

# The Desire of Traders in Kedurus Kota Surabaya Regarding Additional Travel Routes and Duration of Trading

Agus Sutedjo<sup>1\*</sup>, Sri Murtini<sup>2</sup>, Ketut Prasetyo<sup>3</sup>, Ita Mardiani Zain<sup>4</sup>

<sup>1234</sup>Department Social Science Education Universitas Negeri Surabaya, Surabaya, Indonesia

\*Corresponding author. Email: [agussutedjo@unesa.ac.id](mailto:agussutedjo@unesa.ac.id)

## ABSTRACT

Commonly, peddler have small incomes, especially during the Covid 19 pandemic, including peddlers in Kedurus Village, Surabaya City. However, there are various opportunities to increase the income of these peddler in various ways. Opportunities that can be used are walking duration and traveling paths to increase the number of sales. The purpose of this study was to determine the desire of traveling merchants in Kedurus Village to increase the traveling distance and increase the duration of trading without increasing the traveling distance. This study uses a survey method of traveling merchants in Kedurus Village, Surabaya City with a sample of 30 respondents. Desire data for increasing the duration of trading and traveling routes were obtained by means of interviews, and the data obtained were analyzed descriptively. The results showed that most of the itinerant traders in the Kedurus Village, Surabaya, did not want to increase the duration of trading on the grounds of wanting to get enough rest, difficulty increasing sales, and taking a long time to prepare before traveling. The addition of traveling lanes is also not desired by most of the peddler on the grounds of being tired, not wanting to enter other merchants' operational areas, and not having time.

**Keywords:** *traveling merchant, trade duration, traveling distance*

## 1. INTRODUCTION

During the COVID-19 Pandemic, various aspects of life experienced abnormalities, especially the economic aspect which involved many activities. One of the economic activities that has been greatly affected by the pandemic is the informal sector, one of which is mobile traders. In their interactions with consumers, mobile traders are more active in selling their merchandise than consumers. The number of items that can be sold depends on their activities to find consumers, the more consumers that can be found, the more likely the merchandise is sold.

The informal sector is a small-scale business activity managed by individuals with a high degree of freedom in regulating how and where the business is run [1]. The existence of the informal sector is triggered by a response from the people who need it. The existence of supply and demand makes informal sector activities continue to survive and will come back. [2]. The existence of these factors makes the interaction between itinerant traders and the community take place and continue.

[3] said that a traveling merchant is a person who peddles his wares by offering his wares from one place to another and the work of a traveling merchant does not require a lot of capital and does not require certain skills or skills. Meanwhile, [4] explained that mobile traders generally come from regions with the aim of working and running informal businesses because they cannot compete to work in the formal sector.

The income of traveling merchants during this pandemic generally decreased due to a decrease in consumers and goods sold, especially in lower-middle-class residential locations. At this location, the people as buyers of goods at traveling merchants are also affected by the decrease in income due to their work. They generally work in the private sector which is also affected by the pandemic conditions, so they will limit the purchase of goods to those that are really needed or buy necessities at a cheaper price. [5] shows that consumers who shop for informal sector traders are caused by low prices, easy to find in every major location in the urban environment.

The paths taken by traveling merchants are generally relatively fixed with a relatively fixed time in order to facilitate interaction with regular customers or consumers, as well as non-permanent consumers. Consumers get certainty in terms of time to meet with the needed traveling merchants. Itinerant traders determine the location of the business by establishing a fixed route and stopping point. [6] explains that location affects the income of informal/traditional traders, determining the location of the business is very important so that the business operates efficiently and achieves the desired income.

To increase the income of traveling merchants, sales of merchandise need to be increased in turnover. The number of sales can be increased if the number of consumers is also increased, and various ways can be done to increase the number of consumers. Especially itinerant traders, lowering prices to attract more buyers is unlikely to be done because the price of merchandise is cheap. Efforts can be made to increase the number of consumers by extending the selling time and or adding traveling routes. [7] and [8] explain that working hours and length of business have a significant effect on traders' income.

During this Covid-19 pandemic, traveling merchants who experience a decrease in income can add traveling routes. By increasing the length of the journey, it is possible to reach more consumers and increase sales in order to increase revenue. The addition of traveling lanes is one of the efforts to increase sales by increasing the number of consumers. This is not much different from the research of [9] that one of the factors that influence the income of mobile meatballs is the location of selling.

