
STRATEGIES OF STREET VENDORS IN THE NEW ROAD AREA OF LOSARI KIDUL VILLAGE TO INCREASE INCOME

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KEYWORDS

ABSTRACT

**Street
Vendors,
Income.**

Street vendors play a crucial role in the economy and have positive impacts, such as creating jobs, helping reduce unemployment, and increasing people's incomes to meet their living needs. The purpose of this study was to determine strategies for increasing the income of street vendors in Losari Kidul village. The author used a qualitative research method. With a case study approach, the data analysis technique in this study uses data reduction, data presentation, and conclusion drawing methods. The results of this study are the strategies used by street vendors in the Jalan Baru area of Losari Kidul Village to increase income in several ways, namely 1) maintaining product quality and product variants where traders always pay attention to the quality of the products they have and provide product variant offers to attract consumer interest. 2) setting prices based on raw materials and market prices in general. 3) conducting promotions where each trader has their own method of promotion, some use social media, and some also attach writing to their business stands. 4) Determining the location or place of business where traders choose a business location that has a high level of crowd.

INTRODUCTION

In the business world, revenue is the total income a business unit receives from sales (*output*). Within the concept of revenue, revenue is the most crucial element in a company or financial institution, as it determines the success or failure of a company. Therefore , companies must maximize their efforts to achieve the desired revenue by utilizing all available resources as efficiently as possible (Assauri, 2011).

When discussing the micro, small, and medium enterprise sector, we cannot ignore the merchant community as its players. One sector that falls under this category, better known as street vendors (PKL), is those who sell on sidewalks or other public places. Street vendors , or PKL for short, is a term used to describe an individual or group of people who sell their wares or engage in trading activities along the streets as a routine way to make a living (Setiaji, 2023).

Empowering Micro, Small, and Medium Enterprises (MSMEs), including street vendors, is a strategic step in improving and strengthening the economy of the majority of the Indonesian population. This aligns with the mandate of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. Therefore, MSMEs are expected to play a role in the democratization process, foster community independence, improve welfare, and serve as a strategic factor in reducing unemployment, poverty, and income inequality (Jumhur, 2015).

Communities are encouraged to further develop their own abilities and potential, both within themselves and within their respective regions, to meet their needs. Street vendors are now one solution to the community's challenges in meeting their daily needs. The rapid growth of street vendors is evident in the growing number of vendors occupying and utilizing land or public spaces deemed profitable, such as town squares, city centers , crowded areas, and other tourist attractions .

Losari Kidul Village is a village in Losari District, Cirebon Regency. It has a public road access, "Jalan Baru," which is a busy area with street vendors along the road to the village border. These vendors typically open in the afternoon and evening, offering a variety of goods, including food, drinks, clothing, and more. Even during major holidays, such as Eid al-Fitr, the area becomes densely populated, causing traffic congestion due to the transaction process between vendors and buyers.

street vendors in the new road area of Losari Kidul Village are permanent vendors who operate their businesses without moving from one location to another. The following is data on street vendors in the new road area of Losari Kidul Village.

Table 1.1

Street Vendor Data in the New Road Area of Losari Kidul Village Based on Business Type

NO	TYPE OF BUSINESS	AMOUNT
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1.	Food	17
2.	Drink	11
3.	Clothing Store/Distro	7
4.	Sandals	6
5.	Counter	4
6.	Fruit Kiosk	2
7.	Perfume	1
8.	Children's Toys	3
	AMOUNT	51

Source: Pre-Observation

From the table above, it is evident that the new road area which is geographically located in Losari Kidul Village is an area crowded with street vendors .

Furthermore, the table above also shows that many similar products, such as food, beverages, and other consumer goods sold by street vendors, will also impact income. Therefore, a trading strategy is needed, which is one way or step that can be taken to maintain the continuity of the business run by street vendors. This strategy is expected to improve the welfare of the vendors' families. Therefore, the author is interested in conducting a study entitled **"STRATEGIES OF STREET VENDORS IN THE NEW ROAD AREA OF LOSARI KIDUL VILLAGE TO INCREASE INCOME."**

LITERATURE REVIEW

Marketing strategy

A strategy is a plan or action taken to help a business or organization achieve its desired goals. A marketing strategy consists of the basic principles that underpin management's efforts to achieve its business and marketing objectives in a target market. Marketing strategy contains basic decisions about marketing, marketing mix and marketing allocation (Kotler, 2004). There are 4 components of the marketing *mix* , namely *Product* , *Price* , *Place* , and *Promotion* (Daryanto, 2019).

