

PENGANTAR EKONOMI PERTANIAN

Kode PTE- 101002

PERTEMUAN KEDELAPAN:

Struktur Pasar



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2010

Struktur Presentasi

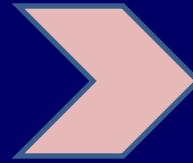
- Fenomena harga di tk petani $<$ harga dasar
- Identifikasi struktur pasar (bentuk-bentuk struktur pasar):
 - ✓ Karakteristik
 - ✓ Klasifikasi Struktur Pasar
- Karakteristik struktur pasar dalam ekonomi pertanian di Indonesia

Tujuan Pembelajaran

- ✓ Mengetahui berbagai bentuk pasar
- ✓ Mendeskripsikan karakteristik setiap bentuk pasar
- ✓ Mengidentifikasi bentuk pasar input (benih, pupuk & tenaga kerja) dan output pertanian (tanaman pangan & hortikultura, serta tanaman perkebunan)

Fenomena

waktu panen raya
Ada informasi
harga dasar



Petani menerima
harga < harga dasar



Diduga struktur
pasar pd tanaman
pangan cenderung
ologopsoni

Utami Kuntjoro, et al. 1996)

Identifikasi Struktur Pasar

- Bgmn mengenali karakteristik struktur pasar?
- Hal apa sajakah yg harus diperhatikan?
- Ada berapa bentuk struktur pasar?

Deskripsi

Struktur Pasar (*Market structure*)

merujuk pd karakteristik fisik dlm lingkungan pasar yg terkait dng interaksi antara penjual dan produsen produk

Struktur pasar ditetapkan oleh 3 karakteristik :

- Jumlah *firms* dlm pasar
- Kemudahan masuk (*entry*) dan keluar (*exit*)-nya *firms*
- Derajat keragaman (*differentiation*) produk

Klasifikasi Struktur Pasar

Sec. Umum (2 kutub ekstrim)

Persaingan Sempurna
(dg jml *firms* tdk terbatas)

monopoli
(dg firm tunggal)

Persaingan Monopoli
(*Monopolistic competition*)
and *oligopoly*



Secara Rinci:

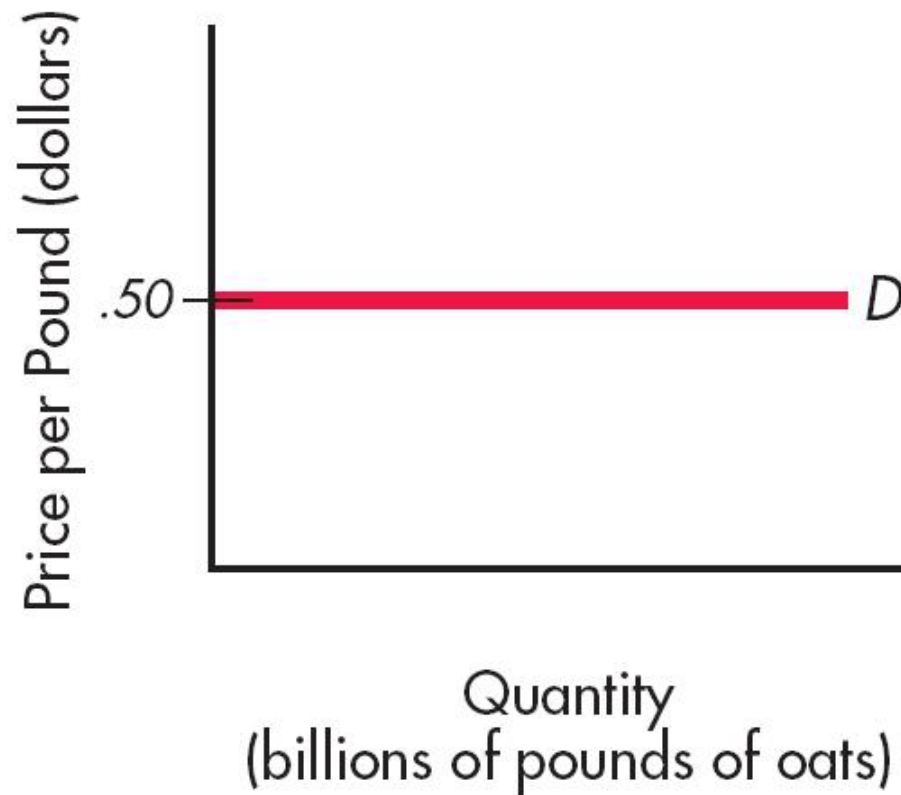
- a. Pasar Bersaing Sempurna/Murni (*Perfect Competition*)
- b. Persaingan Tidak Sempurna (*Imperfect Competition*):
 - Persaingan monopolistik (*Monopolistic Competition*)
 - Oligopoli (*oligopoly*)
 - Duopoli (*duopoly*)
 - Monopoli (*monopoly*)

