

## Daily Profit Analysis In Profit Management For Street Vendors In Pringapus Village, Pringapus District, Semarang District

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**Abstract.** *This study aims to determine the daily profit management of street vendors in Pringapus Village, Pringapus District, Semarang Regency and to find out the obstacles faced in analyzing daily earnings in profit management for street vendors in Pringapus Village, Pringapus District, Semarang Regency. The research method used in this study is a qualitative research method by conducting interviews, observations and literature studies. The results obtained in this study are the average profit earned by street vendors in Pringapus village is 155 thousand. Then the street vendors in Pringapus village manage their profits by using them as daily necessities and most street vendors in Pringapus village have not mastered how to analyze profits properly and correctly due to education and age factors*

**Keywords.** *Daily Profit, Profit Management, Street Vendor.*

### INTRODUCTION

Analysis of Daily Profit in Profit Management for Street Vendors in Pringapus Village, Pringapus District, Semarang Regency" is based on the problems experienced by street vendors in Pringapus Village in the form of obstacles in determining daily profit in profit management caused by age and education factors. In determining profits, street vendors usually use simple and unscientific assumptions. These assumptions then provide the profitability that might be achieved if all goods are sold. Profitability calculated by street vendors is calculated based on simple calculations which sometimes do not take into account overhead, etc. Street vendors usually only calculate their ability to minimize production costs. Profit is obtained from the difference between selling price and production costs. This is because they determine calculations only based on their experience and thinking. Therefore, the calculation is formed by itself.

The choice of the street vendor profession and not other professions was based on the close relationship between the street vendor profession, money and society. The street vendor profession, society and money are an endless circle. The three are interrelated and connected in various circles of life. The street vendor profession is always in contact with society. However, there is still a means of meeting between the two parties, namely money. This keeps rolling and doesn't stop. As long as there are people in need, the street vendor profession will always exist. Money will then always be a loyal follower, especially for those who need merchandise and ending with the street vendors themselves. Therefore, the statement that is the main idea in this research is how street vendors manage their daily profits. In addition, profit management is related to the author's study program, namely

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Received November 19, 2023; Revised Desember 01 , 2023; Accepted Desember 31, 2023

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management, and profits are related to the author's concentration, namely finance. The problem formulation in this research is as follows;

How is the daily profit managed by street vendors in Pringapus Village, Pringapus District, Semarang Regency?

What are the obstacles faced in analyzing daily profits in profit management for street vendors in Pringapus Village, Pringapus District, Semarang Regency?

### **Profit**

According to (Harrison Jr, Walter T & Horngren, Charles T & Thomas, C William & Suwardy, 2012), profit is an increase in economic benefits during an accounting period (for example, an increase in assets or a decrease in liabilities) that results in an increase in equity, other than those involving transactions shareholders. According to (Samryn, 2012), profit is an internal source of money generated from company activities that does not require additional costs for storage and use. According to (Martani, 2016), profit is the income generated if the total money from net assets at the end of the period (except distributions and contributions from business owners) exceeds the net assets at the beginning of the period. According to (Harahap, 2016), profit is the difference in realized income originating from a company's transactions in a certain period of time minus the costs incurred to obtain that income. (Subramanyam, 2013) defines profit or net profit as an indicator of company profitability. Profit can be an illustration of returns to equity holders for the period or period in question, while the items in the report detail how profits were obtained.

### **Management**

**According to** (Abdullah Maruf, 2014), management is all activities related to carrying out organizational work through the functions of planning, organizing, directing and supervising to achieve established organizational goals with the help of organizational resources (man, money, materials, machinery, and, method) efficiently and effectively. According to (Sumarsan, 2013), management is defined as the art of planning, organizing, directing and controlling the use of resources to achieve performance goals or targets. According to (Pandi, 2018), management is a process of cooperation between employees to achieve organizational goals in accordance with the implementation of the functions of planning, organizing, personnel, directing, leadership and supervision. This process can determine the achievement of predetermined targets by utilizing human resources and other resources to achieve more efficient and effective results. According to (Amirullah, 2015), management functions are generally divided into four functions, namely, planning,

organizing, directing and monitoring functions with the aim of achieving the desired results effectively and efficiently.

