

Research Article

Level of Economic Welfare of Market Traders Judging From Total Income and Lifestyle (Phenomenological Study of Traders at Dupak Magersari Market, Surabaya)

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Abstract: The focus of this research is to describe the level of welfare of traders at Dupak Magersari Market when viewed from several reports formulated by researchers, namely the amount of income and lifestyle of traders. This research uses descriptive qualitative research using a phenomenological approach. The data collection technique uses a snowball sampling method with Exponential non-discriminative snowball sampling. The research results found that the high or low amount of income earned by traders had an effect on the level of economic welfare of traders at Dupak Magersari Market, Surabaya. The amount of income can be divided based on two supporting aspects such as marketing strategy and work ethic. Marketing strategies can help determine the level of economic welfare of traders because they provide many benefits. A good work ethic can increase productivity, quality, efficiency and added value in trading businesses so that it can increase the income of traders selling at the Dupak Magersari Market and have an impact on increasing their level of economic welfare. Apart from that, lifestyle also has an impact on the economic welfare of Dupak Magersari Market traders because it determines their consumption tastes and spending every day.

Keywords: Economic well-being, Income, Trade

INTRODUCTION

Market Directory, 2021 explains that trade is one of the important sectors that contributes to economic growth in Indonesia (www.bps.go.id, 2021). According to the Indonesian Ministry of Trade in 2022, this is proven by the existence of a surplus in the trade balance in 2022 of USD 54.53 billion. This number is the highest record in history in Indonesia. Exports which reached USD 291.98 billion and imports of USD 237.45 billion were the causes of the surplus. In February 2023, a surplus was also recorded in Indonesia's trade balance of 5.48 billion US dollars. Based on this data, it can be seen that many Indonesian people earn income from trading. BPS data notes that the majority of workers in Indonesia work in wholesale and retail trade, industry, and food and beverage accommodation providers, namely 22.4 million people or 31.81 percent of the workforce in Indonesia, so we are not mistaken. find restaurants, minimarkets, markets and even street vendors around us.

The spread of trade occurs throughout Indonesia, one of which is the capital of East Java, namely Surabaya. Muljaningsih, S., et al (2019) stated that the high number of trade sectors in Surabaya is a factor that makes us often find traders selling their goods

both online and in person, such as in markets, supermarkets, sidewalks, some even open stalls. on the side of the train tracks. Muljaningsih, S., et al (2019) also explained that the trade sector is one of the five dominant sectors in the economic structure of the city of Surabaya, along with the manufacturing industry sector, accommodation and food and drink provision, information and financial services. An example of a market where traders sell on the side of the train tracks is the Dupak Magersari Market in Surabaya which is located on Dupak Magersari Street Number 09, Jepara, Kec. Bubutan, Surabaya City, East Java.

Dupak Magersari Market in Surabaya is a unique and death-defying market in Surabaya because it is located on the edge of a railroad track which is still active and has survived for many years (Tetty Utdwinata, 2019). Even though the market is considered extreme, the traders persist and do not want to move, some even pass on their stalls to their children and grandchildren. Tetty Utdwinata (2019) also explained that there are several factors from an economic perspective that cause traders to remain at the Dupak Magersari Market, including, the levy costs incurred as cleaning money that traders must pay is only IDR. 2000,-, the price of goods sold at Dupak Magersari Market is cheaper than other markets in Surabaya, the availability of raw materials obtained by Dupak Magersari Market traders is easier to reach because there are other markets nearby, and every trader already has many regular customers. These factors are what make the Magersari Dupak Market continue to exist today.

The research carried out is to discuss the level of economic welfare experienced by traders at Dupak Magersari Market in Surabaya when viewed from the scope that has been formulated by researchers, namely total income and lifestyle. This research is an update of previous research, namely research from Tetty Utdwinata and Sri Murtini 2019 entitled Study of the Existence of Street Vendors in Dupak Magersari, Jepara Village, Bubutan District, Surabaya City which discusses the existence of street vendors in the Dupak Magersari Market due to several factors, namely factors social factors, economic factors and accessibility factors.

In this research, the author directly collected information from traders, market heads and related parties by asking several detailed and regular questions related to the research focus. Apart from that, the author also made observations and also field notes regarding the conditions there. So it is hoped that valid and accountable data will be obtained, both in the form of data in oral and written form regarding the level of economic welfare of traders at the Dupak Magersari Market, Surabaya.

