

ABSTRACT

The growth of MSMEs keeps increasing every year and is not directly proportional to the contribution of the country's export value. The low contribution of the export value is one of the factors influenced by MSMEs which are still having difficulty starting to expand markets abroad. The purpose of this research is to find out the MSME strategy to be able to internationalize and be able to compete abroad. This study uses a qualitative method with a phenomenological approach. Qualitative data were obtained through in-depth interviews with 3 MSMEs in Central Java that had successfully exported. The results of the study show that various things can affect the three MSMEs, namely by overcoming export barriers, receiving leverage from the government, and having a competitive advantage to be able to successfully export and survive in the international market.

Keywords: *MSME, Internationalization, Export, Barriers, Competitive Advantage*