

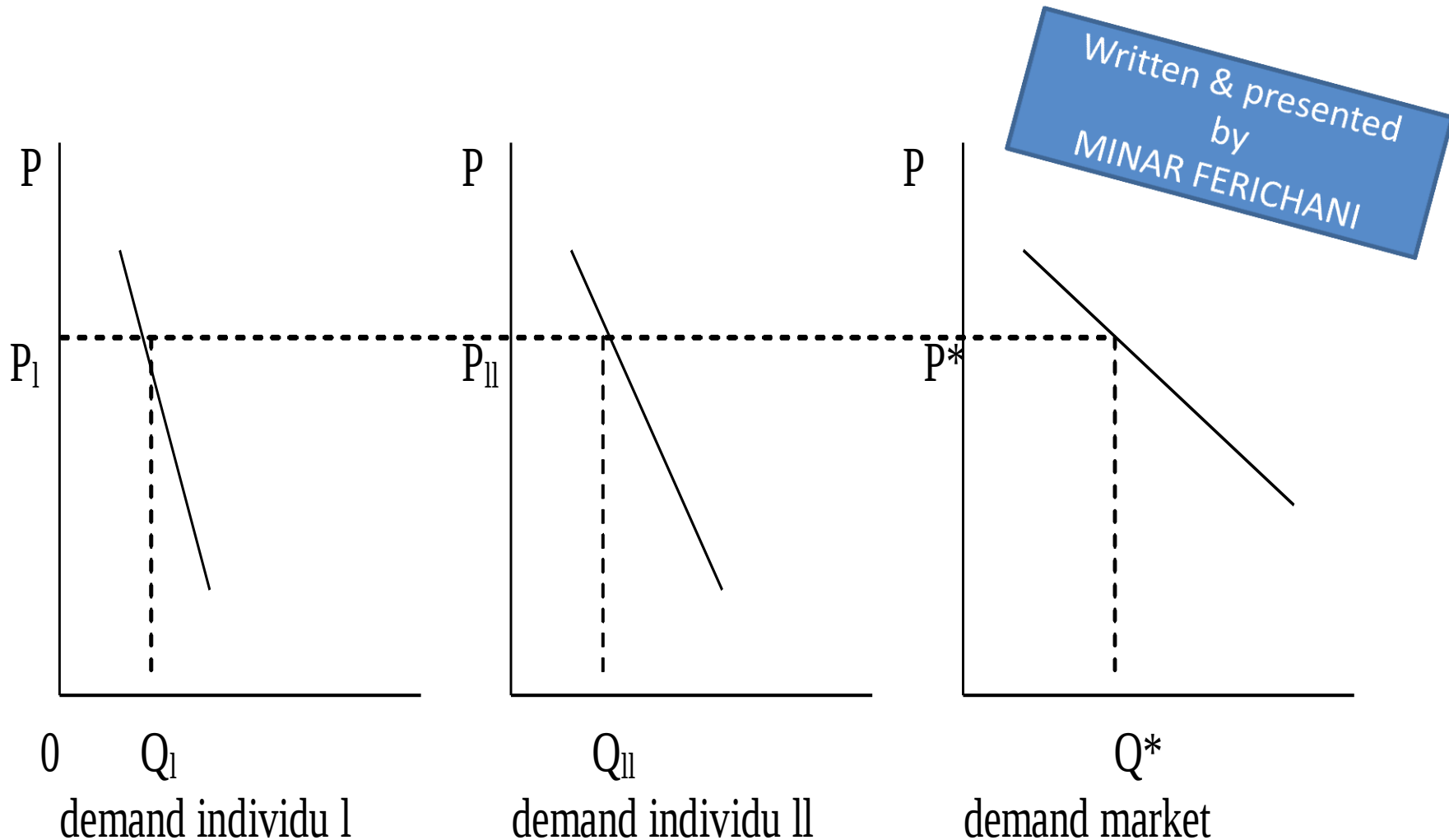
TEEORI PASAR

- Oleh :
- **DR. MINAR FDERICHANI**

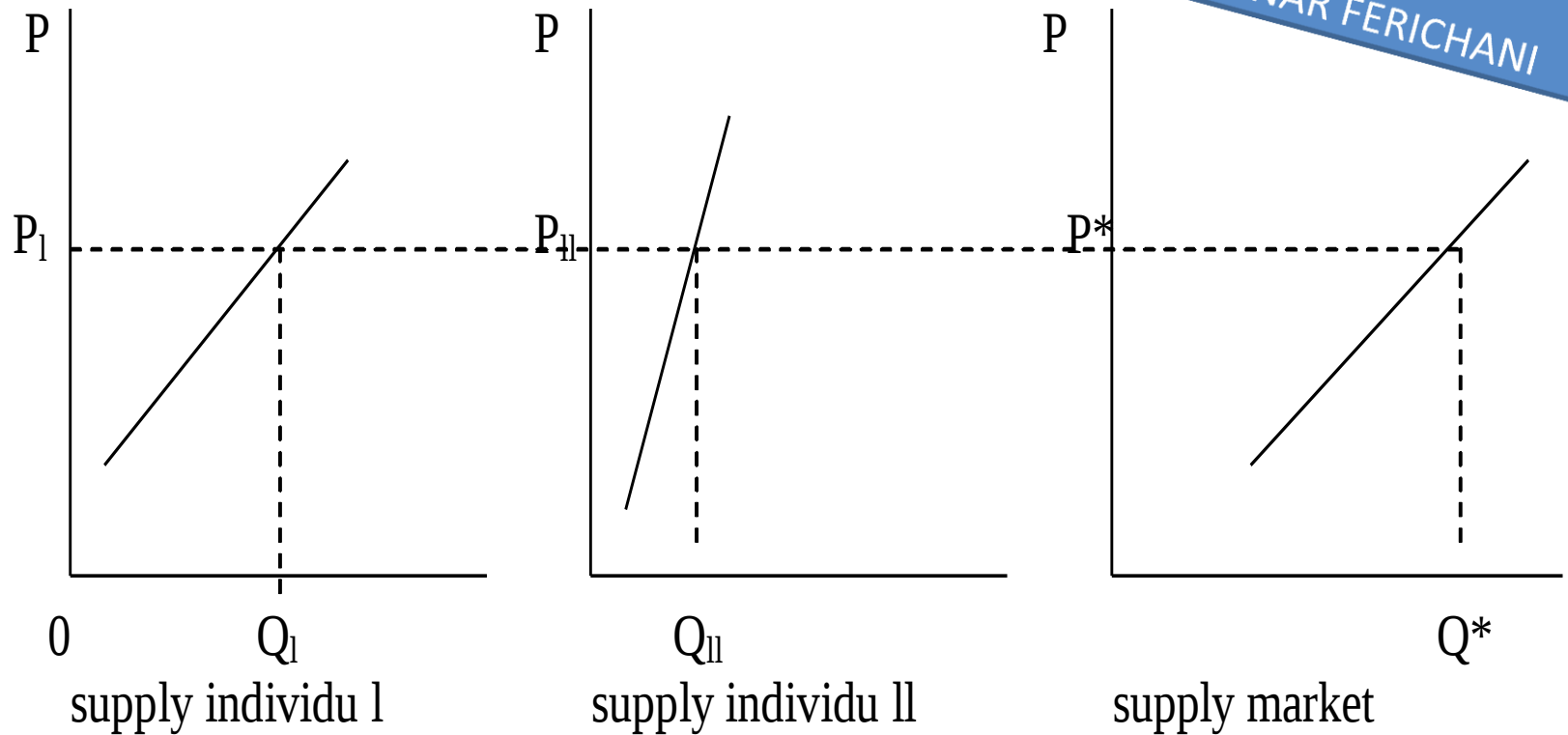
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TEORI PASAR

Dalam teori pasar demand individu dan demand market dapat digambarkan sebagai berikut :

