

ABSTRAK

Perkembangan perusahaan di PT Dwi Padma Anantha ini tidak lepas dari kegiatan kerja sama. Oleh sebab itu, peneliti ingin menjelaskan mengenai prosedur kerja sama bisnis yang berada di PT Dwi Padma Anantha. Dengan menggunakan metode deskriptif kualitatif dan teknik pengumpulan data menggunakan observasi, komunikasi, dokumentasi, serta studi pustaka. Hasil dari penelitian Prosedur Kerja Sama Bisnis ini menyatakan bahwa proposal usaha di PT Dwi Padma Anantha dalam melaksanakan kegiatan pengembangan usaha dengan investor sangat penting, Prosedur Kerjasama Bisnisnya pun sudah sesuai dengan teori Dollinger (2003) yaitu tujuh langkah proses mendapatkan investor berpotensial serta dengan Prosedur Kerjasama Bisnis PT Dwi Padma Anantha membuka jalur kerjasama bisnis dengan pihak luar negeri yang akan menanamkan modal di Indonesia.

Kata Kunci : Prosedur, Investor, Modal, Proposal

ABSTRACT

The development of the company in PT Dwi Padma Anantha cannot be separated from cooperation activities. Therefore, the researcher wants to explain about the business cooperation procedures at PT Dwi Padma Anantha. Using qualitative descriptive methods and data collection techniques using observation, communication, documentation, and literature study. The results of this Business Cooperation Procedure study stated that the business proposal at PT Dwi Padma Anantha in carrying out business development activities with investors was very important, the Business Cooperation Procedure was in accordance with Dollinger's (2003) theory of seven steps to obtaining potential investors and with Cooperation Procedures The business of PT Dwi Padma Anantha opens a line of business cooperation with foreign parties who will invest in Indonesia.

Keywords: Procedure, Investor, Capital, Proposal