



## Ekonomi Media, Session 01

# KONSEP-KONSEP EKONOMI

### TUJUAN INSTRUKSIONAL KHUSUS:

Agar peserta didik memahami konsep-konsep dan teori tentang:

1. **Bagaimana suatu sistem ekonomi diorganisasikan**
2. **Perbedaan antara ekonomi komando, pasar, dan campuran**
3. **Konsep-konsep Supply dan Demand dan bagaimana keduanya mengendalikan sistem ekonomi**
4. **Bagaimana harga mempengaruhi supply dan demand di industri media**
5. **Mengapa penting mempelajari ekonomi media.**

### REFERENSI:

1. **Alexander**, Alison; James Owers & Rod Carveth (1998). *Media Economics: Theory & Practice*, Second Edition. Mahwah, NJ: Lawrence Erlbaum Associates Publishers.
2. **Albaran**, Alan B. (1996). *Media Economics: Understanding Markets, Industries and Concepts*. Iowa State University Press.

## THE ECONOMIC PROBLEM

- **The economic problem** involves a process of dealing with the important issues of production and consumption. These include the questions: **1) How much of which goods will be produced? 2) How will the goods be produced? 3) Who will consume the goods?** The answer of these questions determine the underlying organization of the economic system.
- **What goods will be produced** → the producers must also consider the quantity of the goods that will be produced and the methods of production.
- **Differences exist between the public sector and the private sector** in determining the amount of goods to produce.
- **In public sector: 1) the government makes decisions** on how much money to spend for the nation's defense, while the same time determining how much to allocate for domestic programs such as health care; **2) Decisions are often based on social and politically sensitive choice** (i.e. social security and other entitlement program), rather than a response to specific economic considerations.
- **In private sector: 1) production decisions are influenced** by the interaction between buyers and sellers or, in the case of the media, content providers and consumers; **2) the private have to consider a number of different variables** including the demand, the likely users of the product/services.
- **Who will produce the goods** → individual media outlets determine **how many people to use in the production** of the content. Labor is an important concept in any decisions involving production of goods and services and, the media industries, labor represents one of the most expensive resources (Dunnet, 1990).

- **Who will consume the goods** → 1)

Certain policies established by the individual media outlets or some from of government may determine who will be able to consume the content; 2) Government or independent state body such as **Komisi Penyiaran Indonesia (KPI)** or **Federal Communications Commission (FCC in USA)** led policies in the industry.

- Society may provide different answers to the three questions that form the economic problem. The type of economic structure in a **society influences production, distribution, and consumption.**

## MACROECONOMY AND MICROECONOMY

- **Para Ekonom membuat perbedaan antara studi ekonomimakro dengan ekonomimikro.** Ekonomimakro menelaah kondisi ekonomi pada tingkat nasional, dalam lingkup sistem ekonomi secara menyeluruh. **Cakupannya antara lain indeks pertumbuhan ekonomi, ekonomi politik** (didefinisikan sebagai kebijakan publik terhadap ekonomi), dan **produksi nasional dan konsumsi.** Sedangkan **Ekonomimikro** berpusat pada **kajian aktivitas komponen-komponen sistem ekonomi seperti pasar dalam lingkup spesifik, perusahaan dan konsumen.** Ekonomimikro menganalisis struktur pasar, bagaimana hal itu berjalan dan bagaimana perilakunya (Varian, 1984).
- **Some important economic elements such as structure, value, resources, utility, and regulations.** These elements very important to consider the application of media economic principles to particular media industries.
- **The context of scarce resources, technological and organizational constraint,** responses to preferences of consumers, and the distributional aspects of whose tastes and preferences will dominates persuasive in all economic analysis.
- **Media economics focuses on the consideration of the genre of goods and service** comprising the media segment of the economy. The media industries are generally **very visible segments of the economy.**

*Ekonomi Media, Session 01*

*Z. Hidayat, MM, M.Si. 3*

- Penting untuk memahami **interrelasi antara ekonomimakro dengan ekonomimikro** dan pengaruhnya satu dengan lainnya. Studi ekonomi media mencakup kedua isu-isu makroekonomi dan mikroekonomi.
- Dalam tambahan mengenai kebijakan pemerintah, **perubahan teknologi dapat berpengaruh** pada hubungan antara ekonomimakro dan ekonomimikro.
- Agregat ekonomimakro yang penting adalah **Gross Domestic Product (GDP)**, yang artinya total output barang dan jasa (dalam suatu tahun tertentu), dengan komponen-komponen Konsumsi (C), Investasi (I), dan Pengeluaran Pemerintah (G), yang dirumuskan sbb:

$$GDP = C + I + G$$

### **Macroeconomics** deals with:

- Political economy
- Aggregate production and consumption
- Economic growth, employment and inflation

