

Abstract

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Title : Indonesian Political Situation Impact on Foreign Direct Investment: A Case of PT Kreasi BRIGHT As Indonesia Leading Market Consulting Firm and International Marketing Bridge Strategies in Developing Business

This study aims to investigate how the Indonesian government responds to foreign direct investment. FDI is needed in Indonesia to process this potential economic power. The purpose of this study was to analyze how the political system can influence investment conditions in Indonesia and how the consultant firm affects the acceleration of foreign direct investment. Using in-depth interview and observation methods, the author found that the inflow trend of FDI in Indonesia has increased following the national economic growth. The first half of 2022 showed an increase up to IDR 122.3 trillion after a brief drop in FDI flow during the second half of 2021. Furthermore, the marketing team of PT Kreasi BRIGHT Indonesia managed to attract FDI flows with a total of \$3.031 million to West Java and \$2.618 million to Jakarta by the third quarters of 2021. Based on the analysis, political stability and reliability is necessary in order to determine the FDI inflows. Their type of investment needs to be protected by LOA or MOC requirements along with government legal protection.

Keywords: *FDI, Investment Climate, Market Engagement, Business Accelerator.*