

Analysis of The Income Level of Street Vendors in Besitang Market Langkat Regency

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ABSTRACT

Street trading plays a significant role in the urban economy, contributing to the livelihoods of several micro traders and opportunities for consumers to obtain goods and services at affordable prices. This research aims to conduct an in-depth analysis of street vendors' income by considering several factors that influence their economic welfare. This study involved a field survey at Besitang Market. Data was collected through direct interviews with traders, field observations, and analysis of related documents. Based on the results and discussion, the economic conditions of street vendors at Besitang Market are influenced by factors such as competition with other traders, reduced customer interest, and high operational costs. Apart from that, the type of merchandise also influences the trader's income level. Therefore, market management strategies and support from the local government are needed to increase the income and welfare of street vendors at Besitang Market, Langkat Regency.

ABSTRAK

Perdagangan kaki lima memiliki peran yang signifikan dalam perekonomian perkotaan, memberikan kontribusi terhadap mata pencaharian sejumlah pedagang mikro dan peluang bagi konsumen untuk memperoleh barang dan jasa dengan harga terjangkau. Penelitian ini bertujuan untuk melakukan analisis mendalam terhadap pendapatan pedagang kaki lima dengan mempertimbangkan sejumlah faktor yang mempengaruhi kesejahteraan ekonomi mereka. Studi ini melibatkan survei lapangan di Pasar Besitang. Data dikumpulkan melalui wawancara langsung dengan pedagang, observasi lapangan, dan analisis dokumen terkait. Berdasarkan hasil dan pembahasan bahwa kondisi ekonomi pedagang kaki lima di Pasar Besitang dipengaruhi oleh faktor-faktor seperti persaingan dengan pedagang lain, minat pelanggan yang berkurang, dan biaya operasional yang tinggi. Selain itu, jenis barang dagangan juga mempengaruhi tingkat pendapatan pedagang. Oleh karena itu, diperlukan strategi pengelolaan pasar dan dukungan dari pemerintah setempat untuk meningkatkan pendapatan dan kesejahteraan pedagang kaki lima di Pasar Besitang, Kabupaten Langkat.

INTRODUCTION

One of the factors that affect economic growth is the increase in per capita income. The increase in per capita income is partly due to the increase in income in the informal sector. According to Kartini Sjahrir (1985) there are six categories of the informal sector, namely the trade sector, the service sector, the processing industry sector, the transportation sector, the building sector and the banking sector. However, this study is only focused on the trade sector, namely street vendors. According to the Great Dictionary of the Indonesian Language, street vendors as traders sell in the foyer of 3 (emper) shops or on the side of the road. Street vendors are a type of trader in the informal sector which is a production unit with relatively small capital with a high entrepreneurial spirit and has complex trader activities. As part of the informal

sector, street vendors have a very important role in the economy in the community and the region.

Based on the results of Amelda's research, street vendors have an economic contribution, including making it easier for people to obtain needs, increasing the income of small communities, reducing unemployment and increasing regional income and gross domestic product (Amelda, 2019). Likewise, according to Alfafa, the presence of the street vendor profession is due to limited employment opportunities in the formal sector (Alfafa, 2019). The limited employment in the formal sector has caused some people to turn to the informal sector in order to continue their lives. The importance of the role of street vendors in various economic sectors is inseparable from the success of street vendors selling merchandise so that they can increase the income of street vendors.

The income of street vendors in selling their merchandise is influenced by various factors. According to Muhammad Ammar's research, factors that significantly affect the income of street vendors are capital, working hours, type of trade, education, number of workforce and location (Ammar, 2019). Based on Alkatiri's research, the factors that affect the income of street vendors are the length of business, working hours, and business location (Alkatiri, 2022). The results of Syafrilia's research stated that the factors that significantly affect the income of street vendors are capital and business time allocation (Syafrilia, 2019).

