFTA is a regional and trilateral-based form of international trade. NAFTA consists of two developed countries, the United States and Canada, and one developing country, Mexico. The dynamics of NAFTA's journey became very interesting to be discussed. NAFTA, which began with the provision and purpose of providing profits and increasing the economic growth its member countries, but in its journey the United States found losses in the automotive industry sector. The United States realized that NAFTA rules are still loose and less stringent causing a trade deficit and relinquishing employment in the United States Automotive Industry. The United States strived to renew the NAFTA rules and regulations in the automotive industry with the provision on area of origin raised to 85% from 62.5%, which 50% of the total must be made from US National Industry, in addition the United States includes North American workers' wage standards in its new provisions which would be very difficult for both trading partners to accept amid facts both trading partners received some surplus. In fighting for this protectionist and ambitious renewal effort, using the conceptual framework of multilateral and bilateral diplomacy through the means of diplomacy consisting of sama, dana, dandha, dan beda it can be understood that the United States fought for these provisions in improving the initial goals of NAFTA especially automotive industry with multilateral diplomacy through NAFTA forum and bilateral diplomacy with Mexico as a country that still relies on its economy with the US.

Key words: *International Trade, Diplomacy, NAFTA, Automotive Industry, United States.*