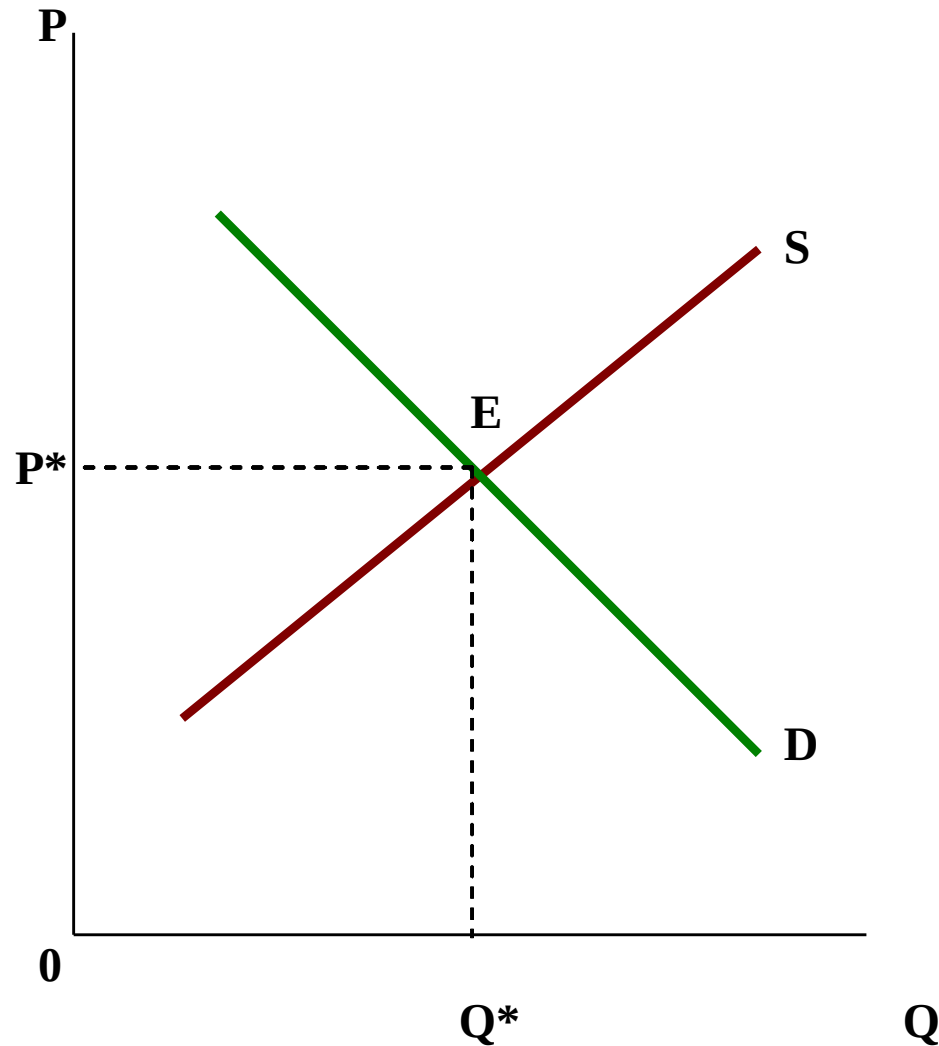


Supply individu dan supply market :



Jadi demand market dan supply market adalah merupakan (*horizontal summation*) penjumlahan horizontal dari demand dan supply individu.

Jika terjadi kesepakatan harga antara produsen dan konsumen maka akan tercapai kondisi equilibrium.



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Dari kondisi equilibrium ini 2 hal bisa terjadi :

- **Dari segi konsumen** : *demand market* menggambarkan konsumen secara agregat, yang akan menentukan berbagai alternatif kuantitas barang yang akan dibeli pada berbagai alternative tingkat harga, dalam rangka konsumen *maximize* utilitas
- **Dari segi produsen** : *supply market* menggambarkan produsen secara agregat, yang akan menentukan berbagai alternatif kuantitas barang yang akan dipasok/dijual oleh produsen pada berbagai alternative tingkat harga, dalam rangka produsen *maximize profit*.

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MACAM MACAM JENIS PASAR

- **PASAR PERSAINGAN SEMPURNA**
- **Karakteristik :**
 - Banyak penjual dan banyak pembeli
 - Produk yang dijual homogen
 - *Free condition for entry and exit to the market*
 - *perfect information (zero cost)*
 - *Normal profit* : profit yang diterima produsen sama dengan nilai upah seandainya ia bekerja di tempat lain ditambah modal, bila modal tersebut ditanamkan di tempat lain.
- Contoh : pasar produk pertanian

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PASAR PERSAINGAN SEMPURNA

- Adalah struktur pasar yang efisien, artinya menjamin kesejahteraan baik bagi penjual/produsen maupun pembeli/konsumen
- Peran pemerintah mengusahakan terbentuknya struktur pasar persaingan sempurna untuk produk-produk yang strategis, antara lain dengan menerapkan kebijakan harga, menciptakan pelaku pasar.

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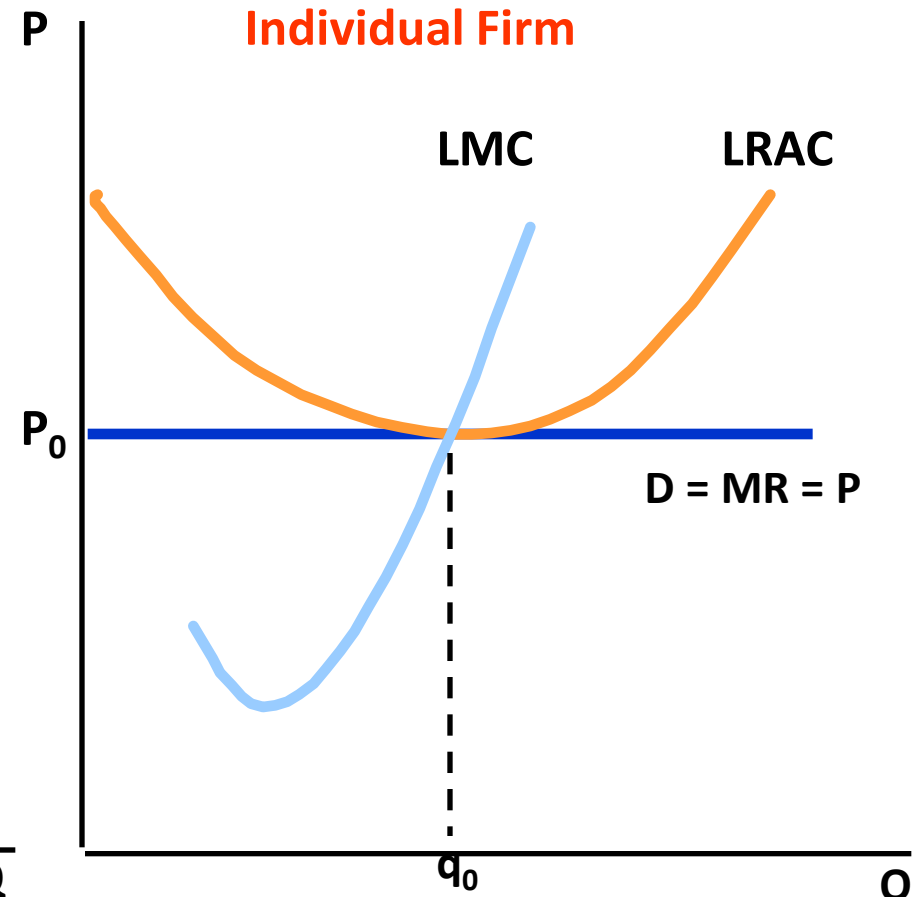
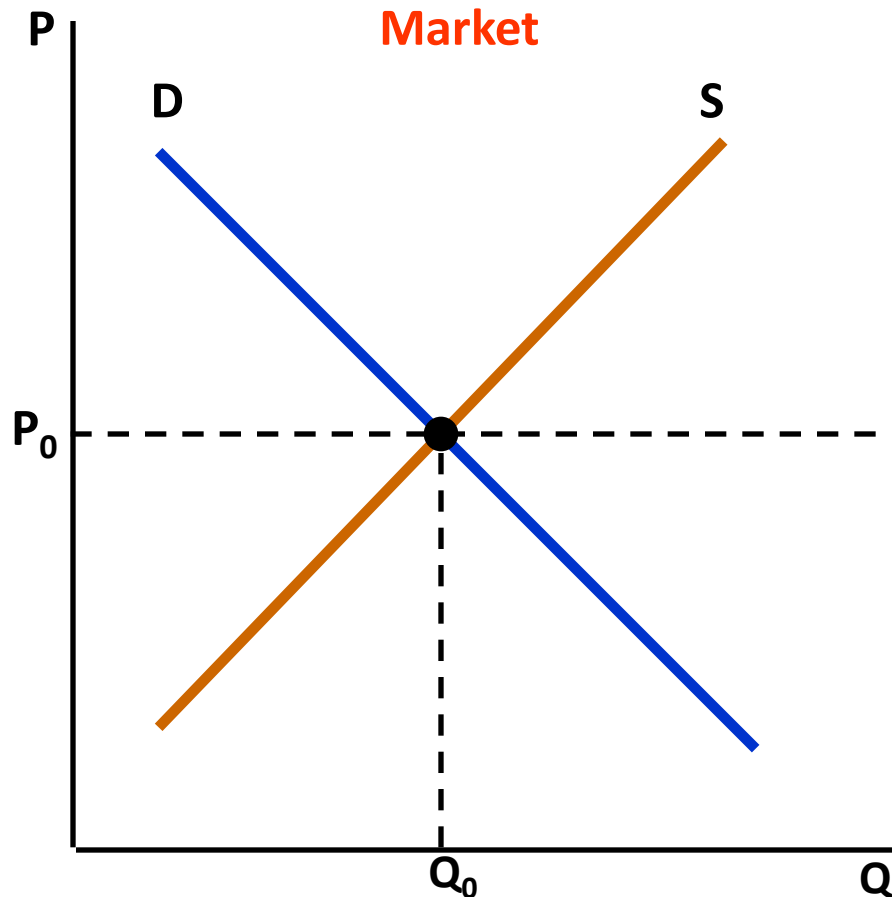
Perfect Competition