The location of the merchandise is one of the factors that affect the income of street vendors. Linguistically, location means location and place (KBBI, 2016). The location where the street vendors sell their merchandise. One of the characteristics of street vendors is that the place of distribution is close to the center of the crowd, such as markets, road shoulders, sidewalks and above waterways. This is because the crowd center is a strategic location to sell merchandise and is easily accessible to consumers. Based on these factors, in this study the researcher only limits the factors of location, type of merchandise and business capital to be studied as factors that affect street income, namely located in Besitang Market, Langkat Regency.

The first factor that became the variable of this research was the location of street vendors' trade. Besitang Market, Langkat Regency is a traditional market where sellers and buyers conduct trade transactions. Street vendors in Besitang Market usually choose a strategic location to sell their goods. Usually, street vendors choose strategic locations such as street sidewalks, market parking lots, and the location closest to market access. The location of street vendors' trades will affect the income of street vendors. The location of the merchandise can have a positive or negative effect on the income of street vendors. Based on Herlina's research, it is stated that the location of the trade has a positive effect on the income of used clothes and shoes traders (monza) at the Simalingkar Market in Medan (Herlina, 2018). In contrast to Lubis William's research which stated that the location of the merchandise had a negative effect on income at the Kleco Market in Surakarta. The condition of the market as a place for street vendors to carry out business activities has different characteristics from one market to another. The difference between one market and another can be determined by market conditions, market facilities, the number of traders selling and access to the market.

The second factor that became the variable of this study was the type of street vendor trade. The type of street vendor trade is greatly influenced by the location of the business. For example, the type of 7 trades located in the market will be determined by the market zoning system. According to Dwi Murtining, market zoning divides market areas according to their

nature, type of merchandise and classification, such as dry food merchandise, wet food, ready-to-eat food, non-food traders, and animal traders. Likewise, in Retno's research at the Sukun Market in Semarang City, the types of goods sold by street vendors are food and beverages, clothing, accessories, groceries, reading books, cigarettes, and fruits. In another research conducted by Didik at the Klithikan Market in Surakarta City, the types of merchandise sold include car parts, motorcycle parts, electronics, clothing, tapes/CDs, used goods, sandals/shoes, and others. In this study, there are 8 types of merchandise sold by street vendors at Besitang Market, Langkat Regency, namely clothes and accessories, snacks, children's toys, used electronics, and beauty products.

Table 1. Number of MSMEs Based on Type of Trade

No	Types of Trades	Average Income/Month
1	Clothing and Accessories	Rp 3.200.000,-
2	Snacks	Rp 2.800.000,-
3	Children's Toys	Rp 2.300.000,-
4	Used Electronics	Rp 3.500.000,-
5	Beauty Products	Rp 4.200.000,-

Source: Data processed 2024

Based on table 1 above, there are 5 types of medium businesses in the Besitang Market that are dominated by beauty product businesses. Meanwhile, traders who sell children's toys have the lowest average monthly income. The provision of the type of merchandise to start a business can be done with an initial cost, traders need an initial cost called capital. Apart from being the initial fund for buying merchandise, capital is one of the other factors that affect the income of street vendors. The term capital is also called capital which means wealth in the form of property or valuable goods that can be used in production, capital in the form of machine money. Nurati explained, capital is all forms of wealth that can be used directly or indirectly in the production process to increase output (Nurati, 2016).

Capital is also one of the important things to start a business. According to Diyani, business capital is money that is used as a staple for trading, releasing money and so on (Diyani, 2022). According to Syafrilia, additional capital for the procurement of merchandise can increase sales volume, affecting the income of street vendors (Syafrilia, 2019). Some of the backgrounds that need to be known in writing this article are to find out the characteristics, income trends and the impact of certain seasons or events on the income of street vendors in Besitang Market? There is a positive influence of the variable of the type of merchandise on the income of street vendors (Ammar, 2019). Likewise, Syafrilia's research shows that there are 10 positive effects of capital on the income of street vendors (Syafrilia, 2019). So based on the above background, the researcher is interested in conducting research to test the location of trade, type of merchandise and capital on the income of street vendors in Ketapang Market with the title "Analysis of the Income Level of Street Vendors in Besitang Market, Langkat Regency".

