



Analysis of Profits for Vegetable Traders in the MMTC Market

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ARTICLE INFO

Keywords: Profit, Vegetable Merchant, Marketing

Received : 13 November

Revised : 15 December

Accepted: 17 January

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ABSTRACT

This study aims to analyze the level of profit of retail vegetable business in the MMTC market in Medan City. The research method used is a quantitative method in the form of literature sources. Data collection techniques used are observation, interviews, and documentation. Marketing is the overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers. In 2007, the market is a meeting place for sellers who are able to sell goods/services, and a buyer who promises to buy an item at a certain price. Provisions for the occurrence of a market, namely: 1) there is a place of business, 2) there are goods and services Transactions, 3) some goods have sellers, 4) goods have buyers, 5) there is a relationship in buying and selling transactions.

INTRODUCTION

Vegetables for Indonesian people are a necessity that must be met in everyday life, because many of the benefits are in the form of vitamins and protein. In Indonesia, vegetables are found in almost all foods. Consuming vegetables and fruit for new Indonesian residents is 95 kcal/person/day, or 79%. From the recommended minimum requirement of 120 kcal/person/day. This consumption is influenced by the following factors: Various factors, including affordability, availability, and knowledge. The benefits of consuming vegetables and fruit greatly influence consumer behavior (Prajnanta, 2007). Adequate supply of vegetables in the market will support public health. Because vegetables have a large nutritional content for health, a sense of accomplishment is very closely related to building and maximizing physical growth while maintaining health. Enriching vegetables is an important part of avoiding nutritional problems for workers To meet the needs of various vitamins in the body.

The demand for vegetables across the region is a challenge in itself. The distribution of vegetables from producers to consumers. Unmet areasThe demand for vegetables in this region will depend on the supply of vegetables from other regions. Potential to produce vegetables. It is very important to meet the needs of vegetables in the city of Medan. Depending on supply from other vegetable producing areas. North Sumatra's vegetable centers are Dairi, especially Sidikalang and Tanah Karo, proving that vegetable production is from two regions that play an important role in fulfilling vegetables from North Sumatra. Meeting the vegetable needs of the people of North Sumatra province, especially the city of Medan, is very dependent on the produce produced by various regions in North Sumatra.

THEORETICAL REVIEW

Vegetable Commodity Agribusiness

Agribusiness is an activity that cannot be separated from one another and other activities, starting from the production process, product processing, marketing and other activities related to agricultural activities (Soekartawi, 2001). Agribusiness is a unified system consisting of several closely related subsystems, namely: Production Means Procurement and Distribution Subsystem (Upstream Agribusiness Subsystem), Primary or Agricultural Agriculture Subsystem, Processing Subsystem, Marketing Subsystem and Service and Support Subsystem (Agribusiness Agency, 1995). Broadly speaking, agribusiness is a business activity that supports agricultural activities and business activities supported by agricultural activities.

Vegetables are a promising commodity because they are needed every day so that demand tends to increase. same with horticultural cropsOn the other hand, most vegetable crops have a fairly high commercial value. RealityThis is understandable because vegetables should be eaten every day. Vegetables are important commodities that support national food security. These commodities have a wide variety and are a source of carbohydrates, vegetable protein, vitamins and minerals with high economic value. Indonesia's vegetable production is increasing every year, with consumption recorded at 44

kg/person/year, while the growth in Indonesian vegetable production is 7.7-24.2%/year. Several plant species are used as vegetables, in the hundreds of thousands it is known that only a few hundred plant species are used as vegetables.

However, to manage this information on different plants requires several classification systems, especially those that are widely used. Climate-based classification is one way to group plants logically. Vegetables in cold climates prefer an average temperature of 10-18°C during most of their formative years. Hot climate crops are The average temperature for most of the growing season is 18-30 °C, and development (Rubatzky and Yamaguchi, 1995). One of the horticultural commodities that has the opportunity to be developed and profitable is vegetables. Vegetables can be divided into three types sorted according to the part of the plant that is harvested, namely: (1) leaf vegetables which are harvested for the leaves, such as spinach, kale, katu, lettuce and mustard greens, (2) seed and pod vegetables, which are harvested for the pod parts and seeds such as carpri, green beans, soybeans, and petai, and (3) root vegetables and fruit which are harvested for the tubers and fruit, for example carrots, potatoes, sweet potatoes, tomatoes and chilies.