- Review of Perfect Competition
 - $P = LMC = LRAC$
 - Normal profits or zero economic profits in the long run
 - Large number of buyers and sellers
 - Homogenous product
 - Perfect information
 - Firm is a price taker

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Perfect Competition

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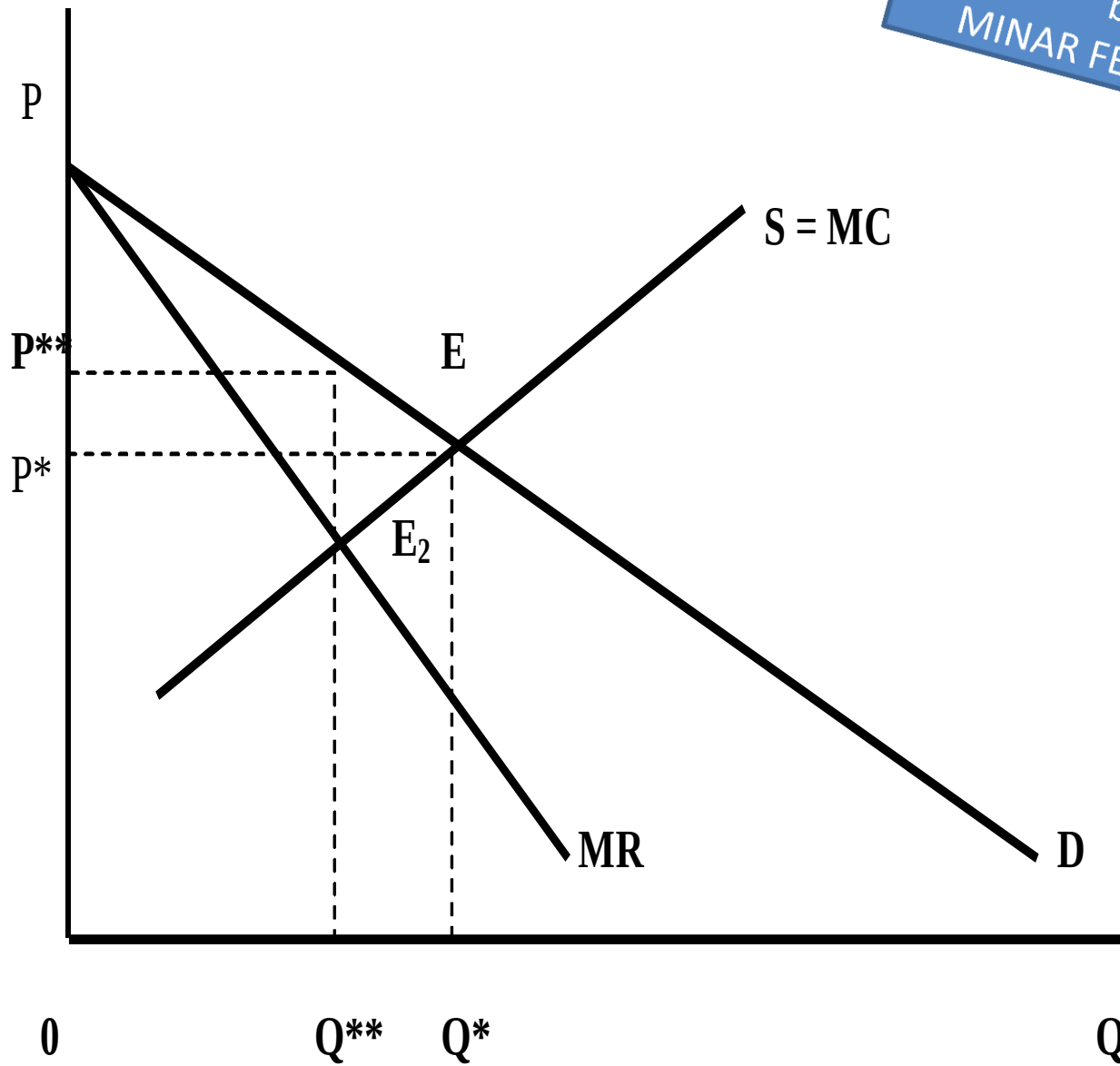


PASAR MONOPOLY

Karakteristik :

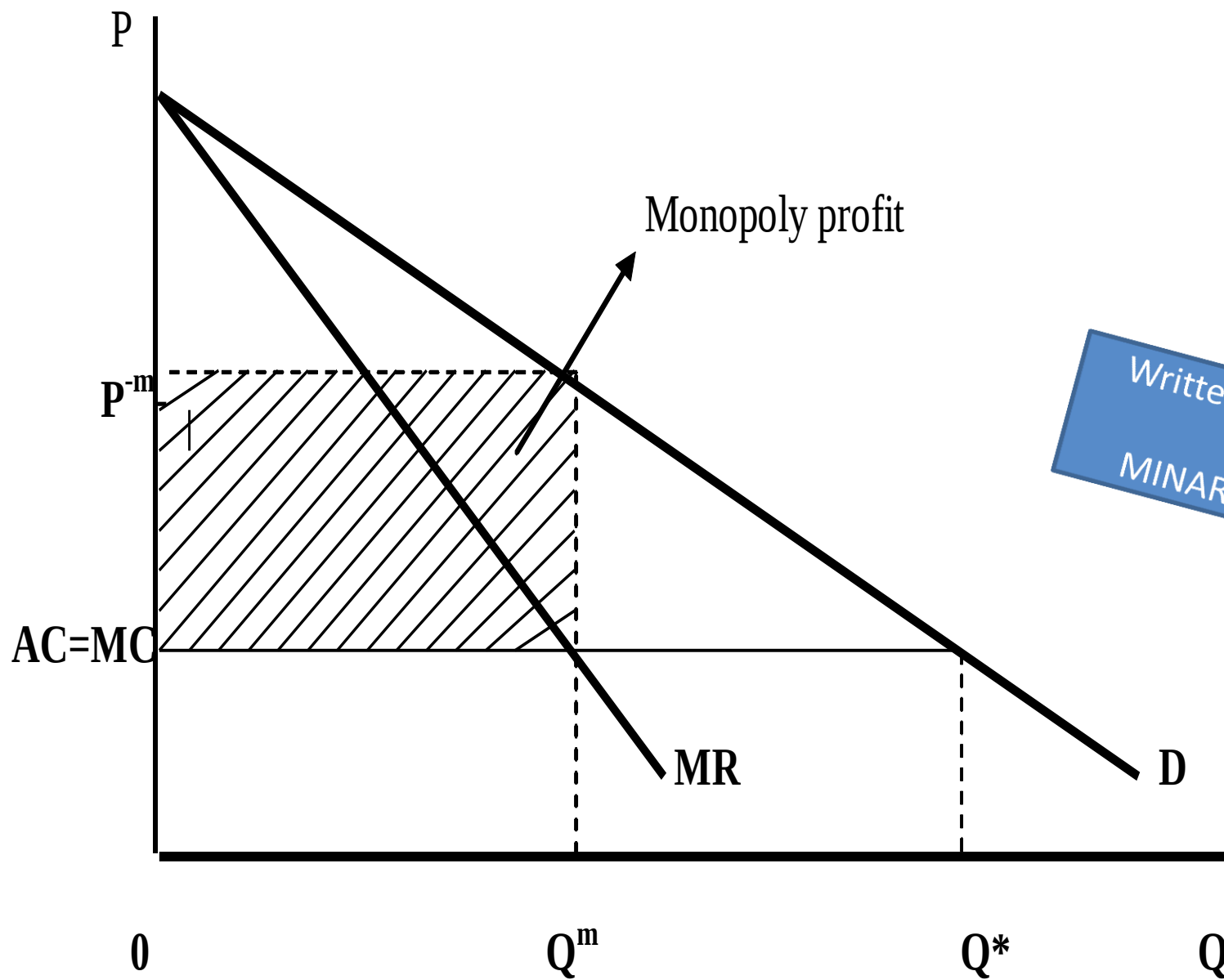
1. Satu penjual, dan banyak pembeli
2. Produk bisa homogen, bisa berbeda-beda
3. *Highly restricted to entry* (sulit untuk memasuki pasar karena ada pembatas/
barrier)
 - a. *Technical barrier* :
 - jenis usaha hanya efisien untuk skala besar
 - lokasi tertentu memungkinkan terciptanya monopoly pd daerah tertentu
 - kepemilikan sumber daya alam
 -
 - b. *Legal barrier* : disebabkan adanya peraturan atau hukum
4. *Imperfect information* (langka / tidak sempurna / *highly cost information*)
5. Dapat memperoleh profit di atas normal (*potential monopoly profit / above normal profit*)
 1. Contoh : karcis kereta api (hanya oleh PERUMKA), PDAM, PLN.

