

## **Analysis of Net Profit Revenue of Vegetable Traders in the Fatubesi Market, Kota Lama District, Kupang City**

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**Abstract:** The aim of this research is to determine the net profit income of vegetable traders at Fatubesi Market, Kota Lama District, Kupang City for one month. The data collection methods used are: observation, questionnaire interviews and documentation. Meanwhile, the data analysis technique used in this research is comparative analysis of income  $PD = TR - TC$ . The research results show that the average level of income and profits for vegetable traders at Fatubesi Market is quite large and stable. The vegetable trading business at Fatubesi Market, Kota Lama District, Kupang City provides significant profits.

**Keywords:** Vegetable Traders Net Profit Revenue

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### **Background**

Traditional markets are markets that are carried out traditionally based on certain characteristics. This is characterized by buyers and sellers where the buyer and seller meet directly and then carry out a buying and selling transaction. The buying and selling process usually involves bargaining over prices, as well as a price given by the seller. part of a traditional market, stalls, booths or open locations that allow buying and selling transactions to be carried out. Meanwhile, a modern market is a type of market where products are sold at fixed prices, so that there will be no haggling on the price of goods/products between sellers and buyers. By shopping at modern markets, we don't need to worry about the quality of the goods in them, because the quality of the products sold at modern markets has been tested and the prices are appropriate on the market. The locations of modern markets are generally in urban or suburban areas with clean and comfortable environmental conditions.

The market is always limited by the assumption that buyers and sellers must meet in person to carry out buying and selling interactions. However, this understanding is not completely correct, because with advances in technology, the internet, (Social Media), buyers and sellers do not meet in person, they can be in different places or far apart. This means that in the process of forming the market, it is enough to order online.

Revenue is the total amount of income received in units of monetary value obtained from someone's sales results in a certain period, as compensation for services in meeting people's daily living needs.

Sales is an economic activity carried out by sales actors or more often referred to as sellers, whose aim is to offer and sell a product to other people or buyers at a certain price with the aim of making a profit/profit.

Fatubesi Market, Kota Lama District, Kupang City, vegetable sellers are the sellers who have a relatively large number of sellers. This is because vegetable enthusiasts or buyers at the Fatubesi market in Kupang City, where the majority are housewives, prefer vegetables as the main alternative for their cooking, and vegetables also have high levels of vitamins so they can support the health of family members in daily life. . In terms of price, each type of vegetable has a different price, the price of vegetables at the Fatubesi market in Kupang City is determined by the volume of supply and also demand in the market so that vegetable prices are flexible or always change every week.

Vegetable trading activities at the Fatubesi market are always limited by the problems experienced by every vegetable trader, where there are each vegetable trader who sometimes complains about the condition of his vegetables which are not sold out on the market, but in fact always makes a profit from selling vegetables so that there is no loss. experienced every day selling, sometimes losses are experienced from selling vegetables.

Based on the results above, there are different or uneven levels of net income for each vegetable trader. Therefore, researchers are interested in conducting research with the title: Analysis of Net Profit Income of Vegetable Traders at Fatubesi Market, Kota Lama District, Kupang City. This problem is how much net profit each vegetable trader earns at Fatubesi Market, Kota Lama District, Kupang City for one month. The aim of the research is: to determine the level of net income of vegetable traders at Fatubesi Market, Kota Lama District, Kupang City for one month.

### **Theoretical Basis**

#### **Vegetables**

Vegetables are food ingredients that come from plants that have very high water and vitamin content. Some of these vegetables can be consumed directly without cooking, but there are also those that require prior

processing such as boiling, sautéing, steamed to maximize the nutritional content or enhance the taste of the vegetables.

Vegetables play an important role for humans because they have low fat and carbohydrate content, but are high in vitamins, minerals and dietary fiber which are important for people's health. Vegetables began to be cultivated in the world since the period 10,000-7,000 BC which started with rural farmers throughout the world who initially carried out farming activities and then obtained the results and sold the results obtained to meet their daily living needs.

