

Income of Women Traders Around the Coast of Kupang City Beach Attractions Before and During Covid 19

*Veronika A. S. M. Flora
 Department of Tourism Hospitality
 Kupang State Polytechnic
 Kupang, Indonesia
 veronikaflora1986@gmail.com

Yudha E. Nugraha
 Department of Tourism Travel
 Business
 Kupang State Polytechnic
 Kupang, Indonesia
 yudhaekanugraha@gmail.com

Christina W. Plaituka
 Department of Tourism Travel
 Business
 Kupang State Polytechnic
 Kupang, Indonesia
 krystynwelly@gmail.com

Abstract - The purpose of this study was to determine the business and income of women traders on the coast of Kupang City Beach attractions before and during the Covid 19 pandemic. The research method used was qualitative, the data collection techniques were observation and in-depth interviews with informants in the study there were 24 women traders in 2 locations beach tourism objects, namely Lasiana Beach and Warna Beach, with 4 types of businesses namely young coconuts, flat bananas, basho, and salome. The results of data processing and analysis show that the average monthly sales results minus the average monthly costs of these 4 types of businesses, before the pandemic, the average net income of IDR 6.413.750 per month can reach 3.4 times Kupang City Minimum Wage in 2019 amounting to IDR 1.850.000. During the Covid 19 pandemic, their net income of IDR 3.638.750 per month only reached 1.8 times the 2020 Kupang City Minimum Wage of IDR 2.007.500. Even though their income still exceeds the 2020 Kupang City Minimum Wage, their income has fallen to almost half of what it was before the Covid 19 pandemic.

Keywords: trader, cost, sales, income

I. INTRODUCTION

1.1 Background

[1] Every citizen has the right to work and a decent living for humanity. It can be interpreted that as Indonesian citizens, both men and women are given equal opportunities to work so that they have a more decent life.

[2] According to the Central Bureau of Statistics, the labor force is a population aged 15 years and over, where in the City of Kupang the data for 2020 is 80.664 female residents who are included in the workforce. By the Central Bureau of Statistics those

who have the status of workers are classified as formal workers, while those who have the status of self-employed and self-employed with the help of temporary workers are categorized as informal sector workers.

Based on the data in Table 1 Main Job Status by Female Gender, shows that the population of women who work according to their main employment status is more in the formal sector, namely 42.950 people when compared to those who are self-employed as many as 16.220 people and those who are self-employed assisted by temporary workers as many as 8.755 people.

TABLE 1 MAIN JOB STATUS BY FEMALE GENDER

Main Employment Status	Amount
Self Employed	16.220
Self Employed assisted by unpaid worker	8.755
Self Employed assisted by paid worker	1.640
Employee	42.950
Freelance Worker	303
Unpaid worker	10.796
Total	80.664

Source: Central Bureau of Statistic, Kupang City in Numbers, 2021

From the determination of wage standards, referring to the Kupang City Statistics Agency data in 2019, the Kupang City minimum wage standard is IDR 1.850.000 per month, while for 2020 and 2021 it is still the same, which is IDR 2.007.500 per month. If the standard of wages is used, different things will be experienced by the status of female workers who are self-employed or trying to be assisted by temporary workers or they are

categorized as informal sector workers. This means that formal workers tend to have certainty of monthly income because they work and are paid by their employers, while for the informal sector there is uncertainty of income where from businesses, they manage themselves, they can earn profits and can also gain losses or at their own risk.

Kupang City with two tourist attractions such as Lasiana Beach and Warna Beach is quite popular because it is already known by the people of Kupang City in general and tourists in particular, especially those who come from outside Kupang City, these 2 beach attractions are not only a place of recreation for tourists but on the other hand can be a location for business opportunities for traders by offering basic needs such as food and beverages

Lasiana Beach and Warna Beach were chosen as research locations because these 2 beaches are administratively located in one sub-district, namely Kelapa Lima District, Kupang City. On the coast of these two beaches, when viewed from the type of food and beverage business, it is included in the category of micro, small and medium enterprises where [3] the characteristics of micro, small and medium enterprises are consistent with the characteristics of the informal sector, among others in the aspect of being easy to enter and because it absorbs a lot labor, especially the weak economic community in the surrounding location, the type of technology and skills are simple, the products fill the local market, with relatively small capital, the type of inventory is also relatively small and the quality can vary.