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Problem monopoly : monopoly biasa terjadi dalam perekonomian suatu negara yang konsumennya besar, tetapi produsennya hanya satu dan juga besar, sehingga biaya rata-rata (AC) menjadi murah sekali. Daerah yang diarsir dalam gambar merupakan monopoly profit.



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$$\pi = R - C$$

$$\text{Max } \pi = \frac{\delta \pi}{\delta Q} = \frac{\delta R}{\delta Q} - \frac{\delta C}{\delta Q} = 0$$

$$\begin{aligned} \text{Max } \pi &= \frac{\delta R}{\delta Q} = \frac{\delta C}{\delta Q} \\ &= MR = MC \end{aligned}$$

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Monopoly

- Monopoly
 - 1) One seller - many buyers
 - 2) One product (no good substitutes)
 - 3) Barriers to entry
- The monopolist is the supply-side of the market and has complete control over what is offered for sale.
- Profits will be maximized at the level of output where marginal revenue equals marginal cost.

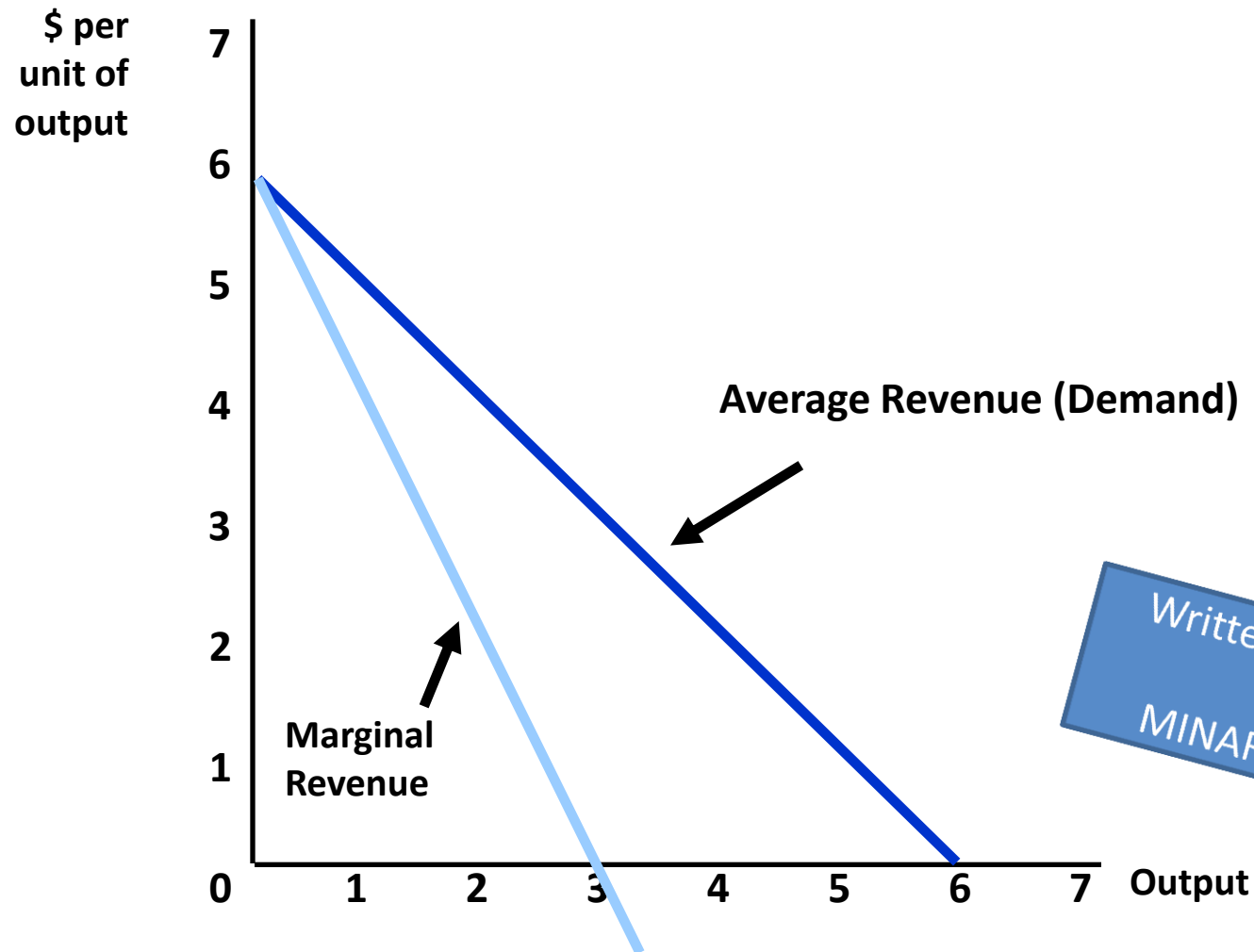
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Total, Marginal, and Average Revenue

Price <i>P</i>	Quantity <i>Q</i>	Total Revenue <i>R</i>	Marginal Revenue <i>MR</i>	Average Revenue <i>AR</i>
\$6	0	\$0	---	---
5	1	5		
4	2	8		
3	3	9		
2	4	8		
1	5	5		

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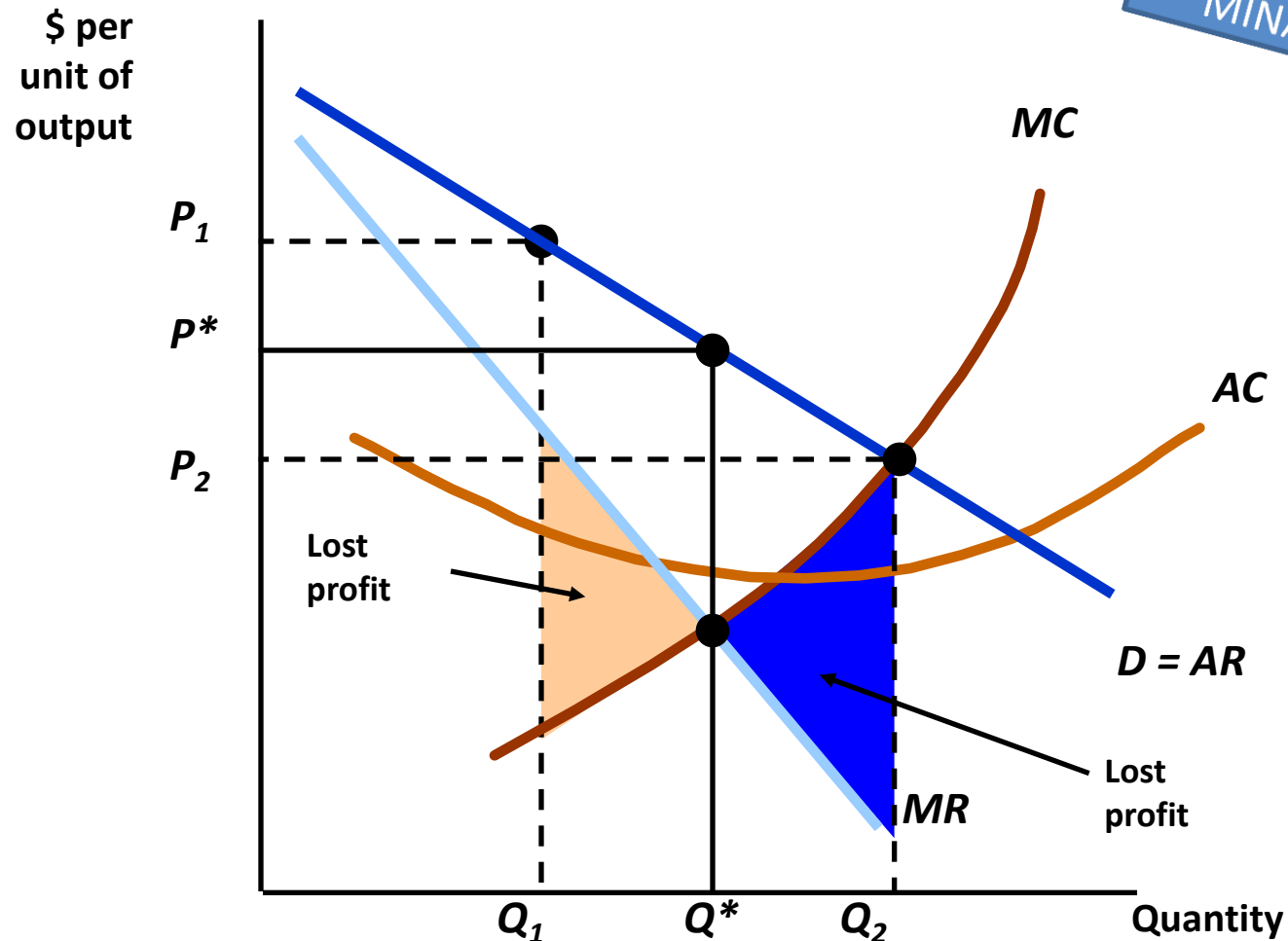
Average and Marginal Revenue

