

## **BAB IV**

### **PENUTUP**

#### **A. Kesimpulan**

Teknologi informasi kini merajai era interaktif melalui internet sebagai jejaring global dimana telah melahirkan situs jejaring sosial Facebook sebagai media *online* yang memungkinkan penggunanya saling berinteraksi. Dengan menggunakan metode *nethnography* maka proses komunikasi yang terjadi pada grup Harley-Davidson di situs jejaring sosial Facebook dapat terlihat. Harley-Davidson sebagai suatu merek, tentunya juga mengikuti perkembangan teknologi informasi saat ini untuk mengkomunikasikan mereknya. Dalam hal ini Harley-Davidson sebagai objek penelitian memiliki *account group* pada Facebook, sehingga konsumen dapat berinteraksi langsung dengan Harley-Davidson dengan menyampaikan melalui posting *wall* pada grup Harley-Davidson Motor Company. Dengan adanya *account group* Harley-Davidson memiliki berbagai macam keunggulan dimana terdapat informasi, bahan diskusi, hingga integrasi.

Pada *account group* Harley-Davidson anggota group menyampaikan persepsinya terhadap merek Harley-Davidson melalui posting *wall*. Ada empat anggota group yang aktif dan dijadikan narasumber dalam penelitian ini yang memberi posting *wall* pada grup Harley-Davidson. Dari keempat anggota group tersebut dikelompokkan sesuai dengan karakteristik anggota group

1. Anggota group Harley-Davidson Motor Company yang memiliki Harley-Davidson yakni Freddy Pithavala dan Michael Huff

2. Anggota Harley-Davidson Motor Company group yang sering berinteraksi dengan Harley-Davidson yakni Phil Hoganson
3. Anggota Harley-Davidson Motor Company group yang tidak punya Harley-Davidson yakni Amy Oetjen Clendenin

Persepsi keempat narasumber dipengaruhi oleh dua faktor yang mempengaruhinya yaitu faktor fungsional dan faktor struktural. Faktor fungsional yang berasal dari pengalaman narasumber sedangkan faktor struktural stimulus fisik seperti yang disampaikan oleh narasumber, karena narasumber memiliki perhatian khusus dalam menanggapi pembangunan pabrik perakitan di India, ini merupakan stimulus yang menjadikan narasumber memberikan tanggapan melalui komentar pada group Harley-Davidson. Dari kedua faktor inilah maka akan mempengaruhi persepsi terhadap merek Harley-Davidson. Dari keempat narasumber yang dibagi dalam tiga karakteristik tersebut akan memiliki persepsi berdasarkan tingkatan pengertian merek yakni, atribut, manfaat, nilai, budaya, kepribadian, dan pemakai. Maka akan diperoleh:

1. Narasumber yang memiliki Harley-Davidson akan memiliki persepsi yang berbeda tergantung pengalaman yang didapat karena pengalaman yang lebih detil mengenai merek Harley-Davidson. Seperti narasumber Freddy yang sangat perhatian terhadap pembangunan pabrik perakitan di India sehingga persepsinya hanya pada tingkat atribut dan nilai dari merek Harley-Davidson sedangkan narasumber Michael Huff yang lebih mengerti mengenai keempat topik yang banyak dibicarakan oleh anggota group Harley-Davidson. Narasumber ini juga memiliki pengaruh dari

faktor fungsional karena pengalaman yang dialaminya sehubungan dengan kepemilikan sepeda motor Harley-Davidson.

2. Narasumber dengan karakteristik sering berinteraksi, juga memiliki perhatian khusus pada isu pembangunan pabrik perakitan di India dan mengerti mengenai permasalahan mesin Harley-Davidson. Namun, dia tidak memiliki pengalaman langsung sehubungan dengan sepeda motor Harley-Davidson.
3. Sedangkan narasumber yang tidak memiliki Harley-Davidson memang memiliki perhatian khusus dengan isu pembangunan pabrik di India, namun ia hanya dapat memberi penjelasan sesuai dengan yang ia dapatkan melalui *press release* yang dibuat oleh Harley-Davidson. berdasarkan tingkatan merek pada tingkatan atribut manfaat dan nilai Amy tidak memiliki persepsi pada tingkatan tersebut karena ia memang tidak memiliki dan tidak pernah berinteraksi langsung dengan Harley-Davidson.

