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. Desain menggunakan metode ethnography 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 mengkomunikasi 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 group Harley-Davidson Motor Company. Desain adanya account group Harley-Davidson memiliki berbagai macam keunggulan dimana terdapat informasi, bahan diskusi, hingga integrasi.

Pada account group Harley-Davidson anggota group menyampaikan persepsi mereka terhadap merek Harley-Davidson melalui posting wall. Ada empat anggota group yang aktif dan dijadikan narasumber dalam penelitian ini yang memberikan posting wall pada group Harley-Davidson. Dari keempat anggota group tersebut dikumpulkan sesi survei dengan karakteristik anggota group

1. Anggota group Harley-Davidson Motor Company yang memiliki

Harley-Davidson yakni Freddy Pidava dan Michael Hutt
2. Anggota Harley-Davidson Motor Company group yang seiring 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 sedagkan faktor struktural stimula fisik seperti yang disampaikan oleh narasumber, karena narasumber memiliki perhatian khusus dalam menanggapi pembangunan pabrik perakitan di India, ini merupakan stimulan yang menjadikan narasumber memberikan tanggapan melalui komentar pada group Harley-Davidson. Dari kedua faktor inilah maka akan mempengaruhi persepsi terhadap merk Harley-Davidson. Dari keempat narasumber yang dibagi dalam tiga karakteristik tersebut akan memiliki persepsi berdasarkan tingkat pengetahuan merek yakni, atribut, manfaat, nilai, budaya, kepribadian, dan pemakaian. Maka akan dipereoleh:

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 mengeteri mengenai keempat topik yang banyak diharapkan oleh anggota group Harley-Davidson. Narasumber ini juga memiliki pengaruh dari
faktor fungsional karena pengalaman yang dialaminya sehubungan dengan kepemilikan 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 standar dan nilai Any 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 ethnography 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 ethnography sebenarnya tidak terbatas pada satu teknik saja, tapi merupakan penggabungan dari beberapa teknik riset yang dilakukan dalam rangka mendapatkan informasi sedalam-dalarnya tentang bagaimana sikap, persepsi dan nilai-nilai konsumen dan pola kultur konsumen yang mempengaruhi tingkah laku nya yang berhubungan dengan merek suatu produk atau service.

Untuk penelitian sejenis akan memeroleh 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 berkomentar dengan narasumber. Hal ini disarankan pada penelitian ini peneliti hanya menggunakan kutipan langsung dari komentar narasumber sebagai indikator untuk menentukan 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 stimul, kebaruan, perubahan yang terus-menerus faktor eksternal penariik 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 detail narasumber
dengan melihat tingkah laku melalui foto yang diunggah dalam fasilitas tag photo
pada account group Harley-Davidson. Penelitian lebih lanjut dengan
menggunakan metode ethnography 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.
DAFTAR PUSTAKA


105


Terbitan Berikala:

"Media Baru Kaula Moda Asia"

Majalah Marketing No. 03/IX Maret 2009
Website:


http://www.harley-davidson.com/en/Content/Pages/HOG/HOG.html (diakses tanggal 25 April 2010, pukul 04.02 WIB)
LAMPIRAN
<table>
<thead>
<tr>
<th>Nama</th>
<th>Point</th>
<th>Komentar</th>
<th>Karakteristik Merek</th>
</tr>
</thead>
<tbody>
<tr>
<td>John A. Wukits</td>
<td>Klaim mengenai</td>
<td>Hey Harley, My 4th Harley and looks like my last. This motor gets so hot you feel like your leg is on fire. Dealers answer take off the lower, 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.</td>
<td>ATRIBUT</td>
</tr>
<tr>
<td>November 2, 2010 at</td>
<td>kostan mesin</td>
<td>Mark Brennan add a oil cooler. November 1, 2010 at 8:01pm · Like. Phil Hoganson I agree add an oil cooler and make sure it's mounted where it will get air flow. November 1, 2010 at 10:46pm</td>
<td></td>
</tr>
<tr>
<td>1:29am</td>
<td>HD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freddy Pithavala</td>
<td>Klaim mengenai</td>
<td>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.. Mark Brennan 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. Freddy Pithavala Thanks mark...will do that and let you know.. November 3, 2010 at 1:35am · Like. Doug Kuhn Just remember to only use your rear brake on your test ride. November 3, 2010 at 3:44pm.</td>
<td>ATRIBUT</td>
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<td>November 2, 2010 at</td>
<td>keadaan mesin</td>
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<tr>
<td>9:32pm</td>
<td>HD</td>
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<tr>
<td>Barb Heideman</td>
<td>Kerindahan</td>
<td>WTF. Harleys are AMERICAN made bikes. I guess Harley is not any better than the other companies who go out of the country. And let how many people go with no jobs. Makes me want to sell my 2611 Heritage Softail. Michael Hauff When the fed, is taxing you out of existence, and the unions are blackmailling 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.</td>
<td>KEPRIBADIAN</td>
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<tr>
<td>November 4, 2010 at</td>
<td>HD</td>
<td></td>
<td></td>
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<td>3:22am</td>
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<tr>
<td>Name</td>
<td>Kepindahan</td>
<td>HD</td>
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<tr>
<td>Jason Bensen</td>
<td>November 4, 2010 at 5:58am</td>
<td></td>
<td>new factory in India, Really?</td>
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<td></td>
<td></td>
<td></td>
<td>- Mark Bessen those India bikes better not show up here in the USA.</td>
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<td></td>
<td>November 3, 2010 at 10:14pm - Like</td>
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<td></td>
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<td></td>
<td>- J.p. Linares I look at the tag on all your shirts! What about where every chrome <em>d</em>oo d*ad is made that you put on your bike. I say we boycott!!</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>November 4, 2010 at 12:53am - Jason Bensen - 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. )</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Name</th>
<th>Kepindahan</th>
<th>HD</th>
<th>Topic</th>
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<tbody>
<tr>
<td></td>
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<td>- Freddy Pithavala - 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.</td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
<td>User</td>
<td>Comment</td>
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</tbody>
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| Ralph Pizzani   | November 5, 2010 at 2:00am | just saw that I won't be buying any harley--------mangene for harleye--------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
<p>| Mark Brennen    | November 5, 2010 at 7:06am | harley is adding a factory in India, not moving harley there, just check it out. read more than Facebook. the info is out there. google it and find out what's 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 countries. - Freddy Pithavala 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 |
| Dale William Foga | November 5, 2010 at 5:50pm | 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. DoD isn't care if it tarnishes it's legacy and those who came before... it only cares about the profit margin anymore, sad to say. - Phil Haganson 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 |
| Trevor Fowler   | November 5, 2010 at 7:06am | There is no better way to say that your a proud American than riding a Harley-Davidson |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Name</th>
<th>Message</th>
</tr>
</thead>
</table>
| November 6 | 8:49pm | Robert M. Hildebrand | Motorcycles!! God bless our great Country!  
- 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 it's not kid ourselves...  
HD's biggest concern is the bottom line, not it's reputation. November 6, 2010 at 12:10am  
- Phil Hoganson They won't be building bikes and shipping them here. Read the article. November 6, 2010 at 4:49am |
| November 5 | 9:37pm | Jennifer Moorhead | 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 it is not.  
- Phil Hoganson 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. Relamping @ Robert: That's right, Rob. The H-D tradition shouldn't be tarnished. November 6, 2010 at 8:04am  
- Luke Stahl agreed sir November 6, 2010 at 11:06am |
| November 6 | 10:27pm | Jennifer Moorhead | I understand that HOG has reported a 69% increase in profits for 2010... 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...  
- Phil Hoganson You need to read the article. Parts are made here just assembled there. No jobs will be 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 these 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...  
- Phil Hoganson 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  
- Amy Octjen Clendenin Here's an article I found on google right from the H-D website |
| November 7 | 2010  | Dae Gordon     | What's the deal with moving your plant to India??  
American made not good enough anymore? That sucks big time |
- Dan Gordon Time will tell. I think you are full*ing up
- Michael Haft 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...
- Darrel Simmons Union lies? Mazda, Toyota, Honda,
Kia, etc. Build car in the US because it's cheaper to
build them here. Fact of the matter is HD is the boutique
product. Like Ferrari, Ducati or Bugatti
- Phil Hogansson 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 businessness 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
so 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
- Amy Oetjen Cledenin They already have this in
place in Brazil, and have since 1999. Googled it and
found this new release from the company
- 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
- Phil Hogansson 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 $76,000 in India. Kinda
like Honda and others building cars her November 8,
2010 at 7:10am
- Amy Oetjen Cledenin And they have had a plant
like this on in Brazil since 1999? November 9, 2010 at
BOYCOTT HARLEY-DAVIDSON! THEY SOLD OUT THE AMERICAN WORKER! WILL BE MAKING HARLEY'S IN INDIA! SCREW YOU, HARLEY!

- Phil Hogansson 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

- 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

- Amy Oetjen Clendenin 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.

Kevin Vance
November 7, 2010 at 10:33pm

So I hear you are sending American jobs to India... I guess next year you will give up beef...

- Phil Hogansson Please read the article. No jobs will be lost November 8, 2010 at 7:05am

Luvon Lester
November 8, 2010 at 10:06pm

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.

- Amy Oetjen Clendenin Yes, indeed they are but it's just for bikes being sold in India. A kit w/2 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 Brzil, and have since 1999. Googled it and found this new release from the company November 9, 2010 at 3:37am

- Rich Boyd 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

Rick Smiley
November 8, 2010 at 10:11pm

Proud Owner of An American Made Bike.
November 8, 2010 at 11:07pm
terdapat kepindahan HD

No Longer! If Harley goes to India Or any other country I will buy another brand.
- 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’ve learned from that one.
- Steven Mattax 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
- Donna Pixie Kelly after looking further 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
- 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.

Funny: now GM plans to import 50,000 china made GM cars to the US starting next year.

