# PERTEMUAN 8

# STRUKTUR PASAR: PERSAINGAN SEMPURNA, MONOPOLI, DAN PERSAINGAN MONOPOLISTIK

# POKOK BAHASAN

8.1. Karakteristik Pasar

8.2. Persaingan Sempurna

8.3. Persaingan dalam Perekonomian Global

8.4. Monopoli

8.5. Persaingan Monopolistik

# 8.1. Karakteristik Pasar

Lebih Bersaing

Persaingan Sempurna

Persaingan Monopolistik

Oligopoli

Monopoli

Kurang Bersaing

# Persaingan Sempurna

- Banyak pembeli dan penjual
- Pembeli dan penjual adalah pengambil harga (price takers)
- Produk homogen
- Mobilitas sumberdaya sempurna
- Pelaku pasar memiliki pengetahuan yang sempurna
- Contoh: Bursa Efek

# Persaingan Monopolistik

- Banyak pembeli dan penjual
- Produk dapat dibedakan
- Mobilitas sumberdaya sempurna
- Contoh: Fast-food outlets

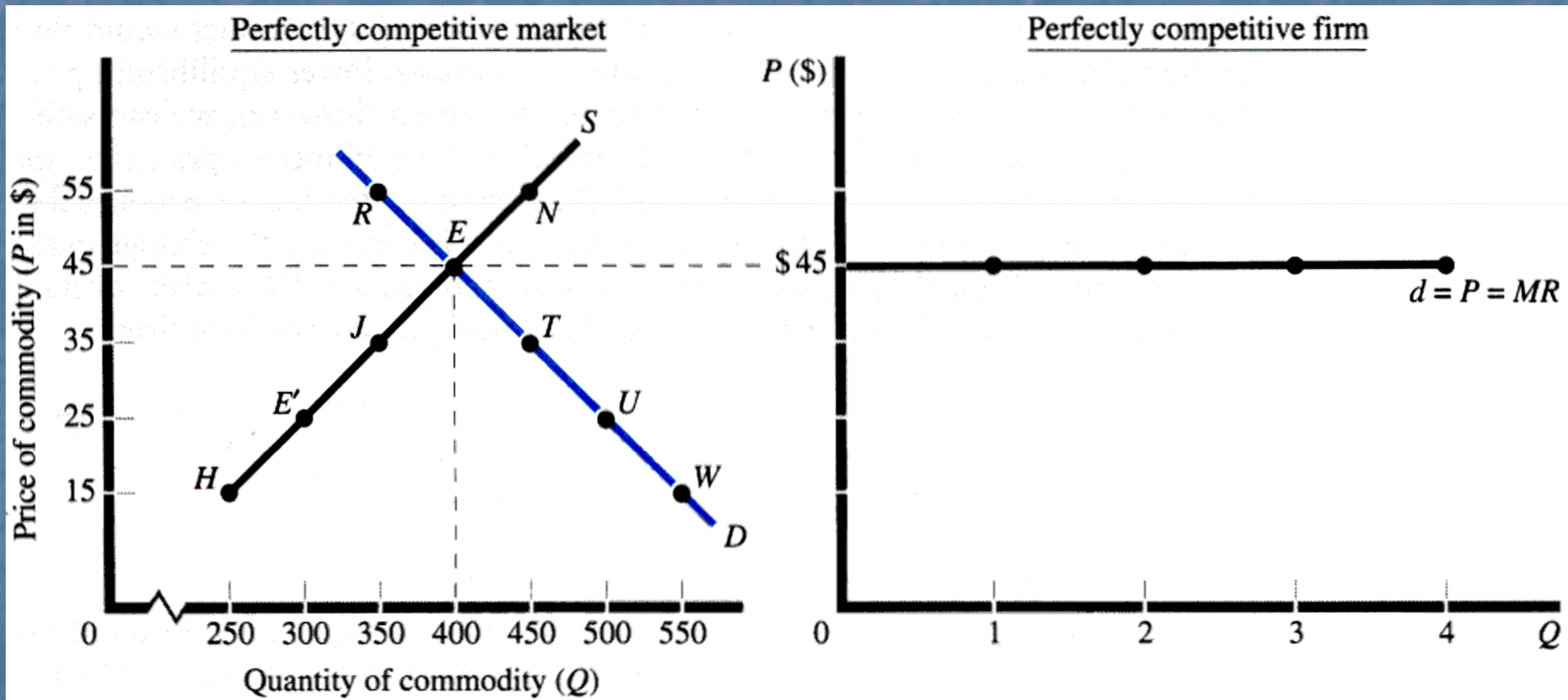
# Oligopoli

- Sedikit penjual dan banyak pembeli
- Produk mungkin homogen atau dapat dibedakan
- Hambatan terhadap mobilitas sumberdaya
- Contoh: Pabrik mobil

# Monopoli

- Satu penjual dan banyak pembeli
- Tidak ada produk pengganti
- Hambatan terhadap mobilitas sumberdaya
  - Pengawasan terhadap input strategis
  - Patent atau hak cipta
  - Skala ekonomis: Monopoli alamiah
  - Lisensi pemerintah: Kantor pos