Pada akhirnya hal tersebut merupakan *insight* yang dapat digali dengan menggunakan metode nethnography dari suatu komunitas terhadap merek. Hasil dan analisis penelitian menyebutkan bahwa persepsi audiens terhadap merek Harley-Davidson akan berbeda berdasarkan karakteristik dari masing-masing audiens. Namun, hal tersebut tidak secara langsung karena terdapat faktor fungsional yang turut mempengaruhi persepsi audiens terhadap merek Harley-Davidson.

## **B. Saran**

Penelitian ini masih memiliki banyak kekurangan dari segi kedalaman analisis. Metode *nethnography* sebenarnya tidak terbatas pada satu teknik saja, tapi merupakan penggabungan dari beberapa teknik riset yang dilakukan dalam rangka mendapatkan informasi sedalam-dalamnya tentang bagaimana sikap, persepsi dan nilai-nilai konsumen dan pola kultur konsumen yang membentuk tingkah lakunya yang berhubungan dengan merek suatu produk atau *service*. Untuk penelitian sejenis akan memperoleh hasil yang lebih mendalam dan kaya jika dilakukan analisis pada tingkat konteks yakni dengan wawancara mendalam pada narasumber, hasil pengamatan dalam bentuk foto, gambar, dan simbol yang berhubungan dengan narasumber. Hal ini dikarenakan pada penelitian ini peneliti hanya menggunakan kutipan langsung dari komentar narasumber sebagai indikator untuk meneliti persepsi narasumber sehingga hasil yang diperoleh pun sangat terbatas. Didukung dengan penelitian pada tingkat konteks (wawancara mendalam dengan narasumber) diharapkan mampu memperkaya hasil penelitian dengan temuan-temuan yang tidak dapat dijangkau oleh level teks.

Masih banyak faktor lain yang turut mempengaruhi persepsi merek. Peneliti berharap bahwa peneliti-peneliti selanjutnya dapat menemukan dan meneliti faktor lain yang belum dimasukkan kedalam penelitian yang mempengaruhi persepsi terhadap merek misalnya, gerakan, intensitas stimuli, kebaruan, perulangan yang merupakan faktor eksternal penarik perhatian yang mempengaruhi persepsi (Rakmat, 2004 : 52-54). Selain itu peneliti mengharapkan pada peneliti selanjutnya untuk dapat melakukan penelitian lanjutan untuk

menyempurnakan penelitian ini, misalnya menyelidiki lebih detil narasumber dengan melihat tingkah laku melalui foto yang diunggah dalam fasilitas *tag photo* pada *account group* Harley-Davidson. Penelitian lebih lanjut dengan menggunakan metode nethnography mengenai persepsi audiens terhadap merek pada situs jejaring sosial juga bisa diberikan dengan membandingkannya terhadap perusahaan lain yang sejenis, yang belum dilakukan pada penelitian ini.



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# LAMPIRAN

## Lampiran 1

### Instrumen Penelitian

Nama	Point	Komentar	Karateristik Merek
John A. Wukits November 2, 2010 at 1:29am	Klaim mengenai keadaan mesin HD	<p>Hey Harley, My 4th Harley and looks like my last. <b><u>This motor gets so hot you feel like your leg is on fire.</u></b> Dealers answer take off the lowers, nothing you can do they just run hot. Are you kidding me. If I wanted the lowers off I would have bought a bike without lowers and saved some money. What is the fix??? This bike is sitting in my garage because you can't ride it in any decent weather</p> <ul style="list-style-type: none"> <li>- Mark Brennen add a oil cooler. November 1, 2010 at 8:01pm · Like</li> <li>- <b>Phil Hoganson</b> I agree add an oil cooler and make sure it's mounted where it will get air flow November 1, 2010 at 10:46pm</li> </ul>	ATRIBUT
Freddy Pithavala November 2, 2010 at 9:32pm	Klaim mengenai keadaan mesin HD	<p>My brand new Night Rod which has hardly done 400 miles seems to be pulling to the right does anyone know what could be the problem..</p> <ul style="list-style-type: none"> <li>- Mark Brennen front right brake might be hanging up. check it out. go for a ride and then touch the brake to see if it's hot, if so then thats your problem November 2, 2010 at 8:22pm · Like</li> <li>- <b>Freddy Pithavala</b> Thanks mark ...will do that and let you know.. November 3, 2010 at 1:35am · Like</li> <li>- Doug Kuhn Just remember to only use your rear brake on your test ride. November 3, 2010 at 3:44am</li> </ul>	ATRIBUT
Barb Heideman November 4, 2010 at 3:22am	Kepindahan HD	<p>WTF. <b>Harleys are AMERICAN made bikes.</b> I guess <b><u>Harley is not any better than the other companies who go out of the country. And let how many ????</u></b> <b><u>people go with no jobs.</u></b> Makes me want to sell my 2011 Heritage Softail</p> <ul style="list-style-type: none"> <li>- <b>Michael Huff</b> When the fed, is taxing you out of existence, and the unions are blackmailing you into bankruptcy. You have to do something to save yourself. I would have rather had HD move to south and away from the unions, but this whitehouse would have never allowed that.</li> </ul>	KEPRIBADI AN