LITERATURE REVIEW

Trade is a type of work that influences a person's level of welfare (Pita P, 2017). Fujiwara K (2018) explores the relationship between trade, productivity and welfare, highlighting that increasing market size can increase productivity and welfare. If market size increases, productivity of all industries and welfare increase. Hidayah, A. P. N., et al (2021). believes that a person is said to be prosperous not only from the perspective of how much his income is, but also in terms of his ability to manage that income. (Pratama., et al. 2012) explains that welfare is understood as the satisfaction a person obtains from consuming the income they receive. However, the level of welfare itself is relative and depends on the satisfaction obtained from consuming this income.

In research by Suhariono, K (2019), it has been proven that the welfare of traders' families is achieved through trading activities in the market which generates additional

income so that the welfare of traders' families increases significantly. Based on this research, it can be seen that the economic welfare of traders at the Dupak Magersari Market in Surabaya is very dependent on buying and selling at the market. As we previously knew, the traders in the market are people who live in the railway area and do not have jobs so they are forced to open stalls to sell in that area. This shows that the level of economic welfare of the people in that area is quite low. However, the opening of the market has made it even busier and the traders have more customers, so the unemployment rate in Surabaya is decreasing. Suharlina, H. (2020) stated that the reduction in unemployment will certainly have an impact on Surabaya's economic growth rate. Therefore, through this research, researchers want to know the current level of economic welfare of traders, especially Dupak Magersari market traders in Surabaya.

In this research, there are several areas that influence the level of economic well-being, such as a person's income and lifestyle. In research conducted by ASIH, A. (2022) revealed that the greater the income earned, the higher the family's economic level, which in the end will make family life more prosperous. Apart from that, lifestyle also plays an important role in the economic well-being of the family. Sometimes, people's lifestyles are not balanced with the family's economic situation, where they sometimes prefer to buy the things they want rather than meeting basic needs. Wardhani, F., et al (2023) explained that the amount of income referred to is the range of income received by traders every day and depends on various factors such as the type of product being sold, business location, the amount of capital owned, and demand for the product.

The trader's income can be supported by the marketing strategy used and the trader's work ethic. An effective marketing strategy can lead traders to develop their business and overcome obstacles in the development process (Rahayu, Isty Evrilia. 2020). Alfaris M (2010) stated that a good work ethic can influence the patterns and behavior of traders, so that traders whose lives depend heavily on the success of their business will have a good work ethic if their business is to be successful. With a good work ethic, traders can build their business and develop effective strategies to increase their income. The lifestyle referred to here is the habits of traders in managing their lifestyle by adjusting the income they receive every day. Hardiyanti, T.D. (2019) said that the higher the income a person receives, the greater the expenditure used for consumption. The researcher's hope in formulating some of these scopes is to facilitate research in determining the level of economic welfare of market traders in terms of total income and lifestyle in the phenomenological study of traders at Dupak Magersari Market, Surabaya.

METHOD

This research uses descriptive qualitative research. Qualitative descriptive methods are used to collect data directly through observation, interviews and documentation. The data obtained is described in the form of words into a report. The purpose of choosing this descriptive qualitative method is so that researchers can observe in greater detail, depth and detail through a direct approach to the object being observed. This is also supported by things done by researchers by describing what was observed, including the level of economic welfare of traders at Dupak Magersari Market in Surabaya which was reviewed from several scopes of economic welfare, namely total income and lifestyle of traders. This research will be carried out using a phenomenological approach where the research subjects are traders at Dupak Magersari Market in Surabaya with their daily lives as

traders and experiences regarding their level of economic welfare. The sampling method that the researcher used was snowball sampling with exponential non-snowball sampling.

The research subjects in this study were traders and heads of the Dupak Magersari Surabaya market with a total of 8 traders. The data collection method in this research is the **interview method** which was conducted with several market traders and also the head of the Dupak Magersari Surabaya market directly at the research location. The researcher conducted interviews by first determining the key informant, namely the head of the Dupak Magersari Surabaya market. After that, the key informant will provide several references or more subjects that will be researched, such as the first trader, second trader, third trader and more, and so on. So the number of subjects is considered sufficient for researchers. Interviews will continue to be conducted until the expected data is met and there are no further updates to the data. So it has been determined that there are 8 traders who will become research informants in this research. The results of the interviews are described in the form of interview transcripts which are described in accordance with the research focus, namely the level of economic welfare of market traders based on a predetermined scope; Next, **observations** were carried out by observing the conditions and activities carried out by the traders, such as the physical conditions of the Magersari dupak market in Surabaya, the daily activities of the Magersari dupak market traders in Surabaya, interactions between traders and buyers at the Magersari dupak market in Surabaya, the activities of traders when at home, and How researchers interact with traders and management of Dupak Magersari market in Surabaya, adding **field notes** about things that are still related to the research topic, such as the amount of retribution costs incurred by traders every day and whether or not there is a regulatory permit given by the relevant agency for using railroad tracks for selling. **Documentation**, was carried out by taking pictures or photos when the researcher conducted interviews with traders and the head of the Dupak Magersari market and documenting the market situation when conducting research.