# 8.2. Persaingan Sempurna
## Penentuan Harga



# Penentuan Harga

$$QD = 625 - 5P \quad QD = QS \quad QS = 175 + 5P$$

$$625 - 5P = 175 + 5P$$

$$450 = 10P$$

$$P = \$45$$

$$QD = 625 - 5P = 625 - 5(45) = 400$$

$$QS = 175 + 5P = 175 + 5(45) = 400$$

# Keseimbangan Jangka Pendek

Kurva permintaan perusahaan = Harga pasar

= Penerimaan Marjinal

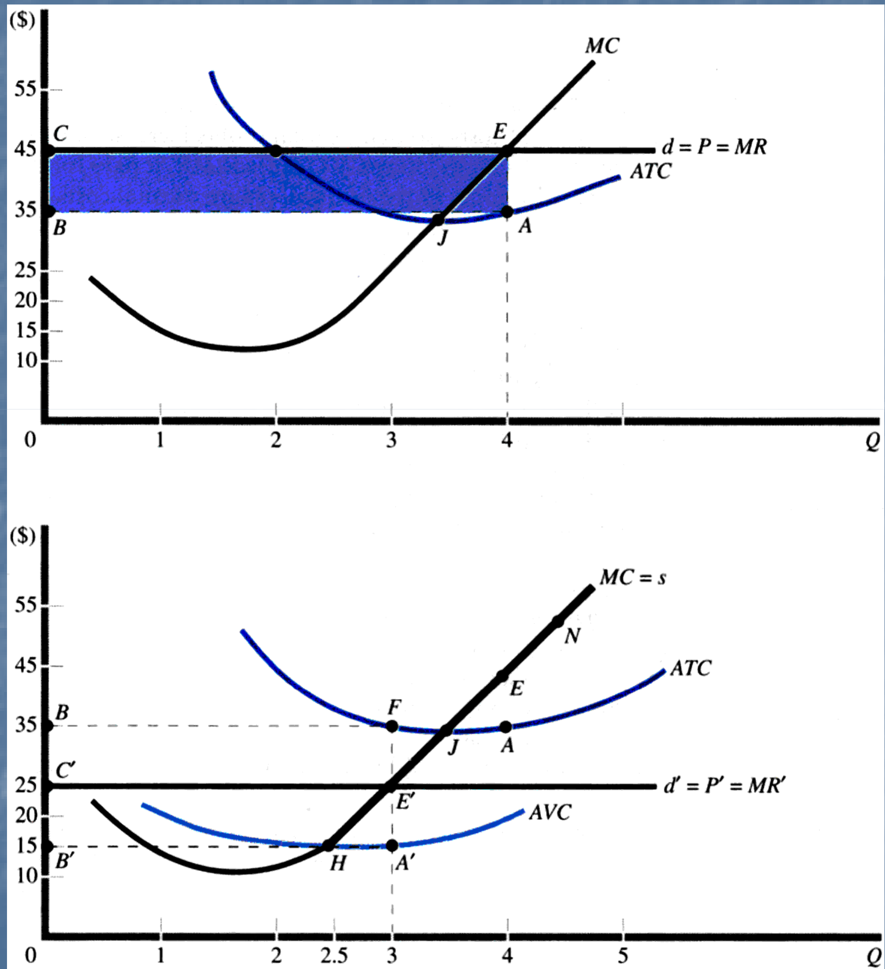
Kurva penawaran perusahaan = Biaya Marjinal

Keseimbangan tercapai ketika:

Harga = Biaya Marjinal, dimana

Biaya Marjinal > Biaya Variabel Rata-rata

# Keseimbangan Jangka Pendek



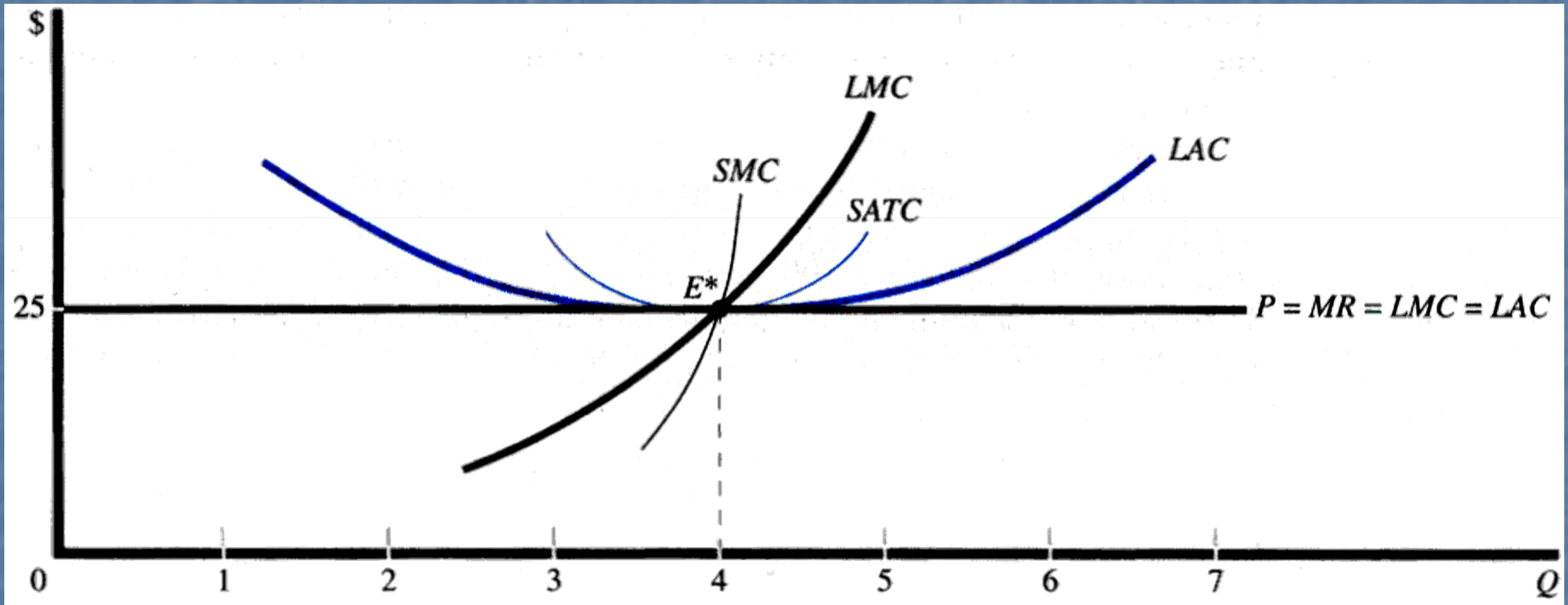
# Keseimbangan Jangka Panjang

Dalam jangka panjang, keseimbangan tercapai ketika:

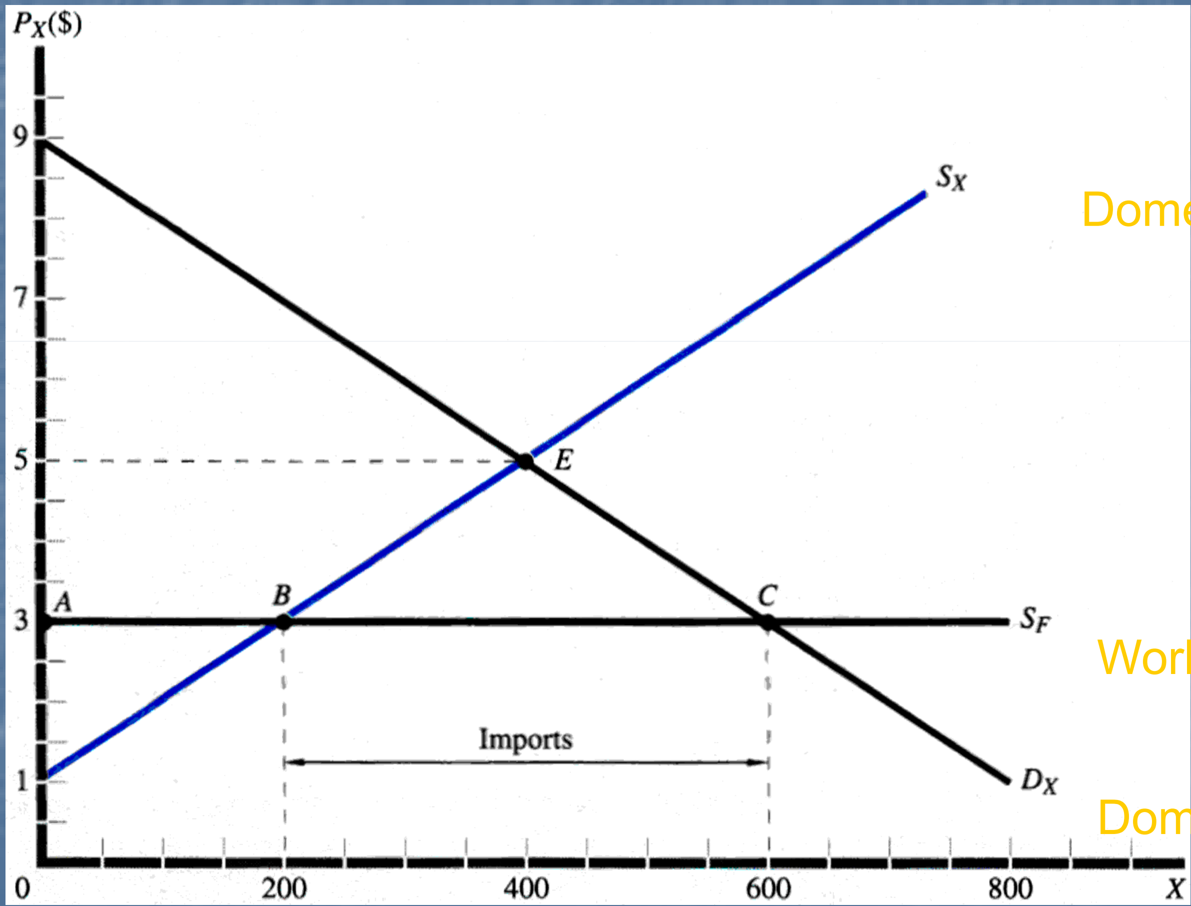
Harga = Biaya Marjinal = Biaya Rata-rata