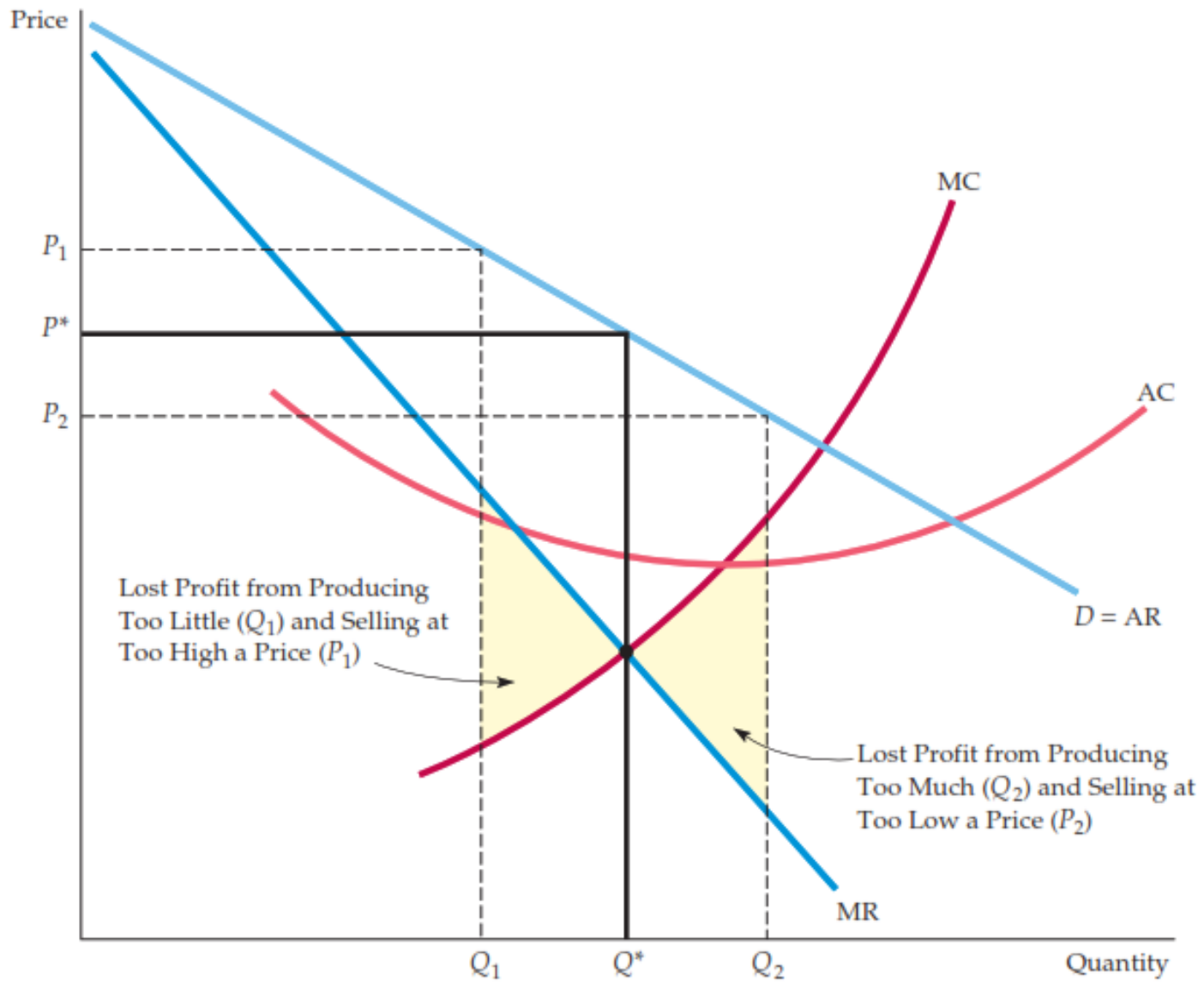


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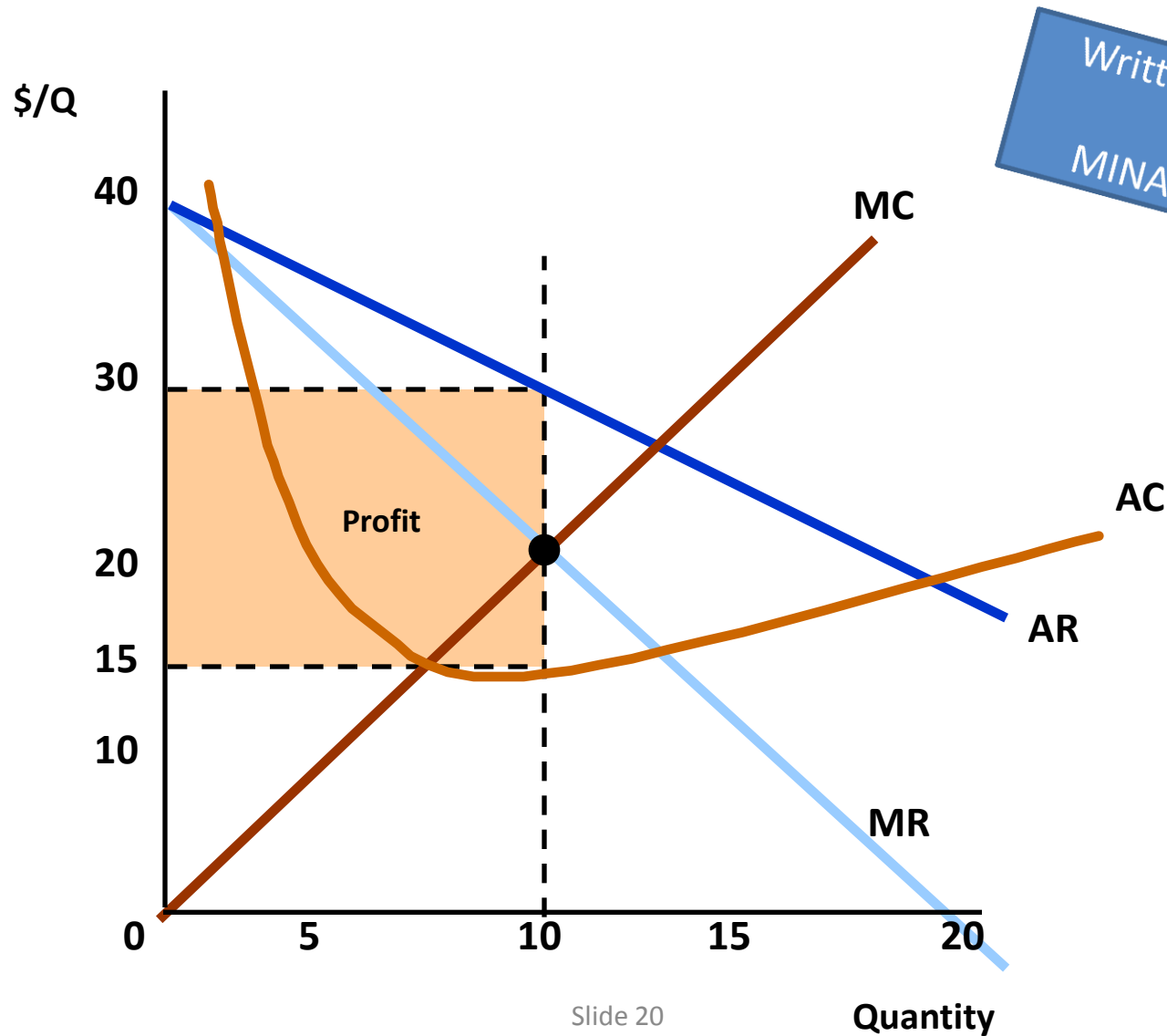
Maximizing Profit When $MR = MC$