Watch! Harley will be next.
November 8, 2010 at 9:16pm
- 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
- Amy Oetjen Clendenin 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! November 9, 2010 at 10:34pm
Harley-Davidson announces ODI assembly operations in India

• Harley-Davidson India, a subsidiary of Harley-Davidson, Inc., headquartered in Milwaukee, Wisconsin, today announced a significant step in strengthening its presence in the fast-growing Indian motorcycle market.

• The announcement comes as a part of Harley-Davidson India's expansion plans to manufacture and sell motorcycles in the country.

• Harley-Davidson India has been working on developing a custom motorcycle platform for the Indian market, which is expected to be rolled out in the near future.

• The company has been actively engaging with local partners and suppliers to ensure a smooth production process.

• The Indian motorcycle market is projected to grow at a CAGR of 10% in the next five years, making it an attractive destination for international motorcycle manufacturers.

• Harley-Davidson India is expected to leverage its global expertise and technology to offer high-quality motorcycles to Indian customers.

• The company has set up a dedicated team to oversee the manufacturing process and ensure quality control.

• Harley-Davidson India will continue to invest in research and development to stay ahead of the competition.

• The company is committed to providing world-class motorcycles to cater to the diverse needs of Indian customers.

• Harley-Davidson India will continue to expand its dealer network to ensure a seamless customer experience.

• The company is also exploring opportunities for joint ventures and collaborations to further strengthen its presence in the Indian market.

• Harley-Davidson India is looking forward to collaborating with local partners to create a unique motorcycle platform that resonates with Indian riders.

• The company is committed to providing world-class motorcycles to cater to the diverse needs of Indian customers.

• Harley-Davidson India will continue to invest in research and development to stay ahead of the competition.

• The company is committed to providing world-class motorcycles to cater to the diverse needs of Indian customers.

• Harley-Davidson India is looking forward to collaborating with local partners to create a unique motorcycle platform that resonates with Indian riders.
Lampiran 3

Terjemahan press release


"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.

"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 jalanan akan berarti dan jalan layang membuat jalan 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 prodik
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 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

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 custom, touring dan cruiser dan juga menawarkan koleksi lengkap dari suku cadang, aksesoris, peralatan berkendara dan pakaiannya Harley-Davidson. Untuk informasi lebih lanjut, kunjungi website Harley-Davidson di www.harley-davidson.com
Message Facebook Michael Huff

1. Hello, I am bikers from Jakarta, Indonesia. I am interested to join Harley-Davidson group in Facebook. May I be your friend?

2. I would like to know more about Harley-Davidson group. How long have you been a member of the Harley-Davidson group?

3. Do you have Harley-Davidson? If so, how, what type of HD?

4. I am Michael Huff. I am from Brownwood Texas. I have been a member of the Harley-Davidson for about 25 years. I have been riding for 25 years. I have a 1991 Electra Glide. I just bought my wife a 1992 Softail custom.

5. What type of Harley do you like?

6. I like all type of HD, except Electra Glide. However, I do have it now.

7. Actually currently I am doing research about HD group on 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 launched the factory in India to assemble HD. I was in Vietnam market in last November 2003. Thank you in advance for your response.

8. Hi! Thanks! Sure, I try and give my first answer I can. As you can tell from my post about the Harley company putting an assembly plant in India, I state thing the way I see them. I have to ask be anything.

9. If you don't mind, could you please advise your age and profession?

10. Michael Huff

11. hi, My dad and I manage an auto parts dealership.

12. What kind of a spare parts dealership do you manage? (e.g., HD parts, general store, used parts?)

13. My dad: He is in automotive.
**Message from Freddy Pithavala**

**Brighta List**
July 25

Hello, I am Brighta from Jakarta, Indonesia. I am interested to join Harley-Davidson group in Facebook. May I be your friend?

Freddy Pithavala
July 25

Hello, I am Brighta from Jakarta, Indonesia. I am interested to join Harley-Davidson group in Facebook. May I be your friend?

**Brighta List**
July 27

Do you have Harley-Davidson? If you have, what type of HD?

Freddy Pithavala
August 10

Hello Brighta,

This is a group for Harley owners in India... for a group run for Indian riders.

Please feel free to contact me anytime if you need any information.

Freddy Pithavala
August 10

Hello Brighta,

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Freddy Pithavala
August 10

Hello Brighta,

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Freddy Pithavala
August 10

Hello Brighta,

This is a group for Harley owners in India... for a group run for Indian riders.

Please feel free to contact me anytime if you need any information.
Hello, I am Binta from Jakarta, Indonesia. I am interested to join the Harley-Davidson group in Facebook. May I be your friend? I would like to learn more about Harley-Davidson group. How long have you been joining the Harley-Davidson group? Do you get any benefit from belonging the group? Do you have Harley-Davidson? If you have, what type of HD? Thank you in advance for your reply.

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

Binta Latif
If you don't mind, would you please be one of the respondents? I need some quotes from HD members for the research. I notice that you are quite active on group conversations on HD Facebook, especially when it launched the factory in India to assemble HD for India's own market in late November 2010. Thanks in advance for your response.