Laba Ekonomis = 0

# Keseimbangan Jangka Panjang



# 8.3. Persaingan dalam Perekonomian Global




Domestic Supply

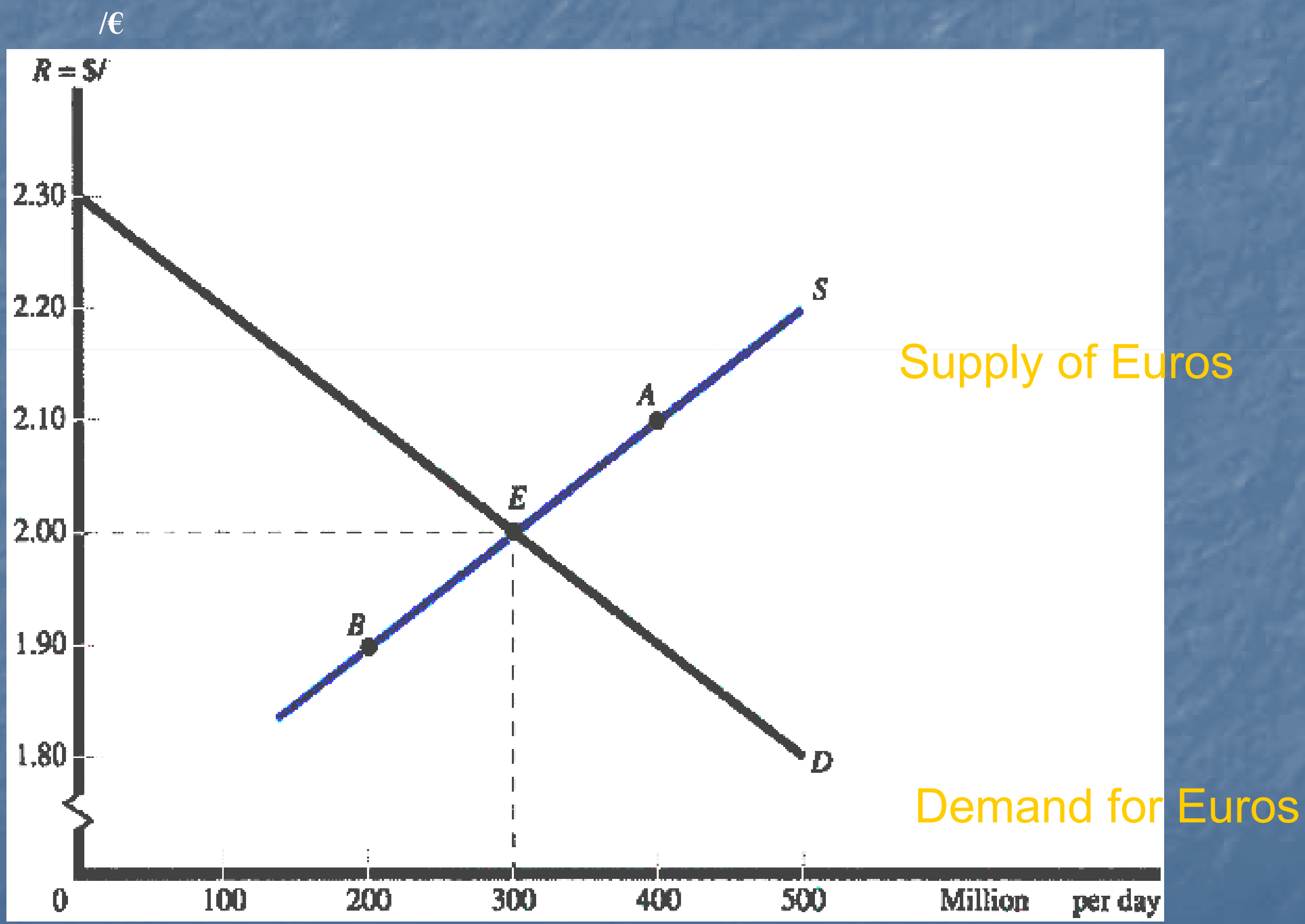
World Supply

Domestic Demand

# Persaingan dalam Perekonomian Global

- Kurs Mata Uang Asing
  - Harga mata uang asing dalam mata uang domestik
- Depresiasi Mata Uang Domestik
  - Kenaikan harga mata uang asing relatif terhadap mata uang domestik
- Apresiasi Mata Uang Domestik
  - Penurunan harga mata uang asing relatif terhadap mata uang domestik

