

ABSTRACT

Tsania Mir Atunnisa', Structure Conduct Performance (SCP) Analysis of the Small and Medium Cashew Nut Industry (SME) in Blaru Village, Badas District, Kediri Regency. Under the guidance of Bondan Satriawan, S.E., M.Econ.St

This study aims to analyze the market structure, business conduct, and market performance of the cashew nut Small and Medium-sized Industry (SMI) in Bru Village, Badas District, Kediri Regency. The study employs descriptive qualitative and quantitative methods using the Structure-Conduct-Performance (SCP) framework. A non-probability purposive sampling technique was used to select 14 informants, comprising 7 Level 1 producers and 7 Level 2 producers. Market structure analysis was conducted using market share, the Four-Firm Concentration Ratio (CR4), the Herfindahl-Hirschman Index (HHI), and barriers to entry. Business conduct analysis covered pricing, product differentiation, advertising, potential cooperation, and other competitive behaviors. Market performance analysis utilized the Price-Average Cost (P-AC) deviation, Capital-Labor Ratio (CLR), and Price-Cost Margin (PCM). The results indicate that the cashew nut industry's market structure in Bru Village tends toward an oligopoly, with CR4 values of 81.6% for Level 1 producers and 95.54% for Level 2 producers, alongside barriers to entry such as limited capital and business legality issues. Business conduct analysis reveals that operators tend to follow market and raw material prices; product differentiation remains low; promotion is suboptimal; and no formal collusion among operators was found. The industry's market performance does not yet approximate perfect competition, as evidenced by the relatively high profit levels enjoyed by some operators and the existence of opportunities for new entrants to enter the market and increase competition.

Keywords: Market Structure, Business, Market Performance, Cashew Nut Industry Behavior.

ABSTRAK

Tsania Mir Atunnisa', Analisis *Structure Conduct Performance* (SCP) Pada Industri Kecil Menengah (IKM) Kacang Mete Di Desa Blaru, Kecamatan Badas, Kabupaten Kediri. Di bawah bimbingan Bondan Satriawan, S.E., M.Econ.St

Penelitian ini bertujuan untuk menganalisis struktur pasar (*structure*), perilaku usaha (*conduct*), dan kinerja pasar (*performance*) pada Industri Kecil dan Menengah (IKM) kacang mete di Desa Blaru, Kecamatan Badas, Kabupaten Kediri. Penelitian menggunakan metode deskriptif kualitatif dan kuantitatif dengan pendekatan *Structure, Conduct, Performance* (SCP). Pengambilan sampel dilakukan menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*, sehingga diperoleh 14 informan yang terdiri atas 7 (produsen level 1) dan 7 (produsen level 2). Analisis struktur pasar dilakukan menggunakan *Market Share*, Rasio Konsentrasi Empat Perusahaan Terbesar (CR4), *Indeks Herfindahl-Hirschman* (IHH), dan hambatan masuk pasar (*barrier to entry*). Analisis perilaku usaha meliputi penetapan harga, diferensiasi produk, periklanan, potensi kerja sama, dan perilaku persaingan lainnya. Analisis kinerja pasar menggunakan Deviasi $P = AC$, *Capital Labour Ratio* (CLR), dan *Price Cost Margin* (PCM). Hasil penelitian menunjukkan bahwa struktur pasar industri kacang mete di Desa Blaru mengarah pada oligopoli dengan nilai CR4 produsen level 1 sebesar 81,6% dan produsen level 2 sebesar 95,54%, serta terdapat hambatan masuk pasar berupa keterbatasan modal dan legalitas usaha. Perilaku usaha menunjukkan bahwa pelaku usaha cenderung mengikuti harga pasar dan harga bahan baku, diferensiasi produk masih rendah, promosi belum optimal, serta tidak ditemukan kolusi formal antar pelaku usaha. Kinerja pasar industri kacang mete belum mendekati persaingan sempurna, ditunjukkan oleh tingkat keuntungan yang masih relatif tinggi oleh beberapa pelaku usaha dan adanya peluang bagi pelaku usaha baru untuk memasuki pasar serta meningkatkan persaingan.

Kata Kunci: Struktur Pasar, Perilaku Usaha, Kinerja Pasar, Industri Kacang Mete.