Income

Revenue is the total income a business unit receives from the sale of its output (Wild, 2003). Generally speaking, there are several ways to increase revenue, including:

- 1) Utilizing free time. Where individuals are able to utilize the free time left over from previous work as a new opportunity to increase income.
- 2) Developing creativity and innovation. Individuals must be able to think creatively and innovatively, creating meaningful breakthroughs to earn additional income (Ridwan, 2013).

Street Vendors

Street vendors (PKL) are traders who sell on sidewalks or in other public places. Street vendors or abbreviated as PKL is a term used to refer to a person or group of people who sell their wares or carry out trading activities along the street as a routine to make a living (Setiaji, 2023).

The characteristics of street vendors are as follows :

- Irregular activity patterns in terms of time, capital or income.
- Not having a permanent place of business and/or being connected to another business.
- Low and uncertain income.
- Does not have a business license.
- Gathering on the sidewalk, or on the edges of main roads, in centers or areas where there are lots of people or crowds.

The arrangement and empowerment of street vendors is an effort carried out by the regional government through the determination of fostered locations to determine, move, regulate and eliminate street vendor locations by taking into account public interest, social, aesthetic, health, economic, security, order, environmental cleanliness and in accordance with the law. It is a necessity where street vendors who are an economic asset are very good if they can be managed and organized through optimal guidance, whether it is guidance by the regional government in collaboration with stakeholders *or* guidance from the private sector in an effort to realize community welfare.

Framework

This framework outlines a brief outline of the research process. This framework was created to simplify the research process by encompassing the objectives of the research itself. The framework for this research can be described as follows:

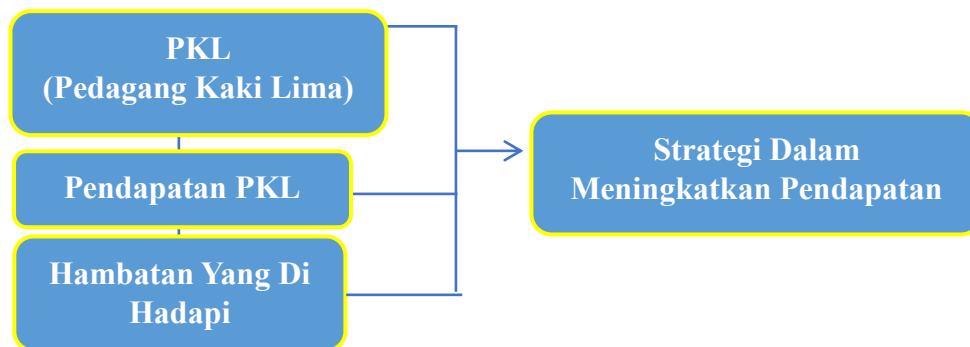


Figure 1.1 Scheme of Thought Framework

RESEARCH METHODS

Research Methods and Approaches

The research method used by the author is a qualitative research method. Qualitative research methods are research methods used to research natural object conditions, where researchers... is a key instrument. Next, the researcher used a case study approach. The case study approach focuses on an in-depth analysis of one or more specific cases to understand a phenomenon in more detail.

Research Object

The object of this study is street vendors in the Jalan Baru area, Losari Kidul Village, Losari District, Cirebon Regency.

Data source

Primary data is data obtained from primary sources. The primary data used in this study were obtained through statements and information obtained from street vendors in the new road area of Losari Kidul Village.

Secondary data is data taken from other sources by researchers. The secondary data used in this study include theses, journals, documents, books, and other data relevant to the problem being researched by the author.

Data collection technique

The data collection techniques in this study were by conducting interviews, observation and documentation. Interviews are used as a data collection technique when researchers want to conduct a preliminary study to identify research problems. In this case, the author interviewed street vendors in the Jalan Baru area of Losari Kidul Village.