# Persaingan dalam Perekonomian Global



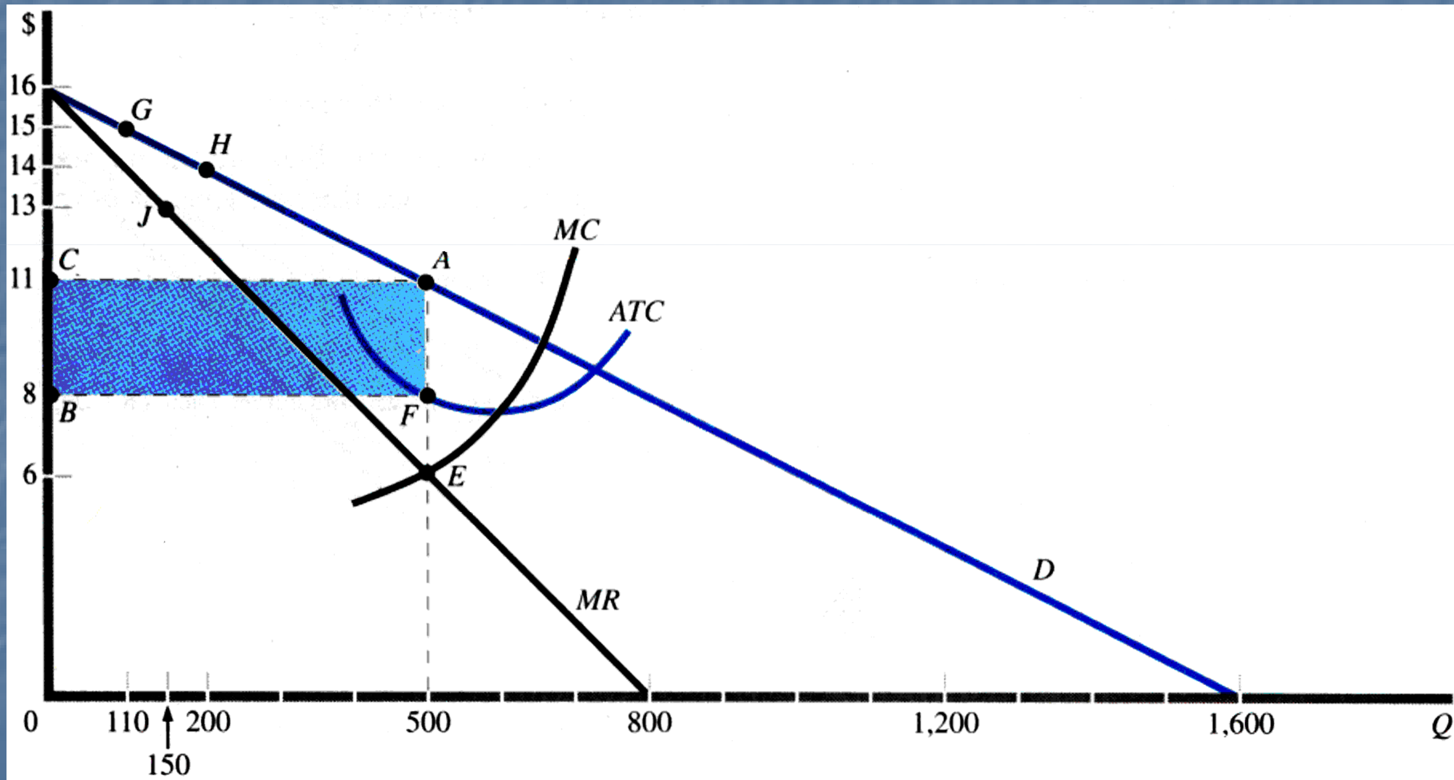
# 8.4. Monopoli

- Satu penjual menghasilkan produk yang tidak ada penggantinya
- Sumber monopoli
  - Pengawasan terhadap input strategis
  - Patent atau hak cipta
  - Skala ekonomis: Monopoli alamiah
  - Linensi pemerintah: Kantor pos

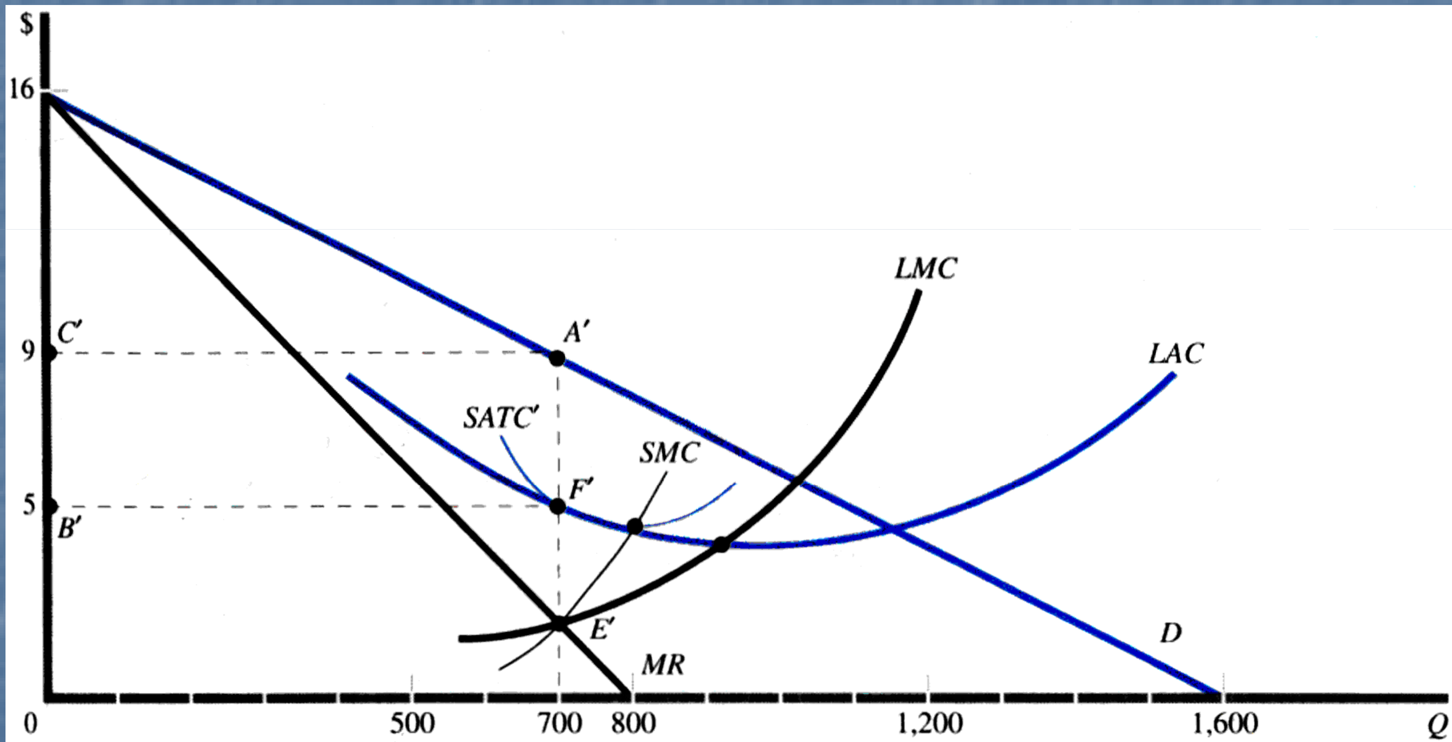
# Monopoli
# Keseimbangan Jangka Panjang