a. Pasar Persaingan Sempurna (*Perfect Competition*)

- **Perfect Competition** adlh suatu struktur pasar dg karakteristik sbb:
 - **Many large firms (banyak firm besar)**, sehingga tdk ada satupun firm yg dpt mempengaruhi pasar. Pd kondisi ini firms sbg **price takers**— mereka beraktivitas pd harga pasar
 - **Identical products (produk serupa)**, produk seragam, produk umum (generik).
 - **Easy entry** (firm mudah masuk) dlm industri.
 - Kurve permintaan yg dirasa oleh masing² firm berbentuk horizontal.

Perfect Competition

(a) Firm in Perfect Competition



The Theory of Perfect Competition

- Basics: A market structure is a firm's particular environment.
- Perfect Competition Theory is a theory of market structure based on 4 assumptions.



Perfect Competition Assumptions

- There are many sellers and many buyers, none of which is large in relation to total sales or purchases.
- Each firm produces and sells a homogeneous product.
- Buyers and sellers have all relevant information about prices, product quality, sources of supply, and so forth.
- Firms have easy entry and exit.

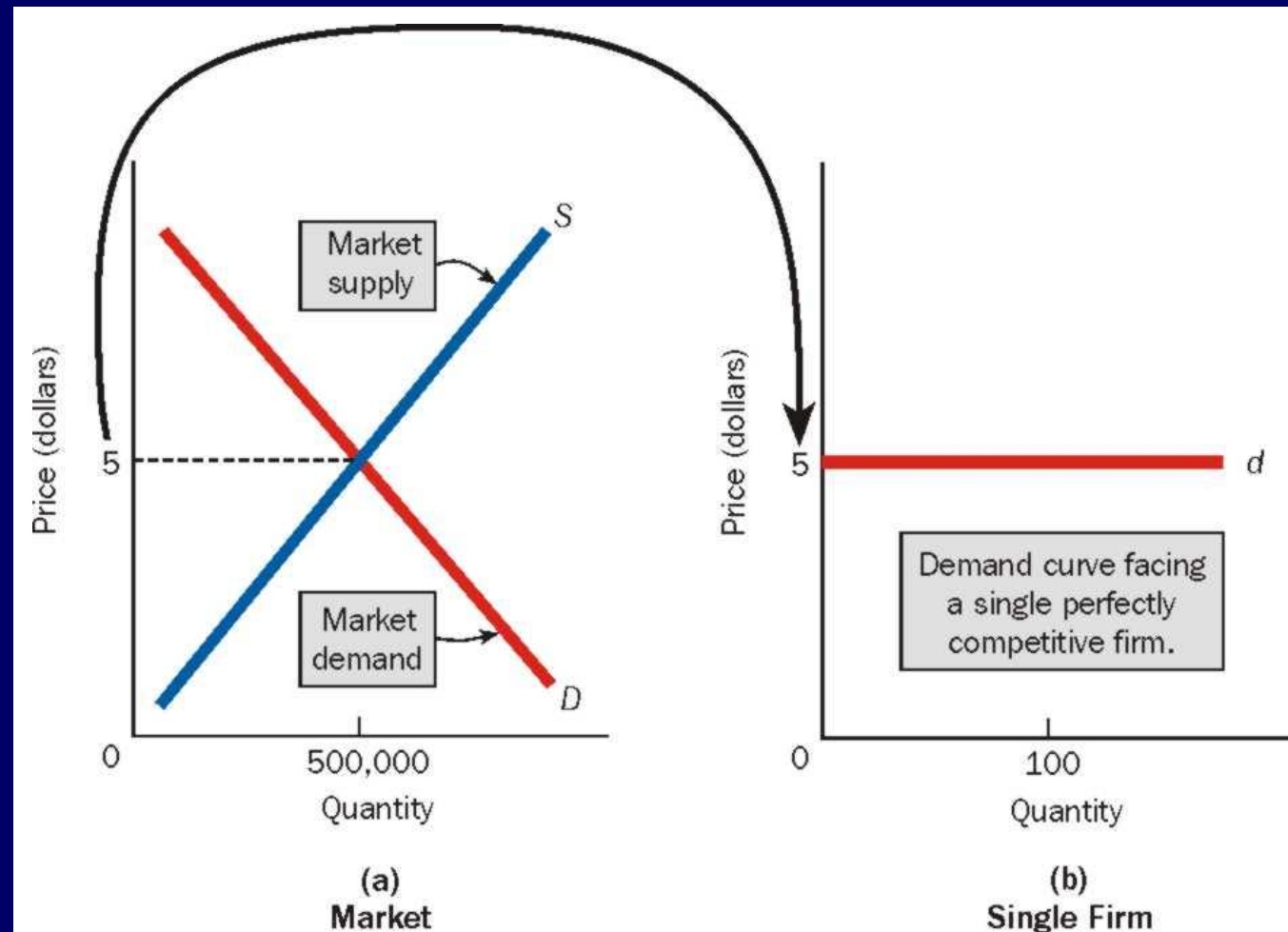
Perfectly Competitive Firms are Price Takers