RESEARCH METHOD

This type of research is about increasing the income of the besitang market study. This type of research includes qualitative that uses interviews along with direct observation in the field. The informants obtained in this study are street vendor managers and related collaborations to all parties. This research will manage in the form of numbers obtained from

the results of the research by means of interviews and distribution of questionnaires of street vendors in Besitang Market. This research was conducted on local traders, especially the Besitang Market, Lalat Regency. The place of this research is Besitang Market, Langkat Regency, street vendor managers, people who visit the market. The observation in this study is the Besitang Market. The observation of this research was carried out along with the passage of time for one month. The type of data used is qualitative data because in this study the assessment is by calculating an object to be researched. The data source that will be used in this study is primary obtained directly through the distribution of questionnaires or questionnaires to traders at Street Vendors in Besitang Market, Langkat Regency. The data collection techniques in the study were divided into questionnaires and interviews. Questionnaire is a data collection technique by way of a survey that uses questions to research subjects in writing. Meanwhile, interviews and observations go directly into the field.

RESULTS AND DISCUSSION

Characteristics of street vendors.

Characteristics are the character possessed by traders in the Besitang market, Langkat Regency, in this case street vendors selling staple foods, clothes and accessories, snacks, children's toys, used electronics, and beauty goods. Where this characteristic will affect the shrewdness and intelligence of the actors in peddling merchandise so that income from fruit sales is increased. In this characteristic, it will describe the age of the finished goods final inventory trader. has been determined. According to (Margawati, 2020) the market is the overall demand and supply of goods and services or certain production factors.

Meanwhile, according to (Retno) where consumers who are buyers or users of a product reside". So the market exists somewhere, consumers producers, and providers of goods and services. in Paya Ilang market in carrying out fruit sales activities. This fruit will increase according to the desire. For more details, the characteristics of these fruit traders can be explained below.

Table 2. The level of sales of Mr. Elix's necessities at the Besitang Market Langkat Regency

No	Types of Basic Food Supplies	Quantity	Price
1	Sugar price per kg Rp. 12,000	11	132.000
2	Cooking Oil price per kg Rp 15,000	12	180.000
3	Salt (price per kg): Rp 5,000	13	65.000
4	Rice (price per kg): Rp 10,000	14	140.000
5	Wheat Flour (price per kg): Rp 8,000	15	120.000
6	Eggs (price per piece): Rp1,500	11	16.500
7	Soap (price per pcs): Rp 3,000	12	36.000
TOTAL		88	689.500

Source: Data processed 2024

From the table above, it can be seen that the Type of Sale of Basic Food Goods at Street Vendors at Besitang Market, Langkat Regency consists of sugar, cooking oil, salt, rice, wheat flour, eggs, soap, and other household products that are provided for sale to the market. Judging

from the table, the average total number of all products is about 88 items and the total amount of revenue, the average price of all products is about 689,000.

Income of Street Vendors at Besitang Market, Langkat Regency

Langkat Regency is an area that is actively developing the potential of street vendors. After the lockdown, Langkat Regency is back to building in various sectors with assistance coming from both within and outside the country. Until now, Langkat Regency has experienced so many changes where the condition of the region is growing rapidly in various aspects, both in terms of economy, education, government, and street businesses, especially street vendors. With the establishment of street vendors as hawkers, it refers to small business actors who usually sell goods or services on mobile or in public places such as sidewalks, traditional markets, or crowded areas. Besitang Market as an object of foot traders. The economy of the people of Langkat Regency and the difference is very felt. Basically, Islamic economics is closely related to human economic life, be it related to human welfare, resources, distribution, and human behavior. Islam encourages its people to work and produce and even make it an obligation. The hadith about trading is narrated by Ahmad (Imam Hambali) in the book Musna Ahmad, here is the quote as reported by Rumaysho:

أَيُّ الْكَسْبِ أَطْيَبُ قَالَ عَمَلُ الرَّجُلِ بِيَدِهِ وَكُلُّ بَيْعٍ مَبْرُورٍ