RESULT

Findings from Interview Data with Informants Regarding Research Focus

1. The level of economic welfare of traders at the Dupak Magersari Market when viewed from the total income of traders is interrelated. This relationship is caused by the high and low amount of income earned by traders which has an effect on the level of economic welfare of traders at Dupak Magersari Market, Surabaya. For example, when the Covid-19 pandemic occurred in 2020, traders' incomes decreased, therefore their economic welfare also decreased. Likewise, when the income received by a trader increases, their economic welfare will certainly also increase. It turns out that some traders also have additional income apart from selling in the market to increase their income and meet their daily needs so that their economic welfare remains stable.
2. The level of economic welfare of traders at the Dupak Magersari Market when viewed from the amount of income based on aspects of the traders' marketing strategies is interconnected. This relationship exists because marketing strategies can help determine the level of economic welfare of traders because they provide many benefits. Dupak Magersari Market traders in Surabaya apparently carry out several forms of marketing strategies such as giving shopping percentages and discounts, as well as giving buyers the opportunity to bargain and pay in

installments for their merchandise. The marketing strategy carried out by Dupak Magersari market traders can attract buyers to buy their wares and increase the income they receive so that the economic welfare experienced by traders also increases.

3. The level of economic welfare of traders at the Dupak Magersari Market when viewed from the amount of income based on aspects of the traders' work ethic is interrelated. This connection is because a good work ethic can increase productivity, quality, efficiency and added value in trading businesses so that it can increase the income of traders selling at Dupak Magersari Market and have an impact on the ups and downs of their level of economic welfare. This is also done by Dupak Magersari Market traders by showing their respective work ethics such as being professional, honest and responsible when selling. The work ethic shown has resulted in more buyers believing and wanting to subscribe to buy their merchandise, so that the large number of buyers increases income and increases economic welfare.
4. The level of economic welfare of the traders at the Dupak Magersari Market when viewed from the lifestyle of the traders is interrelated. This connection is due to the fact that Dupak Magersari Market traders have a lifestyle that determines their consumption tastes and spending every day. Apart from that, Dupak Magersari Market Traders also have the assumption that ordinary or luxurious lifestyles do not necessarily correspond to the high or low conditions of economic prosperity in their real lives. This assumption is based on the conditions they have experienced themselves, where there are several traders who, if you look at their luxurious lifestyle, find that their economic welfare is declining because it turns out their lifestyle is based on debt or installments.

CONCLUSION

Level of Economic Welfare of Dupak Magersari Market Traders Judging from the Total Income of Traders

One of the financial contributions that supports economic prosperity is in the form of income (Purwanto A & Taftazani B M, 2018). Income or income is the result obtained after someone works. One type of work that many Indonesians do is trade. As a trader, the size of the income they earn from selling has a huge impact on their lives, as is the case with traders at the Dupak Magersari Market, Surabaya. This is in accordance with the results of research (Akmami, H., et, al 2023) which states that the income earned by street vendors can help meet their daily needs and contribute to their welfare, including clothing and shelter. According to Dupak Magersari market traders, the economic welfare of traders is evidence that reflects the income received by traders.

The level of income of traders has an effect on the level of economic welfare. If the trader's income increases, the level of economic welfare will also increase. However, if traders' income decreases, their economic welfare will also decrease. From the results of research (Mahyu D, 2013) it is argued that the standards for whether a region is advanced or not are determined by the level of income. If the income of an area is relatively low, it can be concluded that the progress and prosperity of that area is low. Likewise, if the income level of an area is high, then that area has a high level of progress and prosperity as well.

