

## **ABSTRACT**

Increasing levels of competition can lead to unhealthy competition. For that, you need to know whether there is competition unfair business through the analysis of the structure, behavior, and performance of several companies in the media industry television free to air this approach SCP (Structure-Conduct-Performance) in order to know the structure, behavior and performance as well as consistency of market structure, conduct and performance of the company's TV industry free of charge / free-to-air TV. The method used in this study is a mixed methods. The sampling technique used is total sampling where samples were used that companies, television media free of charge (Free To Air / FTA) are already listing atago public on the Indonesian Stock Exchange (BEI), PT Media Nusantara Citra Tbk (MNC), PT Tempo Inti Media Tbk, PT Surya Citra Mandiri and PT Visi Media Asia Tbk.

The results showed that the structure of the market on FTA television media industry based on the discussion in Chapter 4 is the non oligopoly competition, this is based on the value of CR4 is below 24%. Behaviors that are owned by companies that have the vision, mission, strategic objectives and corporate strategy are quite varied, however, can outline the vision, mission, strategic objectives and corporate strategies that these companies have relatively good enough. With regards to performance, an outline of the performance of these companies is relatively good enough and showed a promising development from year to year, the company must maintain the performance that has been achieved so far and even improve in order to reach a better financial performance. The results of the analysis of the consistency of the structure, conduct and performance shows that there is no consistency or the relationship between structure, conduct and performance through indicators of market share and barriers to entry in affecting the company's activities in the issued capital of the ability of the company's assets to generate earnings and while the MES and OPEX show the influence positively to the ROA shows that the increase in the value of barriers to entry and operational expenses the company will have an impact on increasing the value of return on assets while the value of CR3 and CAPEX showed negative effect, which means that the increase in the value of the concentration ratio or the market share of the company and CAPEX will impact on the the ability of the company's assets to generate profits

Keywords: structure, conduct, performance, television media industry