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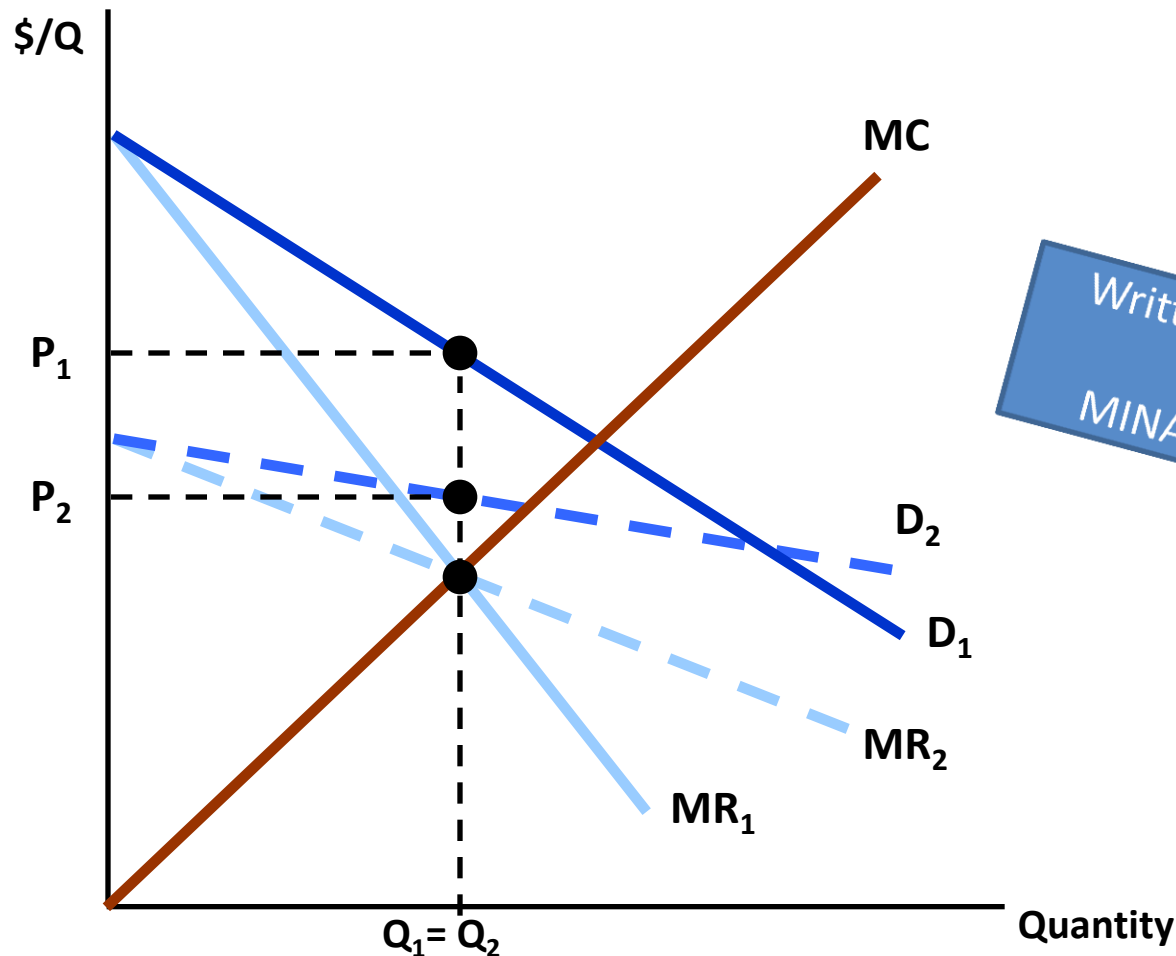




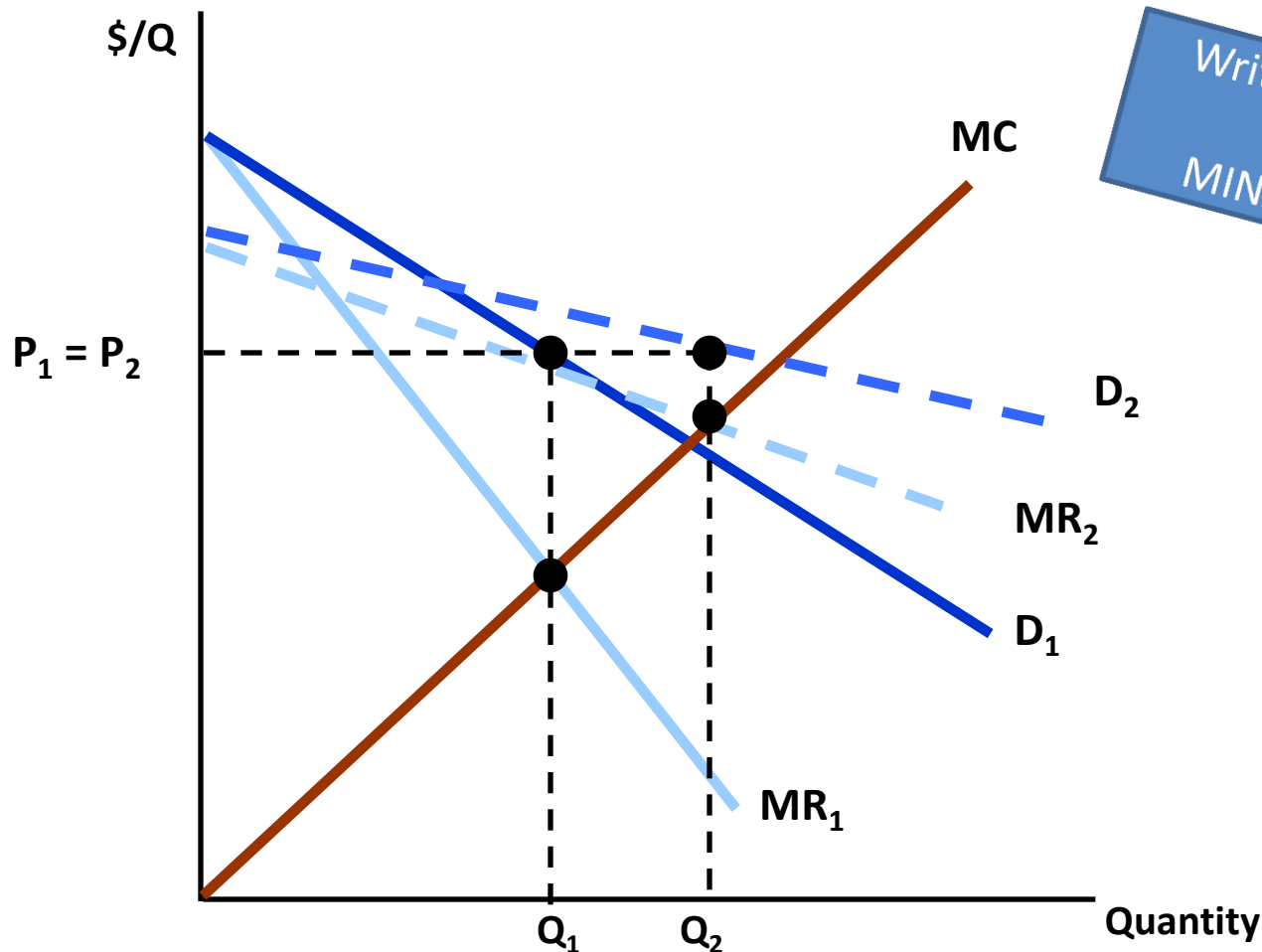
Example of Profit Maximization



Monopoly: Shift in Demand Leads to Change in Price but Same Output



Monopoly: Shift in Demand Leads to Change in Output but Same Price



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Monopoly

- Observations
 - Shifts in demand usually cause a change in both price and quantity.
 - A monopolistic market has no supply curve.
 - Monopolist may supply many different quantities at the same price.
 - Monopolist may supply the same quantity at different prices.

