

ABSTRACT

SMEs are one of the drivers of the Indonesian economy with their contribution to GDP and reducing unemployment in Indonesia. The development of SMEs makes an excellent contribution to Indonesia. One of the expectations of companies, including MSMEs that reflect growth and development, is that the products or services they produce can enter the international market. To realize the hope of going global, the company should expand its network by conducting business partnerships with various parties, suppliers, distributors, and consumers in the country and abroad. Partnerships significantly affect the internationalization process of a business. There are four types of international business partnerships, distributor agreement, license, franchise, and joint venture. Based on the preliminary study results, the kind of partnership used by Reffan House Textile is a distributor agreement.

This study identifies and describes Reffan House Textile's internationalization process. Another objective is to identify and describe the role of partnership in the internationalization process of Reffan House Textile.

This study uses a qualitative method with semi-structured interview data collection techniques. The sampling technique used is snowball sampling with four sources. One of the tools used in the data analysis technique stage is Nvivo12.

The results showed that the stages of the internationalization process carried out by Reffan House Textile using an alliance strategy consisted of the initiation stage, planning stage, commitment stage, management stage, and evaluation stage. As for the perceived role of partners in the internationalization process, namely marketing expansion, increasing sales, increasing knowledge, and others.

The results of this study are expected to help Reffan House Textile to evaluate matters related to the internationalization process. For further research, it is hoped that this research can be a reference material that supports the topic of internationalization.

Keywords: *Internationalization, SMEs, Network, Partnership, Alliance*