Observation is a data collection tool used through the method of systematically observing and recording the symptoms being investigated with the aim of understanding the actual situation on the ground. In this case, the author conducted direct observations by visiting several street vendors in the new road area of Losari Kidul Village.

Documentation is used to organize data that has been collected from a research project. This data can be in the form of inscriptions, archival manuscripts (such as printed materials or recordings, images, photographs, and other types of data) that can be used as a form of supporting and complementary data to the primary data obtained through observation and interviews during the research. In this case, the author conducted documentation on street vendors in the new road area of Losari Kidul village.

Data Analysis Techniques

Data analysis techniques are the process of organizing and grouping data according to basic patterns, categories, and descriptions. This allows for the identification of themes and the development of critical analysis of the data itself. Data analysis in qualitative research is conducted during data collection. Data analysis occurs concurrently with the data collection process, with the following stages:

a. Data Reduction

Data reduction is the process of selecting, focusing on simplification, abstraction and transformation of raw data emerging from written records in the field. This process continues continuously throughout the research, even before the data is actually collected as seen from the framework conceptual research, study problems, and data collection approaches chosen researchers.

b. Data Presentation

Presentation data is activity when a group information arranged, so that give possibility will existence withdrawal conclusion And taking action. Form presentation data qualitative: 1. text narrative: shaped notes field. 2. matrix, chart, network, And chart. Forms This combine information Which arranged in something form Which harmonious And easy achieved, so that make it easier For see What Which currently

happened, whether conclusion Already appropriate or on the contrary do analysis return.

c. Conclusion Drawing

Drawing conclusions and verifying data is the final stage in qualitative data analysis techniques, which involves reviewing the data reduction results while still referring to the analysis objectives. Researchers continuously draw conclusions throughout their time in the field. From the beginning, they seek meaning from the collected data by looking for relationships, similarities, or differences to draw conclusions that address the existing problems.

Data Validity

To validate or validate the data, this study used triangulation techniques. Triangulation is a data collection technique that combines various existing data collection techniques and sources. Researchers collected data while simultaneously testing its credibility by cross-checking data obtained from multiple sources. Researchers used observation, interviews, and documentation for the same data source. The analyzed data yielded conclusions that were later verified with the three data sources.

RESULTS AND DISCUSSION

Street Vendors' Strategies to Increase Income

1. Maintaining Product Quality

The following is an explanation of how to maintain product quality carried out by street vendors in the Jalan Baru area of Losari Kidul Village, as researchers found during observations:

"When it comes to maintaining product quality, I think it's more about taste, sir. There are a lot of siomay sellers here, and of course, they have different flavors, from the chili sauce to the siomay flavor." (Mr. Iwan, siomay seller).

"I sell fried rice here, sir, of course I prioritize taste so that the taste can suit the customer's tongue and I also offer several variants of fried rice here such as sausage fried rice, chicken fried rice, goat fried rice and kwetiaw." (Mr. Darno as a fried rice seller).

"Product quality must always be maintained, sir. If the product quality is bad, how can we sell it?" (Mr. Wawan, a martabak seller).

As business owners, vendors must maintain the quality of the products they sell. High product quality can build consumer trust, which can then foster customer loyalty and lead to repeat purchases. As explained above, maintaining product quality is one strategy for increasing the income of street vendors in the Jalan Baru area of Losari Kidul Village .

Not only product quality but also the variety of products offered can be a strategy to

attract potential customers to your business. As explained above, fried rice vendors offer several varieties or types of fried rice, which are part of their business.

Based on field observations, researchers concluded that street vendors in the Jalan Baru area of Losari Kidul Village consistently prioritize the quality of their products. Furthermore, they offer a variety of products to attract consumers. The greater the variety, the greater the choice for consumers in making purchasing decisions.

2. Pricing

Based on the results of interviews with street vendors in the Jalan Baru area of Losari Kidul Village, the pricing is explained as follows:

"The price, of course, depends on the raw materials. If the raw materials are going up, especially significantly, and my price remains the same, if I don't follow suit, I'll obviously lose out, and where will I get any profit?" (Mr. Kasmir, a chicken meatball seller).