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A monopolistic market has no supply curve. In other words, there is no one-to-one relationship between price and the quantity produced. The reason is that the monopolist's output decision depends not only on marginal cost but also on the shape of the demand curve. As a result, shifts in demand do not trace out the series of prices and quantities that correspond to a competitive supply curve.

Instead, shifts in demand can lead to changes in price with no change in output, changes in output with no change in price, or changes in both price and output.

PASAR MONOPOLISTIC COMPETITION

Karakteristik

many Buyer & seller

differentiated product

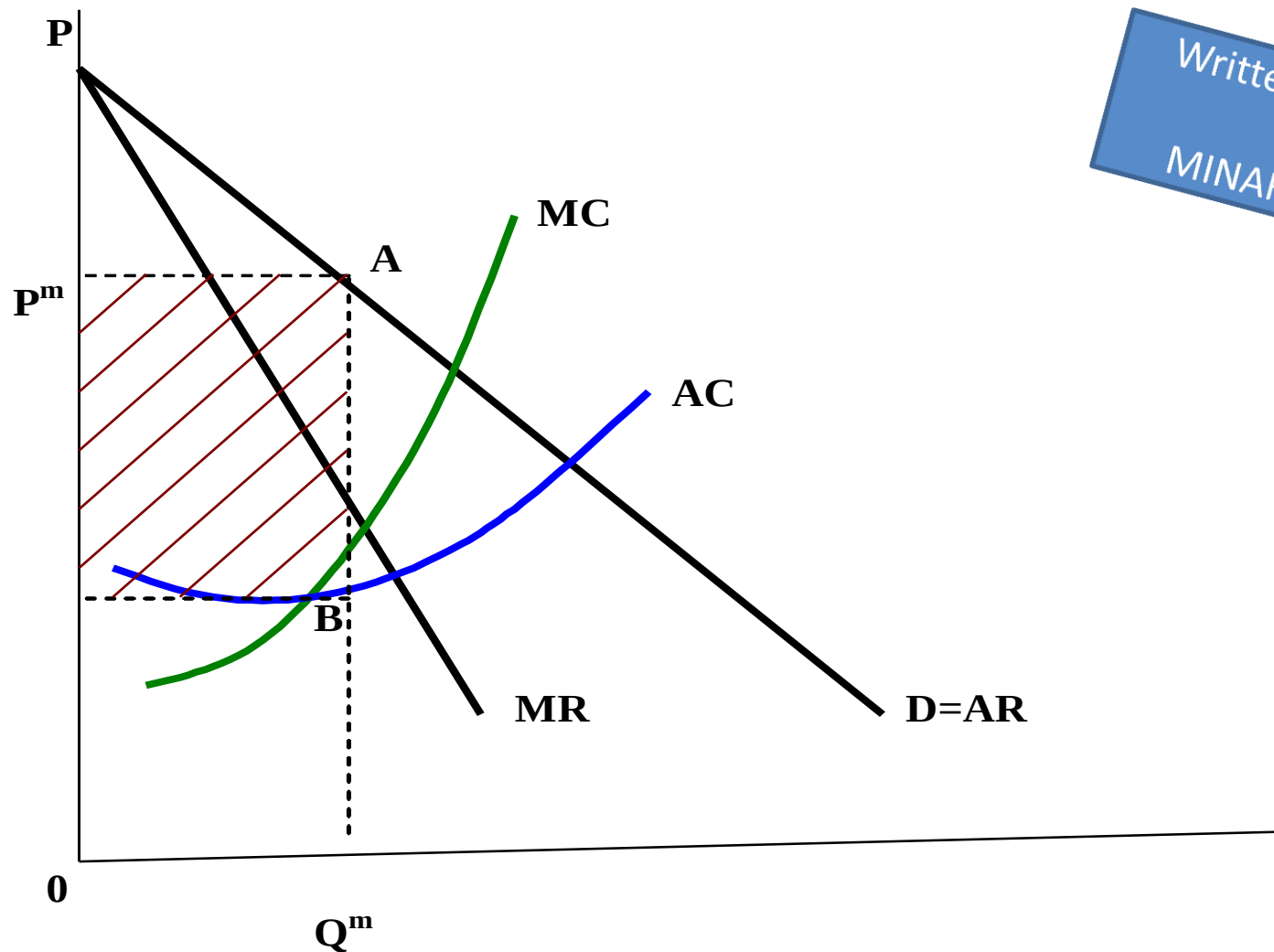
Entry & exit : easy to entry

Information : low cost information

Profit : short run (potential monopoly profit); long run (normal profit)

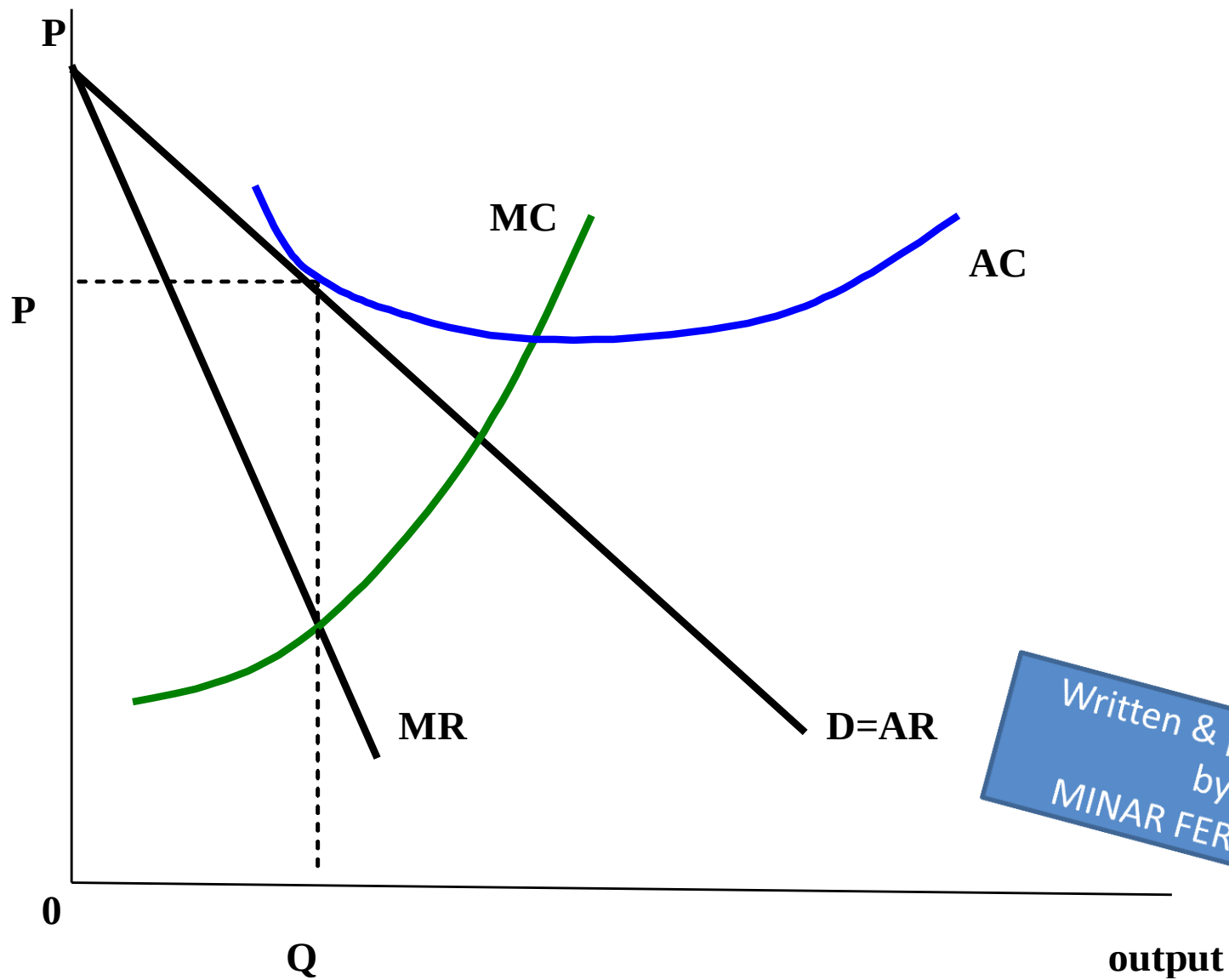
Example : **shoes** (produk berbeda-beda, merek banyak, tetapi bisa saling mengganti; **restaurant** (banyak yang menyediakan ayam goreng, tetapi masing-masing punya cirri khas dan bisa saling mengganti); **pharmacy** (banyak menyediakan obat flu yang saling mengganti).

