

# Analisis Pengaruh Foreign Direct Investment Terhadap Inovasi Melalui Research and Development dalam Perusahaan Manufaktur: Kasus Negara ASEAN = The Impact of Foreign Direct Investment to Innovation through Research and Development in Manufacturing: The Case of ASEAN Countries

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## Abstrak

ASEAN dikenal sebagai kawasan yang memiliki beberapa keunggulan komparatif yang dapat menarik dan mendorong peningkatan FDI. Indonesia sebagai Chairmanship ASEAN 2023, mengangkat tema "ASEAN Matters: Epicentrum of Growth". Namun, terdapat dua permasalahan mendasar, seperti restriksi FDI di sektor telekomunikasi dan rendahnya aktivitas R&D yang berimplikasi terhadap rendahnya kegiatan inovatif hingga menyebabkan deindustrialisasi di ASEAN. Demikian, untuk menjawab persoalan tersebut, penelitian ini

akan menganalisis pengaruh FDI terhadap peluang inovasi perusahaan manufaktur dengan pendekatan model CDM. Melalui metode Heckman Selection Model dan Probit, ditemukan bahwa adanya FDI cenderung menurunkan pengeluaran R&D. Padahal, hasil dari pengeluaran R&D, memiliki hubungan yang positif dan signifikan terhadap peluang inovasi perusahaan manufaktur. Selain itu, ditemukan bahwa inovasi di ASEAN bukan dari aktivitas R&D, melainkan berasal dari R&D pihak asing yang telah dilakukan di negara asalnya.

.....ASEAN is known as a region that has several comparative advantages that can attract and encourage increased FDI. Indonesia as the 2023 ASEAN Chairmanship, raised the theme "ASEAN Matters: Epicentrum of Growth". However, there are two fundamental problems, such as FDI restrictions in the telecommunications sector and low R&D activity which has implications for low innovative activity leading to deindustrialization in ASEAN. Thus, to answer this problem, this study will analyze the effect of FDI on innovation opportunities for manufacturing companies using the CDM model approach. Through the Heckman Selection Model and Probit methods, it was found that the presence of FDI tends to reduce R&D spending. In fact, the results of R&D spending have a positive and significant relationship to manufacturing company innovation opportunities. In addition, it was found that innovation in ASEAN was not from R&D activities, but came from foreign R&D that had been carried out in their home countries.