

## **ABSTRACT**

*This study aims to examine the role of market orientation and entrepreneurial orientation as competitive advantage strategies in enhancing business performance at Annobee Batik MSMEs.*

*A qualitative approach was employed, with data collected through interviews, observations, and documentation. Data processing methods included data reduction, data presentation, and conclusion drawing, followed by validity tests through credibility and transferability assessments.*

*The findings indicate that market orientation contributes to understanding customer needs, increasing competitiveness, and maintaining customer loyalty. Meanwhile, entrepreneurial orientation encourages innovation, proactivity, and risk-taking. The combination of both proves effective in strengthening competitive advantage and improving business performance. These findings are expected to contribute to the development of strategic management theory and serve as a reference for MSMEs in designing sustainable business strategies.*

***Keywords: Market Orientation, Entrepreneurial Orientation, Competitive Advantage, Business Performance, Batik MSMEs.***