Vegetables also contain economic value for society, this means that vegetables can be bought and sold in the market, on the side of the road or anywhere strategic so that they can sell vegetables to meet people's living needs, especially increasing the income of every vegetable trader.

### **Benefit**

Benefits are all receipts in the form of money or goods originating from other parties, valued on the basis of the amount of money from the applicable assets. Income is also a person's source of income to meet daily needs and is very important for a person's survival and livelihood.

### **Types of Income:**

- (1) Operational income is the result obtained directly from the operational activities of a company. Operating income is divided into 2 groups, namely net income and gross income.
- (2) Non-operational income is income that is automatically received without any sales activities. Non-operating income is also divided into 2 groups, namely rental income and interest.

The company's sources of income are divided into three categories Suparmoko and Artaman, (2015), namely from salary or wages, from own business and from other income, for example from renting out houses, cars and valuable assets.

### **Trader**

A trader is a person who carries out trading activities by buying and selling goods that are not produced themselves to gain a profit. The definition of a trader according to Article 1 Number 2 of Law No. 29, (1948) concerning the Eradication of Hoarding of Important Goods, states that a trader is a person or entity who buys, receives or stores important goods with the intention of selling, handing over or sending to another person or entity either which are still in the form of original important goods, or which have been made into other goods.

### **Market**

The market is a place where buyers and sellers meet, either directly or indirectly, to carry out trade transactions, both in the form of goods and services. There are several market functions, namely: Market function as a means of distribution, price forming function, promotional function.

The types of markets consist of Traditional Markets: Traditional is a market that is carried out traditionally based on certain characteristics. This is characterized by buyers and sellers where buyers and sellers meet directly and then carry out buying and selling transactions in which there is a direct bargaining process. Modern Market: A modern market is a market where various kinds of goods are bought and sold at the right prices and with their own services.

## **Research Methods**

The location of this research is Fatubesi Market, Kota Lama District, Kupang City. The population for this research is the total number of vegetable traders at the Fatubesi market, which researchers estimate is around 25 people, more than the number of vegetable traders at the Fatubesi Market, Kota Lama District, Kupang City. Data collection techniques from this qualitative research include: using observation and interview techniques.

The data analysis technique used in this research is quantitative analysis to find out the income of vegetable traders, then use income analysis, namely the difference between gross income and total costs.

### **Research Result**

Below is presented data from interviews with vegetable traders at Fatubesi Market, Kota Lama District, Kupang City.

#### **Respondent 1**

Based on the results of interview with Respondentt 1: "He has been a vegetable trader at the Fatubesi market for 21 years, he gets vegetables directly from mountain farmers including atambua, amarasi and ponain. the type of vegetables he buys are vegetables that are not weighed, because the system for harvesting the produce he buys is to use up one piece of garden land each time he picks it, so he has to use a lot of capital, including IDR 20,000,000; he obtained permission from the local market administrator by paying a stall fee of IDR 3,000; he starts opening his stall from 3-9 in the morning. For net income in a day selling when the market is busy with visitors Rp. 500,000; when the market is quiet Rp. 100,000; The obstacles he often encounters as a trader are always dealing with profits and losses, but not always when he sells he has to experience losses. Losses come only occasionally when selling vegetables. For vegetables that were not sold out and ended up being damaged, he gave them to people who raised animal feed."

#### **Respondent 2**

Based on the results of the interview with this Respondentt, it was explained that: "Mother has been a vegetable trader at Fatubesi Market for 17 years. The results you get are taken directly at the market when mountain farmers bring their vegetable products to the market. The types of vegetables that mother buys are usually Japanese pumpkin, pecai and koll. Mother opens her stall from 3 am to 12 noon, subject to a site fee of IDR. 3,000; for Mom's net income when the market is busy in a day IDR. 250,000; when the market is quiet Rp. 100,000; The problem that mothers sometimes face is that the vegetables are not sold out because they are damaged. Vegetables that are not sold out because they are damaged are usually given to people who have animal feed or sold at a cheaper price."

