

ABSTRACT

Duck egg breeder company in Kencong Village is one of the companies that has a very well developed prospect, the purpose of this research is to analyze the Structure, Conduct, Performance of the duck egg breeders company in Kencong Village, Kencong District, Jember Regency. The sample used is a saturated or census sampling technique and data collection is done by descriptive methods. The results of the analysis used are market analysis, Market share analysis, CR4 analysis, IHH, CLR analysis, and PCM analysis. Market share with the highest level of market share (MS) is 20%, while the lowest market share (MS) is 3%. The CR4 calculation result is 60%, which leads to a tight oligopoly market. The IHH calculation result of duck egg breeders in Kencong Village is 0.1255, which leads to the oligopoly market. And the results of the calculation of the Conduct value of labor capital ratio (CLR) in duck egg breeders in Kencong Village of 89.15% have a tendency as a capital-intensive industry. Industrial performance reflects how the competitiveness of a company's profitability can be seen from the company's performance. The level of profit can be reflected through Price Cost Margin (PCM).

Keywords : Duck Egg Cattle Company, Market Share, CR4, IHH, CLR, PCM.

ABSTRAK

Perusahaan peternak telur bebek di Desa Kencong adalah salah satu perusahaan yang memiliki prospek yang sangat bagus dikembangkan, tujuan penelitian ini yaitu menganalisis *Structure, Conduct, Performancen* dari perusahaan peternak telur bebek di Desa Kencong Kecamatan Kencong Kabupaten Jember. Sampel yang digunakan adalah teknik *sampling jenuh* atau sensus dan pengumpulan data dilakukan dengan metode deskriptif. Hasil analisis yang digunakan adalah analisis pasar, analisis *Market share*, analisis CR4, IHH, analisis CLR, dan analisis PCM. Penguasaan pangsa pasar dengan tingkat penguasaan pangsa pasar (MS) tertinggi ada terdapat beberapa pelaku sebesar 20% , sedangkan penguasaan pasar terendah (MS) adalah 3%. Hasil perhitungan CR4 sebesar 60% yaitu mengarah pasar oligopoli ketat. Hasil perhitungan IHH perusahaan peternak telur bebek di Desa Kencong sebesar 0,1255 yaitu mengarah pasar oligopoli. Dan hasil perhitungan *Conduct* nilai rasio modal tenaga kerja (CLR) pada perusahaan peternak telur bebek di Desa Kencong sebesar 89,15% memiliki kecenderungan sebagai industri padat modal. *Performance* kinerja industri mencerminkan bagaimana pengaruh kekuatan pesaing tingkat keuntungan suatu perusahaan dapat dilihat dari kinerja perusahaannya. Tingkat keuntungan dapat dicerminkan melalui *Price Cost Margin* (PCM)

Kata Kunci : Perusahaan Ternak telur bebek, Market Share, CR4, IHH, CLR, PCM