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ANALISIS KEBERLANJUTAN STRATEGI BERSAING OBELIX VILLAGE
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INTISARI

Di tengah meningkatnya intensitas persaingan industri pariwisata, khususnya segmen obyek wisata buatan di Kabupaten Sleman, perusahaan dituntut untuk memiliki keunggulan kompetitif yang berkelanjutan dan tidak hanya bersifat sementara. Di era modern ini, wisatawan memiliki karakter menyukai hal baru dan unik. Hal ini didukung kemudahan teknologi informasi, yang memudahkan wisatawan untuk membandingkan pengalaman, fasilitas, dan biaya yang harus dikeluarkan. Obelix Village sebagai perusahaan obyek wisata buatan, mengembangkan wahana *paintball* dan *gel blaster* sebagai bagian dari strategi diferensiasi. Penelitian ini bertujuan menganalisis keberlanjutan strategi bersaing Obelix Village, menggunakan metode analisis deskriptif kualitatif, dengan teknik pengumpulan data melalui wawancara, studi pustaka, dan survei pelanggan. Hasil penelitian didapat dari analisis industri, analisis internal, serta analisis deskriptif *perceived value* pengunjung terhadap wahana *paintball* dan *gel blaster*. Hasil penelitian menunjukkan bahwa keunggulan kompetitif berkelanjutan Obelix Village bersumber dari pengalaman berbasis alam yang telah melekat pada kawasannya, sementara wahana *paintball* dan *gel blaster* bersifat keunggulan kompetitif sementara. Obelix Village perlu mempertegas sumber diferensiasi yang berkelanjutan guna memperkuat pengalaman wisata terpadunya.

Kata kunci: strategi bersaing, keunggulan kompetitif berkelanjutan, diferensiasi, obyek wisata buatan, perceived value

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ABSTRACT

Amid increasing competition in the tourism industry, particularly the man-made tourist attraction segment in Sleman Regency, the industry's members are required to develop sustainable competitive advantages rather than temporary ones. This is important because tourists today not only seek new and unique experiences, but also compare the experiences and facilities offered by different destinations, facilitated by easy access to information through digital technology. Obelix Village is a man-made tourist attraction in Sleman Regency that utilizes its natural scenery as the main setting, and offers various recreational, educational, culinary, and family-oriented facilities. Obelix Village developed paintball and gel blaster attractions to strengthen its differentiation strategy. This study aims to analyze the sustainability of Obelix Village's competitive strategy, employs a qualitative descriptive analysis method with data collected through interviews, literature review, and customer surveys. The results are derived from industry analysis and internal analysi, and a descriptive analysis of visitors' perceived value toward the paintball and gel blaster attractions. The findings indicate that the nature-based experience embedded in Obelix Village's setting is the only truly sustainable source of competitive advantage, while the paintball and gel blaster attractions remain temporary advantages. The recommendation is to reinforce this nature-based experience as a sustainable source of differentiation to strengthen its integrated tourism experience.

Keywords: *competitive strategy, sustainable competitive advantage, differentiation, man-made tourist attraction, perceived value*