### **Street vendors**

Street vendors or what are often called PKLs are a community of traders who mostly sell by using areas on the side of the main road. They spread their wares or carts at the side of the highway crossing. Judging from its history in Indonesia, street vendors have existed since the Dutch colonial era.

During the Dutch colonial era, government regulations stipulated that every highway built should provide facilities for pedestrians (now called sidewalks). The width of this section for pedestrian facilities or sidewalks is five feet. The government at that time also advised that the outer side of the sidewalk be given a space that is somewhat wider or some distance from residential areas. This space is to be used as a garden for greenery or water absorption. With this relatively wide place or space, many traders began to place their carts to just rest while waiting for buyers to buy their wares. Over time, many traders used this location as a place to sell, inviting pedestrians who happened to pass by to buy food, drink and rest. Starting from there, the Dutch colonial government called them street vendors (the idea of traders who sold in areas beside pedestrian crossings or sidewalks that were five feet wide).

Nowadays, in several big cities, street vendors are synonymous with the problem of traffic jams and chaos, because this group of street vendors use sidewalks and other public facilities as a medium for trading. However, for a group of people, street vendors are actually a solution to get goods at low or cheap prices. In other words, on the one hand, the existence of street vendors is considered to cause various urban problems. However, on the other hand, it has economic benefits for some people.

Selter, this form of facility uses boards arranged in such a way that it becomes a booth, where the trader also lives inside.

Not motorized, traders usually use carts or pushcarts which are used to sell food, drinks or cigarettes.

Motorized, traders use vehicles with two, three or four wheels to use their merchandise.

### **METHOD**

The research method used in this research is a descriptive qualitative research method. Where descriptive qualitative research is a research method that describes or depicts a

problem. Descriptive qualitative research aims to describe a population, situation or phenomenon accurately and systematically.

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**Then the data sources used in this research are as follows:**

Primary data was obtained by researchers directly through an interview process and direct observation. Primary data is the main data source used in research.

Secondary data is data obtained by researchers from existing data sources. Secondary data is a complementary or supporting source of primary data sources.

**The data collection techniques in this research are as follows:**

According to Esterbergh in (Sugiyono, 2016) an interview is a meeting held by two people to exchange information or ideas by means of questions and answers, so that it can be narrowed down to a topic of conclusion or meaning in a particular topic.

Interviews were conducted directly (face to face) and were free and structured with street vendors in Pringapus Village. Then, the results of the interview were recorded using a cellphone.

Observations were carried out by making direct observations in Pringapus Village of Street Vendors who trade around Pringapus District.

Street vendor activities are recorded so that they contain results that are appropriate to the situation and conditions that occur. The results of the observations are not only in the form of notes, but also in the form of photographic documentation.

Literature studies are taken from books, journals and literature that are relevant to the research topic under study.

According to (Sugiyono, 2014), data analysis techniques are the process of systematically finding and compiling data obtained by classifying appropriate and important information data which is then studied and presented in a simpler and more focused form, making it easier for researchers to draw conclusions. The aim of data analysis techniques is to make it easier for yourself and others to understand the results of the data that has been obtained. The following are 4 stages in data analysis techniques according to (Miles and Huberman, 1984), namely:

Data collection is carried out with the aim of obtaining the latest, most accurate data and meeting the required data standards.

Data reduction is a form of analysis that reveals important things, classifies, directs and organizes data to make it more systematic.

## RESULTS AND DISCUSSION

The first informant the author interviewed was named Hasanudin Hasanudin. Currently Hasanudin is 43 years old. Hasanudin's last education was junior high school. Hasanudin has been selling cilok for 7 years. Hasanudin usually sells cilok around PT Ungaran Sari Garments Pringapus unit. Apart from around PT Ungaran Sari Garments, Hasanudin also usually sells around PT Sahabat Unggul International, PT Pertiwi Indo Mas, and PT Macroprima (Cimory) Pringapus. Hasanudin starts selling from 10 am to 11 pm. The first question the author asked of the first resource person was the average profit earned in a day, Hasanudin clearly answered that the profit he made was 300 thousand. Then the second question the author asked was how he managed his profits, and he answered that the profits he earned were used for daily needs and part of it was saved. Then the third question the author asked was what he would do if he saw an increase in raw material prices, and he explained that if raw materials rose, he would reduce his sales portion but the selling price would remain the same. Next, the author asked whether he had mastered how to analyze profits properly and correctly, and he answered that he could. The last question the author asked was what his problems were in analyzing daily profits or if he couldn't, what was the cause, and he explained that the problem he felt was when the cost price was rising but he had to keep selling with the same portion and selling price.