		<p>November 3, 2010 at 10:59pm · Like</p> <p>- J.p. Linares Unions are what keep us with competitive wages and decent hours and benefits etc etc the list goes on. The ONLY reason why companies go overseas is GREED!!! The ONLY reason!!! When all you cheap a\$\$ people stop caring about the 5 cents that you just saved by buying something at walmart vs the grocery store for one example then and only then can we bring these jobs back. You think if companies knew that if they went overseas they would lose ALL of their American customers they would go? The reason why they do is cuz they know that all you're gonna do is cry for a little bit and then continue to support them. Grow a pair of balls and support america</p> <p>November 4, 2010 at 1:03am</p> <p>-Edvin Cerda Sell your bike bro then you can go get you a bad ass Honda shadow hahahahahaha</p> <p>November 4, 2010 at 10:18am</p> <p>- Patrick Brody I've got my 1953 FL for life, but my 2010 is my last- if HDI doesn't believe in America, then I can't support them anymore.</p>	
<p>Jason Benson November 4, 2010 at 5:58am</p>	<p>Kepindahan HD</p>	<p><b>new factory in India.</b> Really?</p> <p>- Mark Brennen those India bikes better not show up here in the USA.</p> <p>November 3, 2010 at 10:14pm · Like</p> <p>- J.p. Linares Look at the tag on all your shirts! What about where every chrome doo dad Is made that you put on your bike. I say we boycott!!!</p> <p>November 4, 2010 at 12:53am</p> <p>- Jason Benson - 'I technically the parts are made in the U.S. and the bike are assembled in India (kinda like every other American job that is created here and shipped their.)</p>	<p>BUDAYA</p>
		<p>- <b>Freddy Pithavala</b> - if they manufacture in India quality will suffer so will the harley experience. I am one of the very first buyers of the night rod special launched in India through authorised dealership of harley and can tell you one thing for sure I have ...not enjoyed they way my Harley Experience.My Night Rod Special which has hardly done 400 miles seems to be pulling to the right I have taken it to the authorised dealer workshop initially they refused to accept the problem and gave me why this bike is drifting to the right. Only later when I logically proved them wrong on every count they accepted there could be a problem.</p>	<p>ATRIBUT</p>