- Kurva permintaan perusahaan = kurva permintaan pasar
- Perusahaan memproduksi sejumlah (Q*) yang menyamakan penerimaan marjinal (MR) dengan biaya marjinal (MC)
- Pengecualian: Q* = 0 jika biaya rata-rata variabel (AVC) berada di atas kurva permintaan pada semua tingkat output

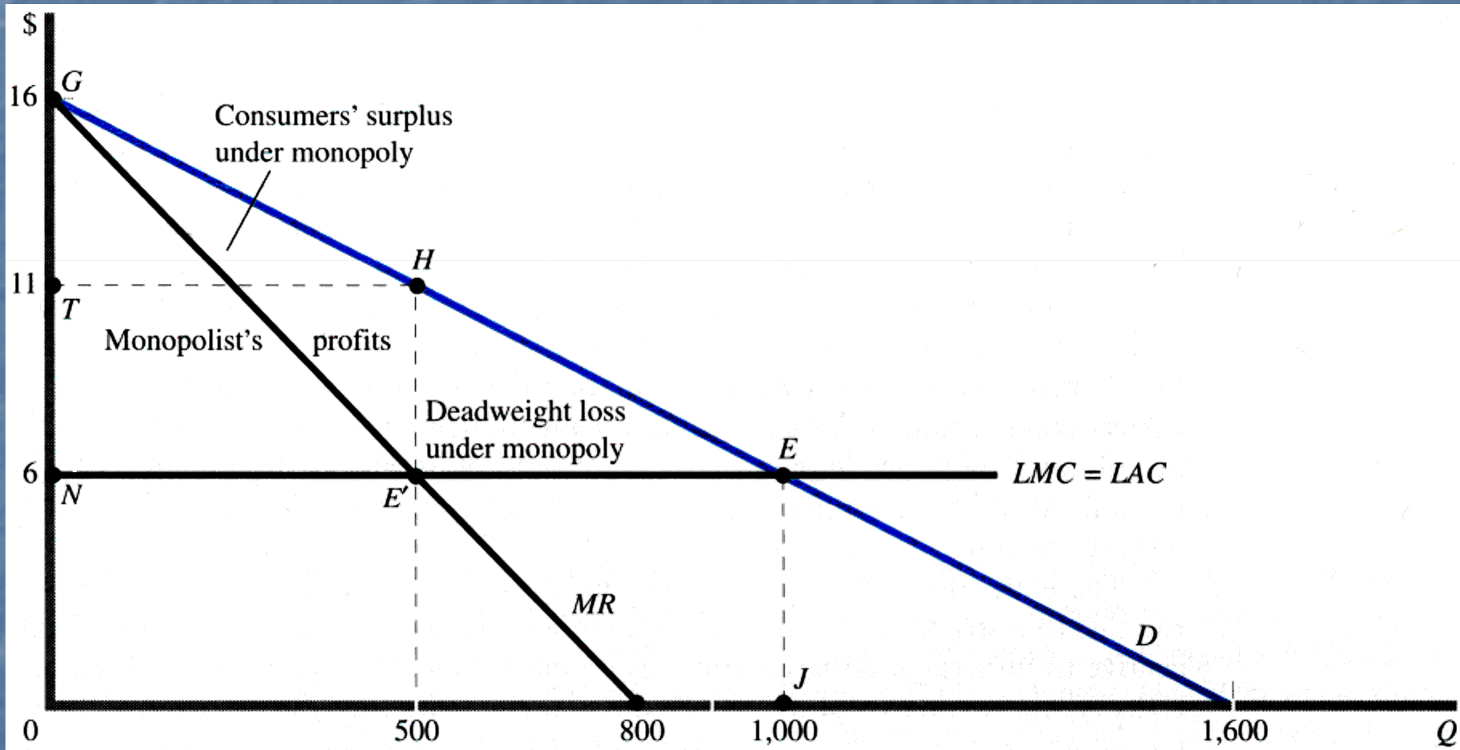
# Monopoli
# Keseimbangan Jangka Panjang



