

ABSTRACT

Changes in the environment at this time triggered the development of technology which was also followed by the development of industries in Indonesia, especially the creative industries. The currently developing creative industry is one of the event organizers (EO). Event organizer (EO) is a professional service provider for organizing events from the design, preparation, implementation and control stages. - EO competition in Semarang is currently quite tight due to the increasing number of newcomers. Besides this there is a demand that EO must have the ability to innovate. To overcome this competition and demands, some of the results of previous studies show that strategic alliances will help businesses to have a competitive advantage. This study aims to analyze the effect of strategic alliances, event organizers in the city of Semarang.

The population in this study is Event Organizer in Semarang City. In this research, non-random sampling or non-probability sampling technique will be used. Respondents in this study were event organizer owners in Semarang City. The AMOS-structural equation modeling method with data processing is supported by IBM SPSS AMOS 24.

The analysis shows that the Strategic Alliance and Innovation Capability have a positive effect on creating an innovation. Innovation is the most important factor in the event organizer industry competition. To gain a competitive advantage, companies are required to carry out continuous innovation and the application of good strategic alliances for companies in order to produce competitive advantage.

Keywords: Strategic Alliance, Innovation, Type of Innovation, Competitive Advantage, and Event Organizer