

ABSTRAK

Yepta Wahyu Eka Biyanti, *Conduct Firm* Dalam Industri Kecil Rokok Di Kabupaten Tulungagung. Di bawah bimbingan Bondan Satriawan, SE., M.Econ, St

Penelitian ini bertujuan untuk menganalisis perilaku strategis (*conduct*) pelaku industri kecil rokok di Kabupaten Tulungagung dalam merespons struktur pasar dan tantangan eksternal, serta mengevaluasi dampaknya terhadap kinerja usaha (*performance*). Pendekatan yang digunakan adalah teori *Structure-Conduct-Performance* (SCP) dengan metode penelitian kualitatif studi kasus. Data diperoleh melalui wawancara mendalam dengan pelaku industri kecil rokok serta data sekunder dari dokumen dan publikasi terkait. Hasil penelitian menunjukkan bahwa pelaku usaha menghadapi struktur pasar yang kompetitif dan terkonsentrasi, dengan tekanan kuat dari regulasi cukai dan dominasi perusahaan besar. Dalam meresponsnya, pelaku usaha menerapkan strategi adaptif melalui diferensiasi produk, penyesuaian harga berbasis biaya, serta pemasaran melalui media sosial dan metode konvensional. Perilaku ini memungkinkan firm mempertahankan keberlanjutan usahanya dan memberikan kontribusi signifikan terhadap ekonomi lokal melalui penciptaan lapangan kerja dan pendapatan tetap. Peran pemerintah, meskipun terbatas, tetap hadir dalam bentuk pelatihan dan bantuan sosial. Studi ini menegaskan pentingnya strategi yang fleksibel dan efisien dalam menghadapi tantangan struktural di sektor industri kecil.

Kata Kunci: *Structure-Conduct-Performance*, Industri Kecil Rokok, Strategi Bertahan, Regulasi Cukai, Pemasaran Lokal.

ABSTRAC

Yepta Wahyu Eka Biyanti, Firm Conduct in the Small-Scale Cigarette Industry in Tulungagung Regency. Under the guidance Bondan Satriawan, SE., M.Econ, St

This study aims to analyze the strategic conduct of small-scale cigarette industry actors in Tulungagung Regency in response to market structure and external challenges, and to evaluate its impact on business performance. The research uses the Structure-Conduct-Performance (SCP) theoretical framework and a qualitative case study method. Data were collected through in-depth interviews with small-scale cigarette producers and secondary sources from relevant documents and publications. The findings reveal that business actors operate in a competitive and concentrated market structure, under pressure from excise regulations and domination by large corporations. In response, they adopt adaptive strategies such as product differentiation, cost-based pricing, and marketing through both social media and conventional methods. These behaviors enable firms to sustain their operations and significantly contribute to the local economy by creating jobs and providing stable income. Although limited, government support exists in the form of training programs and social assistance. The study highlights the importance of flexible and efficient strategies in addressing structural challenges within the small-scale industry sector.

Keywords: *Structure-Conduct-Performance, Small-Scale Cigarette Industry, Survival Strategy, Excise Regulation, Local Marketing*