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Pada gambar terlihat $MR=MC$. Proses erosi keuntungan dari *above normal profit* menjadi *normal profit* terjadi karena banyaknya firm lain yang masuk ke industri dalam jangka panjang, sehingga harga sama dengan biaya rata-rata, AR geser ke kanan, diikuti oleh MR , sehingga jarak $A B$ menyempit, $AR=AC$



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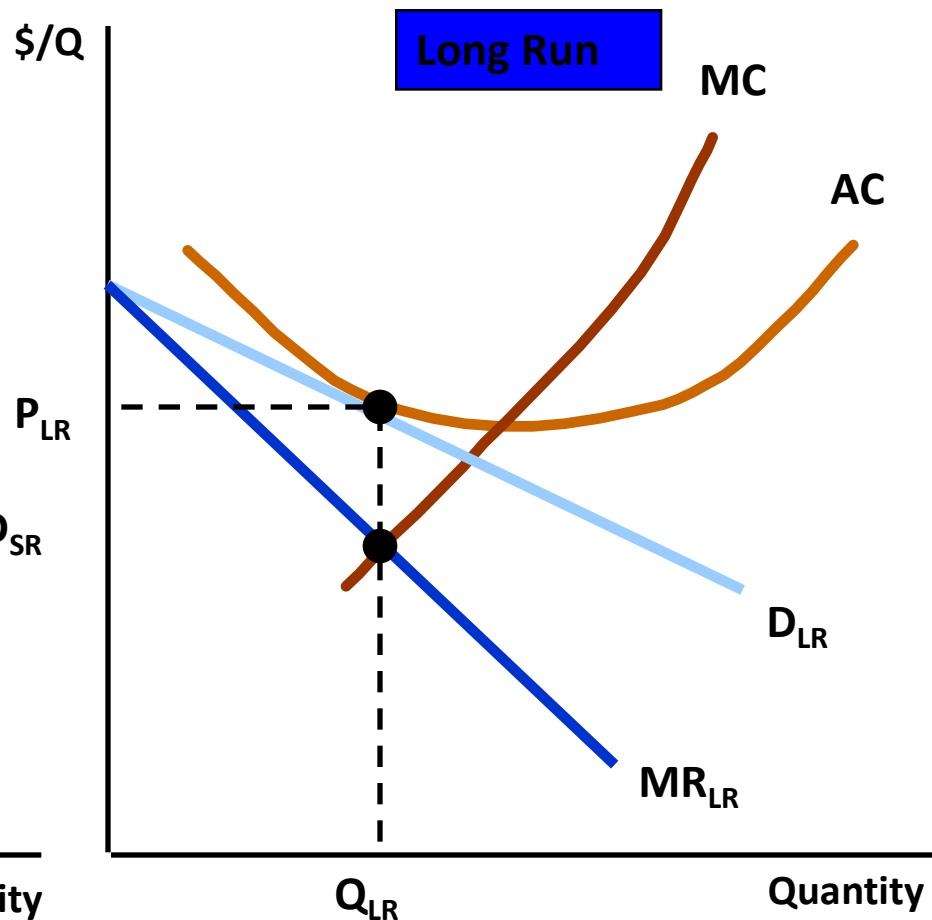
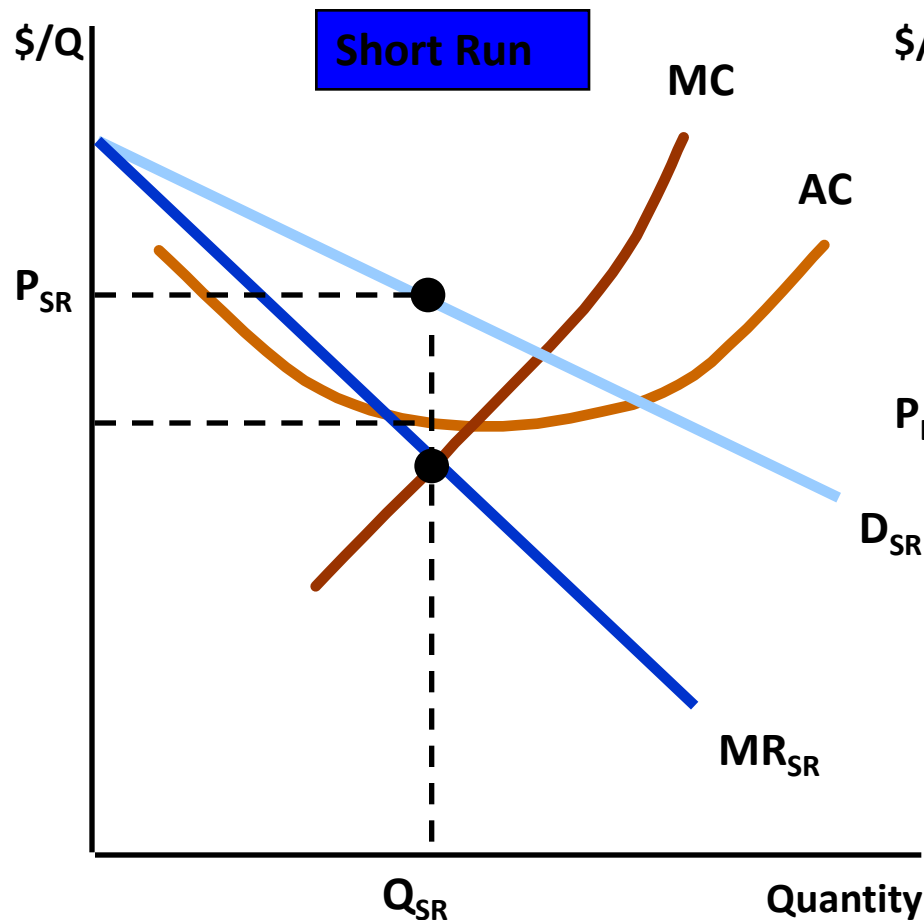
Monopolistic Competition

- Characteristics
 - 1) Many firms
 - 2) Free entry and exit
 - 3) Differentiated product (but high degree of substitutability)
- The amount of monopoly power depends on the degree of differentiation.
- Examples of this common market structure include:
 - Toothpaste; Soap; Cold remedies; Soft Drinks; Coffee

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A Monopolistically Competitive Firm in the Short and Long Run

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Monopolistic Competition in the SR

- Observations (short-run)
 - Downward sloping demand - differentiated product
 - Demand is relatively elastic - good substitutes
 - $MR < P$
 - Profits are maximized when $MR = MC$
 - This firm is making economic profits

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Monopolistic Competition in the LR

- Observations (long-run)
 - Profits will attract new firms to the industry (no barriers to entry)
 - The old firm's demand will decrease to D_{LR}
 - Firm's output and price will fall
 - Industry output will rise
 - No economic profit ($P = AC$)
 - $P > MC$ -- some monopoly power

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Kegunaan Struktur pasar dalam *INDUSTRIAL PRACTICE*

Departemen Sales & Marketing, dalam prakteknya tidak memerlukan pengetahuan struktur pasar, sebab Jobdes Departemen ke 5 ini adalah pencapaian target sales yang diterima dari Business Plan yang telah disusun oleh Departemen 6 (RE & BD). Kaitannya dengan ***PnL forecast***

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Beberapa kriteria **Sales Departemen** dalam *INDUSTRIAL PRACTICE*

- ***Sales Consultant*** : Membawahi beberapa distributor, toko-toko, atau warung outlet. Manage setiap bawahan dapat bekerja secara efektif dan efisien (contohnya sales motor honda, sales produk coca-cola, dll)
- ***Sales Supervisor*** : langsung berhubungan dengan user atau customer (contohnya sales mobil: mobil Toyota, Mobil honda, mobil Mitsubishi, dll)

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