

ABSTRACT

Bisnis keluarga berbasis heritage menghadapi tantangan dalam mempertahankan keberlanjutan usaha di tengah tuntutan modernisasi industri perhotelan. Penelitian ini bertujuan untuk menganalisis bagaimana bisnis keluarga Hotel Limaran Malioboro Yogyakarta mengintegrasikan *socioemotional wealth* (SEW) dalam strategi adaptasi guna mempertahankan keberlanjutan sebagai hotel heritage. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus, melalui wawancara mendalam, observasi, dan analisis dokumen. Hasil penelitian menunjukkan bahwa Hotel Limaran menerapkan strategi adaptasi yang bersifat selektif dan berbasis nilai, di mana SEW berperan sebagai landasan pengambilan keputusan strategis. Integrasi SEW tercermin dalam adaptasi nilai, adaptasi operasional, dan adaptasi sosial-budaya, yang meliputi pelestarian identitas keluarga dan heritage, digitalisasi layanan dan promosi, pembaruan fasilitas secara terbatas, serta pelayanan yang menekankan kehangatan dan kekeluargaan. Proses suksesi kepemimpinan berlangsung secara bertahap melalui pewarisan nilai dan transfer peran lintas generasi, sehingga mendukung kesinambungan SEW tanpa menghambat inovasi. Penelitian ini menyimpulkan bahwa *socioemotional wealth* tidak hanya berfungsi sebagai orientasi emosional, tetapi juga sebagai kerangka strategis adaptif yang memungkinkan Hotel Limaran menjaga identitas heritage sekaligus tetap relevan dan kompetitif di tengah persaingan industri perhotelan modern.

Kata kunci: bisnis keluarga, *socioemotional wealth*, adaptabilitas strategi, hotel heritage, keberlanjutan usaha

ABSTRACT

Family owned heritage hotels face growing pressure to remain competitive amid rapid modernization in the hospitality industry while preserving the historical identity that distinguishes them from modern competitors, particularly in highly competitive tourism areas such as Malioboro, Yogyakarta. This study examines how the family business of Hotel Limaran Malioboro Yogyakarta integrates socioemotional wealth (SEW) including family identity, emotional attachment, reputation, and intergenerational continuity into adaptive strategies to sustain the business as a heritage hotel. Using a qualitative single case study design, data were collected through in depth interviews, direct observation, and document analysis, and analyzed thematically to identify patterns of adaptation and decision-making. The findings show that Hotel Limaran implements a selective, value-based adaptation strategy in which SEW acts as a guiding framework: the hotel preserves family and heritage identity as its core differentiation, undertakes limited facility upgrades and service digitalization without compromising heritage characteristics, and reinforces socio-cultural hospitality emphasizing warmth and familial relationships. Leadership succession occurs gradually through intergenerational role transfer and value transmission, enabling innovation while maintaining family control and continuity. The study concludes that SEW functions not only as an emotional objective but also as an adaptive strategic resource that helps heritage-based family businesses balance preservation and modernization, thereby remaining relevant and sustainable in a modern hospitality environment.

Keyword: family business, socioemotional wealth, strategic adaptability, heritage hotel, business sustainability