



# Satuan Acara Pengajaran

ECEU604100 - Ekonomi Industri

Pengajar

*T.M. Zakir Sjakur Machmud M.Ec., Ph.D.*

## Minggu 1

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**Materi**           Pendahuluan  
1. Cakupan mata kuliah  
2. Beberapa pendekatan utama/aliran dalam teori ekonomi industri  
a. Harvard/SCP Approach  
b. Chicago School  
b. New Economic Industrial Organization (NEIO)

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**Media**            Powerpoint

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**Referensi**       1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas**       Perkuliahahan, Diskusi dan Tanya Jawab

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## Minggu 2

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**Materi**           Dampak Kekuatan Pasar (Market Power) terhadap Struktur Pasar dan Kesejahteraan Masyarakat  
1. Konsep dan definisi Market Power  
2. Kesejahteraan pasar di struktur pasar persaingan sempurna dan monopoli

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**Media**            Powerpoint

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- Referensi**
1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005
  2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994
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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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### Minggu 3

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- Materi**
- Market Power dan Entry Barrier
1. Hubungan antara market power dan hambatan masuk
  2. Faktor-faktor yang mempengaruhi hambatan masuk (entry barrier)
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**Media** Powerpoint

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- Referensi**
1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005
  2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994
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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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### Minggu 4

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- Materi**
- Perusahaan Dominan
1. Konsep dan definisi Perusahaan Dominan
  2. Hubungan antara perusahaan dominan dan fringe firms
  3. Strategi pembatasan entry:
    - a. Limit Price
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**Media** Powerpoint

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- Referensi**
1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005
  2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994
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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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### Minggu 5

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**Materi** Pasar Oligopoli  
1. Konsep dan definisi pasar oligopoli  
2. Model oligopoli:  
a. Model Cournot  
b. Model Bertrand

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 6

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**Materi** Pasar Oligopoli  
1. Market power di pasar oligopoly  
2. Mengukur fewness  
a. Rasio Konsentrasi  
b. Indeks Herfindahl  
o Indeks entropi, dll

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 7

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**Materi** Pasar Persaingan Monopolistis  
1. Konsep dan definisi pasar persaingan monopolistis  
2. Differensiasi produk dan advertising

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 8

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**Materi** Kolusi dalam Pasar Oligopoli  
1. Konsep dan definisi kolusi  
2. Rasionalitas kolusi  
3. Faktor penentu keberhasilan kolusi

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 9

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**Materi** Diskriminasi Harga  
1. Konsep dan definisi diskriminasi harga  
2. Jenis-jenis diskriminasi harga  
3. Bentuk lain diskriminasi harga:  
a. 2-part tariff

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 10

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**Materi** Predatory Price  
1. Konsep dan definisi predatory price  
2. Predatory price menurut Chicago School  
3. Model-model predatory price:  
a. Chain-store paradox  
b. Long purse

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 11

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**Materi** Faktor-faktor penentu Struktur Perusahaan  
1. Firm theory  
a. Buy vs Make  
3. Integrasi vertical  
a. Backward Integration  
b. Forward Integration

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 12

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**Materi** Merger dan Akuisisi  
1. Konsep dan definisi merger dan akuisisi (M&A)  
2. Jenis-jenis M&A  
a. Horizontal merger  
b. Vertical merger  
c. Conglomerate merger  
3. Motif untuk M&A

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 13

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**Materi** Dampak Penelitian dan Pengembangan (R&D) pada Kinerja Pasar  
1. Hubungan antara kekuatan pasar, skala perusahaan dan kemajuan teknologi  
2. Karakteristik pasar oligopoly dan R&D

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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**Aktivitas** Perkuliahan, diskusi dan tanya jawab

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## Minggu 14

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**Materi** Hubungan teori Organisasi Industri dan ekonomi Internasional  
a. Pasar Oligopoli dalam perdagangan internasional  
b. Teori ekonomi industri dalam kebijakan perdagangan internasional  
c. FDI

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**Media** Powerpoint

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**Referensi** 1. Carlton, D.W and Perloff, J.M., Modern Industrial Organization, 4th Edition, Pearson Addison Wesley, 2005  
2. Martin, Stephen, Industrial Economic, Macmillan International. New York, 1994

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