

## **ABSTRACT**

Global business activities are no longer confined to domestic markets; companies increasingly need to expand their networks internationally. Conducting research on internationalization strategies is essential to minimize potential mistakes and ensure successful global expansion.

This study aims to provide a reference for identifying the driving factors behind PT Intelix Global Crossing's internationalization efforts, considering the company's specific advantages and the potential attractiveness of target countries, along with the primary entry mode strategy chosen for international market expansion.

The research adopts a descriptive approach using several analytical tools. The OLI Dunning Paradigm is utilized as the first approach to identify the company's ownership-specific advantages, while the second approach evaluates the attractiveness of target countries based on location-specific advantages. These are further analyzed through Porter's Diamond model, PESTEL analysis, and the FSA/LSA matrix to determine the primary entry mode strategy for entering international markets.

The findings reveal that PT Intelix Global Crossing possesses significant resources for internationalization, including scalable and innovative collection management systems, advanced AI-driven technologies, a strong reputation in Indonesia's financial sector, and a highly skilled workforce. These capabilities position the company to compete effectively in global markets. Malaysia emerges as the most potential target market, with the recommended primary entry mode strategy being Foreign Direct Investment (FDI) or Joint Venture.

**Keywords:** Internationalization, OLI Dunning Paradigm, Porter's Diamond, PESTEL, FSA/LSA Matrix.