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Factors Affecting the Income of Street Vendors Around the Barito Bridge

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Abstract
The purpose of this study is to find out what factors affect the income of street vendors around the Barito Bridge. Descriptive techniques are used in this study's qualitative methodology. The methods used to gather the data were observation, interviewing, and documentation. Data sources include both primary and indirect sources. The primary source of data for this study was street vendors who served as research participants. secondary information gleaned from various book reviews. The findings of this research show that the following are the main factors influencing the income of street vendors near the Barito Bridge (1) the initial capital used by street vendors to open a business is different. The greater the mode, the greater the income earned, (2) the trader's working hours or the length of time trading. The longer the trading time the greater the income earned, (3) work experience is very influential on the success of traders in earning income. The more experience, the management and trading strategy will be better. These elements favorably affect how much money street sellers make near the Barito bridge.
Keywords: *Street vendors, Factors affecting Income, Barito Bridge*

Abstrak
Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor apa saja yang mempengaruhi pendapatan pedagang kaki lima di sekitar Jembatan Barito. Teknik deskriptif digunakan dalam metodologi kualitatif penelitian ini. Metode yang digunakan untuk mengumpulkan data adalah observasi, wawancara, dan dokumentasi. Sumber data mencakup sumber primer dan tidak langsung. Sumber data utama untuk penelitian ini adalah pedagang kaki lima yang bertugas sebagai peserta penelitian. Informasi sekunder diperoleh dari berbagai resensi buku. Hasil penelitian ini menunjukkan bahwa berikut ini adalah faktor utama yang mempengaruhi pendapatan pedagang kaki lima di dekat Jembatan Barito: (1) modal awal yang digunakan pedagang kaki lima untuk membuka usaha berbeda-beda. Semakin besar modusnya, semakin besar pendapatan yang diperoleh, (2) jam kerja trader atau lamanya waktu trading. Semakin lama waktu trading semakin besar pendapatan yang diperoleh, (3) pengalaman kerja sangat berpengaruh terhadap keberhasilan trader dalam mendapatkan penghasilan. Semakin banyak pengalaman, manajemen dan strategi perdagangan akan semakin baik. Elemen-elemen ini mempengaruhi berapa banyak uang yang dihasilkan penjual jalanan di dekat jembatan Barito.
Kata Kunci: Pedagang Kaki Lima, Faktor yang Mempengaruhi Pendapatan, Jembatan Barito

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PRELIMINARY

Basically, social studies learning concerns human existence which includes the entire way of behaving and its needs. Social Education regulates the way people use their business to meet their material, social, and economic needs. Social Studies is a short form of Social Sciences which is a mixture of several disciplines of sociology and humanities (Sapriya. 2019)

Businesses in the informal sector have great potential and play an important role in employing independent workers. One of the businesses in the informal sector is street vendors. Street vendors are entrepreneurs with relatively small capital who produce goods and services to meet the needs of certain groups. Street vendors can be categorized by the way they do business, such as using carts, slings, lapak, kiosks, and others. Street vendor business is carried out in places that are considered strategic, such as sidewalks, bridges, or places in an informal environment (Hanum, 2017).

The development of business activities in the informal sector is not going well because entrepreneurs in the informal sector are facing problems. These problems have both internal and external causes. The problem in the informal sector is that there is a lot of competition in similar businesses and a lack of training. The external problems of the informal sector include relatively small capital, limited assets, low levels of education, and a lack of human resources. These problems impede the development of business in the informal sector in a better direction (Hanum, 2017).

The problem of traders in the informal sector hinders the development of informal sector companies in such a way that they cannot develop into larger companies, even though these informal companies have a fairly high sales force. The causes of informal businesses not being able to develop in a broader direction are the limited ability to manage traditional businesses, relatively small credit capital, very limited knowledge of the business world, the limited number of workers, poor quality of work, and little variety. Commodity trading is limited to necessary items for business. Therefore, it is necessary to manage these companies to increase business income in the informal sector (Hanum, 2017).

Street vendors at Barito Bridge sell various items such as onions, drinks, fruits, and snacks. In places designated as workplaces of street vendors, there are many of the same street vendors, namely traders who sell cauldrons or meatballs. The goal of Street Vendors is to generate income. To generate income, street vendors must have the capital to run their businesses. The capital used by street vendors is relatively small because they usually use their capital or third-party money. Financial institution leverage is relatively low because the street vendor business is still small. In addition, the income also depends on working hours, street

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vendors have time to trade during working hours. This time can be from morning to evening or from evening to evening (Hanum, 2017).

