

## ABSTRACT

Family business holds an important role in the economic growth of Indonesia. Family business not only pushes the economic growth, but also created an employment for million people in Indonesia. There are many factors and challenge that family business just stop in one generation or generation. And there are some strategies and competitive advantage that family business can be taken.

This research is conducted in order to the knowledge and resources of a wedding organizer in the current environmental and in the family business context while exploring for opportunities to exploit in the future by applying new knowledge and new and/or enhanced capabilities, using the strategic entrepreneurship processes, with the case study *Kirana Kreasinusa Wedding Organizer Family Business*.

The type of this research is a case study qualitative method, because case studies involve in-depth, contextual analysis of similar situations in other organizations, where the nature and definition of the problem happen to be the same as experienced in the current situation. Primary data are gathered through interviewing four respondents, the first one is the owner of Kirana Kreasinusa, and the other is the children of the owner which is the top management in Kirana Kreasinusa Wedding Organizer.

The result shows that, as a family business, Kirana Kreasinusa has some unique resources offered either from its individual, family, and organization. Kirana Kreasinusa also manages its resources effectively by taking the all possible advantages from their resources. Supportively, Kirana Kreasinusa also has some socioemotional motives in business that enable them to leverage resources more efficiently, which is not only giving them maximum values but also resulting them on competitive advantages whether for its individuals, family, business, and to the society.

Keywords: *strategic entrepreneurship, family business, competitive advantage, wedding organizer business.*