

ABSTRACT

In the era of the Covid-19 pandemic, the business economy has changed in meeting the needs of the community. Especially in the family-owned business system which is considered very at risk of being left behind during the pandemic. In order to continue to strengthen their position in the digital economy, family business owners can no longer rely on network connections or customer loyalty. Family business does not only carry out import activities but also exports to other countries which can also be called internationalization.

This study aims to analyze the internationalization of the family business at PT. Green Agri Indonesia. This study uses a qualitative method with organizational analysis unit PT. Green Agri Indonesia. The research strategy uses interview techniques to the company. The implementation time is cross-sectional. The purpose of this study was to use an exploratory descriptive technique. The results of this study indicate that PT.Green Agri Indonesia has conducted internationalization without using network theory because it does not have distributors or retailers and has been running in the second generation.

Keywords: *Internationalization, Family Business, Network Method.*