

Abstract

The internationalization of MSMEs is currently a great opportunity for MSMEs to develop their businesses. MSME Internationalization is an effort or condition related to MSME products and business activities that enter or are integrated with international markets. Various types of SMEs have increasingly developed in Indonesia, one of which is the culinary business in Indonesia. The development of culinary business in Indonesia is currently growing very rapidly. This is seen from the many types of culinary businesses that began to develop, one of which is the culinary business Padang Restaurant. To develop a culinary business several ways are needed to reach the international market such as innovation, the business environment and the internationalization process. The purpose of this study was to determine the internationalization process of Simple Restaurants. Data collection methods are done qualitatively through field observations, interviews and documentation in the interview process with 3 sources. The sampling technique in this study is quota sampling. The data analysis technique used in this research is descriptive analysis and Explorative analysis is then processed using qualitative data analysis tools Atlas.ti. The results of this study indicate that in the process of internationalization in Simple Restaurants can run well because there are several indicators in Innovation, Business Environment and Internationalization so that it can affect the process of internationalization in Simple Restaurants running well in accordance with the intended desires.

Keywords: *Internationalization, Innovation, Business Environment*