It means: "O Messenger of Allah, what is the best livelihood?" He said, "A man's work with his own hands and every mabrur (blessed) sale." (HR. Ahmad 4:141, Hasan Lighoirihi)

From the above hadith it is explained, the meaning of a better job with one's own hands is none other than trading. From the hadith, Islam encourages its people to work hard, one of which is by trading. Muslims who trade with sincere intentions to Allah will undoubtedly be rewarded and blessed by Him. Explained in the book *The Secret of Business Success of the Prophet* by Malahayati, all provisions about trading have actually been exemplified by the Prophet PBUH through his words. In addition to the hadith about trading, there are other hadiths that again emphasize that the work of one's own hands is the best. The hadith reads as follows:

مَا أَكَلَ أَحَدٌ طَعَامًا قَطُّ خَيْرًا مِنْ أَنْ يَأْكُلَ مِنْ عَمَلِ يَدِهِ ، وَإِنَّ نَبِيَّ اللَّهِ دَاوُدَ - عَلَيْهِ السَّلَامُ - كَانَ يَأْكُلُ مِنْ عَمَلِ يَدِهِ

It means: "A person does not eat a better food than the food he eats from the hard work of his own hands. Because the Prophet David 'alaihis (peace and blessings of Allaah be upon him) also ate from the hard work of his hands." (HR. Bukhari, no. 2072, from Al-Miqdad)

Like other halal jobs, trading can also certainly be a way for us to worship Allah SWT if it is done correctly and earnestly in accordance with Islamic law. The object of street vendors is not only a place for street vendors but there is a feel of a park and play for children, and even a place for the people of Langkat Regency to make a living and meet the needs of their families by opening tourist businesses and also trading. According to Wikipedia, street vendors are

traders who trade, buy and sell goods that are not produced by themselves, to make a profit, while street vendors are sellers who usually operate in public places such as sidewalks, traditional markets, or crowded urban areas. The results of the interview with Mr. Elix as a street vendor entrepreneur:

"His income while trading in the Langkat Regency area has an Average Monthly Income of Rp 3,000,000,. Then after staying up late in the Besitang Market Object area, namely the Median Monthly Income of Rp 2,500,000," (Results of Mr. Elix's interview as a street vendor entrepreneur).

The results of an interview with Mr. Elix, a street vendor who has been running since 2001 at the besitang market, stated that:

"He not only focuses on food staples but he also sells Clothes and Accessories with an average monthly income of Rp.3,200,000,-," then Snacks which has an average monthly income of Rp.2,800,000,-. Children's Toys, Average monthly income of Rp 2,300,000, Used Electronic Goods have a monthly income of Rp 3,500,000,- while Beauty Products have an average monthly income: Rp 4,200,000," (Results of Mr. Elix's interview as a street vendor entrepreneur).

Based on the results of the interview, street vendors who sell beauty products have the highest average monthly income, while traders who sell children's toys have the lowest average monthly income. Results of the interview with Mr. Legimin, as the secretary of the Trade and Industry Office in Langkat Regency:

"The decrease in the number of buyers will have an impact on remuneration, as well as on Regional Original Revenue (PAD). Because the post-Lockdown continues in 2021, street vendors reopened from early January until now 2023." Then the trade sector has experienced a significant decline in Regional Original Income." (Results of an interview with Mr. Legimin as Secretary of the Langkat Regency Trade and Industry Office).

The Lalat Regency Trade and Industry Office, which is expected to produce quality, harmonious, consistent and accountable planning, which requires support from various elements of development. Improving the institutional quality of the Trade and Industry Office which includes human resource capacity, facilities and infrastructure, as well as planning systems in accordance with applicable laws and regulations.

