

Analisis Kekuatan Persaingan dan Penguasaan Pasar pada Industri Kreatif Kerajinan Rambut Purbalingga

Title	Analisis Kekuatan Persaingan dan Penguasaan Pasar pada Industri Kreatif Kerajinan Rambut Purbalingga
Author Order	of
Accreditation	
Abstract	<p>ABSTRACTThe purpose of this study is to analyze competitiveness and market domination on creative industry of hair production in Karangbanjar, Purbalingga. This study used primary and secondary data. The primary one was collected from respondents“entrepreneurs of hair production industry”and the secondary one was from relevant government institutions. Competitiveness was measured by Sustainable Competitive Advantage criteria from Porter while market domination was measured by market power and market share. The result shows that: 1) industry has high competition among production units; 2) There is no domination/concentration power in this market and also equal share in value of production among them.Keywords: market share, market power, competition, hair production</p>
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