Marketing, Markets and Traders

1. Marketing Theory

According to William J. Stanton in Dharmmesta (2002) marketing is an overall system of business activities aimed at planning, determining prices, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers. Marketing is an interaction system that seeks to create exchange relationships. However, marketing is not a simple way to generate sales. In this case, the exchange is only one stage in the marketing process. Actually, marketing is done both before and after the exchange. According to Sudiyono (2004), a marketing agency is a business entity or individual that organizes marketing, distributes services and commodities from producers to final consumers, and has relationships with other business entities or individuals.

This marketing agency arises because of the desire of consumers to obtain commodities according to the time, place, and form that consumers want. The task of the marketing agency is to carry out marketing functions and fulfill consumer desires as much as possible. Marketing channels or distribution channels are a series of organizations involved in all activities carried out to distribute products and their ownership status from producers to consumers. This understanding shows that companies can use institutions or intermediaries to be able to distribute their products to end consumers. The marketing channel is the distribution of goods or services from producers to final consumers, and those administering them are in the form of institutions or bodies tasked with carrying out the marketing function itself or fulfilling consumer desires as much as possible, while the consumer will provide compensation in the form of margins to the marketing agency (Liksana , 2008).

2. Market Theory

The simple definition of a market is often heard in society, where the market is a meeting place for sellers and buyers to transact buying and selling goods and services. According to Sudirmansyah (2011), markets are those who want satisfaction of needs, money to spend and willingness to spend. According to the Regulation of the President of the Republic of Indonesia No. 112 of 2007, the market is a meeting place for sellers who are able to sell goods/services, and a buyer who promises to buy an item at a certain price. Provisions for the occurrence of a market, namely: 1) there is a place of business, 2) there are goods and services transactions, 3) some goods have sellers, 4) goods have buyers, 5) there is a relationship in a sale and purchase transaction. According to Soeratno (2003), the market plays a very important role in an economic system. There are 5 main functions of the market and each function contains questions that must be answered by the economic system. The functions of the market are:

- 1). The market determines the price of goods. In the Market Economy system, price is a measure of the value of goods. If the demand for an item increases, it means that people need more of it. In a relatively short term, the company cannot increase the number of goods offered immediately. As a result, the price of these goods rose. An increase in the price of an item will encourage producers to produce the item (answer to the what problem).
- 2). Markets can organize production. The price of goods in the market becomes a company reference in determining the most efficient production method (answer to the how problem).
- 3). The market distributes the goods and services that firms produce (answer the for whom problem).
- 4). The market is rationing. Current consumption is limited by the amount of goods and services that can be produced at the moment.
- 5). Markets provide goods and services for the future. Savings and investments that occur in the market are efforts to maintain the system and provide progress in economic activity.

Another characteristic is that the difference in the time of activity for each market provides benefits for the baskets because they can sell goods from one market and then move to another market within one day, but there are also baskets that only sell in a market. For example, is the flow of vegetable commodities. Before reaching consumers, vegetables are transported through various markets and various types. There are two types of markets visited by baskets, namely the market for buying goods (wholesale) and the market for selling goods. The wholesale market is usually a gathering place for farmers who sell their own commodities at the market. Slashers or small baskets that carry goods cut by neighbors in limited quantities. The baskets that take goods from other markets. The bosses who buy goods in large quantities to take to the market are far away.

Definition of Market According to its Nature

1. Real/Concrete Market

Where sellers and buyers gather to buy merchandise directly. Example: market for fruit, fish, vegetables, etc.

2. Abstract Market

The goods being traded do not arrive at the market, the buying and selling takes place but only according to the samples of the goods. Example: stock market, bonds, etc.

Based on the distribution of the market according to its nature and then connecting it with the Sukaramai market in the city of Medan which is the object of research, it can be concluded that the Sukaramai market is classified as a real/concrete market. This classification is based on the fact that in the market the object of research actually trades with consumers with the criteria of merchandise being dominated by food ingredients.

Definition of Market According to the Physical Building

1. Class IA markets, namely markets with permanent buildings and good facilities such as escalators, parking lots, bathrooms/WC and electricity.
2. Class I markets, namely markets with permanent or semi-permanent buildings and have adequate facilities such as parking lots, bathrooms/WC and electricity.
3. Class II markets, namely markets with semi-permanent buildings and inadequate facilities.
4. Class III Markets, namely markets whose buildings are emergency buildings that do not yet have proper facilities.
5. Class IV market, namely a market that uses a field as a place to sell without a building. While the temporary shelter market is the result of the development plan being determined to be a class IV market.