#### **Respondent 3**

Based on the results of interviews with Respondentts, it was explained that: "Mother has been a vegetable trader at Fatubesi Market for 20 years. The results you get are taken directly at the market when mountain farmers bring their vegetable products to the market. Mother has been selling for 20 years. The types of vegetables that mothers usually buy include papaya fruit, banana blossoms, papaya flowers and spices. Mother opens her stall usually from 4 am to 6 pm. The stall fee is IDR 3,000; For mother's net profit in one day selling when the market is busy IDR 300,000; when the market is quiet Rp. 50,000; The obstacles they experience as traders in making profits and losses have become commonplace for them, but they still persist even if they only return their capital. Vegetables that are not sold out and damaged are taken home because there are animals at home."

#### **Respondent 4**

Based on the results of the interview, he explained that: "Mother has been a vegetable trader at Fatubesi Market for 12 years. The results that Mother gets are taken directly at the market when mountain farmers bring their vegetable products to the market. The types of vegetables that Mother usually buys include heart papaya flowers and bean sprouts. Her stall is usually from 6 am to 7 pm. The stall fee is IDR 3,000; Mother's net income in one day selling when the market is busy Rp. 100,000; when the market is quiet Rp. 50,000; Mother explained that there were no other obstacles encountered in selling vegetables other than sometimes the vegetables were not sold out because they were damaged, so they had to be thrown away or given to animal feed."

#### **Respondent 5**

Based on the results of the interview, she explained that: "Mother has been a vegetable seller at the Fatubesi market for 15 years. The results she gets come from mountain farmers because she has settled with them. Mother has been selling for 15 years. Her stall has been open from 3am to 7am. stall fee Rp. 3,000 per night; for a day's net income selling when the market is busy IDR 300,000; when the market is quiet Rp. 200,000; The problem they encounter is that sometimes when the market is really quiet they interrupt because the condition of some types of vegetables which do not last long end up getting damaged and causing the price to drop. for the use of vegetables that are not used up and eventually become damaged, they are used as animal feed at a cheaper selling price."

#### **Respondent 6**

Based on the results of the interview, he explained that: "He has been a vegetable trader at Fatubesi Market for 15 years, his income comes from Oesao Market. He has been selling for 15 years. He only sells one type of vegetable, namely white vegetables. He started opening a stall from 4 o'clock. morning-2 pm with stall fee Rp. 3,000; for the income he gets in one day selling when the market is busy Rp. 50,000; and when the

market is quiet Rp. 25,000; The obstacles he encountered were sometimes losses but he still persisted in selling even though he only had to return his capital. To use damaged vegetables, they are usually taken home to be fed to livestock.”

#### **Respondent 7**

Based on the results of the interview, he can explain that: "He explained that he had been selling vegetables at the Fatubesi market for 3 years. He gets his vegetable produce directly at the market when there is demolition. He focuses on only selling 3 types of vegetables, namely pumpkin, eggplant and papaya. He started opening his stall from 4 am to 10 pm by paying Rp. 3,000 for the stall; with net income earned a day selling seen from a busy market of visitors Rp. 150,000;-200,000; when the market is quiet Rp. 50,000;-100,000; he also said that the problem that is often encountered is that sometimes the vegetables are not sold out but are damaged and in the end have to be thrown away or given to animal feed.”

#### **Respondent 8**

Based on the results of the interview, he can explain that: "He explained that he had been selling vegetables at the Fatubesi market for more than 1 year. He gets his vegetable produce directly from Oesao. He focuses on only selling 3 types of vegetables, namely pumpkin, cucumber and papaya. He started opening his stall from 5 am to 12 noon by paying Rp. 3,000 for the stall; with the net income earned per day selling seen from the busy market of visitors Rp. 200,000; when the market is quiet Rp. 50,000;-100,000; he also said that the problem that is often encountered is that sometimes the vegetables are not sold out but are damaged and in the end have to be thrown away or given to animal feed.”

