

ABSTRACT

Waroeng Semawis is one of the favorite culinary tourism destinations in Semarang City in 2023, included in the top 10 tourist attractions. This condition triggers increasingly tight competition between business actors because of the many potential profits. However, there are problems that contain IMK food businesses in the Wareong Semawis Culinary Market. So this study aims to determine the structure, behavior, and performance of IMK food business actors in the Waroeng Semawis Culinary Market.

The type of data used in this study is primary data obtained from interviews with 16 IMK food business actors from 50 food and beverage business actors in the Waroeng Semawis Culinary Market. The method used in this study is quantitative descriptive with the Structure, Conduct, and Performance (SCP) approach.

Based on the results of the study, the market structure formed in IMK food at the Waroeng Semawis Culinary Market in Semarang City is monopolistic market competition. This is based on the CR4 calculation which obtained a result of 32.81% included in $0 < CR4 > 40$ and the IHH value of 663.34 which is less than 1,000. So it falls into the low category. The MES calculation to determine the magnitude of the challenge of entering the market for new players in IMK food at the Waroeng Culinary Market shows a value of 8.60% which means that the possibility of new players entering the market is relatively easy. This requires every business actor in the IMK food market to be ready to compete with new players who will enter and threaten the old business actors. Based on this, the strategies used are price, product and promotion strategies. To see the performance, the PCM value is used with the highest value of 66.67% while the average value is 50.44%.

Keywords: Structure, Behavior, Performance, IMK Food Waroeng Semawis