Based on the results of the interview from the informant, he said that the revenue from the Langkat Regency Trade and Industry Office has not had too much impact on the Langkat Regency PAD as a whole. This is due to the lack of optimal development of domestic trade, consumer protection and trade order, standardization of the quality of goods, lack of promotion and trade cooperation between the private sector and the private sector and the government and the government and the government, and others. The number of income of street vendors in Besitang Market in Langkat Regency from 2001-2019 has increased but in 2021 it has decreased drastically, due to the spread of the covid-19 virus and the two-year lockdown in the Besitang market has experienced a decline in income. It turns out that in 2022 there will be an increase in

local indigenous opinions of around 50%. Meanwhile, the income of street vendors returned to normal as before. In 2023, they will start to pioneer street vendors again and generate stable income as before (Jumingan, 2023).

The impact of the event on the income of street vendors at Besitang Market

1. Competition with other traders

Competition A positive impact on the progress of traders in carrying out trading activities so that they can attract the attention of buyers. Because every trader who has the drive to continue to improve the quality of the products and services provided has an idea of the business competitors they are facing. Also, traders can find out the products and services that have been provided, so that they can anticipate that the quality of the products or services they provide will be able to meet the needs of buyers. The competition that occurs is very healthy because traders consider the competitors, they are facing to be more positive, namely by making every effort to optimize the quality of the products and goods that have been provided. And it is hoped that it can cause the quality of the market to improve. The commitment that has been made by traders in improving the quality that traders are able to place themselves in business competition in a sportive manner and prepare all preparations carefully. So, traders are always ready to face competition. This is a very strong grip on every trader and entrepreneur in all fields in developing their business so that they are able to increase their income.

2. Customer Interest

Customer interest refers to the customer's interest or desire for a product, service, or brand. A good understanding of customer interests is key to designing effective marketing strategies and building long-term relationships with customers. Based on the results of an interview from Mr. Alex Street vendor that:

"45% of merchants experienced a decrease in revenue due to reduced customer interest. The decrease in customer interest is due to a lot of liking to buy technology online." (Results of an interview with Mr. Alex as a street vendor).

Based on the results of an interview from Mrs. Baiti regarding customer interest in the street vendor market, it is stated that "kites in traditional markets provide friendly service, assistance in carrying customers' groceries, and quick response to complaints." Based on the conclusion obtained, online shopping provides significant convenience. Customers can shop at any time, even in the middle of the night or in their free time. There are no time and location restrictions to follow.

3. Operational Costs

Operational costs for street vendors vary depending on the type of business, location, and scale of operation. Although street vendors are generally small and independent, they still face several operational costs that need to be managed to run the business efficiently. Based on an interview from Mr. Legimen as the Trade and Industry Office of Langkat Regency stated that:

"60% of traders feel that high operational costs reduce their income. due to the large number of distribution and logistics costs, fluctuations in the prices of basic and essential goods, and the rise of products in circulation that are not in accordance with SNI." (Interview results with Mr. Legimen as the Trade and Industry Office of Langkat Regency).

Traders need to spend money to buy merchandise or raw materials to be sold. The amount of this cost depends on the type of product being sold and the amount required. If the merchant has a fixed place to sell, they may need to pay a rental fee or contract for the area. Some regions require street vendors to have certain licenses or business permits. These fees may vary depending on local regulations. (Syarif, 2022).

4. Cooperation with Suppliers

A very important role in the success of a business. A good relationship between a trader or company and a supplier can provide a number of benefits and affect the smooth running of operational costs and the quality of the product or service. Based on the results of the research from the source, Mr. Alex stated that:

"get a wholesale discount of 10% for purchases above Rp 500,000." (Results of the interview with Mr. Alex as Street Business Actor).

Thus, suppliers who are trustworthy and have good cooperative relationships tend to provide good product availability and consistent quality. This is important for meeting customer needs and maintaining the reputation of the business.

5. Promotion and Marketing

Promotion and marketing play a significant role in the success of street vendors. The impact of promotion and marketing can include a number of positive things that affect the growth and profitability of the business. Through promotion and marketing, merchants can increase customer awareness about the existence and offering of products or services. Based on the results of an interview from Mr. Alex, a Street Business Actor stated that:

"A 5% discount for purchases through e-commerce platforms. Cashback program: every purchase above IDR 200,000, customers get cashback worth IDR 10,000 on the next purchase." (Results of the interview with Mr. Alex as Street Business Actor).