#### **Respondent 9**

Based on the results of the interview, he could explain that: "He explained that he had only been selling vegetables at Fatubesi Market for more than 1 year. He gets the vegetables directly at the market when there is demolition. He focuses on only selling 5 types of vegetables, namely Japanese pumpkin, koll papaya, pumpkin shoots and spinach. He started opening his stall from 4 am to 11 am by paying Rp. 3,000 for the stall; with net income earned a day selling seen from a busy market of Rp. 200,000; when the market is quiet Rp. 100,000; he also said that the problem that is often encountered is that sometimes the vegetables are not sold out but are damaged and in the end have to be thrown away or given to animal feed.”

#### **Respondent 10**

Based on the results of the interview, it can be explained that: "The results obtained were directly over at the market during demolition. Mother has been selling for 12 years. Mother started opening her stall from 3 am to 4 pm by paying Rp. 3,000 for a ticket every time she sold; for net income per day selling when market conditions are busy with visitors Rp. 300,000; and during the September market Rp. 100,000; The obstacles that are often encountered are that as traders, profits and losses have become a habit for them. When you experience a loss, persist and continue trading because there will be time to make a profit. And for vegetables that are not sold out because they are damaged, they are given free to people if they are still suitable for consumption and those that are no longer suitable are given to animal feed.”

#### **Respondent 11**

Based on the results of the interview, he can explain that: "He explained that he had been selling vegetables at the Fatubesi market for 3 years. He gets the vegetables directly at the market when there is demolition. He focuses on only selling 4 types of vegetables, namely, papaya, banana blossoms, bean sprouts and papaya flowers. He started opening his stall from 4 am to 7 pm by paying Rp. 3,000 for the stall; with net income earned a day selling seen from a busy market of Rp. 200,000; when the market is quiet Rp. 50,000;-100,000; He also said that the obstacles encountered were that in selling vegetables there were one or two types of vegetables that could not last long, such as papaya flowers, automatically if they were not sold out, the result would be a loss. However, I don't regret the condition of the vegetables which quickly spoil because there are pets at home and they are brought home for use.”

#### **Respondent 12**

Based on the results of the interview: "The results obtained were direct overload on the market during demolition. Mother has been selling for 25 years. Mother started opening her stall from 3 am to 2 pm by paying IDR 3,000 for a ticket every time she sold; for net income per day selling when market conditions are busy with visitors Rp. 200,000; and during the September market Rp. 100,000; The problem that is often encountered is

that as traders, profits and losses have become a habit for them, but they still persist even if they only return capital. for vegetables that are not sold out because they are damaged and no longer suitable for animal feed.”

#### **Respondent 13**

Based on the results of the interview: "The results obtained were direct overload on the market during demolition. Mother has been selling for 10 years. Mother started opening her stall from 5 am to 6 pm by paying IDR 3,000 for a ticket every time she sold; for net income per day selling when market conditions are busy with visitors Rp. 100,000; and during the September market Rp. 50,000; The obstacle that is often encountered is that sometimes you are interrupted because you experience losses but still persist in trading to meet your living needs. And for vegetables that are not sold out because they are damaged, they are given free to people if they are still suitable for consumption and those that are no longer suitable are given to animal feed.”

#### **Respondent 14**

Based on the results of the interview: "The results obtained were direct overload at the market during demolition. Mother has been selling for 20 years. Mother started opening her stall from 3 am to 10 pm by paying IDR 3,000 for a ticket every time she sold; for a day's net income selling when market conditions are busy with visitors Rp. 200,000; and during the September market Rp. 100,000; The obstacles that are often encountered are that as traders, profits and losses have become a habit for them. but still trade even if it's just a return of capital. For vegetables that are not sold out because they are damaged, they are given to animal feed, sometimes they are thrown away.”