Definition of Market According to Service Area and Government Administration

1. Neighborhood Market

A market whose scope covers an area of approximately the size of one kelurahan or several housing groups around the market and the types of goods traded are daily necessities.

2. Regional Market

Markets whose scope of service includes several residential neighborhoods and the goods traded are more complete than neighborhood markets.

3. City Market

Markets whose scope of service covers the city area where the goods traded are complete.

4. Regional Markets

The market whose scope of service covers the city and its surroundings.

5. Housing Market

These are shops attached to residential houses serving the needs of households in the surrounding area, approximately the size of an RT area.

Definition of Market According to Time of Activity

1. Daytime Market

Market activities between 08.00 s / d 18.00 WIB.

2. Night Market

a. Day and Night Market

The market is held day and night

b. Night Market

Market activities are only carried out at night

c. Morning Market

Market activities are only carried out in the morning

d. Weekly Market

Market activities are only conducted once a week.

Operational Understanding of the Market

1. Regional enterprise market

2. Center for shops / trade limited liability company

3. Unofficial market: a market that has not been recognized by the government

4. Trade imporium of the Ministry of Industry and Trade, which is the center for selling people's handicrafts

5. Trading venues managed by the trade and cooperative department

6. Department stores managed by trade and cooperative departments

7. Shopping center or private shopping

Market Viewed from the Service System

1. Traditional Market

What is meant by traditional markets are markets that exist today, which still have characters or characteristics from the past where one of them is the existence of direct social interaction between sellers and buyers in the nature of bargaining over the prices of goods and services.

2. Special Market

- The product offered is in the form of one or several products of certain goods.
- The market offered is still in special conditions, for example the souvenir market, even though later in the developing market, the product being marketed is a support for the main product.
- It is necessary to pay attention to the distribution system so that the benefits are distributed as evenly as possible.
- The fire protection system is an important thing to pay attention to considering the function of the market which is a public building
- Paying attention to market security in every corner of the design in order to prevent crime from appearing at the location.

3. Wholesale Market
The market where wholesale trading is carried out.
4. Retail Market
The market where trading business is carried out in small batches.
5. Modern Market
A complex of retail stores and connected facilities that are planned as a group unit, to provide maximum shopping services.
6. Tourism Market
Generally developing in the area of tourist objects and created from the development of tourism activity itself which is supported by environmental factors that support the market, namely:
 - Tourism potential in tourist areas
 - Public interest in the region's tourism potential
 - There are facilities that support tourism potential
 - Development of the number of tourists visiting tourist areas

Trader

Traders are people or groups of people who offer goods or provide services to consumers. According to the Big Indonesian Dictionary, a trader refers to making a living by trading. Traders are people who run businesses to sell, handicraft businesses or small woodworking businesses (Sudirmansyah, 2011). Traders can be classified as follows:

1. Wholesalers, who operate in the distribution chain between manufacturers and retailers.
2. A retailer, also known as a retailer, sells merchandise products directly to consumers

According to Hentiani (2011) there are two types of traders in traditional markets, namely:

1. Kiosk Traders are traders who occupy kiosk buildings in the market.
2. Non Kiosk Traders means outside the kiosk, namely inside stalls, outer booths, bases and palyons.

Sukirno (2006) explained that in carrying out marketing activities there must be marketing institutions which can be divided into three groups, namely: wholesalers, retailers, and marketing agents.

Wholesalers

Wholesalers are intermediary companies that connect producers with retailers. The amount of goods purchased from producers is quite large which will later be resold to retailers. In general, wholesalers do not deal directly with consumers. Sales to consumers are only a side activity and usually occur at the consumer's initiative. In distributing goods, wholesalers make an important contribution to producers, namely helping producers reduce distribution costs,

time to market goods, and marketing administration. The contribution to retailers is being able to make sales with a limited quantity of goods, being able to provide goods quickly when needed and sometimes giving credit to retailers.

Retail Trader

Retailers are companies that sell goods produced by other parties and deal directly with consumers. This company buys various types of goods in limited quantities and sells these goods directly to end consumers. Retailers usually carry out their activities by showing their goods in the shop they own or rent. In this way, buyers can see for themselves the various types of goods to be purchased. The number of goods purchased by this company is also limited, which can be caused by the amount of capital it has.