- A price taker is a seller that does not have the ability to control the price of the product it sells; it takes the price determined in the market.
- A firm is restrained from being anything but a price taker if it finds itself one among many firms where its supply is small relative to the total market supply, and it sells a homogeneous product in an environment where buyers and sellers have all relevant information.

The Demand Curve for a Perfectly Competitive Firm is Horizontal!

- When the equilibrium price has been established, a single perfectly competitive firm faces a horizontal demand curve at the equilibrium price.



Theory and Real World Markets

A market that does not meet the assumptions of perfect competition may nonetheless approximate those assumptions to such a degree that it behaves as if it were a perfectly competitive market. If so, the theory of perfect competition can be used to predict the market's behavior.



Q & A

- A price taker does not have the ability to control the price of the product it sells. What does this mean?
- Why is a perfectly competitive firm a price taker?
- The horizontal demand curve for the perfectly competitive firm signifies that it can not sell any of its product for a price higher than the market equilibrium price. Why can't it?
- Suppose the firms in a real-world market do not sell a homogenous product. Does it necessarily follow that the market is not perfectly competitive?

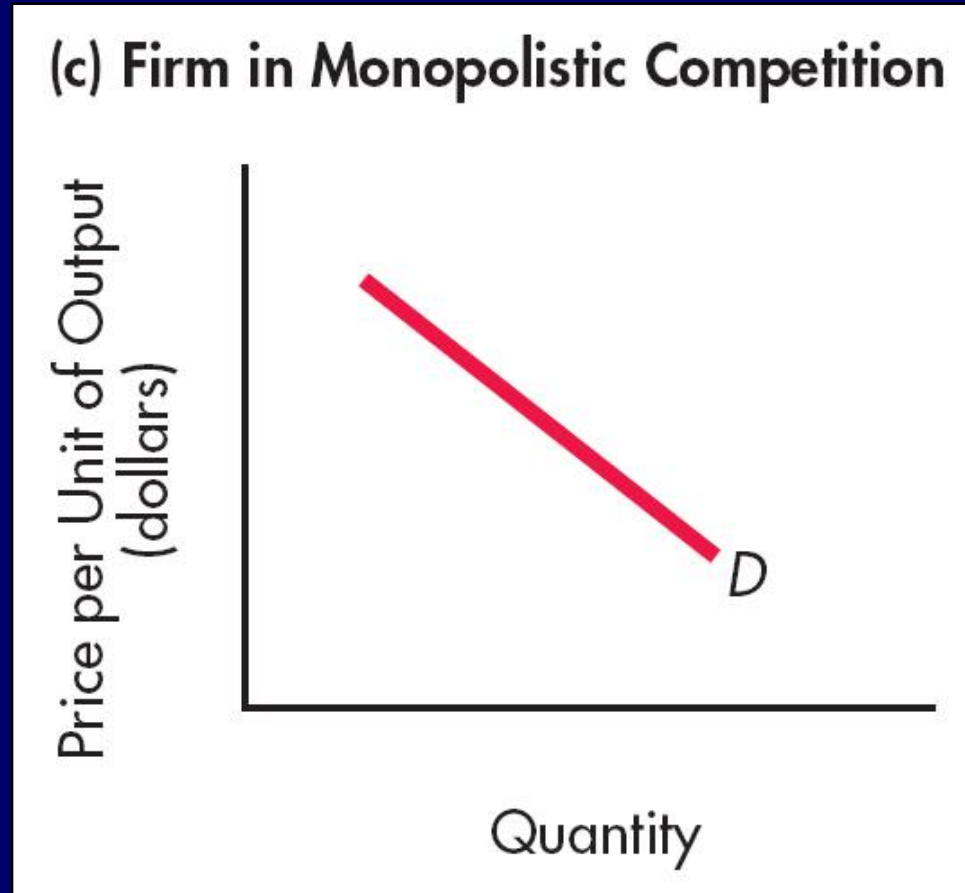
Monopolistic competition

- *Monopolistic competition* is a market structure in which there are many firms selling differentiated products.
- There are few barriers to entry.

Monopolistic Competition