So it can be concluded that an effective marketing strategy can increase the attractiveness of merchants, customers. Notifications about special offer promotions can encourage customers to visit and shop at the street vendor. By increasing awareness and appeal, promotion and marketing can give a boost to sales. Customers who know of special offers or discounts may be more likely to make a purchase.

Discussion

Characteristics of Street Business Traders in Besitang Market, Langka Regency.

In general, street vendors in traditional markets often have characteristics, namely Street businesses generally have a smaller business scale compared to large businesses. Manage a small cart stand to sell various food items. Then the location, Street vendors usually operate in strategic locations such as traditional markets, city centers, or areas that are crowded with people. Types of Goods or Services are also Street vendors can offer a variety of goods or services, such as fast food, drinks, clothing, accessories, and daily necessities. Times lies in their flexibility in tailoring their offerings to the needs and preferences of local customers.

Street vendors usually offer goods or services at affordable prices, so they can attract people from all walks of life. Because they often operate in smaller, more crowded places, street vendors can interact directly with customers, build relationships, and respond to feedback. The income of street vendors can be greatly influenced by daily or seasonal activities, such as shopping times or special events at the market. Many street vendors are small businesspeople showing an entrepreneurial spirit. They may create their own business opportunities to meet local needs. Street vendors are often an integral part of the daily lives of the local community. They may offer goods or food typical of the region. Street vendors can face certain economic challenges, such as fluctuations in raw material prices, competition with similar businesses, and changes in consumer behavior.

1. Income of Street Vendors at Besitang Market, Langkat Regency. Based on the conclusion of the two informants as a result of the interview, the manager of the street vendor admitted to opening a business to sell in the area because there are garden objects and children's play, so many people who visit the street vendors buy food and drinks from the traders, but many are also just people who sell at street vendors to buyers who make purchases because they happen to pass by the area. So they decided to buy all the necessities for the buyer. (Daidumi, 2019).
2. One of the sources of regional income is from the trade sector. The increasing number of market visits to the area will have a positive effect on people's income, because the demand for goods and services is higher so that jobs are created. Increasing income will affect the welfare of the community. which is classified as a workforce. The measure of income is measured by looking at the level of household welfare using income obtained from the workforce or people who work (Dwi, 2019).

The impact of the event on the income of street vendors in Besitang Market.

1. Competition with Other Traders. The sales that have been made by traders have a diverse income that depends on the large number of buyers who come. Traders must prepare for various possibilities that will occur in the future. Given this, among the several possibilities that each trader will face are:
 - a) The number of buyers is uncertain. Buyers who come depend on the social conditions of the environment or Eid, the number of buyers who visit will increase. Because the needs of buyers will increase, this needs to be carefully prepared by traders (Anggono, 2019).

- b) The restriction of public spaces during the pandemic crisis hit the country last March, so this can automatically cause some traders to close their trade in the market because automatically in the market there have been restrictions on operational hours. This has a great impact on traders because automatically their income will decrease drastically (Johan, 2022).

Based on the results of the interview, Mr. Alex Street Vendor stated that "70% of traders feel that competition with other traders affects their income negatively." The impact obtained is a decrease in the income of traders in the market. Apart from the restrictions on public space that occurred, the community's economy is also weakening so that people's purchasing power will decrease because people's income will also decrease.

This permeates the public's interest in the market which is decreasing so that traders' income will also automatically decline drastically. One of the ways traders deal with this situation is by being patient and praying, marketing goods through online media by posting on buying and selling forums such as Facebook to make it easier for customers to shop without having to go to the market. This situation is a challenge for traders because with this situation, traders must be able to take policies so that their goods can survive this pandemic. The policy taken by traders pays attention to the fact that the fewer buyers are automatically the rivalry between traders to get buyers will increase. This is what motivates traders to improve the quality of the products or services provided in order to attract buyers' attention (BN, 2023). Competition in trade is a complex dynamic where businesses compete attract attention and win customers. Competition creates challenges but also opportunities for growth and innovation.