### **Macroeconomics** deals with:

- Specific markets
- Market structure, conduct and behavior
- Activities producers and consumers

- **Di dalam ekonomi berbasis pasar, supply dan demand** berinteraksi untuk membuat ekonomi berjalan. Media massa secara berkelanjutan menempatkan diri dalam mekanisme supply dan demand, mengelola sumber daya berbasis harian untuk menyuplai konsumen dengan konten media/produk.
- Demand dapat diukur pada level yang berbeda dan ia **dipengaruhi oleh banyak variabel termasuk harga, nilai, perubahan selera dan kesukaan, dan pendapatan.** Ketika bentuk perbedaan konten media dapat digantikan antara media satu dengan lainnya, maka terjadi cross-elasticity demand. Cross-elasticity demand ini merupakan alat yang digunakan secara luas dalam pengambilan keputusan publik.

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## TYPES OF ECONOMIES

- **Command Economy**—when a government regulates answers to the economic problems facing a society. In this type of economy: **1) government makes all decisions** regarding production and distribution; **2) The government decides** what will be produced and the quantity; **3) it establish wages and prices and also plans** the rate of economic growth; **4) Choice of available consumer goods is limited** to what the government produces.
- **Market Economy**—**1) a complex system of buyers, sellers, prices, profits and losses** determines the answers to questions regarding production and distribution, with no government intervention; **2) The market economy is more or less an idealized economic system** and is not truly represented in any major countries in the world today.
- **Mixed Economy**—Combination of the market and command economies are found. In the most if the developed countries of the world, the mass media operate under a mixed economic structure. **1) typically this mixed economic system** involve some governmental policies and regulations; **2) while allowing the media to be privately owned.**
- In the USA, the individual **media industries establish their own policies in pricing their products**, either through advertising or direct payments by consumers (Vogel, 1995).
- Consider that every day of the year, **the mass media is involved with producing and distributing media content**, which is in turn consumed in different quantities by various audiences. Yet much more is involved on a daily basis than just production, distribution and consumption.

## SUPPLY AND DEMAND

- At work **driving the market economy** (the notion of an invisible force) are a number of buyers and sellers working on behalf of their own self-interests.
- **Two fundamental concepts of the market system: Supply and Demand.** In a market economy, supply and demand mechanisms work together to solve the economic problems of a society (exhibit 1.1).
- **Supply** is normally thought of as the amount of a product producers will offer at a certain price. **Producers determine the quantity**, but make most of their production decisions based on the anticipated needs of those who will consume the product.
- **The available supply of a product is directly affected by demand** for the product placed by consumers.
- **Demand** is defined as the measure of the quantity of a particular product or service that consumers will purchase at a given price. The interplay of product, price and market characteristics all influences consumer demand.

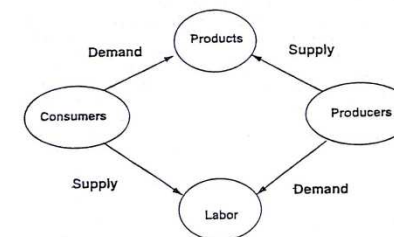
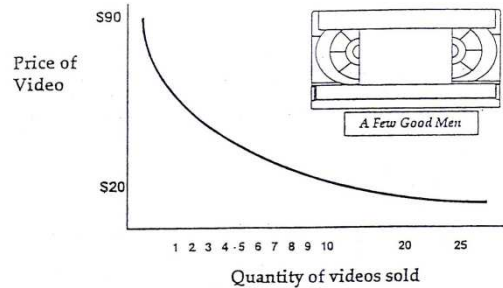


Exhibit 1.1 The Market System

- In general economics, **production decision** in competitive markets are **based on supply**, rather than demand, characteristics. In media economics, demand characteristics are somewhat problematic given the unique nature of media products (content).
- **The Demand Curve.** Economists use a tool called a demand curve to chart the changes that supply and price cause on consumer demand. **Demand curves are normally** downward sloping, meaning that as **the price for a particular good or service decreases**, the quantity (supply) **demanded by consumers increases**. On the other hand, if prices are increased, the quantity demanded will decrease.
- There are occasions in media economics **where the demand curves may not follow normal patterns** through the range of possible price values; in most cases though, the demand curve is usually thought of as **downward sloping** (exhibit 1.2).