The Barito Bridge is one of the attractions of Barito Kuala. The busy Barito Ponta Rondo street encourages people to open their own workplaces (informal sector). The tourist attraction of the Barito Bridge makes the traffic lane very crowded with people from Barito Kuala and from outside, this has resulted in many street vendors taking advantage of the location to open businesses in the informal sector. A large number of traders will certainly affect their income along with increasingly fierce competition, therefore it is necessary to have special conditions for traders to seek opportunities and attract consumers so that their merchandise sells well and achieves optimal returns. The commercial profit of Street Vendors is part of their income(Allam et al., 2019).

METHOD

This research uses a qualitative approach with descriptive methods. The purpose of this study is to describe the factors that affect the income of street vendors around the Barito Bridge. Data collection was carried out through interviews, observation, and documentation. Research activities use various data collection techniques to obtain relevant information. The source of data consists of primary data and secondary data. The main data of this study is data obtained directly from research informants, namely street vendors. Secondary data was obtained from several literature reviews. Data analysis techniques were carried out, starting with data reduction, representation, and then verification. When analyzing data, data related to the research object is selected, (Abbas et al., 2021)

RESULTS AND DISCUSSION

The Barito Bridge is a Trans-Kalimantan access road from the city of Banjarmasin to Palangkaraya and vice versa. The Barito Bridge is often called the Bakut Island Bridge after the name of the small island under the bridge, or the Bakumpai Bridge after the area on the west bank of the Barito River. The Barito Bridge was opened for the first time on April 23, 1997, by President Soeharto. When it was first used, the Barito Bridge was the longest in Southeast Asia built by PT. Adhi Karya (BUMN with the support of the Ministry of Public Works).

2.1. Data from street vendors around the Barito Bridge

The description of the street vendors around the Barito bridge is as follows.

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Table 1. Street Vendors Around the Barito Bridge

Name	Trade Type	Age
ZF	Meatball	44
N	Meatball	51
J	Meatball	57
I	Meatball	53
K	Meatball	59
SR	Ice dawet	59
J	Coconut ice	57

[1]Source: Observation Results (13 November 2022).

1. Izul Pentol Traders

   The Izul pentol is located on the shoulder of the main road to the right of the Barito bridge or the Barito bridge tourist area. The name of the Izul pentol trader is Zulkifli. Selling on the Barito bridge since 2016. The products provided consist of vein pentol, meat bulb, tofu, quail eggs, dumplings, glass noodles, limus drinks, and pop ice.

2. Nasri Pentol Traders

   Pentol Nasri sells right on the side of the main road to the right of the entrance to the Barito Bridge, located next to the Izul pentol traders. The name of this Nasri pentol trader is Nasri. His address is in Anjir Muara Village, Central City Rt 06, Anjir Muara District, Kab. Barito Kuala. Selling on the Barito bridge since 2018. Been selling for 4 years. Products sold consist of meatballs, tofu, quail eggs, cup noodles, flavored drinks, and pop ice.

3. Khairiah Pentol Trader

   Pentol Khairiah is located right on the shoulder of the main road to the right of the entrance to the Barito bridge. The owner of this Khairiah pentol is named Mrs. Khairiah. Trading on the Barito Bridge for 3 years. His last education is MTS. His address is in Anjir Serapat Pal 25 Village, Kec. Anjir Muara Kab. Barito Kuala. The items being sold are pentol, urate bulbs, tofu, quail eggs, cup noodles, dumplings, flavored ice, and pop ice.

4. Juwadi Pentol Traders

   The owner of this sedulur pentol is named Juwadi, the location of the sale is right on the shoulder of the main road to the right of the entrance to the Barito bridge.

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Trading has been 3 years on the Barito bridge. His address is in the village of Anjir Serapat Pal 23. The transportation used for trading is a motorbike. Merchandise being sold includes bulbs, tofu, quail, chicken bulbs, meat bulbs, dumplings, glass noodles, pop ice, limus drinks, and aqua bottles.