- **Monopolistic Competition** is characterized by:
 - A large number of firms
 - Easy entry
 - Differentiated products, because each firm's product is slightly different, each firm is kind of a **mini-monopoly**—the only producer of that specific product.
 - This allows the firm to be a **price maker**.
 - The firm's demand curve is downward sloping and depending on the differentiation of the firm's product, it may be fairly inelastic.

Monopolistic Competition



Theory of Monopolistic Competition

- There are many sellers and buyers
- Each firm in the industry produces and sells a slightly differentiated product
- There is easy entry and exit.



The Nature of Monopolistic Competition

- There are substitutes for a firm's product, but not perfect substitutes.
- In perfect competition $P=MC$, in monopoly, $P>MC$.
- In perfect competition, the demand curve is so steep it is practically horizontal; in monopolistic competitors, the demand curve is downward sloping
- In the monopolistic competitor $P>MR$.

Oligopoly

- ialah suatu struktur pasar dimana diantara firm sedikit terjadi saling tergantung (*interdependent*).
- Beberapa seringkali menghadapi rintangan masuk (*barriers to entry*) yg signifikan

Oligopoly

- **Oligopoly** adlh suatau struktur pasar dg karakteristik sbb:
 - **Beberapa firm** — lebih dari satu firm, mempengaruhi pasar, tp sendiri tidak cukup mempengaruhi pasar ????
 - **Entry lebih sulit, tp entry masih bisa terjadi**
 - **Firms yg saling terkait (interdependent)** — masing-masing dipengaruhi oleh yg lain.

Karakteristik *Oligopoly*

- **Either standardized or differentiated products**
- Kurve permintaan dr masing² firm berslop menurun