2. Customer Interest: High customer interest tends to lead to customer loyalty. Customers who are satisfied with the product or service offered are more likely to return and become loyal customers. Sales interest. Customers who are interested in a particular product or service tend to make purchases more frequently, contributing to business growth (Justin, 2020).
3. Good service and products that meet customer interests improve the reputation of street vendors. A good reputation can attract new customers and retain existing customers. High customer interest can encourage customers to leave positive reviews. These reviews can be an effective promotion to build trust among potential customers.
4. Operational Costs; Operating expenses are a direct deduction factor to the net profit generated by sales. The higher the operating costs, the smaller the profit margin that the trader can generate. The amount of operational costs can affect decisions about the selling price of a product or service. Traders must ensure that the selling price covers operational costs and remains competitive in the market. High operational costs can affect a trader's ability to invest their capital in other areas that improve efficiency or develop a business. High operational costs emphasize the importance of operational efficiency. Merchants need to find ways to manage and reduce operational costs without sacrificing the quality of products or services. High operating costs of merchants increase the price of products, which can affect customer purchasing power and competition with other merchants. Results Conclusions starting from competition with other traders, reduced customer interest, and high operational costs are the main factors that affect the income of street vendors in Besitang Market. (Wayang, 2021).

5. Cooperation with Suppliers; A good relationship with suppliers can help in negotiating better prices. Suppliers who have a positive cooperative relationship may be more willing to provide discounts or special offers. Suppliers who engage in close cooperative relationships may be more willing to collaborate on innovation and new product development. It can provide a competitive advantage and keep up with market trends.
6. Strong relationships with suppliers can improve sustainability and supply reliability. This is important to maintain smooth operations and avoid supply disruptions that can harm the business. Suppliers who have good relationships may be more willing to share market and industry information. This can help businesses to stay informed about the latest developments and adapt to market changes.
7. Working with reliable suppliers can help in managing risks related to the availability of raw materials or critical components. Openness of communication can help with problems quickly. Good relationships with suppliers can also include meeting ethical and sustainability standards. This involves fair business practices, good treatment of workers, and consideration of environmental impacts.
8. Promotion and Marketing; Promotion helps in building the image and identity of the business. Through consistent marketing campaigns, merchants can create a positive image of the business in the eyes of customers. Whereas effective marketing can help traders to differentiate themselves from competitors. The emphasis on the uniqueness of the product or the added value offered can be a determining factor in choosing a particular trader. A good promotional program can create customer loyalty. Customers who feel valued through discounts, loyalty cards, or exclusive promotions may be more likely to return to shop.

CONCLUSIONS

Based on data analysis, the economic condition of street vendors in Besitang Market is influenced by several positive and negative impacts such as competition with other traders, reduced customer interest, and high operational costs. In addition, the type of merchandise also affects the level of income of traders. Therefore, a market management strategy and support from the local government are needed to increase the welfare income of street vendors in Besitang Market, Langkat Regency. Competition with other traders, reduced customer interest, and high operational costs are the main factors that affect the income of street vendors in Besitang Market. Street vendors who sell beauty products have the highest average monthly income, while traders who sell children's toys have the lowest average monthly income. With the hope of increasing sales volume and achieving revenue of 7 million per month. Make sure to always monitor business performance, listen to customer feedback, and adjust strategies if necessary for the business to grow and succeed.

In order for this study to be realized, the researcher proposed several: 1) For the government, in order to support the activities of street vendors, especially in facilitating market activities so that traders can easily do business. 2) To the administrators of the besitang market to continue to work hard to participate in advancing market activities in order to meet the needs of the people. 3) To the next research, to conduct further studies by looking at other variables in increasing the income of street vendors in the Besitang Market such as factors such as working hours, services and so on.

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