#### **Respondent 15**

Based on the results of the interview: "The results obtained were direct overload at the market during demolition. Mother has been selling for 3 years. Mother sells 24 hours a day because she lives as a resident of Fatubesi sub-district. For a day's net income, selling when the market is busy with visitors is IDR 200,000; and when the market is quiet Rp. 100,000; The problem that is often encountered is that if there are vegetables that are not sold out but are damaged, they can be cleaned/treated and then resold at a price that customers can afford. However, if it is no longer suitable for consumption.”

#### **Respondent 16**

Interview results: "The results obtained were direct overload on the market during demolition. Mother has been selling for 22 years. Mother starts selling from 4 am to 12 noon by paying IDR 3,000 for the stall; and rent a cart to deliver vegetables from the unloading place to the table for IDR 5,000; for net income per day selling IDR 100,000; The problem that is often encountered is that if there are vegetables that are not sold out but are damaged, they can be cleaned/treated and then resold at a price that customers can afford. However, if it is no longer suitable for consumption, it is finally thrown away or given to animal feed.”

#### **Respondent 17**

Results of the interview: "He has been a vegetable trader at Fatubesi market for 30 years, he gets vegetables directly from mountain farmers in the Noelbaki mainland. The type of vegetables he buys are the types of vegetables that don't use scales. the capital he used included IDR 1,500,000; he obtained permission from the local market administrator by paying a stall fee of IDR 3,000; he starts opening his stall from 5 am-12 noon and continues from 6-10 pm. For net income in a day selling Rp. 500,000; The obstacles he often encounters as a trader are always dealing with profits and losses, but not always when he sells he has to experience losses. Losses come only occasionally when selling vegetables. For vegetables that were not sold out and ended up being damaged, he gave them to people who raised animal feed.”

#### **Respondent 18**

Based on the results of the interview: "The results obtained were direct overload at the market during demolition. Mother has been selling for 17 years. Mother sells 5 types of vegetables. Mother starts opening her stall from 3 am-12 noon and continues from 6-10 pm with a stall fee of Rp. 3000; for net income a day selling Rp. 500,000, the problem that is often encountered is that if there are vegetables that are not sold out but are damaged, they are given to animal feed at a cheaper selling price.”

#### **Respondent 19**

Interview results: "The results obtained were direct overload on the market during demolition. Mom has been selling for 7 years. Mother sells 5 types of vegetables. Mother starts opening her stall from 4 am to 8 pm and pays IDR 3,000 for the stall; for net income per day selling IDR 100,000; the price for vegetables per

product varies, some are IDR 5,000; per bunch but there is also Rp. 10,000; per bunch, the problem that is often encountered is that if there are vegetables that are not sold out but are damaged, they are given to animal feed at a cheaper selling price.”

#### **Respondent 20**

Based on the results of the interview: "The results obtained were direct overload on the market during demolition. He has been selling for 8 years. He sells 5 types of vegetables. Mother starts opening her stall from 5 am to 8 pm. By paying a stall fee of Rp. 3,000; for net income a day selling Rp. 200,000, the problem that is often encountered is that if there are vegetables that are not sold out but are damaged, they are given to animal feed.”

#### **Respondent 21**

Interview results: "The results obtained were direct overload on the market during demolition. Mother has been selling for 2 years. Mother sells 5 types of vegetables at different prices according to customer requests. Mother starts opening her stall from 3am-8pm, paying a stall fee of IDR 20,000; once sold. for net income a day selling Rp. 200,000, the problem that is often encountered is that sometimes it interferes with market conditions when it is quiet and in the end the vegetables being sold cannot be sold until they run out.”

#### **Respondent 22**

Based on the results: "The results obtained are over from mountain farmers and also over directly at the market during demolition. Mother has been selling for 23 years. Mother sells 7 types of vegetables. Mother starts opening her stall from 4 am to 10 pm stall Rp. 3,000; for net income a day selling IDR 100,000, the obstacle that is often encountered is that loss, which is often the main obstacle in trading, is not a measure for them because trading for profit and loss has become a market tradition. If there are vegetables that are not sold out but are damaged, they are given to animal feed at a cheaper selling price.”