		<p>I have taken it to them 2 times and they are still at a loss as to what the problem could be and have not been able to rectify it. Now they are asking me to wait 15 days for someone who is travelling to come here and check my bike. <b>Well thats the harley experience in INDIA????</b> neither the company personel nor the dealership is bothered.... They have messed the Legendre Harley experience already and we pay twice the amount for the Harley in India because of our duty structure</p>	
<p>Ralph Pizzani November 5, 2010 at 2:08am</p>		<p>just saw that i won't be buying any harley-----mangoes for harleys---you greedy corporate motherf--kers have balls,sending bike parts to india for assembly!!! - Crystal Schollard Did you read the release? It's not for American bikes- it's for India's bikes. Harley is just spreading it's world presence. :) November 5, 2010 at 7:27am - <b>Amy Oetjen Clendenin</b> they already had a plant like this in Brazil since 1999! Educate yourself November 9, 2010 at 4:00am</p>	
<p>Mark Brennen November 5, 2010 at 7:06am</p>		<p><b>harley is adding a factory in India. not moving there.</b> just check it out. read more than Facebook. the info is out there. google it and find out whats happening. the import and export tax is driving up the price in India. \$70000 for a sporty. more people will be able to buy bikes. they already have factories in other countrys. - <b>Freddy Pithavala</b> paid 50,000 dollars for a Night Rod Special 2010 in India because of our tax structure, but if they do manufacture in India I hope they keep up the US standards and quality and the HARLEY experience which is quiet lacking already in the standard of service in India</p>	
<p>Dale William Foga November 5, 2010 at 5:50pm</p>		<p>why send jobs over seas we need work here made in the us - Peter Nielsen Dale let's be honest... It's all about the almighty dollar. HD DOESN'T care if it tarnishes it's legacy and those who came before.... it only cares about the profit margin anymore, sad to say. - <b>Phil Hoganson</b> Peter do your homework, the parts will still be made here, just assembly there. It won't tarnish Harley a bit November 6, 2010 at 7:03am</p>	
<p>Trevor Fowler November 5,</p>	<p>Apresiasi terhadap HD</p>	<p>There is no better way to say that your a <b>proud American than riding a Harley-Davidson</b></p>	<p>BUDAYA</p>

<p>2010 at 8:49pm</p>		<p><b>Motorcycle!!! God bless our great Country!</b>  - Peter Nielsen I'm cringing at the news..... Harleys haven't been truly "American made" for a while now.... "American assembled" was closer to the truth. It truly is an "American" icon, but let's not kid ourselves..... HD's biggest concern is the bottom line, not it's reputation. November 6, 2010 at 12:10am  - <b>Phil Hoganson</b> They won't be building bikes and shipping them here. Read the article . November 6, 2010 at 4:49am</p>	
<p>Robert M. Hildebrand  November 5, 2010 at 9:37pm</p>		<p>Harley Davidson: American made (allegedly), but to build a factory in India is a slap in the face to owners, past, present, and future. Shame on corporate greed, because after all this is about making a profit is it not.  - <b>Phil Hoganson</b> Read the article, A sportster can be as high as 70,000 It would be nice if you could build them all here but at least all the profits come home.  November 6, 2010 at 4:47am  - Herbert N. Relampagos ?@ Robert: Thats right, Rob. The H-D tradition shouldn't be tarnishe November 6, 2010 at 8:04am  - Luke Stahl agreed sir November 6, 2010 at 11:06am</p>	
<p>Jennifer Moorhead  November 6, 2010 at 10:27pm</p>		<p>I understand that HOG has reported a 60% increase in profits for 2010....<b><u>I was disappointed to hear the motorcycles will soon be manufactured in a foreign country...how many jobs will be lost in Milwaukee due to this bad decision....</u></b>  - <b>Phil Hoganson</b> You need to read the article.. Parts are made here just assembled there. No jobs will lost here.  - Jennifer Moorhead Harley needs to inform FOX and CNN .. I got my info right out of the reporters mouth?  - Robert M. Hildebrand assembled there still means loss of work here and still a slap in the American who is a job because they want to do something to boost their profits  - <b>Phil Hoganson</b> A sportster costs around 70,000 there this will bring down the price so more can enjoy. No jobs will be lost because of the price so few are bought. It would be nice to keep it totally here but it's impractical. November 7, 2010 at 1:38am  - <b>Amy Oetjen Clendenin</b> Here's an Article i found on google right from the H-D website</p>	
<p>Dan Gordon  November 7, 2010 at</p>		<p><b><u>What's the deal with moving your plant to India?? American made not good enough anymore?</u></b> That sucks big time</p>	