Currently, from the results of interviews and observations in the field, it can be seen that the income from sales of traders at Dupak Magersari Market has decreased due to the lack of visitors due to Covid-19 which occurred in 2020 so that their economic welfare has also decreased. This phenomenon is similar to the results of research (Nuraini, I., & Hadi, S. 2021) which states that there has been a decline in income for several traditional market traders in Malang district due to the impact of the Covid-19 pandemic. There are several driving factors that influence the income earned by traders, such as business capital, working hours, and people's consumption interests. These factors are similar to research in (Septian, R.N. 2017) and (Wardhani, F. et.al. 2023). which states that people's consumption interests, social factors, and weather as well as business capital, labor, toll road infrastructure, business location, and working hours have a significant positive influence on traders' income. However, there are several traders who have additional income apart from selling in the market, such as boarding houses and their husbands who work as online motorcycle taxis, parking attendants, or construction workers. This is in line with research results (Toweulu, 2001) which state that in order for income to increase, one member of the family other than the head of the family can obtain income from other sources so that the amount of income will increase. This additional income can increase their income and fulfill their daily needs so that their economic welfare can still be stable.

Level of Economic Welfare of Dupak Magersari Market Traders Judging from Total Income Based on Aspects of Traders' Marketing Strategy

In trading activities, a trader needs to implement marketing strategies to attract buyers to buy their merchandise so that the income they earn increases. This was felt by the Dupak Magersari market traders in Surabaya. The traders stated that marketing strategies can help determine the level of economic welfare of traders because they provide various kinds of benefits. This statement is similar to the results of research (Febriyani, F. 2017) which states that marketing strategies can help increase their level of economic welfare by enabling them to customize products, taking into account consumer needs and expectations, improving product quality, differentiating products and types, and managing budgets. available for various marketing activities. Finally, it can help merchants attract and retain consumers, as well as increase loyalty, consumer value and satisfaction.

In this position, the important role of marketing strategies can increase the income of traders who sell at the Dupak Magersari market according to the type of merchandise they sell so that it can help improve their economic welfare. This is in line with research results (Achmad Mahiri, E., et al. 2022) which state that marketing strategies including promotion, price and product quality have a positive and significant influence on consumer purchasing decisions which increases income so that economic welfare increases. In research (Khairullah, M.N; et.al. 2022) it was found that there are several ways to implement marketing strategies by traders such as; maintaining product quality, setting appropriate prices, carrying out promotions, selecting strategic locations and providing the best service to customers can increase the income earned. Based on existing research, it turns out that Dupak Magersari market traders also implement several similar sales strategies such as giving percentages to customers in the form of money or basic necessities, giving discounts to customers, giving buyers the opportunity to bid on their wares, and customers can pay in installments for the goods they buy. like clothes. Dupak Magersari market traders believe this marketing strategy can attract the attention of

buyers to buy their merchandise and become regular customers. Therefore, this strategy is still implemented today in order to increase their income so that the economic welfare of traders increases.

The Level of Economic Welfare of Dupak Magersari Market Traders Judging from the Total Income Based on the Trader's Work Ethic Aspect

Work ethic is important for someone to be more productive in carrying out their work, especially entrepreneurial or trading work. A trader who has a good work ethic will attract many consumers to buy his merchandise so that he can increase the income he earns and of course will improve the trader's economic welfare. This work ethic concept is applied by traders at the Dupak Magersari market in Surabaya. These traders assume that by carrying out work seriously, with enthusiasm, with integrity and discipline, and always being motivated to do their best at work, they can increase the income received by traders. This statement is in line with the results of research (Ulfah, S.M. 2020) which states that a good work ethic and having qualities in personality have a big influence on increasing people's economic income.

A good work ethic can also increase productivity, quality, efficiency and added value in the trading business. From this explanation, it can be seen that the work ethic of Dupak Magersari market traders has an important role in determining the income received and customer confidence in purchasing their merchandise so that it can have an influence on the ups and downs of their level of economic welfare. The important role of work ethic which has previously been explained has a similar meaning to the results of research (Masithoh, M.R., & Widikusyanto, M.J. 2017) regarding customer satisfaction and trust which are factors in determining the level of intention of repeat buyers and are very important for business continuity and winning the competition. in emerging markets. Some of the work ethics shown by Dupak Magersari market traders include enthusiasm for selling from morning to afternoon, honesty in selling, responsibility for goods purchased by customers, and accepting consumer complaints. This is in line with the results of research (Natalia, E. 2023) which revealed that Chinese traders in the Kembang Jepun area of Surabaya demonstrated a good work ethic, including viewing work as an obligation, a responsible attitude, and a focus on work without having to accept recognition from people. other. According to research by Khuzriyah (2014), the work ethic of traders is based on several driving factors such as biogenetic factors which refer to the urge to fulfill biological needs and theogenetic factors which refer to a person's desire to serve God and carry out His commands. So the work ethic shown by the Dupak Magersari Market traders is also based on these driving factors.