#### **Respondent 23**

Interview results: "The results obtained were direct overload on the market during demolition. Mother has been selling for 22 years. Mother sells 4 types of cabbage, pecai, cucumber and pumpkin. Mother starts opening her stall from 3 am-12 noon, by paying a stall fee of IDR 3,000; cart rental Rp. 5,000; once sold. for net income per day selling IDR 200,000; The problem that is often encountered is that sometimes it interferes with market conditions when it is quiet and in the end the vegetables being sold cannot be sold until they run out.”

#### **Respondent 24**

Interview results: "He has been a vegetable trader at Fatubesi market for 15 years, he gets vegetables directly from when mountain farmers come to bring their produce to the market. The type of vegetables he buys are the types of vegetables that don't use scales. the capital he uses includes IDR 1,000,000; he obtained permission from the local market administrator by paying a stall fee of IDR 3,000; cart rental Rp. 10,000; he starts opening his stall from 5 am-12 noon and continues from 6-10 pm. For net income in a day selling Rp. 500,000; The obstacles he often encounters as a trader are always dealing with profits and losses, but not always when he sells he has to experience losses. Losses come only occasionally when selling vegetables. For vegetables that were not sold out and ended up being damaged, he gave them to people who raised animal feed.”

#### **Respondent 25**

Interview results: "The results obtained were direct overload on the market during demolition. Mother has been selling for 1 year. Mother sells 4 types of vegetables. Mother starts opening her stall from 4 am to 8 pm by paying a stall fee of Rp. 3,000; for net income a day selling Rp. 100,000, the problem that is often encountered is that if there are vegetables that are not sold out but are damaged, they are given to animal feed at a cheaper price.”

**Analysis of Income, Expenditures, Profit and R/C Ratio****Income**

Table 1 Total Income of each Vegetable Trader at Fatubesi Market in one month.

No	Name Respondent	Amount Days of the Month	Total Income Per Day (Rp)	Total Income In One Month (Rp)
1	Naomi	30 Hari	250.000	7.500.000
2	Immamuel	30 Hari	500.000	15.000.000
3	Ariance	30 Hari	300.000	9.000.000
4	Mery	30 Hari	100.000	3.000.000
5	Ferlina	30 Hari	300.000	9.000.000
6	Eduard	30 Hari	50.000	1.500.000
7	Yanto	30 Hari	150.000	4.500.000
8	Martinus	30 Hari	200.000	6.000.000
9	Goreti	30 Hari	300.000	9.000.000
10	Nikolas	30 Hari	200.000	6.000.000
11	Bendelina	30 Hari	200.000	6.000.000
12	Marsel	30 Hari	200.000	6.000.000
13	Nelci	30 Hari	100.000	3.000.000
14	Intan	30 Hari	200.000	6.000.000
15	Romilika	30 Hari	200.000	6.000.000
16	Maria	30 Hari	100.000	3.000.000
17	Yohanis	30 Hari	500.000	15.000.000
18	Menci	30 Hari	500.000	15.000.000
19	Marianus	30 Hari	200.000	6.000.000
20	Sely	30 Hari	200.000	6.000.000
21	Telfiara	30 Hari	100.000	3.000.000
22	Suryana	30 Hari	200.000	6.000.000
23	Maria	30 Hari	100.000	3.000.000
24	Jonathan	30 Hari	500.000	15.000.000
25	Yuliana	30 Hari	100.000	3.000.000
	Jumlah		5.750.000	172.500.000
	Rata-Rata		230.000	6.900.000

Source: Data processed by researchers, 2023

In the table above, based on the results of calculations based on the Total Revenue (TR) Formula, it can be seen that the minimum total income of traders is IDR 1,500,000 while the maximum income is IDR 15,000,000. per month.

From the research results, it can be seen that the total income (TR) of each vegetable trader at the Fatubesi market from 25 Respondents is IDR 172,500,000 and the average total income of each vegetable trader at the Fatubesi market from 25 Respondents is IDR. 6,900,000.