Interdependence

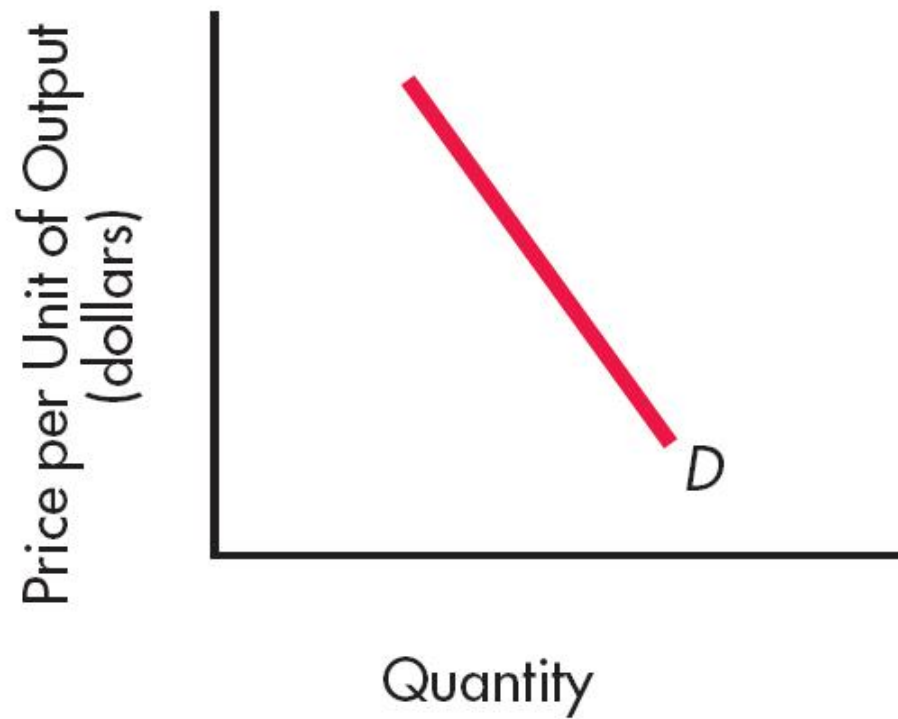
- A key characteristic of oligopolies is that each firm **can** affect the market, making each firm's choices dependent on the choices of the other firms. They are **interdependent**.

Monopoly

- **Monopoly** is a market structure in which there is **just one firm**, and **entry by other firms is not possible**.
 - **There are no close substitutes.**
 - The firm has the power to set the price, but still sets an optimal price to maximize profit. If the monopolist sets the price too high, revenue will decline.
The firm is a **price maker**.
 - The firm's demand curve is the market demand curve, and it is downward sloping.

Monopoly

(b) Firm in Monopoly



Ch. 23: Monopoly

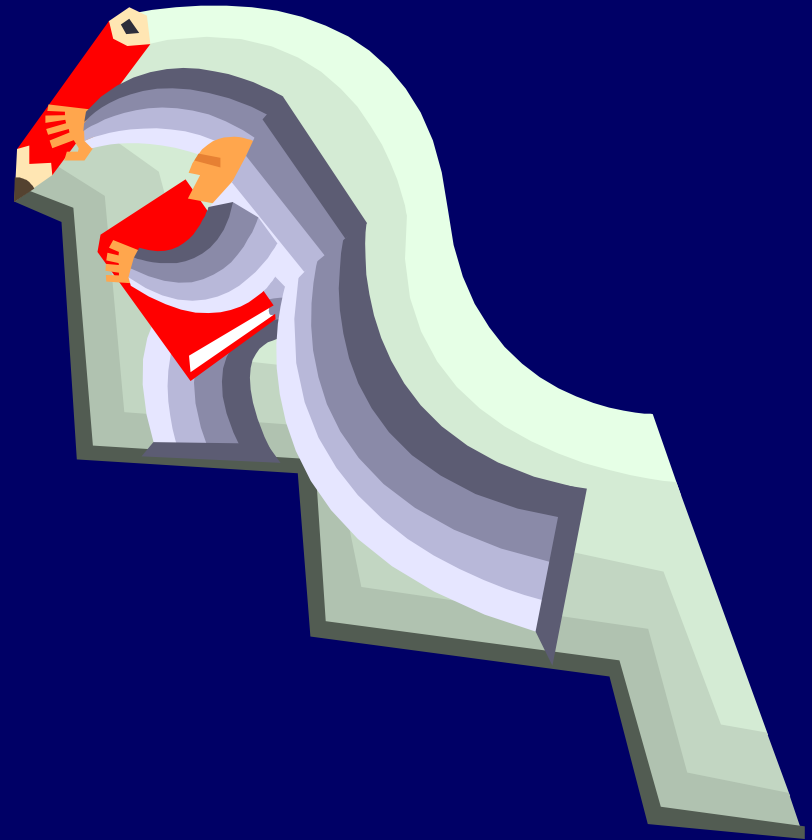
Del Mar College

John Daly

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The Theory of Monopoly

- There is one seller
- The single seller sells a product for which there is no close substitute
- There are extremely high barriers to entry



Government Monopolies Vs. Market Monopolies



Some economists use the term government monopoly to refer to monopolies that are legally protected from competition and the term market monopoly to refer to monopolies that are not legally protected from competition.

