

## ABSTRAK

Persaingan yang semakin ketat di sektor pendidikan tinggi mendorong perguruan tinggi swasta untuk menerapkan strategi kompetitif yang mampu meningkatkan daya saing sekaligus mempertahankan keberlanjutan institusi. Penelitian ini bertujuan untuk menganalisis strategi kompetitif Universitas Islam Indonesia (UII) dalam meningkatkan daya saing, mengidentifikasi faktor-faktor yang mendukung implementasi strategi tersebut, serta mengkaji tantangan yang dihadapi dalam pelaksanaannya. Penelitian menggunakan pendekatan kualitatif dengan desain studi kasus. Data dikumpulkan melalui wawancara dengan empat informan, observasi dan studi dokumentasi. Analisis data dilakukan menggunakan model Miles, Huberman, melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa UII menerapkan strategi diferensiasi melalui penguatan identitas institusi, perencanaan strategis, adaptasi akademik terhadap perubahan lingkungan, pemanfaatan reputasi institusi, serta strategi pemasaran berbasis pengalaman dan pelayanan. Adapun tantangan yang dihadapi meliputi perubahan regulasi dan pengembangan kapasitas dosen.

**Kata kunci:** strategi kompetitif, daya saing, perguruan tinggi swasta, studi kasus

## ABSTRACT

Increasingly fierce competition in the higher education sector encourages private universities to implement competitive strategies that are able to increase competitiveness while maintaining institutional sustainability. This study aims to analyze the competitive strategy of Universitas Islam Indonesia (UII) in increasing competitiveness, identify the factors that support the implementation of the strategy, and examine the challenges faced in its implementation. The research uses a qualitative approach with a case study design. Data were collected through interviews with four informants, observation and documentation studies. Data analysis was carried out using the Miles, Huberman model, through the stages of data reduction, data presentation, and conclusion drawn. The results of the study show that UII implements a differentiation strategy through strengthening institutional identity, strategic planning, academic adaptation to environmental changes, utilizing the institution's reputation, and marketing strategies based on experience and service. The challenges faced include changes in regulations and lecturer capacity development.

**Keywords:** competitive strategy, competitiveness, private colleges, case studies