**Total Cost (TC)**

Table 2 Total expenses for each vegetable trader at Fatubesi Market in one month

No	Name Respondent	Number of Days in One Month	Fixed cost (FC) (Rp)	Variable cost (VC) (Rp)	Total Cost (TC) (Rp)
1	Naomi	30 Hari	3.000	15.000	540.000
2	Immamuel	30 Hari	3.000	15.000	540.000
3	Ariance	30 Hari	3.000	10.000	390.000
4	Mery	30 Hari	3.000	10.000	390.000
5	Ferlina	30 Hari	3.000	5.000	240.000
6	Eduard	30 Hari	3.000	5.000	240.000
7	Yanto	30 Hari	3.000	15.000	540.000
8	Martinus	30 Hari	3.000	5.000	240.000
9	Goreti	30 Hari	3.000	5.000	240.000
10	Nikolas	30 Hari	3.000	5.000	240.000
11	Bendelina	30 Hari	3.000	10.000	390.000

12	Marsel	30 Hari	3.000	10.000	390.000
13	Nelci	30 Hari	3.000	10.000	390.000
14	Intan	30 Hari	3.000	10.000	390.000
15	Romilika	30 Hari	20.000	5.000	750.000
16	Maria	30 Hari	3.000	5.000	240.000
17	Yohanis	30 Hari	3.000	20.000	690.000
18	Menci	30 Hari	3.000	10.000	390.000
19	Marianus	30 Hari	3.000	10.000	390.000
20	Sely	30 Hari	20.000	5.000	750.000
21	Telfiara	30 Hari	3.000	5.000	240.000
22	Suryana	30 Hari	3.000	5.000	240.000
23	Maria	30 Hari	3.000	5.000	240.000
24	Jonathan	30 Hari	3.000	15.000	540.000
25	Yuliana	30 Hari	3.000	5.000	240.000
	Jumlah		109.000	220.000	9.870.000
	Rata-Rata		4.360	8.800	394.800

Source: Data processed by researchers, 2023

Based on the table above, it can be seen that the total costs incurred by each trader at Fatunbesi market every day from 23 respondents is IDR 9,870,000 and the average total cost for each trader at Fatubesi Market from 23 respondents is IDR 394,800.

### **Profit ( $\pi$ )**

**Table 3. Profit of each Vegetable Trader at Fatubesi Market in one month.**

No	Name Respondent	Total Income (TR)	Total Cost (TC)	Profit ( $\pi$ )
1	Naomi	7.500.000	540.000	6.960.000
2	Immanuel	15.000.000	540.000	14.460.000
3	Ariance	9.000.000	390.000	8.610.000
4	Mery	3.000.000	390.000	2.610.000
5	Ferlina	9.000.000	240.000	8.760.000
6	Eduard	1.500.000	240.000	1.260.000
7	Yanto	4.500.000	540.000	3.960.000
8	Martinus	6.000.000	240.000	5.760.000
9	Goreti	9.000.000	240.000	8.760.000
10	Nikolas	6.000.000	240.000	5.760.000
11	Bendelina	6.000.000	390.000	5.610.000
12	Marsel	6.000.000	390.000	5.610.000
13	Nelci	3.000.000	390.000	2.610.000
14	Intan	6.000.000	390.000	5.610.000
15	Romilika	6.000.000	750.000	5.250.000
16	Maria	3.000.000	240.000	2.760.000
17	Yohanis	15.000.000	690.000	14.310.000
18	Menci	15.000.000	390.000	14.610.000
19	Marianus	6.000.000	390.000	5.610.000
20	Sely	6.000.000	750.000	5.250.000
21	Telfiara	3.000.000	240.000	2.760.000
22	Suryana	6.000.000	240.000	5.760.000
23	Maria	3.000.000	240.000	2.760.000
24	Jonathan	15.000.000	540.000	14.460.000
25	Yuliana	5.000.000	240.000	4.760.000
	Jumlah	161.000.000	9.480.000	164.630.000
	Rata-Rata	6.440.000	379.200	6.585.200

Source: Data processed by researchers, 2023

Based on the table above, from the Profit Rate ( $\pi$ ) formula calculation, it can be seen that the minimum trader profit level is IDR 1,260,000 while the maximum income is IDR 14.610,000



To get the average profit for each trader, subtract the total average income (TR) from the total average cost (TC) so that it can be seen that the average profit earned by each vegetable trader at the Fatubesi market in one month is equal to IDR 6,585,200.