<p>12:12am</p>	<p>- Dan Gordon Time will tell. I think you are fu#*ing up  - <b>Michael Huff</b> Not moving the plan. Building the parts here and assembling them there. This is for HD India not HD USA. I did some research, something a few on here can't do, and found out that the plant in India is part of agreement to get HD over there. It kinda like what Mazda, Toyota, and other import to do here in the US. Calm down and quit listening to the union lies...  - Darall Simmons Union lies? Mazda, Toyota, Honda, Kia, etc.. Build car in the US because it's cheaper to build them her. Fact of the matter is HD is the boutique product.. Like Ferrari, Ducati or Buggati  - <b>Phil Hoganson</b> Once again, A sportster costs up to \$ 70,000 there. So HD is just assembling there parts will be made here. So they are just like the foreign car companies. It's just a smart business decision  - Darral Simmons This is a bad business decision. Plain and simple. Why doesn't Ducati ASSEMBLE bikes in the US. Because ...they know only a few ppl here can afford them. HD is lying to you and I. You don't build even an assembly plant in a third world country... Even to sell that product in the third world country... Why? Because only a few hundred ppl can afford the product in that third world country. HD is going to India to make the same bikes, cheaper... With less overhead, and to perhaps feed the indo-Asian markets. Not just India, no way  - <b>Amy Oetjen Clendenin</b> They already have this in place in Brazil, and have since 1999. Googled it and found this new release from the company</p>
<p>Donna Pixie Kelly  November 7, 2010 at 7:31am</p>	<p>Nice to see All American support for an All American product.....NOT ANY MORE...HOGS MADE IN INDIA....Not in America..  - Laura Kidd Yeah, I wonder who they think is going to buy their bikes when no one has a freaking JOB! Harley-Davidson.....selling out the American worker! YOU SUCK!November 7, 2010 at 10:54am  - <b>Phil Hoganson</b> You people really need to look into this, No jobs will be lost. India will just be an assembly plant. Parts will still be made here. Reason is a Sportster can cost as much as \$70,000 in India. Kinda like Honda and others building cars her November 8, 2010 at 7:10am  - <b>Amy Oetjen Clendenin</b> And they have had a plant like this on in Brazil since 1999! November 9, 2010 at</p>

		3:46am	
Laura Kidd November 7, 2010 at 10:56am		<p><b>BOYCOTT HARLEY-DAVIDSON! THEY SOLD OUT THE AMERICAN WORKER! WILL BE MAKING HARLEY'S IN INDIA! SCREW YOU, HARLEY</b></p> <p>- <b>Phil Hoganson</b> You need to read the article, They will continue to make the parts here. No jobs lost the plant in India will just be assembly. Reason is a Sportster can cost as much as \$70,000 the way it is now. They won't be building bikes there and shipping them here November 7, 2010 at 5:49pm</p> <p>- Laura Kidd You can sugar coat it any way you want. They are still outsourcing to India strictly for profit. November 8, 2010 at 1:15am</p> <p>- <b>Amy Oetjen Clendenin</b> They have reached an agreement with the WI plants and they are keeping them! That article was from AUG! Read the new Articles to keep up to date. Here is a like for India</p>	
Kevin Vance November 7, 2010 at 10:33pm		<p>So I hear you are sending Amreican jobs to India... I guess next you will give up beef...</p> <p>- <b>Phil Hoganson</b> Please read the article, No jobs will be lost November 8, 2010 at 7:05am</p>	
Luvon Lester November 8, 2010 at 10:06pm		<p>Heard that Harley is planning on building a plant in India...will be boycotting this company and suggesting my friends do the same if they can't keep the jobs here in the US.</p> <p>- <b>Amy Oetjen Clendenin</b> Yes, indeed they are but its just for bikes being sold in India. A kit will be Packed in US Plants and then shipped to be assembled to reduce the high tariff.....In return selling more Motorcycles in India. They already have this in place ...in Brazil, and have since 1999. Googled it and found this new release from the company November 9, 2010 at 3:37am</p> <p>- <b>Rich Boyd</b> Luvon, This move is not eliminating any jobs. Some jobs were lost earlier, but that was because they could not sell all the bikes they were making. This will give them a way to sell more bikes assembled from U.S. made parts. This could greatly increase parts manufacturing and restore many more jobs than were lost. November 10, 2010 at 6:34am</p>	
Rick Smiley	Klaim	Proud Owner of An American Made Bike.	BUDAYA

