

## **Multiaction Based Cooperation Actualization Strategy: Competitive Advantages**

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### **ABSTRACT**

Competitive advantages are the distinct characteristics, capabilities, or strategies that enable a company or organization to outperform its competitors and achieve superior market performance. These benefits can be both real and intangible, and they can be the consequence of a variety of reasons. It is thought to help higher education institutions gain global acceptance. The purpose of this study is to explore the competitive advantages of Universitas Negeri Yogyakarta (UNY) cooperation and to offer a plan for implementing their cooperation attitude. Forum Group Discussions were used to collect data and examine the possible benefits of UNY collaboration. The results show that the greatest strength of UNY cooperation is UNY has cooperation units both at home and abroad and quite strong financial resources. hence the strategy has to develop based on these competitive advantages. This study contributes to the policymaker's focus on the issue of existing units both at home and abroad and strong financial resources for developing cooperation strategies.

Kata Kunci: *Strategy, Competitive advantages, cooperation*