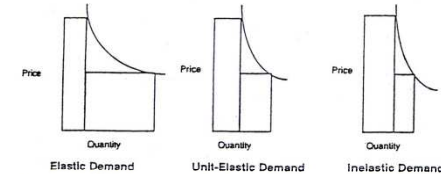


**Exhibit 1.2 Demand Curve for Differently Priced Products**

- **Price elasticity of demand** can be calculated by dividing the **percentage change** in the quantity of a product **by the percentage change in price**:

$$\text{Price elasticity of demand} = \frac{\text{Percent change in quantity}}{\text{Percent change in price}}$$

- A **positive or negative sign** preceding the statistic indicates the direction of the demand, in most cases, **price elasticity of demand is a negative number**.



**Exhibit 1.3 Price Elasticity of Demand**

- **Economists use the following criteria to determine elasticity.** If the statistic is greater than  $\pm 1.0$ , demand is said to be elastic. If it is less than  $\pm 1.0$ , demand is inelastic, whereas a statistic of  $\pm 1.0$  represents unit elasticity. Table 1.1 illustrates these price elasticity of demand formulas, how they are defined and their impact on revenues.
- **Price elasticity of demand is an important concept to grasp in the study of media economics**, as it helps to understand how consumer demand is affected by the value of particular products to consumers, and the price at which goods are made available by producers (suppliers). **Price elasticity of demand provides producers with information regarding production and consumption** for particular goods, and aids the producer in understanding how demand for products varies at different price levels.

Table 1.1 Summary of Price Elasticities of Demand

Value of Demand Statistic	Type of Demand	Definition	Impact on Revenues
Greater than one ( $E > 1$ )	Elastic	Percentage change in quantity demanded greater than percentage change in price	Revenues increase when price decreases.
Equal to one ( $E = 1$ )	Unit-elastic	Percentage change in quantity demanded equal to percentage change in price	Revenues unchanged when price decreases.
Less than one ( $E < 1$ )	Inelastic	Percentage change in quantity demanded less than percentage change in price	Revenues decrease when price decreases.

- **Cross-elasticity of demand.** Although price is a very important factor in analyzing consumer demand, it is important to recognize that demand is also affected by the availability of other products (and their respective prices) that can be substituted for one another.
- **In the media industries, a number of competitors produce similar media content,** and consumers often sample and substitute other media products regularly. In the study of economics, this process is called **cross-elasticity of demand.**
- **Cross-elasticity is a useful tool in economic analysis,** in that it can be used to determine "the extent to which different media compete for different portions of media product and service market: (Picard, 1989: 47). **Cross-elasticity has been used in the public policy arena,** particularly in analyzing antitrust cases that examine competitive practices in certain markets (Samuelson and Nordhaus, 1992).

## WHY STUDY MEDIA ECONOMICS?

- **Ekonomi media** seringkali dilihat sebagai dua kajian masing-masing di bawah Studi Media dan Ekonomi, namun sejak lebih dari 20 tahun terakhir Ekonomi Media menjadi suatu lapangan studi baru, yang mengombinasikan prinsip-prinsip media komunikasi dan kajian ekonomi.
- **Studi media fokus** kepada isu-isu kebebasan berbicara, akses kepada media, pengasuh sosial konten media, pengaruh teknologi baru komunikasi. Semua topik ini tercakup ke dalam pembahasan prinsip-prinsip ekonomi dalam beberapa level.
- **A.J. Leibling** mengatakan: "Freedom of the press belongs to whomever owns one", meskipun hal ini kata kiasan, namun kepemilikan media massa membutuhkan modal yang substansial untuk investasi, mengelolanya dalam jaringan ekonomi dalam lingkungan media.
- **Samuelson** (1976), mendefinisikan ekonomi sebagai: "Studi tentang bagaimana orang-orang dan masyarakat pada akhirnya memilih, dengan atau tanpa menggunakan uang, untuk mengelola sumber daya produktif yang jadi alternatif untuk memproduksi beragam komoditi dan mendistribusikannya untuk konsumsi, saat ini atau di masa datang, di antara beragam orang-orang dan kelompok dalam masyarakat."
- Maka Ekonomi konsern terhadap **Apa** yang diproduksi, dengan teknologi dan organisasi yang **bagaimana** ia diproduksi, dan **untuk siapa** diproduksi.