# Monopoli
# Keseimbangan Jangka Panjang



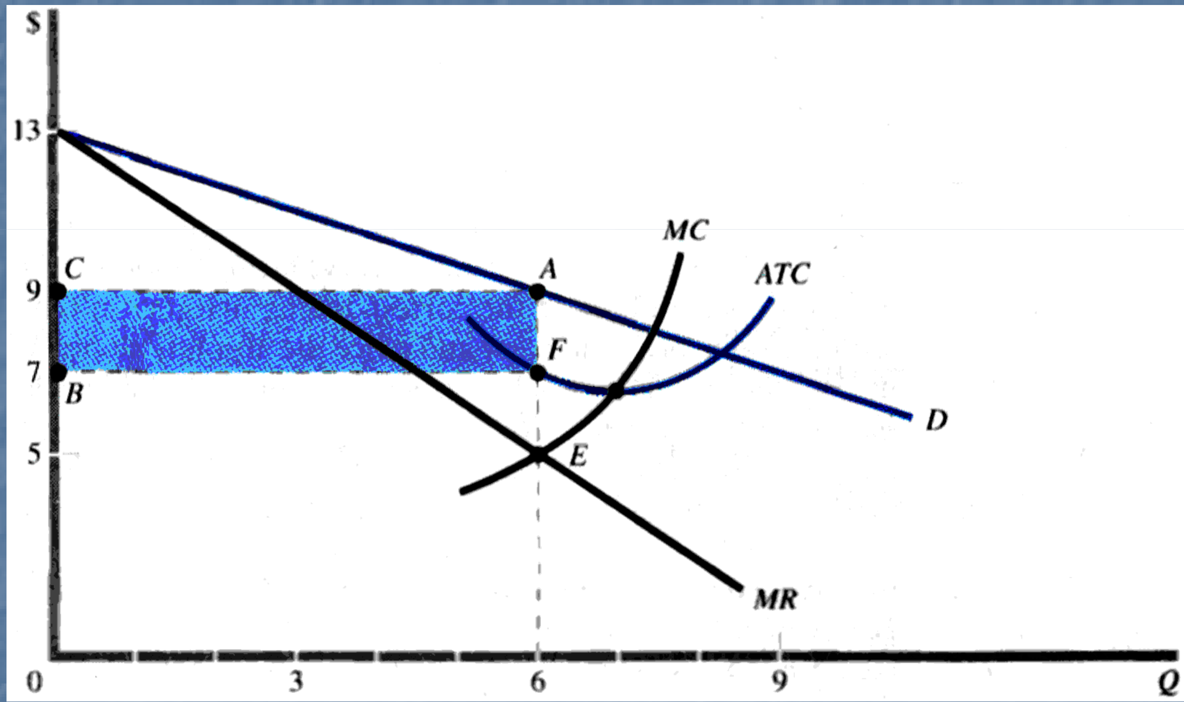
# Biaya Sosial dari Monopoli



# 8.5. Persaingan Monopolistik

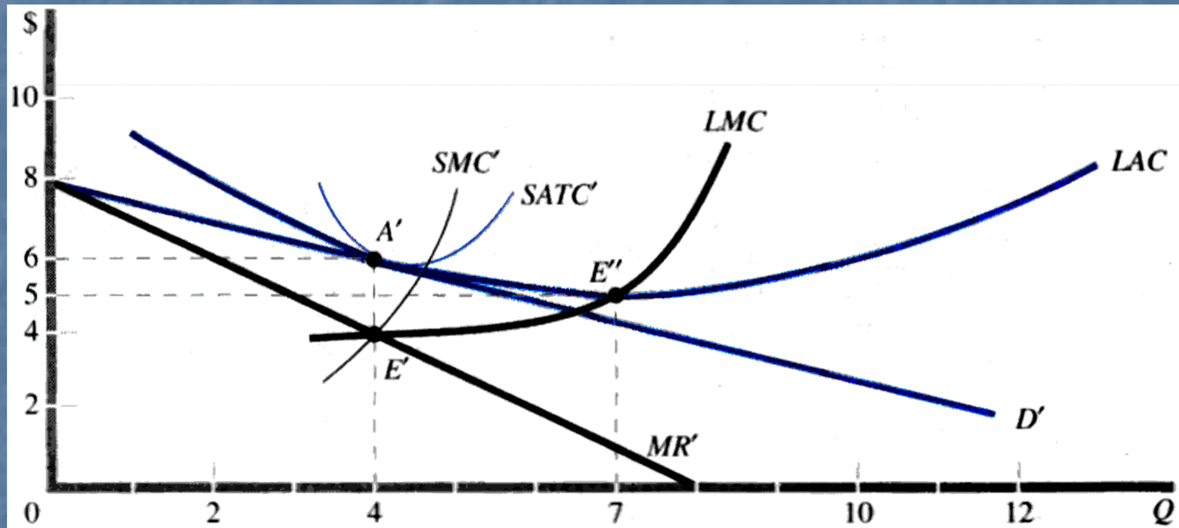
- Banyak penjual yang menghasilkan produk yang dapat dibedakan (mirip tetapi tidak sama)
- Kekuasaan monopoli terbatas
- Kurva permintaan menurun
- Kenaikan pangsa pasar pesaing akan menyebabkan penurunan permintaan produk perusahaan