Q & A

- John states that there are always some close substitutes for the product any firm sells, therefore the theory of monopoly (which assumes no close substitutes) cannot be useful.
- How do economies of scale act as a barrier to entry?
- How is a movie superstar like a monopolist?

Monopolies created by government action

- patents and copyrights,
- government created franchises, and
- licensing.

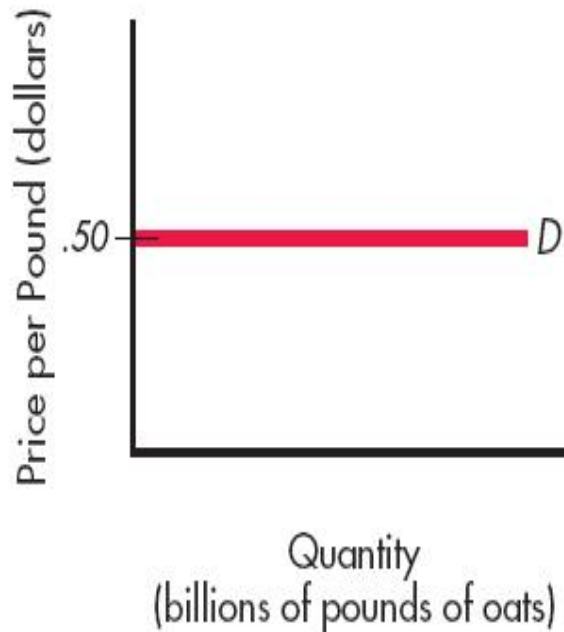
Local monopoly

- Local monopoly – a monopoly that exists in a local geographical area (*e.g.*, local newspapers)

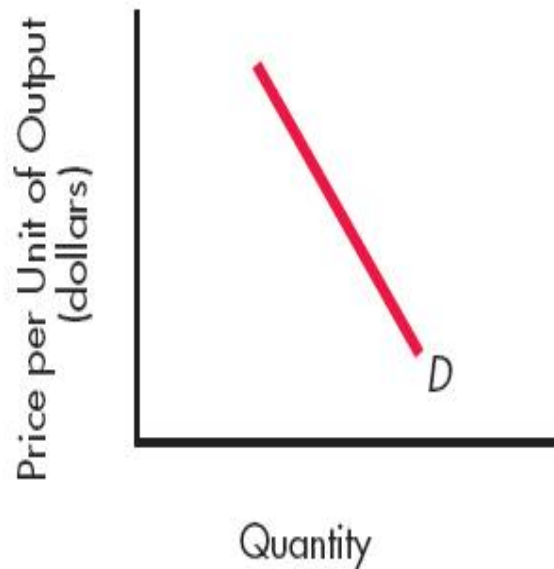
Permintaan pd Beragam Struktur Pasar

FIGURE 2 The Demand Curve Facing an Individual Firm

(a) Firm in Perfect Competition



(b) Firm in Monopoly



(c) Firm in Monopolistic Competition



The demand curve for an individual firm in perfect competition is a horizontal line at the market price, as shown in Figure 2(a). Figure 2(b) shows the market demand, which is the demand curve faced by a monopoly firm. The firm is the only supplier and thus faces the entire market demand. Figure 2(c) shows the downward-sloping demand curve faced by a firm in monopolistic competition. The curve slopes downward because of the differentiated nature of the products in the industry.

Problems Determining Market Structure

- Defining a market has problems:
 - What is an industry and what is its geographic market -- local, national, or international?
 - What products are to be included in the definition of an industry?

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