**R/C Ratio**

**Table 4. R/C Ratio Measurement Criteria**

R/C Ratio	Information
>1	The business being run is experiencing profits
<1	The business being run experiences losses
=1	The business being run is at the break-even point (Break Event Point)

**Table 5.R/C Ratio of Market Traders at Fatubesi Market**

No	NameRespondent	Total Income(TR)	Total Cost (TC)	R/CRatio
1	Naomi	7.500.000	540.000	13,88
2	Immamuel	15.000.000	540.000	27,77
3	Ariance	9.000.000	390.000	23,07
4	Mery	3.000.000	390.000	7, 69
5	Ferlina	9.000.000	240.000	37,5
6	Eduard	1.500.000	240.000	6,25
7	Yanto	4.500.000	540.000	8,33
8	Martinus	6.000.000	240.000	25
9	Goreti	9.000.000	240.000	37,5
10	Nikolas	6.000.000	240.000	25
11	Bendelina	6.000.000	390.000	15,38
12	Marsel	6.000.000	390.000	15,38
13	Nelci	3.000.000	390.000	7, 69
14	Intan	6.000.000	390.000	15,38
15	Romilika	6.000.000	750.000	8
16	Maria	3.000.000	240.000	12,5
17	Yohanis	15.000.000	690.000	21,73
18	Menci	15.000.000	390.000	38, 46
19	Marianus	6.000.000	390.000	15,38
20	Sely	6.000.000	750.000	8
21	Telfiara	3.000.000	240.000	12,5
22	Suryana	6.000.000	240.000	25
23	Maria	3.000.000	240.000	12,5
24	Jonathan	15.000.000	540.000	27,77
25	Yuliana	5.000.000	240.000	20,83
Jumlah		161.000.000	9. 480.000	16,98

Source: Data processed by researchers, 2023

Based on the table above, it can be seen that all data has an R/C Ratio >1, which means that the business being run is experiencing a profit. The minimum ratio (R/C) is 6.25 while the maximum is 38.46. From these results it can be seen that the business run by vegetable traders at the Fatubesi market is experiencing profits so it is necessary to continue to develop it.

**Conclusion**

The research results show that the average level of income and profit for each Fatubesi market vegetable trader is quite good and stable. The business of every vegetable trader at the Fatubesi market, Kota Lama District, Kupang City provides significant profits. So that if the business continues to be developed, it can generate income that will grow over time and increase the economic level of the local community, especially people who work as vegetable traders at the Fatubesi market.

The total average income of each vegetable trader at Fatubesi market is IDR. 6. 440,000, Average total merchant fees worth Rp. 379,200, the difference between these two values produces an average profit/profit for traders of IDR. 6,585,200 so it can be seen that the average profit/profit is Rp. 6,585,200 per Respondent.

Based on the R/C ratio analysis, all sample data used in the research have an R/C Ratio  $>1$ , which means that the business being run is experiencing a profit. The minimum ratio (R/C) is 6.25 while the maximum is 38.46. From these results it can be seen that the businesses run by 25 vegetable traders at the Fatubesi market as respondents in this study are experiencing profits.

### **Suggestion**

The advice that the author can give to traders at Fatubesi Market is to remain consistent in their business and further improve the quality of the goods they sell in order to earn even higher income.

For the market, this means that market managers should increase stricter supervision in the market area so that they monitor the cleanliness of the market environment and can organize vehicle parking areas that are not yet well organized..

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