<p>November 8, 2010 at 11:07pm</p>	<p>terhadap kepindahan HD</p>	<p><b>No Longer! If Harley goes to India Or any other country I will buy another brand.</b></p> <ul style="list-style-type: none"> <li>- Richard Auwerda Be like me... I have a '48 painhead.. or only buy prior to the merger. Harley made a BIG mistake in the '70s, joining with AMF. I would hope they have learned from that one.</li> <li>- Steven Mattox Harley isn't making bikes there to send back here. Do some research. There is a 30-40% tax on complete bikes when they are sent to india do Harley is building a factory there so the can send American made parts over there and assemble the bikes cause there is only a 10% tax on kits and sell to the india population</li> <li>- Donna Pixie Kelly after looking futher into this... it seems that the American made parts are going over to India to complete the bikes and then be sold to the people in india...something to do with "taxes" Still does not insure our bikes here will be totally USA made.. I DON'T TRUST ANYONE</li> <li>- Rick Smiley Stevens ; first of all don't tell me to do my research! General Motor said the same thing regarding autos many years ago. They were going to produce cars in china for sale in china only.</li> </ul> <p>Funny; now GM plans to import 50,000 china made GM cars to the US starting next year.</p> <p>Watch! Harley will be next.</p> <p>November 8, 2010 at 9:16pm</p> <ul style="list-style-type: none"> <li>- Panayiotis Geraniotakis It is always like that.they don't care about the customers.it is all about money,and if they are to make more money to move to India they are going to do it.Cheap labor is the thing. November 9, 2010 at 12:16pm ·</li> <li>- <b>Amy Oetjen Clendenin</b> well have you seen any bikes here in the USA that were assembled in Brazil? They have had a Plant just like this there since 1999!</li> </ul> <p style="text-align: center;">November 9, 2010 at 10:34pm</p>	
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## Press Release Harley-Davidson



## NEWS

## HISTORY

## FACTORY TOURS

## DIVERSITY

## CAREER OPPORTUNITIES

## WORK AT A DEALERSHIP

## BECOMING A DEALER

## INVESTOR RELATIONS

HARLEY-DAVIDSON  
FINANCIAL SERVICESTHE HARLEY-DAVIDSON  
FOUNDATIONMUSCULAR DYSTROPHY  
ASSOCIATION

## MEDIA RELATIONS

## PRESS RELEASE

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**Harley-Davidson announces CKD assembly operations in India**

Milwaukee (November 2, 2010) - Harley-Davidson, Inc. (NYSE:HOG) is moving forward with the launch of operations in India to assemble motorcycles for the Indian market from component kits supplied by its U.S. plants, the Company announced today. The Company expects the CKD (complete knock-down) assembly facility to be operational in the first half of 2011.

The announcement comes as President Barack Obama prepares to travel to India on a state visit focused on trade and business opportunities between the two countries.

"CKD assembly operations in India are a natural next step for Harley-Davidson as we build our brand presence around the world," said Harley-Davidson Motor Company President and Chief Operating Officer Matthew S. Levatich. "This investment will allow us to improve our market responsiveness and production flexibility while reducing the tariff burden, which we expect will drive growth over time by making our bikes more accessible to India's consumers. Given the strong response we have received in the initial months of retail operations, we believe this is the right investment for this important market," Levatich said.

To date, Harley-Davidson India has been importing completely assembled motorcycles from the Company's U.S. final assembly plants. Once the Indian CKD assembly facility in the Indian State of Haryana is operational, Harley-Davidson India will import CKD kits for select current models, consisting of components produced by Harley-Davidson's U.S. plants in Wisconsin, Pennsylvania and Missouri and by the company's suppliers. Indian employees at the Haryana facility will then assemble the components into finished motorcycles. Other models will continue to be imported as completely built motorcycles for now.

India will be the second country in which Harley-Davidson has CKD assembly operations outside the U.S., after Brazil where the Company began assembly operations in 1999.

"We are committed to global growth and growth in India for the long term," said Levatich. "India's rapidly growing economy, rising middle class and significant investment in construction of new roads and highways are paving the way for leisure motorcycle riding."

