

ABSTRACT

This study aims to analyze the role of strategic partnerships and relationships with the surrounding environment in creating competitive advantages and business sustainability in the agribusiness sector. The study focuses on three agribusiness entities: Agribusiness X in Bogor, as well as Agribusiness Y and its partner Agribusiness Z in Semarang. Using a qualitative approach with in-depth interviews, this research identifies the key factors influencing the success of strategic partnerships and how these relationships create added value for companies.

The results indicate that effective strategic partnerships involve close collaboration with suppliers and local communities, supported by the technical, financial, and product expertise of the partners. Strong relationships with the surrounding community contribute to operational security, social support, and the creation of social capital. These two factors significantly contribute to the company's competitive advantage, characterized by improved operational efficiency, innovation, and customer satisfaction.

The study also finds that business sustainability in the agribusiness sector is strongly influenced by a company's ability to maintain competitive advantages through continuous innovation and strategic relationship management. However, this research is limited by its geographic scope and qualitative approach, which do not allow for broad generalizations.

This study contributes theoretically to the strategic management literature by integrating the Resource-Based View (RBV) and Stakeholder Theory, and it offers practical guidance for agribusiness actors to establish sustainable strategic partnerships. Further studies are recommended to explore various agribusiness sectors, quantitative approaches, and the impact of globalization on agribusiness partnerships.

Keywords: *strategic partnerships, competitive advantage, business sustainability, agribusiness, community relationships.*