Marketing Agent

Marketing agents are usually classified as wholesalers because they carry out functions similar to those carried out by wholesalers, namely dealing directly with producers and serving as a company that helps sell goods or services produced by producers. However, in sales activities carried out, marketing agents often deal directly with consumers. An important difference between realtors and wholesalers and retailers is in the ownership and sale of the goods they market. Realtors do not buy and own the goods they market, but realtors act as promoters and receive orders from customers for the goods they are agents for. For their services, the sales agent will receive a commission based on the number of units sold or the value of the sales transaction.

Profit Concept

Profit is the difference between total revenue and costs (cost). In fact, these costs can be classified into two, namely fixed costs such as land rent, purchase of agricultural equipment and variable costs such as costs incurred to buy seeds, fertilizers, medicines, payment for labor (Soekartawi, 2002). Profits are activities. traders who subtract some of the costs incurred with the sales results obtained. If the sales results obtained are reduced by these costs, the value is positive, then a profit (profit) is obtained (Sukirno, 2005).

Rasyaf (2000) states that after the money is received and deducted by variable costs, the remainder is called profit. Profit is the amount of money earned after all variable costs including fixed operational costs are covered. A positive subtraction result means a profit, a negative subtraction result means a loss. The reduction result becomes negative when the variable costs are too large. Mulyono (2000), states that margin profit is a gross profit. From a business perspective, this profit is artificial because there are elements of costs that are not taken into account, namely fixed costs, so that the profit margin is the same as the difference between total output and operational costs.

METHODOLOGY

This research was conducted with the aim of knowing the Profit Analysis of Vegetable Traders' Business in the MMTTC Market. The research method used is quantitative research in the form of literature sources and various website

sources related to business profit analysis and surveys in the form of interviews with MMTC vegetable seller, Mrs. Maktogar. The data collection technique used in this study was interviews to obtain information from sources and this research also used library research in the form of books, journals, web (internet) and also other information related to the theme of this research.

RESULTS AND DISCUSSIONS

In order to get an overview of the types of sales, selling hours, length of business, the impact of the pandemic on traders, and the income level of traders on the MMTC Market. Then the data obtained from the field is processed and presented in the form of a data description. The following is a description of the data for each research variable.

Type of Commodity being Sold

In general, Indonesian people categorize healthy nutrition with consumption of 4 healthy 5 perfect. And the Traditional Vegetable Market at the MMTC market sells vegetables to meet consumer needs. The types of vegetables sold by respondents were kale, long beans, sweet potato leaves, green spinach, papaya leaves, cucumber, potato, eggplant, Chinese cabbage, white cabbage, green beans, jipang (chayote), yellow pumpkin, bitter mustard, red beans, pumpkin, fern, mustard greens, celery, tomatoes, broccoli, baby corn, rimbang, bitter gourd (bitter melon), leek (leek), celery, red chilies, green chilies, small chilies, lime, shallots, garlic, and pumpkin.

Length of Selling Hours

The length of time trading at the MMTC traditional market starts from preparing commodities and lifting merchandise from the house or warehouse, preparing it at the market, selling process and returning home. The respondents we interviewed did not own a place to sell, they only rented it from other traders who owned the place. If the trader who owns the place is selling, then the respondent sells at the market starting at 10 am, waiting for the owner of the place to come home. And if the owner of the place does not sell, this respondent sells starting at 7 in the morning. In addition, buyers who usually shop at the morning market are consumers who will continue their activities before 8 in the morning and consumers who shop in the afternoon continue buying dinner activities, so they must have prepared their needs for breakfast or food one day before work or dinner on that day.

Income

Merchant income is the result received from the total revenue (sales turnover) for one day after deducting the total costs. Where the income units of MMTC Market traders are expressed in units of rupiah per day. Based on data obtained from respondents who have erratic profit income ranging from IDR 200,000/day to IDR 300,000/day. So it is estimated in a month to achieve a profit of IDR 5,000,000. The impact that occurred from the Covid-19 pandemic was a decrease in respondents' income, namely the reduced number of buyers who came to traditional markets to shop for vegetables because most consumers

bought vegetables online (application). Apart from this, there are concerns from consumers about being affected by the Corona Virus outbreak because data from the Medan City Covid-19 Task Force as of July 24 2020 in Medan District.