"We are building a strong foundation for our business in India, first by establishing a world-class dealer network, and now by commencing CKD assembly operations" said Anoop Prakash, Managing Director for Harley-Davidson India. "It is important for us to continue to invest in strategies that make our products and experiences accessible to an increasingly broader set of customers across India"

Harley-Davidson India commenced operations in August 2009 and opened its first dealership in July 2010. The Company currently offers 12 models in its 2010 line-up in India, available through authorized dealerships in New Delhi, Mumbai, Chandigarh and Hyderabad. For more information, visit the Harley-Davidson India web site at [www.harley-davidson.in](http://www.harley-davidson.in)

Harley-Davidson, Inc. is the parent company for the group of companies doing business as Harley-Davidson Motor Company (HDMC) Harley-Davidson Financial Services (HDFS), and Buell Motorcycle Company (Buell). Harley-Davidson Motor Company produces custom, touring and cruiser motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel. For further information, visit Harley-Davidson's web site at [www.harley-davidson.com](http://www.harley-davidson.com)

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### Lampiran 3

#### Terjemahan *press release*

Harley-Davidson mengumumkan perakitan CKD beroperasi di India. Milwaukee (2 November 2010) - Harley-Davidson, Inc (NYSE: HOG) semakin berkembang dengan peluncuran pengoperasian di India untuk merakit sepeda motor untuk pasar India dari komponen suku cadang yang dipasok oleh pabrik di AS, Perusahaan mengumumkannya hari ini. Perusahaan mengharapkan fasilitas perakitan CKD (knock-down lengkap) akan beroperasi pada pertengahan tahun pertama di 2011. Pengumuman ini datang bersamaan dengan Presiden Barack Obama yang bersiap untuk melakukan perjalanan ke India dalam kunjungan kenegaraan terfokus pada peluang perdagangan dan bisnis antara kedua negara.

"Operasi perakitan CKD di India adalah langkah alami berikutnya bagi Harley-Davidson sebagaimana kita membangun kehadiran merek kami di seluruh dunia," kata Presiden dan Kepala bagian Operasi Harley-Davidson Motor Company Matius S. Levatich. "Investasi ini akan memungkinkan kami untuk meningkatkan respon pasar kami dan fleksibilitas produksi sekaligus mengurangi beban tarif, yang kita harapkan akan mendorong pertumbuhan dari waktu ke waktu dengan membuat sepeda lebih mudah diakses untuk konsumen India. Mengingat respon kuat yang telah kami terima di bulan-bulan awal beroperasinya retail, kami percaya ini adalah investasi yang tepat untuk pasar yang penting," kata Levatich.

Hingga saat ini, Harley-Davidson India telah mengimpor sepeda motor yang sepenuhnya dirakit dari pabrik akhir Perusahaan perakitan di AS. Setelah fasilitas perakitan CKD India di Negara India Haryana beroperasi, Harley-Davidson India akan impor suku cadang CKD untuk pilihan model saat ini, terdiri dari komponen-komponen yang diproduksi oleh pabrik HD AS di Wisconsin, Pennsylvania dan Missouri dan oleh perusahaan pemasok. Pekerja-pekerja di fasilitas Haryana akan merakit komponen-komponen tersebut menjadi sebuah sepeda motor yang utuh. Model-model lainnya akan tetap diimpor sebagai sepeda motor yang sepenuhnya dibangun untuk saat ini. India akan menjadi negara kedua dimana HD memiliki operasi perakitan CKD diluar AS, setelah Brazil dimana perusahaan perakitannya mulai berjalan sejak 1999. "Kami berkomitmen pada perkembangan secara global dan perkembangan di India untuk jangka panjang," kata Levatich. "Pertumbuhan ekonomi, peningkatan kelas menengah dan investasi signifikan India dalam konstruksi jalan-jalan baru dan jalan layang membuat jalur yang nyaman bagi para pengendara sepeda motor."

"Kami sedang membangun pondasi yang kuat bagi bisnis kami di India, pertama-tama dengan membangun sebuah jaringan penjualan kelas dunia, dan sekarang dengan melakukan pengoperasian perakitan CKD" kata Anoop Prakash, Managing Director untuk Harley-Davidson India. "Sangat penting bagi kami untuk terus berinvestasi pada strategi-strategi yang membuat produk

dan pengalaman kami mudah diakses untuk meningkatnya sejumlah pelanggan di seluruh India"