Types of business of young coconut, flat bananas, basho and salome (salome is a snack food with the basic ingredients of beef, added with spices of starch and so on, the shape is made into rounds and if eaten it can be mixed with soy sauce or chili sauce etc.) which is sold on the coast both beaches are mostly women.

During the initial observations and interviews with several female traders who were willing to be interviewed, information was obtained that prior to the covid 19 pandemic, the Lasiana beach area was very crowded, especially on holidays. Before the Covid-19 pandemic, an average of 50 young coconuts could be sold a day for sale at a price of IDR 6.000 per fruit, while for the flat banana business an average of 30 portions were sold for IDR 8.000 per fruit. The same thing was also informed by female traders in Warna beach. And based on initial interviews with women traders in the Pantai Warna area for the type of business of basho and and salome before the covid-19 pandemic, the average sales per day could be 45 bowls, while for women traders who sold salome an average of 100 bowls of salome per day.

Entering the Covid-19 period, starting in early March 2020, the Mayor of Kupang issued the Imposition of Restrictions on Community Activities, as well as the occurrence of the Tropical Storm Seroja disaster on April 4, 2021, which damaged the stalls of these women traders and beach attractions were not crowded with tourists. There was a slack at the beginning of May 2021 starting to see the repairs of the stalls and it was already seen that several tourists had visited their stalls.

1.2 *Research Problem Formulation*

What is the picture of the income of women traders around the Coast of Kupang City Beach attractions before and during Covid 19?

1.3 *Research Purposes*

To find out the description of the Income of Women Traders Around the Coast of Kupang City Beach Attractions Before and During Covid 19

II. LITERATURE REVIEW AND PREVIOUS RESEARCH

2.1 *Literature Review*

[4] Traders in the big Indonesian dictionary are defined as people who make a living by trading, while small traders are people who trade with small capital.

[5] Capital is a group that contains the owner of the company. Meanwhile, [6] suggests that capital is the funds used to read the procurement of assets and operations of the company. The origin of capital can be divided into 2, namely 1) loan capital obtained from loans from outside the company and 2) own capital originating from internal or the business owner itself.

[7] Costs are sacrifices of economic resources measured in units of money, which have occurred or are likely to occur for certain purposes. There are four main elements in the definition of the cost, namely the cost is a sacrifice of economic resources, measured in units of money, which has occurred, the sacrifice is for a particular purpose.

[8] Income is the total revenue minus the total cost in a production process, if it is associated with financial management, income is the excess of the sale of goods and services over business costs.

2.2 *Previous Research*

Similarities and differences between this study and previous research [9] Endi Rekarti, Zakaria Bahari, Normaisarah M. Zahari, 2019 "The Sustainability of Muslim Women Entrepreneurs: A Case Study in Malaysia" *This* research shows that the factors that influence the survival of Muslim women small entrepreneurs in Kelantan are divided into three categories: financial capital, the human capital of an inherited business and the family experience gained in the field plays a role. Last, the

patient's spiritual element, which is deliberate and honest. The similarity with this study with previous studies is that they both use qualitative methods, the informants are women traders with the category of small business type and one of the factors studied is the capital factor. While the difference, the previous research informants are female traders who are Muslim and totaling 15 people in Kelantan Malaysia, with the types of goods "dry goods" and "wet goods" while in this study the informants were 24 women traders, in 2 coastal locations of coastal tourism objects, and with 4 types of businesses, and the focus is on the income aspect before and during the Covid-19 pandemic.

[10] Irmulansati Tomohardjo, Ida Anggraeni Ananda, Santa Margaretha Niken, 2020 *Women's Participation Pattern in Coastal Tourism Communication in Sawarna Beach Lebak District Banten Province Indonesia*. The research method is a case study, qualitative descriptive and in-depth interview data collection techniques to key informants, homestay owner and manager also. The results of the study show that women's participation patterns in tourism communication include proactive active patterns, passive active patterns and structural gap patterns. The similarity of this research with previous research is that both of them use qualitative methods with in-depth interview techniques, the informants are also women, and both have something to do with tourism objects. While the difference, previous research focused on the communication aspect, informants in previous studies included homestay owners and managers, while in this study the key informants were only female traders with small business scales who trade around the coastal tourism objects and this research focuses more on the financial aspect, namely income before and during the covid-19 pandemic.