Length of Business

The length of business is the length of time the trader has spent in running his business, indicated in years. The length of the respondent's trader business is 5 years. The results showed that the main occupation of the respondents was as a vegetable seller. Vegetables sold include water spinach, long beans, sweet potato leaves, green spinach, papaya leaves, cucumber, potatoes, eggplant, Chinese cabbage, white cabbage, green beans, jipang (chayote), yellow pumpkin, bitter mustard, red beans, pumpkin, ferns , mustard greens, celery, tomatoes, broccoli, baby corn, jungle, bitter gourd (bitter melon), leeks (leeks), celery, red chilies, green chilies, small chilies, lime, shallots, garlic and pumpkin . Respondents chose to work as traders, which is a suitable job for them and have been selling vegetables for 5 years. Respondents only sell on the MMTC market with uncertain times, because these respondents do not have a place to sell, they only rent it to other traders who do. If the trader who owns the place is selling, then the respondent sells at the market starting at 10 am, waiting for the owner of the place to come home. And if the owner of the place does not sell, this respondent sells starting at 7 in the morning.

Based on data obtained from respondents who have erratic profit income ranging from IDR 200,000/day to IDR 300,000/day. So it is estimated in a month to achieve a profit of IDR 5,000,000. The impact that occurred from the Covid-19 pandemic was a decrease in respondents' income, namely the reduced number of buyers who came to traditional markets to shop for vegetables because most consumers bought vegetables online (application). To increase consumer satisfaction, respondents must be friendly, polite, greet consumers, and the quality of the goods being sold is good so that buyers are interested in buying at that place.

The increase in the price of basic materials for merchandise will be adjusted by the respondent, if the capital for basic materials increases, the goods to be sold will also increase, and vice versa if the capital for basic materials decreases, the price of goods to be sold will decrease. This job also has its ups and downs in trading, namely the sad example: if the respondent buys basic goods for tomorrow at today's normal prices and it turns out that the next day the price of basic materials drops, then the trader will incur a loss and will sell goods to consumers at a lower price. market. Moreover, goods that will be sold leftovers will suffer losses including the rotting of the goods.



Figure 1. Activities in the MMTC Market

CONCLUSIONS AND RECOMMENDATIONS

From the results of the analysis above, it can be concluded that the level of profit obtained from trading results according to the scale of ownership (business scale) per day is Rp. 200,000 - 300,000, in one month it reaches 5,000,000 (5 million). This shows that any additional production costs incurred are able to provide greater revenue. This means that the vegetable trading activity experiences a profit every month. To increase the number of customers and customer satisfaction, the seller is friendly and greets the buyer and the seller also sells good quality goods so that buyers are interested and always trade honestly.

Suggestions that can be recommended based on the results of the analysis above include trading vegetables is one of the businesses engaged in agribusiness. Trading vegetables is also a successful micro business and is suitable for housewives. For the progress of trading vegetables, it is recommended to find a permanent stall/place to sell so that selling does not depend on the owner of the place. It is also recommended to maintain quality and service in trading so that this business continues.

1. In trading, sellers should not be greedy and prioritize all means to get the maximum profit or profit without paying attention to the goodness of the products they sell for consumers and complying with and implementing existing government regulations. In order for business income to increase net profit, the seller needs to make efforts to increase sales such as increasing production quantity as well as lowering product selling prices so that they can compete with other products and sellers must also improve marketing strategies by carrying out promotions so that sales can increase so that business income received continues to increase.
2. The government is expected to be able to maintain routine control of the new MMTC market at this time with conditions that occur every week or every day. Because every plan or target cannot always last with perfect results and it is necessary to budget sufficient maintenance costs so that the MMTC market conditions are clean and maintained. Carry out strict supervision if there are elements who are still collecting illegal fees so that the income of traders will increase.

3. For future researchers, it is hoped that they can develop research on other factors not only on the profit analysis of vegetable traders at the Medan City MMTC market, but other factors that are appropriate and not explained in the study are added.

FURTHER STUDY

Based on data obtained from respondents who have erratic profit income ranging from IDR 200,000/day to IDR 300,000/day. So it is estimated in a month to achieve a profit of IDR 5,000,000. The impact that occurred from the Covid-19 pandemic was a decrease in respondents' income, namely the reduced number of buyers who came to traditional markets to shop for vegetables because most consumers bought vegetables online (application). To increase consumer satisfaction, respondents must be friendly, polite, greet consumers, and the quality of goods sold is good so that buyers are interested in buying at that place.

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