

**AN ANALYSIS OF INTERNATIONALISATION
POTENTIAL USING THE OLI FRAMEWORK A CASE
STUDY OF OTTNO CO., LTD. IN INDONESIA**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

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22/509213/PEK/28953

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2025



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AUTHORIZATION

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On July 14, 2025

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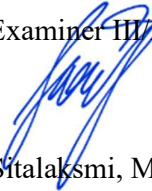
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