# Persaingan Monopolistik Keseimbangan Jangka Pendek

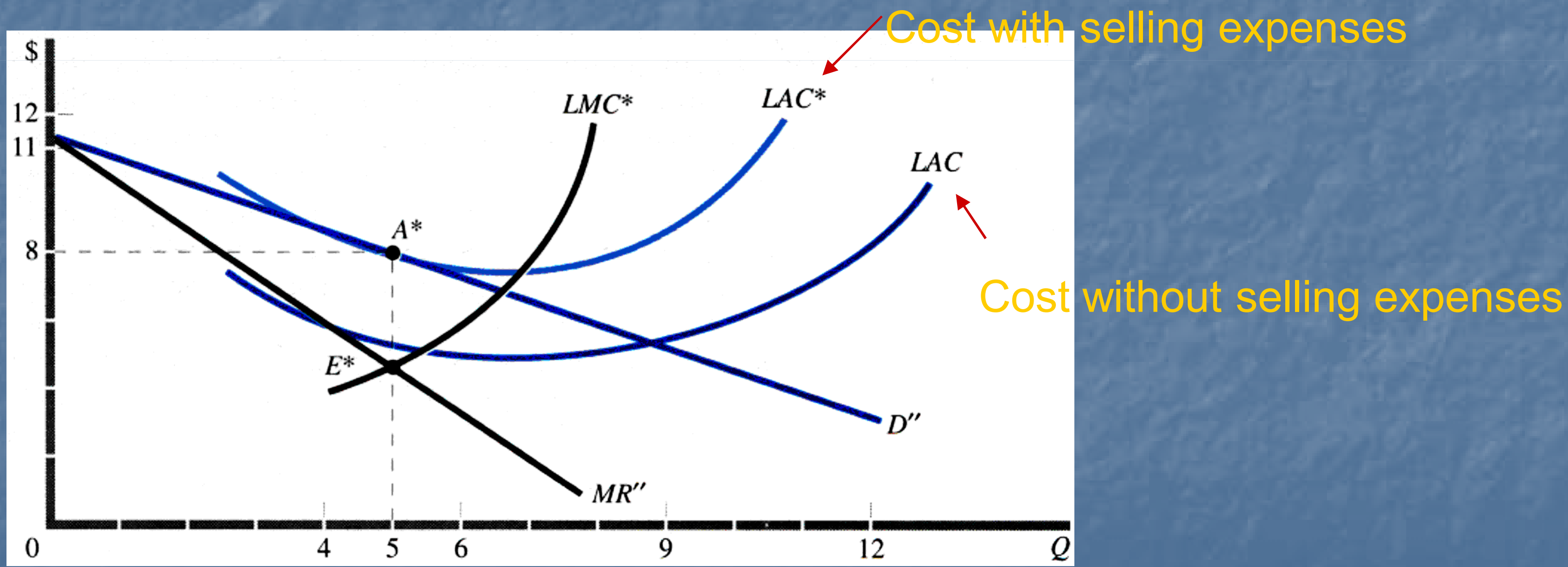


# Persaingan Monopolistik Keseimbangan Jangka Panjang

Laba = 0



# Persaingan Monopolistik Keseimbangan Jangka Panjang



# LATIHAN 8

1. The market supply and demand functions for a product traded on a perfectly competitive market are given below:

   $QD = 25 - P$

   $QS = -5 + 4P$

   Calculate the equilibrium price and quantity.

2. The market supply and demand functions for a product traded on a perfectly competitive market are given below:

   $QD = 50 - 2P$

   $QS = 3P$

   Calculate the equilibrium price and quantity.

3. The market supply and demand functions for a product traded on a perfectly competitive market are given below:

   $QD = 36 - P$

   $QS = 4 + 3P$

   Calculate the equilibrium price and quantity.

4. The market supply and demand functions for a product traded on a perfectly competitive market are given below:

   $QD = 28 - 2P$

   $QS = 8 + 3P$

   Calculate the equilibrium price and quantity.

5. The market demand function for a product sold by a monopolist is given below:

   $QD = 120 - 4P$

   The monopolist's marginal cost function is given below:

   $MC = 1.5Q$

   Calculate the equilibrium price and quantity.

6. The market demand function for a product sold by a monopolist is given below:

   $QD = 270 - 5P$

   The monopolist's marginal cost function is given below:

   $MC = 6 + 2Q$

   Calculate the equilibrium price and quantity.

7. The market demand function for a product sold by a monopolist is given below:

   $QD = 20 - P$

   The monopolist's marginal cost function is given below:

   $MC = -10 + 3Q$

   Calculate the equilibrium price and quantity.

9. The market demand curve for a product is given below:

   $QD = 250 - 0.5P$

   (i) Assume that the market is supplied by a monopolist with a constant unit cost equal to \$100. Calculate the equilibrium price and quantity.
   (ii) Now assume that the market is supplied by perfectly competitive firms and that the market supply curve is perfectly elastic at a price equal to \$100. Calculate the equilibrium price and quantity.

10. The market demand curve for a product is given below:

    $QD = 50 - 0.5P$

    (i) Assume that the market is supplied by a monopolist with a constant unit cost equal to \$40. Calculate the equilibrium price and quantity.
    (ii) Now assume that the market is supplied by perfectly competitive firms and that the market supply curve is perfectly elastic at a price equal to \$40. Calculate the equilibrium price and quantity.

11. The demand function for a product sold by a monopolistically competitive firm is given below:

    $QD = 250 - P$

    The firm's marginal cost function is given below:

    $MC = 10 + 2Q$

    Calculate the equilibrium price and quantity.

12. The demand function for a product sold by a monopolistically competitive firm is given below:

    $QD = 210 - P$

    The firm's marginal cost function is given below:

    $MC = 10 + 2Q$

    Calculate the equilibrium price and quantity.