HD India melakukan operasinya pada Agustus 2009 dan membuka dealer pertama pada Juli 2010. Perusahaan saat ini menawarkan 12 model pada rancangan tahun 2010 di India, tersedia melalui dealer resmi di New Delhi, Mumbai, Chandigarh dan Hyderabad. Untuk informasi lebih lanjut, kunjungi website HD india di [www.harley-davidson.in](http://www.harley-davidson.in) Harley\_Davidson, Inc. adalah perusahaan induk bagi grup perusahaan yang melakukan bisnis seperti Harley-Davidson Motor Company (HDMC) Harley-Davidson Financial Services (HDFS), and Buell Motorcycle Company (Buell). Harley-Davidson Motor Company memproduksi sepeda motor costum, turing dan cruiser dan juga menawarkan koleksi lengkap dari suku cadang, asesoris, peralatan berkendara dan pakaian Harley-Davidson. Untuk informasi lebih lanjut, kunjungin website Harley-Davidson di [www.harley-davidson.com](http://www.harley-davidson.com)

## Lampiran 4

### Message Facebook Michael Huff

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Michael Huff Messages Act

 **Brigita Listi** July 25  
hello, I am Brigita from Jakarta, Indonesia. I am interested to join Harley-Davidson group in Facebook. May I be your friend?  
I would like to know more about Harley-Davidson group.  
How long have you been joining Harley-Davidson group?  
Do you have Harley-Davidson? If you had, what type of HD?  
Thanks in advance for your response.

 **Michael Huff** July 26   
Hi, I am Michael and I am from Brownwood Texas. I have been a member of the Harley page for about a year. I have been riding for 25 years. For the last 5 years I have been riding a 1991 Electra Glide. I just bought my wife a 1992 softail custom.  
What type of Harley do you like?

 **Brigita Listi** July 26  
I like all type of HD, esp. Electra glide. However I don't have it yet. Actually currently I am doing research about HD group in facebook. If you don't mind would you please be one of the respondent? I need some opinion from HD members for the research. I notice that you are quite active to give comments on HD Facebook, especially when HD lauched the factory in India to assemble HD for India's market in last November 2010. Thanks in advance for your response.

 **Michael Huff** July 27   
Research? Sure, I'll try and give you the best answers I can. As you can tell from my post about the motor company putting an assembly plant in India I state things the way I see them. Feel free to ask me anything

 **Brigita Listi** July 27  
if you don't mind, could you please advise your age and profession ?

 **Michael Huff** July 27   
Well, I'm 42 and I manage an auto parts dealership.

 **Brigita Listi** July 28  
what kind of autopart dealership do you manage? Is it HD parts? Or general motorbike parts?

 **Michael Huff** July 28   
Mainly automotive.

## Lampiran 5

### Message Facebook Freddy Pithavala

 Freddy Pithavala

← Messages

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Brigita Listi

July 25

hello, I am Brigita from Jakarta, Indonesia. I am interested to join Harley-Davidson group in Facebook. May i be your friend? I would like to know more about Harley-Davidson group. How long have you been joining Harley-Davidson group? Do you have Harley-Davidson? If you had, what type of HD? Thanks in advance for your response.



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Freddy Pithavala

August 10

This is a group for Harley owners in India... its a group I run for Indian and mainly Mumbai city planing rides ... get together... information ,... trouble shooting and helping members address their problems collectively. I own a Night Rod Special 2010 which was the first to be on the road in Mumbai. Please feel free to contact me anytime ...if you need any inormation

Write a reply...

Reply





## Lampiran 6

### Message Facebook Phil Hoganson


Phil Hoganson Messages

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 **Brigita Listi** Sunday  
hello, i am Brigita from Jakarta, Indonesia. I am interested to join Harley-Davidson group in Facebook. May i be your friend?  
I would like to know more about Harley-Davidson group.  
How long have you been joining Harley-Davidson group? Do you get any benefits of becoming the member?  
Do you have Harley-Davidson? If you had, what type of HD?  
Thanks in advance for your response.

 **Phil Hoganson** Monday  
I don't have HD yet, but I do want to have one. I usually hang out together with HD owners in Michigan

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 **Brigita Listi** a few seconds ago  
If you don't mind would you please be one of the respondent?I need some opinion from HD members for the research. I notice that you are quite active to give comments on HD Facebook, especially when HD lauched the factory in India to assemble HD for India's market in last November 2010.Thanks in advance for your response

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Reply

