

**RESEARCH ON THE DEVELOPMENT AND POTENTIAL OF CROSS
BORDER E-COMMERCE IN INDONESIA**

THESIS

**Presented as Partial Fulfillment of the Requirements of the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of Business
and Economics Universitas Atma Jaya Yogyakarta**

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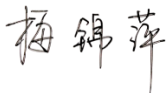
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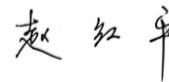
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Is really, my own thinking and writing. I fully acknowledge that my writings does
not contain others' or part(s) of others' writing, except for those that have been
cited and mentioned in the references.

Steffanie Soebianto

A handwritten signature in black ink, appearing to be 'SA' with a large, sweeping flourish underneath.

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Abstract

The growth of international online commerce is accelerating and expanding at a rising rate around the globe. E-commerce across international borders presents a significant opportunity for Indonesia, a nation that is endowed with a great deal of natural wealth. Despite this, there are still a great number of challenges that Indonesia needs to overcome. It will be challenging for Indonesia to expand its cross border e-commerce market because the country's technology is still behind that of other nations. Furthermore, Indonesia's infrastructure, such as roads and railways remains underdeveloped. Despite this, the Indonesian government has implemented a new payment facility that has been piloted with a number of different nations in an effort to promote the growth of cross border online commerce in the country. In addition to the availability of payment facilities, Indonesia still possesses a great number of prospects for economic growth. This is due to the fact that Indonesia possesses a great number of goods that are of interest to the global community.

Keywords: development, cross border e-commerce, [Indonesia](#)

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