[11] Shiney Chakraborty, 2020 *Covid-19 and Women Informal Sector Workers in India*. This Research show informal sector workers who survive on meagre wages are in desperate need for food, and universalising the public distribution system with a higher quantity of foodgrain allotment for at least the next few months will help them fight hunger and abject poverty. The impact of this pandemic on informal workers wages/income is already devastating, and there is a dire need to provide some cash transfer to every household to those known to be more vulnerable. The similarity of this research with previous research also examines women workers from the informal sector and their description of their situation during the Covid 19 pandemic, while the difference between this study and previous research is that previous research used mixed methods with in-depth interview techniques with 176 women workers in the informal sector in New Delhi, namely street vendors, scavengers, home work, construction work, while in this study

uses a qualitative method by only interviewing 24 female traders around beach tourism objects with 4 types of careful business, an overview of net income before and during the covid 19 pandemic.

III. RESEARCH METHOD

[12] The purpose of qualitative research is not merely to seek the truth, but rather to the subject's understanding of the world around him, maybe what the informants put forward is wrong because it is not in accordance with theory, not in accordance with the law. [12] Qualitative research does not use a population, because qualitative research departs from certain cases that exist in certain social situations and the results of the study will not be applied to the population, but transferred to other places in social situations that have similarities with the social situation in the case being studied. The sample in qualitative research is not called the respondent but as a resource person or participant, informant, friend and research teacher.

The type of primary data is the main data from the results of recording observations and interviews with research subjects, namely 24 female traders who become informants, namely those who sell in two beach tourism objects, namely Lasiana Beach, Warna Beach 24 informants who will be divided for the type of young coconut business 8 informants will be taken (4 informant from Lasiana Beach and 4 informants from Warna Beach). For the flat bananas type of business, 8 people will be taken (4 informant from Lasiana Beach and 4 informants from Warna Beach). For Basho type of business 4 people (2 informant from Lasiana Beach and 2 informants from Warna Beach) while for Salome type of business 4 people (2 informant from Lasiana Beach and 2 informants from Warna Beach). While the type of secondary data is additional data originating from the Central Statistics Agency, scientific books, previous studies so that researchers can be equipped with knowledge about the basic theories that are related to this research.

IV. RESEARCH RESULT

4.1. Informant Profile

There are 24 female traders who are willing to be interviewed, the following is the profile of the informant:

In terms of status, married 21 people (87,5%) who are not married 2 people (8,33%) and widows 1 people (4,17%). This means that the status of most informants is married.

Based on age, there were 7 people from 32 to 42 years old (29,17%), 15 people from 43 to 53 years old (62,50%), age 54 to 64 years as many as 2 people (8,33%). This means that based on the age of the informants, most of the informants are 43 to 53

years old. From the age that has been categorized in to the age of labor force.

Based on education level, 13 people graduated from elementary school (54,17%), 9 people graduated from junior high school (37,50%), 2 people graduated from senior high school (8,33%). This means that based on the level of formal education, most of the informants graduated from elementary school

Their husbands or head of the family, work as construction workers 3 people (12,5), civil servants 2 people (8,33%), self-employed 16 people (66,7), fishermen 2 people (8,33%), retired 1 people (4,2%). This means that based on the type of work of the husband or head of the family, most of the informants are entrepreneurs

Based on ethnicity, informants who come from the Rote tribe are 15 people (62,5%), Javanese are 8 people (33,3%) and 1 people are from the Sabu tribe (4,16%). This means that based on the ethnicity of the informants, most of them come from the Rote tribe.

Based on interviews with female traders, their initial capital came from personal savings as many as 16 people (66,6%), borrowing from families of 5 people (20,83%) and from banks 3 people (12,5%). This means the capital when starting their business comes from their own savings.

The initial capital when they just started their business varied because most of them traded for more than 4 years and above, but on average IDR 500.000 for female traders with the type of young coconut business, their initial capital was more for the procurement of equipment such as machetes, plastic tables and chairs. For the type of flat banana business, it is also not much different for the procurement of equipment such as knives, plastic tables, plastic chairs, and grills. For women traders with a salome type of business, their initial capital is also more than IDR 500.000 for the procurement of salome carts, salome storage containers, small conformable plastic tables and chairs and so on. Meanwhile, the initial capital for starting a women merchant business for this type of basho business is an average of IDR 1.000.000 because there are more equipment such as basho carts, conference chairs, plastic chairs and tables, bowls, spoons, forks, plastic bottles for spices containers, buckets, and so on.