Level of Economic Welfare of Dupak Magersari Market Traders Judging from the Traders' Lifestyle

In general, financial behavior is driven by a person's lifestyle. The way a person manages their finances will of course affect their economic well-being. This is also what the traders at Dupak Magersari Market in Surabaya feel about financial management regarding the lifestyle they adopt for their economic well-being. These traders stated that lifestyle has an impact on the economic welfare of traders, because it determines their consumption tastes and spending. This statement is in accordance with the results of research (Yulita, N.N., & Manunggal, S.A. 2023) which states that lifestyle, along with other factors such as income, loans, and economic literacy, together have a significant influence on household consumption expenditure.

Several factors that influence a trader's lifestyle are income, savings, and style of using money. Income means the amount of money earned by traders from the results of their business. Savings means the part that comes from income that is not used for consumption. The style of using money is the way traders manage their finances for various purposes, such as basic needs, entertainment, investment, or donations. These factors are in accordance with research results (Adiati, R.P. 2021) which found that total income, consumptive expenditure, and total wealth value have a significant impact on life satisfaction. Furthermore, the style of using money sparingly and carefully also has a significant impact on life satisfaction, while the style of spending money and using money carelessly does not have a significant impact on life satisfaction.

Traders have different lifestyles according to the income they receive. There are traders whose lifestyle is ordinary even though they have a little or more income, there are also traders whose lifestyle adjusts to the income they receive, such as Mrs. GSY, who if she had more income, would buy gold jewelry with her money to show her lifestyle. This is in line with the results of research (Hardiyanti, T.D. 2019) which states that the higher the income a person receives, the greater the expenditure used for consumption. Therefore, it is very crucial to control expenses so that they do not exceed your income. However, traders' economic welfare cannot be fully seen from their lifestyle. This is because ordinary or luxurious lifestyles are not necessarily in accordance with their original economic life.

CONCLUSION

Based on the results of the research and discussions that have been presented in the previous chapters, namely regarding research on the Level of Economic Welfare of Market Traders in View of Total Income and Lifestyle (Phenomenological Study of Traders at Dupak Magersari Market, Surabaya), the researcher draws the conclusion that the level of economic welfare of Market Traders Dupak Magersari Surabaya can be viewed from two scopes, namely the amount of income and the lifestyle of traders. From this coverage, researchers have found out how to determine the level of economic prosperity they have experienced while trading at the Dupak Magersari Market, Surabaya. The researchers' findings include:

1. The high or low amount of income earned by traders has an effect on the level of economic welfare of Dupak Magersari Market traders in Surabaya. Some traders also have additional income apart from selling in the market to increase their income and meet their daily needs so that their economic welfare remains stable. The amount of income can be divided based on 2 supporting aspects such as marketing strategy and work ethic.
 - Based on Marketing Strategy
Aspects Marketing strategies can help determine the level of economic welfare of traders because they provide many benefits. The marketing strategy carried out by Dupak Magersari market traders can attract buyers to buy their wares and increase the income they receive.
 - Based on The Work Ethic
Aspect A good work ethic can increase productivity, quality, efficiency and added value in trading businesses so that it can increase the income of traders selling at the Dupak Magersari Market and have an impact on the ups and downs of their level of economic welfare.

2. Lifestyle has an impact on the economic welfare of Dupak Magersari Market traders because it determines their consumption tastes and spending every day. Dupak Magersari Market traders assume that ordinary or luxurious lifestyles are not necessarily in accordance with their original economic life.

The importance of this research is that it is hoped that it can increase insight and knowledge regarding the level of economic welfare of market traders when viewed from the amount of income and lifestyle, especially in the phenomenological study of traders at the Dupak Magersari Market in Surabaya, and is also expected to be a means of developing theoretical knowledge to be studied. Based on this research, the researcher acknowledges that there are several limitations, therefore the researcher provides suggestions regarding further research, namely being able to explain in more detail the problems of economic welfare conditions experienced by a trader, especially how changes or dynamics in the level of economic welfare of traders have an impact on daily life. their day and gain new discoveries regarding what factors influence the high and low levels of economic welfare experienced by traders. Apart from that, future researchers are expected to maximize the expansion of research areas and equal distribution of research objects. This is because this research only conducted research in a small scope, namely traders at the Dupak Magersari Market.

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