The second informant the author interviewed was named Rudi Saputra. Currently Rudi Saputra is 27 years old. Rudi Saputra's last education was vocational school. Rudi Saputra has been selling cilok for 2 years. Rudi Saputra usually sells cilok around the Pringapus village sub-district office. Rudi Saputra started selling from 11 am to 6 pm. In the first question which asked how much profit he made on average in 1 day, he answered that the approximate profit he made was 150 thousand to 200 thousand. Furthermore, in the second question asking how he managed his profits, he answered that the profits he earned were used for his daily needs. Then in the third question which asked what he would do if there was an increase in the price of raw materials, he explained that if the raw materials rose, the price would remain the same but the portion would adjust. Furthermore, in the fourth question the author asked whether he had mastered how to analyze profits properly and correctly, he also answered that he had not been able to analyze profits in a good and correct way, in the last question he asked what obstacles he faced in analyzing daily profits or not. was able to analyze the causes of profit, and he explained that perhaps one of them was due to educational factors, and he also emphasized that the important thing that he was selling

was making a profit. So, he doesn't really understand the problem of calculating profits properly and correctly.

The third informant the author interviewed was named Vivit Arum Sari. Currently, Vivit Arum Sari is 31 years old. Vivit Arum Sari's last education was junior high school. Vivit Arum Sari has been selling cilok for 4 years. Vivit Arum Sari usually sells cilok around the Pringapus market. Vivit Arum Sari starts selling from half past 5 pm to 9 pm. The first question the writer asked was the average profit he got in 1 day, and he answered that the profit he got in 1 day was 150 thousand. Then the second question the author asked was how he managed his profits, he answered that the profits he earned were used for his daily needs. Then the third question the author asked was what he would do if there was an increase in raw material prices, and he explained that because he only took his merchandise from agents, he didn't know much. But then he said that maybe the agent would reduce the portion or reduce the size of the cilok but the price would remain the same. Then the fourth question that the author asked was whether he had mastered how to analyze profits properly and correctly, and he emphasized that he could not analyze profits properly and correctly, and when asked what was the reason he could not analyze profits properly and correctly, he explained that The cause is educational factors. In the past, he only attended junior high school and had forgotten how his teacher taught him how to calculate profits. Apart from that, he only sells from agents. So, every day the profits he gets are calculated by the agent and he is not the one who calculates them himself.

The fourth informant the author interviewed was named Agung Susanto. Currently Agung Susanto is 38 years old. Agung Susanto's last education was high school. Agung Susanto has been selling cilok for 4 years. Agung Susanto usually sells cilok around SD Negeri Pringapus 1. Apart from around SD Negeri Pringapus 1, Agung Susanto also usually sells in front of the Duta Irama Pringapus building shop. Agung Susanto started selling from 10 am to 12 midnight. In the first question which asked about the average he earned in 1 day, he answered that the average profit he made in 1 day was approximately 100 thousand. In the second question asking how he managed his profits, he answered that the way he managed his profits was by using them for his children's school fees and household needs. Furthermore, in the third question which asked what he would do if there was an increase in the price of raw materials, he explained that the selling price would remain the same because generally the price of cilok is five hundred, so he was afraid that if the price was increased buyers would protest. Then in the next question which asked whether he had mastered how to analyze profits properly and correctly, Belit answered that he could analyze profits well and

correctly, and in the last question which asked what obstacles he faced in analyzing daily profits, he explained that if There is currently a lack of buyers and there is still a lot of merchandise remaining. There he usually almost experiences a loss, and if that happens he is confused about calculating the profit.