4.2. Income Before and During the Covid 19 Pandemic

The results of the data obtained from 24 informants were then processed, and separated according to the type of business. The data is grouped and calculated based on the costs incurred

for the business such as costs for purchasing main raw materials and costs for supporting materials, business premises rental costs and transportation costs. To facilitate the calculations researchers, use the help of the Ms. XL program.

To facilitate data analysis, costs, sales, and net income will be calculated monthly. This net income is obtained from sales minus monthly expenses. If these female traders are included in the workforce, their net income will be compared to the wages of formal sector workers with the Kupang City Minimum Wage in 2019 of IDR 1.850.000

1) Income Before the Covid 19 Pandemic

TABLE 2 AVERAGE MONTHLY NET INCOME BEFORE THE COVID -19 PANDEMIC

Type of Business	Costs	Sales Result for Month	Net Income For a Month
Young Coconut	3.335.000	9.000.000	5.665.000
Flat Banana	3.260.000	9.000.000	5.740.000
Basho	11.900.000	20.500.000	8.600.000
Salome	6.350.000	12.000.000	5.650.000
Amount	24.845.000	50.500.000	25.655.000
Average	6.211.250	12.625.000	6.413.750

Source: Primary data processed and analyzed, June 2021

Based on Table 2 above, the average cost for 4 types of businesses is IDR 6.211.250. The average sales for 4 types of businesses are IDR 12.625.000 and the average net income for 4 types of businesses is IDR 6.413.750. If the average net income for 4 types of women's business is compared to the Kupang City Minimum Wage in 2019 of IDR 1.850.000, this net income can reach 3.4 times the Kupang City Minimum Wage in 2019.

Based on the results of interviews with female traders, information was also obtained that before the pandemic, net income after being set aside to buy raw materials for resale, net income was used to meet daily needs, pay for children's school fees, some chose to save, some of them choose to buy gold jewelry. There were also informants who said that the cost for family gatherings also needed to be set aside because they thought kinship was important.

2) Income During the Covid 19 Pandemic

During the Covid-19 pandemic, in general, several main factors can be seen, namely the price of raw materials rising, the average daily sales also decreasing due to tourists who do not shop at their stalls.

TABLE 3 AVERAGE MONTHLY NET INCOME DURING THE COVID-19 PANDEMIC

Type Of Business	Cost	Sales Result for Month	Net Income For a Month
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Young Coconut	1.625.000	4.500.000	2.875.000
Flat Banana	2.770.000	5.850.000	3.080.000
Basho	15.500.000	21.000.000	5.500.000
Salome	3.650.000	6.750.000	3.100.000
Amount	23.545.000	38.100.000	14.555.000
Average	5.886.250	9.525.000	3.638.750

Source: Primary data processed and analyzed, June 2021

Based on Table 3, the average cost for 4 types of businesses is IDR 5.886.250. Average sales for 4 types of businesses are IDR 9.525.000 and the average net income for 4 types of businesses is IDR 3.638.750. If the average net income for 4 types of women's business is compared to the 2020 Kupang City Minimum Wage of IDR 2.007.500, this net income can reach 1.8 times the 2020 Kupang City Minimum Wage.

Based on the results of observations, it can also be seen that the stalls selling these 4 types of businesses are only a few tourists who come to shop. The results of the interviews with the female swordsmen also complained a bit that the merchandise only sold half of the average daily. But most of the informants understand that having your own business is uncertain, sometimes you can make a profit, sometimes you can lose and sometimes you only get your capital back.

Some of these informants have been registered with the Department of Cooperatives and Micro, Small and Medium Enterprises of Kupang City and also those who have not been registered.

V. CONCLUSION

5.1 Conclusions

Before the Covid-19 pandemic, the average net income of IDR 6.413.750 per month can reach 3.4 times Kupang City Minimum Wage in 2019 amounting to IDR 1.850.000. During the covid-19 pandemic, their net income of IDR 3.638.750 per month only reached 1.8 times the 2020 Kupang City Minimum Wage of IDR 2.007.500. Even though their income is still more than the Kupang City Minimum Wage in 2020, when compared to pre-covid-19 income, their income has fallen by almost half.

5.2. Sugestion

1) It is better to need clear data collection from the Kupang City government in this case the Cooperatives and Micro, Small and Medium Enterprises Service regarding informal sector businesses, especially around the coastal area so that the distribution of capital assistance is right on target.

2) It is advisable to hold training in recording financial reports so that it is easier for traders to apply for credit to financial institutions.

3) Suggestions for future research on strategies for strengthening the informal sector in tourism in boosting the local economy

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