



# PERAN PENGUSAHA

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Entrepreneurs are significant because they have an important effect on world economies. They play a critical role in maintaining and developing the economic order we live under.



We have already noted that entrepreneurs create new value. Understanding how they do this is of central importance if we are to draw general conclusions about entrepreneurship.



# Combination of economic factors

Economists generally recognise three primary economic factors: the raw materials that nature offers up, the physical and mental labour that people provide, and capital (money). All the products (and services) bought and sold in an economy are a mix of these three things. Value is created by combining these three things in a way which satisfies human needs.

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Factors do not combine themselves, however. They have to be brought together by individuals working together and undertaking different tasks. The co-ordination of these tasks takes place within organisations. Some economists regard entrepreneurship as a kind of fourth factor which acts on the other three to combine them in productive ways. In this view, innovation is simply finding new combinations of economic factors.

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# Providing market efficiency

Economic theory suggests that the most efficient economic system is one in which unimpeded markets determine the price at which goods are bought and sold. Here, efficient means that resources are distributed in an optimal way, that is the satisfaction that people can (collectively) gain from them is maximised.



An economic system can only reach this state if there is competition among different suppliers. Entrepreneurs provide that efficiency. A supplier that is not facing competition will tend to demand profits in excess of what the market would allow and so reduce the overall efficiency of the system.



# Accepting risk

We do not know what the future will bring. This lack of knowledge we call uncertainty. No matter how well we plan, there is always the possibility that some chance event will result in outcomes we neither expected nor wanted. If we know the likelihood (probability) of various possibilities then uncertainty becomes risk.



An example should make this clear. We may all appreciate the benefits that a new technology, for example the digital recording of television images, can bring. However, there is a risk in developing this new technology. Financial investment in its development is very high. There is also a great deal of uncertainty. Competition between different suppliers' formats is intense. There is no guarantee that the investment will be returned. We now enjoy the benefits of digital technology and yet we, as consumers, have not, personally, had to face the risks inherent in creating it.

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# TASK

Buka tautan berikut mengenai peran pengusaha di masa pandemic. Berikan penjelasan dan implementasi apakah dapat dilakukan di lingkup bisnis dan industri Indonesia ?

<https://s.id/sgkJA>



What



# REFLEKSI

- Informasi penting hari ini

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- Manfaat penting dari informasi penting hari ini

- Tindak lanjut yang dapat saudara lakukan
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Thank You