The last informant the author interviewed was named Sagimin. Currently Sagimin is 41 years old. Sagimin's last education was elementary school. Sagimin has been selling cilok for 6 months. Sagimin usually sells cilok around the Pringapus sub-district office. Apart from around the Pringapus sub-district office, Sagimin also usually sells on the Balongsari Pringapus main road. Sagimin started selling from 1 pm to 11 pm, in the first question asking how much he earned on average in 1 day, he answered that the profit he made was around 50 thousand. Then in the second question asking how he managed his profits, he answered that he used the profits he got for his daily needs. Then in the third question which asked what he would do if there was an increase in the price of raw materials, he answered that if there was an increase in the price of raw materials, then the price of his merchandise would be bought and sold at the same price. Furthermore, when the author asked whether he had mastered how to analyze profits properly and correctly, he answered that he had not been able to analyze profits properly and correctly. Then when the author asked why he had not been able to analyze profits properly and correctly, he explained that the cause was age. Due to his age, he doesn't understand how to calculate profits. So, he relied on his own assumptions. If he finishes selling, he uses the day's profits to shop for basic commodities and the rest he considers as daily profit.

### **Management of Daily Profits of Street Vendors in Pringapus Village, Pringapus District, Semarang Regency**

In determining profits, street vendors usually use simple and unscientific assumptions. These assumptions then provide the profitability that might be achieved if all goods are sold. Profitability calculated by street vendors is calculated based on simple calculations which sometimes do not take into account overhead, etc. Street vendors usually only calculate their ability to minimize production costs. Profit is obtained from the difference between selling price and production costs. This is because they determine calculations only based on their experience and thinking. Therefore, the calculation is formed by itself. Likewise with street vendors in Pringapus village. They determine profits only based on their experience and thinking. Based on their thoughts, the average profit they get in one day is 155 thousand.

A street vendor is a human being who has needs in his life. Street vendors are the same as most people who have needs that must be met. The increase in various prices also certainly

affects the work and living needs of street vendors. Not to mention the primary and personal needs that street vendors have, with quite a lot of needs, many needs also arise. Street vendors manage their daily profits in different ways. Most of the street vendors in Pringapus village manage their profits by using them to meet their daily needs. Most of the street vendors in Pringapus village also said that if there was an increase in raw materials, what they would do is continue to sell their wares at the same price but reduce or make the portions smaller.

### **Street vendors in Pringapus Village, Pringapus District, Semarang Regency**

In analyzing daily profits, a street vendor certainly has problems. Most of the street vendors in Pringapus village have not been able to analyze profits properly and correctly. The factors that cause most street vendors in Pringapus village to not have mastered the correct way to analyze daily profits are age and education factors.

Although not all street vendors in Pringapus village have not mastered the correct way to analyze profits, street vendors who have mastered the correct way to analyze profits still have problems. This problem occurs when the basic price is increasing and when there are few buyers, which results in a lot of leftover merchandise.

## **CONCLUSION**

### **Management of Daily Profits of Street Vendors in Pringapus Village, Pringapus District, Semarang Regency**

Based on the description that has been explained in the research above which is based on data from interviews, observations and literature studies regarding the daily profit management of street vendors in Pringapus village, it can be concluded that the profits earned by street vendors in Pringapus village it varies. The average profit earned by street vendors in Pringapus village is 155 thousand. The nominal amount of 155 thousand was obtained from calculating the average profit, namely by adding up the profits of the five informants and then subtracting the total from the total number of informants who had been interviewed. jo8 Then the street vendors in Pringapus village managed their profits by using them for daily needs. And if there is an increase in the price of raw materials, the street vendors in Pringapus village will continue to sell their wares at the same price but with reduced or smaller portions.

### **Obstacles in Analyzing Daily Profits in Profit Management for Street Vendors in Pringapus Village, Pringapus District, Semarang Regency.**

Based on the description that has been explained in the research above which is based on data from interviews, observations and literature studies regarding the obstacles faced in



analyzing daily profits in profit management for street vendors in Pringapus village, it can be concluded that most street vendors in Pringapus village has not yet mastered how to analyze profits properly and correctly. Most street vendors in Pringapus village have not mastered how to analyze profits properly and correctly, namely by subtracting gross profit, operational expenses and tax burdens (Kasmir, 2016) due to education and age factors. Apart from that, for street vendors who have mastered how to analyze profits properly and correctly, they still have problems in several situations, such as when there is an increase in the basic price and when there are few buyers, which results in a lot of leftover merchandise.

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