"I sell casually, sir, if the price of raw materials is increasing but I still have some surplus or still get a little profit, I don't increase the price of martabak, unless the price of raw materials really increases significantly and I don't get any profit, then I will increase the price of the martabak." (Mr. Wawan as a martabak seller).

"Rega is like a general bae, bro, Ari Isun wants to join Bati Gede Regane Digedeni, ngko Rare Sing Tuku." (Mas Juned as the sweet ice seller).

Translation:

"The price is generally the same, sir. If I want to make a big profit, I'll raise the price, then no one will buy it." (Mr. Juned, sweet iced tea seller).

Price determines the value of a product being sold. Pricing plays a crucial role in achieving profits or income from a business, and it can also determine a business's success (whether it survives or not).

Pricing is crucial because it's one of the factors that determines whether a product or service sells. Incorrect pricing can have dire consequences for the product and lead to its failure to sell in the market (Kasmir, 2006). Furthermore, product quality is also linked to its price. A high price is often perceived as high quality.

Based on field observations, street vendors in the Jalan Baru area of Losari Kidul Village certainly have their own methods for pricing. Pricing for their products in the Jalan Baru area of Losari Kidul Village is determined based on the price of raw materials and adjusted to the general price of similar products. Prices of their products will increase if raw material prices soar, as evidenced by the statements above from three street vendors sampled by the researcher.

3. Doing Promotion

Based on the results of interviews with street vendors in the Jalan Baru area of Losari Kidul Village regarding promotions, the following is as follows:

"For promotions, we use social media, but we use Facebook most often because our

priority sales target is the Losari community, which is a large Facebook user. So, we often post about sandals, shoes, and bags on Facebook." (Mrs. Dita, a sandal, shoe, and bag seller).

"It's a promotion, Hehe (while showing the sign on his business stand). It's like a promotion, bro. Buy 2 jumbo sizes, get 1 regular size free." (Mas Juned, sweet iced tea seller).

Translation:

"Here's a promotion, bro. Hehe. This is how I usually promote it. Buy 2 jumbo sizes, get 1 regular size free." (Mr. Juned, sweet iced tea seller).

Based on the interview results, researchers can conclude that promotion is an effort undertaken by business actors to introduce their products and also an effort to influence consumer interest in purchasing those products. The promotional methods used by street vendors in the Jalan Baru area of Losari Kidul Village vary, with some using signs posted on their stalls, and others utilizing social media.

4. Determining Business Location

Based on the results of interviews with street vendors in the Jalan Baru area of Losari Kidul Village regarding the determination of business locations, the following information was obtained:

"If I choose to sell here because the location is quite strategic, sir, near the market, near the main road too, surely many people will pass by and see the products I sell." (Mr. Wawan as a martabak seller).

In addition, Mr. Lutfi, a Cilembu sweet potato trader, provided the following information:

"My house happens to be here, Mr. Nazil, so I might as well start a small business to supplement my income. Thankfully, it's quite strategic for starting a small business like trading."

"This is a public road, sir, and there's a lot of people coming and going. So I prefer to sell here, hanging out here, rather than going around." (Mr. Iwan, a siomay vendor)

Selecting the right location, such as in urban centers and busy areas where many people carry out their daily activities, will impact business continuity. Based on field observations, street vendors in the Jalan Baru area of Losari Kidul Village chose to trade there because of its strategic location, where the new road serves as access to a provincial road or public road that also connects other villages. Furthermore, the new road area is also close to the modern market in Losari Kidul Village .

CONCLUSION

The strategies used by street vendors in the Jalan Baru area of Losari Kidul Village to increase income include several ways, where this is also in accordance with the marketing mix theory, namely 1) maintaining product quality and product variants where traders always pay attention to the quality of the products they have and provide product variant offers to attract consumer interest. 2) setting prices based on raw materials and market prices in general. 3) conducting promotions where each trader has their own method in conducting promotions, some use social media, and some also put up writing on their business stands. 4) Determining the location or place of business where traders choose a business location that has a high level of crowd.

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