

## ABSTRAK

Angkutan umum berbasis online yang awalnya menjadi pesaing utama angkutan umum konvensional perlahan juga mulai bersaing antar perusahaan. Promo yang terus menerus diberikan merupakan langkah awal untuk menarik dan mengenalkan konsumen akan jasa yang ditawarkannya. Jangka waktu pemberian promo yang tidak kunjung usai membuat pesaing lain yang tidak kuat ikut memberi promo perlahan tersingkir dari pasar. Hal ini disebut dengan *predatory pricing* atau jual rugi dimana pelaku usaha menjual harga barang dibawah harga pasar dengan tujuan menyingkirkan pelaku usaha pesaing. Grab dan Go-jek juga terindikasi melakukan *predatory pricing* karena telah berhasil melakukan penguasaan pasar bahkan hingga mengakuisisi pesaingnya. Hal tersebut mengakibatkan Grab dan Go-jek menguasai pasar transportasi online di Indonesia dan membentuk struktur pasar duopoly dimana hanya ada dua perusahaan besar yang berhasil menguasai pasar.

**Kata Kunci : Predatory Pricing, Penguasaan Pasar, Pasar duopoli.**



## **ABSTRACT**

*Online-based public transportation, that initially became the main competitor of conventional public transportation, slowly began to compete within the other online-based public transportation. Promotions that are continuously given are the first step to attracting and introducing consumers to the services they offer. The never-ending promotions that given made other competitors who were not strong enough slowly being eliminated from the market. This situation called as predatory pricing or selling loss when business actor sells the price of goods below the market price to get rid of their competing business actors. Grab and Go-jek were indicated to carry out predatory pricing because they had successfully dominated the market and acquired their competitors. This resulted in Grab and Go-jek controlling the online transportation market in Indonesia and forming a duopoly market structure where there were only two large companies that managed to dominate the market.*

**Keywords: Predatory Pricing, Market Power, Duopoly Market**