5. Ilham Pentol Trader

   The owner of this pentol bar is named Mr. Ilham, the location of the shop is right on the right shoulder of the highway leading to the Barito bridge. He is the longest trader selling on the Barito bridge, namely for 10 years. His residence address is in the village of Barunai Baru Pal 18 Anjir Pasar. The transportation used for trading is a motorbike. Merchandise being sold includes meatballs, tofu filled with bulbs, tofu, quail eggs, dumplings, cup noodles, pop ice, and flavored drinks.

6. Jaimah Coconut Ice Vendor

   This coconut ice seller's name is Jaimah's mother. The trading location is on the right shoulder of the main road to the Barito bridge. His residence address is at Anjir Muara pal 25 Rt 01. The transportation used for trading is motorbikes. Jaimah's mother has been trading for 2 years. the items being sold are coconut ice and sirup ice, and he also sells pentols.

7. Dawet Ice Vendor Saidatul Raudah

   This dawet ice seller is named Mrs. Saidatul Raudah. He is 59 years old and has his address in Marabahan Baru Village, Anjir Muara District. He trades dawet ice in front of his own house because his house is close to the Barito bridge so he doesn't need to use any means of transportation, he only uses a cart that is placed in front of the house and is equipped with seats for consumers. The merchandise is dawet ice and grass jelly ice.

2.2. Factors Affecting the Income of Street Vendors Around the Barito Bridge

The Barito Bridge is located in the village of Marabahan Baru, Anjir Muara District, Barito Kuala District, South Kalimantan. The Barito Bridge is a Trans-Kalimantan road from Banjarmasin City to Palangkaraya or vice versa. This causes the streets to be crowded by motorists, both local people and from outside. Apart from being a Trans Kalimantan road, the Barito Bridge has many attractions that cause many people to walk past this road. Among them are tours of the Barito bridge, Bakut Island, the Barito river, and others. This makes the attractiveness of the Barito bridge even higher. The large number of people who

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pass through the Barito bridge is used by street vendors to increase their income. These traders have been selling at that location for a long time.

The dense lanes around the Barito Bridge have resulted in many street vendors selling at that location. The street vendors around the Barito Bridge sell various kinds of food including pentol traders, dawet ice traders, coconut ice traders, fruit traders, and snack stalls. A large number of street vendors results in higher trading competitiveness and different incomes. Therefore, the factors that affect the income of street vendors around the Barito Bridge will be described below.

The income earned per day, week, and month by street vendors will certainly have an impact on their socioeconomic life. The success of pentol traders in meeting the needs of their families or for the welfare of their families through trading around the Barito bridge shows that the income they get from this business is sufficient to meet their primary and secondary needs. The income they get is influenced by several factors. (Allam et al., 2019) their research stated that the factors that affect the income of street vendors include the following.

1. Capital

   Based on the interview results, these street vendors have the different initial capital. Some have initial capital for selling from their savings, there is also initial capital that comes from borrowed money from relatives. This is the result of an interview with Nasri, one of the street vendors around the Barito Bridge, who stated that the capital used to start a pentol trading business was from his savings. When starting a business, business people need something called capital. Without capital, the craftsman's business cannot run as desired. The initial capital of this business is the most important factor and determines the success of the business carried out by business people to make a profit.

   When starting a business, business actors need something called capital. Without capital, a business will not be able to function as desired. The initial capital of this business is the most important factor and the acquisition of profits is the business. According to Soewartoyo (Allam et al., 2019)In short, capital is an amount of money or goods used in business activities. Furthermore, according to Hidayat (2010), capital is important in entrepreneurship, the capital is not spent but saved which is then invested. So, if the number of capital increases will also increase the amount of income. From this understanding, it can be concluded that capital has an important role to

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produce goods or services. Capital is used to purchase production sources to produce goods(Setiaji & Fatuniah, 2018).

In contrast to Mr. Nasri who used his own savings capital. Mr. Zulkifli instead used capital from money borrowed from the family. The amount of money borrowed is 13 million. The money was used for capital to trade pentol, starting from buying transportation equipment in the form of motorbikes, carts, and materials for making pentol. The loan money has now been fully returned by Mr. Zulkifli.

