

## ABSTRACT

**Abstract:** *The purpose of this study is: to determine whether the joint venture strategy have effect on MSME companies collaborate with MSME companies to increase profitability. In this study using research method with distributing questionnaires distributed to the 42 owners of MSME companies in Jakarta and use panel data analysis for data analysis. Based on analysis result, using strategy joint venture can make increase profitability MSME companies. On the calculation of the Current Ratio, Total Assets Ratio, Debt Ratio, Debt to Equity Ratio, Sales Growth was found that there was significant data from the data before and after doing the Joint Venture.*

**Keywords:** *Current Ratio, Total Assets Ratio, Debt Ratio, Debt to Equity Ratio, Sales Growth, Company Size, Profitability, Joint Venture*