- **Istilah Ekonomi media** mengacu kepada **operasional bisnis dan aktivitas pengelolaan investasi** perusahaan-perusahaan yang memproduksi dan menjual output ke dalam beragam industri media. Perusahaan-perusahaan dalam sebagian industri memiliki kesamaan, dan ketika industri tumbuh mencapai skala yang cukup it typically spawns a field of study focusing on the unique operating and financial attributes of banking, real estate, airlines, and almost major of lines of business. Kemudian dalam konteksnya sebagai ekonomi media tercermin dalam suatu industri yang menapaki jalan panjang untuk mencapai skala khusus dalam analisis industrinya dan pengetahuan—ekonomi media—dengan demikian menguji operasional dalam beragam jenis media di industrinya. Konteks operasional dalam hal ini adalah, bagaimana perusahaan eksis dan berkembang dalam kondisi pasar, alternatif teknologi, dan dalam mengantisipasi implikasi finansialnya.
- **Picard** (1990), menyimpulkan Ekonomi Media konsern pada **bagaimana industri media mengalokasikan sumber daya** untuk menciptakan informasi dan konten hiburan dalam rangka memenuhi kebutuhan dan keinginan audiens, pengiklan, dan institusi sosial lainnya
- Dalam hal **Sumber Daya yang terbatas, adopsi teknologi** dan **konstrains organisasi, respons terhadap selera konsumen**, dan **aspek distribusi** kepada target yang tepat adalah sangat penting dalam analisis ekonomi. Dengan demikian, Ekonomi Media fokus dalam pertimbangan genre of goods and services dalam segmen ekonomi yang dituju.
- **Industri media secara umum memiliki segmen yang visibel** dalam lingkungan ekonomi. Sebagian besar perusahaan dalam industri ini dikenal menasar semua kelompok usia dewasa sebagai hasil dari produk pervasive mereka. CBS, Disney, Gannet, dan Turner Broadcasting sebagai contoh yang dikenal luas di Amerika. Sementara perusahaan global juga merambah di kawasan Asia seperti StarTV, CNN & CNBC, Time Warner, Shanghai Media Group, Kelompok Kompas Gramedia, Media Group di Indonesia, dan lain-lain. Walaupun struktur perusahaan secara umum dikenal, namun sesungguhnya mereka memiliki organisasi yang kompleks.

## • Why the study media economics is important?

1. Pemahaman ekonomi media sebagai suatu studi terhadap subyek 'tradisional' berkaitan dengan media massa, karena itu **penting untuk memahami penulisan, produksi, manajemen, periklanan dan promosi**. Contoh paling nyata yang memperlihatkan hubungan antara produser, pengiklan dan konsumen adalah dalam industri surat kabar. Sebagian besar kota besar di AS biasanya memiliki satu koran harian, dan jika di pasar ditemui lebih dari satu surat kabar, maka biasanya akan gagal, karena biasanya memberikan sesuatu yang sama—karena ketidakmampuannya untuk memelihara pelanggannya sebagai penyenian utama kegagalan. Contoh lainnya adalah jejaring televisi, yang secara berkelanjutan memperkenalkan program-program barunya untuk menarik audiens dan pengiklan sehingga ia bisa memelihara pendapatan.
2. **Studi media ekonomi penting untuk karier profesi**, dan dalam pembahasan matakuliah ini diberikan berbagai peluang untuk berprofesi dalam industri media, selain para peserta didik secara mahir menganalisis peluang industri bersangkutan.
3. **Suatu studi mekonomi media memberikan pemahaman untuk menganalisa perbedaan industri berbagai media**, melalui deskripsi dan metodologis analitikal, sehingga dapat memahami perusahaan media dan pasarnya. Misalnya, mengenai struktur pasar yang mempengaruhi aktivitas perusahaan media yang berbeda, bagaimana konsentrasi pasar media, dan bagaimana kekuatan di luar yang menentukan seperti regulasi pemerintah dan perkembangan teknologi yang berdampak kepada masa depan kinerja pasar.

**Televisi:** MNC Group, Trans Corp Group, StarTV Group, etc.

**Motion pictures:** Disney, Sony, Paramount, etc.

**Book Publishing:** Time Warner, Bartelmann, Gramedia Group, etc.

**Newspaper publishing:** Gannett, Newhouse, Times Mirror, Kompas, Media Group, Mahaka Group, Jawa Pos Group, etc.

**Recording industry:** Sony, Bartelmann, Philips, Time Warner, EMI, etc.