Based on the results of the interview are in line with the statement(Saifuddin, 2019)which reveals that one of the most important factors in business is capital. Sources of capital usually come from personal savings, friends or relatives, business loans, bank loans, and profits. The results of these interviews indicate that the initial capital of these street vendors is different. Some came from personal money and some even borrowed money from relatives so they could start a business or trade. The main goal of these street vendors is none other than to support and prosper their families, so they are willing to do anything to be able to start their trading business.

2. Working hours

In trading, traders need time to sell their wares until they are sold. Each street vendor around the Barito bridge has different working hours. They have their reasons. For traders who do not live at their location, they start selling at 8 am to 7 pm. However, there are some traders, especially pentol traders, who trade until 10 pm or even 2 in the morning. For pentol traders whose residence is in the trading area they are open 24 hours, but apart from selling pentol they also sell various snacks and drinks (warung). This was revealed by one of the street vendors around the Barito bridge, namely Zulkifli, who said that traders around the Barito bridge usually close or go home at 7 pm. That's because at night the visitors have started deserted. However, several pentol traders sell until late at night and even early in the morning. They are selling until 2 pm. The reason the trader was trading until midnight was because of the delay in arriving at the trading location. If traders come in the afternoon or evening, they will sell until midnight.

Based on the results of these interviews, shows that the working hours of each street vendor are different. It is determined by personal desires, urgent needs, or the weather. This is in line with exposure(Prihatminingtyas, 2019)states that working time is the time spent managing the company. The length of working hours of traders is

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determined based on the type of goods, speed of business, goods sold, weather, and other factors that affect traders' working time.

3. Experience

The street vendors around the Barito bridge have different trading experiences or lengths of time trading. Some trade for 3 years, 5 years, 6 years, or even 10 years. These street vendors have existed since 10 years ago, to be precise, their selling location is still above the bridge. However, due to regulations that do not allow trading on the Barito bridge, many traders stopped selling after being banned from selling on the sidewalks of the Barito bridge. This was revealed by one of the pentol traders who used to sell on the sidewalks of the Barito bridge until now selling under or on the way to enter the bridge, namely Mr. Ilham,

Based on the results of these interviews, it can be seen that Pak Ilham is the trader who has been trading around the Barito Bridge the longest. According to(Hanum, 2017)length of business is the age from the beginning of the formation of the company to the present. From this understanding, it can be seen that the duration of a trade is the time the trader has been involved in previous trades. Business duration can result in business experience, which experience can inform information about consumer and market behavior.

Traders who have been around for a long time will have a more mature and precise management strategy. Because traders who have experience in running a business will bring up knowledge and accuracy in making decisions. With a long trading time that has reached annuals, it is a very long time.

Length of business is the length of time the entrepreneur spends managing his company or in his work in the field. Surarma's publication (Setiaji & Fatuniah, 2018) states that the amount of income a trader gets depends on the time spent trading, the longer he trades, the more income he gets. The length of time a trader has been in the profession affects their professional skills. The longer you trade, the more you know about consumer tastes in the market. An experienced street vendor can decisively influence business success, success.

There are several things to determine the experience of a trader. According to Foster in(Setiaji & Fatuniah, 2018)length of business indicators, namely:

1. Working time is a measure of working time that has been lived by a person who can understand work tasks well.

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2. The level of knowledge and skills is the knowledge that leads to the concepts, principles, procedures, policies, or information that people need.
3. Management of work performed. For example, managing tools so they know how to use technology, tools, and work techniques.

Based on the discussion above regarding the factors that affect the income of street vendors around the Barito Bridge, it can be seen that these factors affect the income of each street vendor around the Barito Bridge. These factors also affect the economic changes of traders around the Barito bridge. Economic changes that occur can be seen in changes in income, changes in education levels, and family welfare. This is the factor that causes these street vendors to continue to use the Barito Bridge tourist location for their selling location as their main source of income. Because of selling in these locations, they can prosper their families.

CONCLUSION

Based on the results of the research that has been described, it can be concluded that capital, working hours, and work experience are factors that affect the income of street vendors. These factors affect the income of each street vendor around the Barito Bridge. These factors also affect the economic changes of traders around the Barito bridge. Economic changes that occur can be seen in changes in income, changes in education levels, and family welfare. This is the factor that causes these street vendors to continue to use the Barito Bridge tourist location for their selling location as their main source of income. Because of selling in these locations, they can prosper their families.

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