Another effort that can be done to increase the number of consumers is by increasing the duration of selling time at each stop point. Longer selling time allows more consumers to be captured and merchandise sales can increase. Results of [10] shows that the length of work has a positive effect on productivity so that income can increase.

To add a round trip route requires more energy and longer working time, but the working time can be arranged in such a way that it can be with a fixed duration as usual or increase. However, the addition of a traveling route or an increase in the duration of work requires careful consideration because various negative impacts can occur. The optimal length of time a person works in a day is generally 6-8 hours, more than that there will be a decrease in productivity, work accidents or occupational diseases, the older a person is, the higher the risk of occupational diseases [11]

The traveling merchants in Kedurus Village consist of various kinds of merchandise, generally in the form of daily necessities of life, either ready-to-eat food or raw materials, drinks, and daily household necessities.

Motorcycles, wheelbarrows and bicycles are used to peddle their wares around housing or villages. The time of selling varies, from morning to night there are always peddler passing by to peddle their wares.

Travel routes for traveling merchants in Kedurus Village are generally still within the village area, very few reach outside the village area so that it affects their income. The selling time varies from 06.00 every day. until 21 00. Interaction with buyers is done directly at the stop or in front of the buyer's house. Under these conditions, traveling merchants still have the opportunity to increase their income by increasing the route and duration of their work. However, before the pandemic and during the pandemic, so far, the traveling merchants have not changed the way they work.

Research on the desire of traveling merchants regarding the addition of traveling lanes and the duration of selling time is important to do to help the problems of traveling merchants in order to increase the number of consumers. The increase in the number of consumers is expected to increase the income of traveling merchants, which are generally still low. The purpose of this research is to know the desire of traveling merchants regarding the addition of traveling routes and the desire to increase the duration of work.

## 2. METHOD

The research location is in Kedurus Village, Surabaya City by taking locations on inter-village roads and inter-village roads which are traveling routes for traveling traders. The population in this study is a traveling merchant who passes through the streets in Kedurus Village, purposive sampling is used for the research sample with a total of 30 people including traders who use push carts, bicycle carts, and motorbikes. The sample was taken on the grounds that they have the opportunity to make additional travel routes and increase trading time.

Interviews were conducted to obtain data on respondents' desires about the addition of traveling lanes and the duration of selling, while observations were made to determine the condition of the roads traversed by traveling merchants. Furthermore, the data obtained were analysed descriptively to obtain an overview of the desire of traveling merchants to add traveling routes and the duration of trading.

## 3. RESULT AND DISCUSSION

### A. Characteristics of Mobile Merchants

There are 3 different ways of traveling merchants in the Kedurus village in selling their wares. The most widely used method is walking with a wheelbarrow, which includes sellers of meatballs, fried rice and

noodles, satay, and “Tahu tek”. This type of traveling merchant is all male, aged between 27 and 51 years, usually departing during the day and ending in the afternoon or late at night. The method, which is almost the same as the wheelbarrow, is to use a bicycle cart, which includes sellers of milk, bread, satay, tofu, bakpao, and crackers. There is a female peddler who sells chicken satay, while the others are male, aged between 25 and 45 years. This type of traveling merchant generally goes around in the morning and ends in the afternoon. The method used with the least amount is to use a motorbike. There is also a woman who sells clover, while the other man sells meatballs, vegetables, meat, tofu. Vegetable traders start traveling in the morning and usually end at noon, but there is a vegetable trader who starts traveling in the afternoon until dusk. Other types of traders start around the afternoon or evening and end at night. The age of this type of traveling merchant is between 35 and 52 years.

### ***B. Time and Length (duration) of Selling***

The traveling activities of traveling merchants in Kedurus Village are adjusted to the type of merchandise needed by consumers. Traders of vegetables and daily food ingredients for cooking generally start walking around at 06.00 and end at 11.00 or earlier if the merchandise has run out. Traders of food ingredients that are ready to be eaten or drunk such as bread, milk also start to go around at 06.00 and end in the afternoon, this type of trader has a longer duration of trading time and a longer range of travel because the goods carried are quite a lot in accordance with the supplier's target and targeted to spend. The duration of selling every day is approximately 6 to 7 hours, and for 6 to 7 times a week.

Ready-to-eat foods such as meatballs, clover, fried noodles, fried rice, drinks, fruit/rujak have been sold around 11.00 until late afternoon or almost evening. There are traveling merchants of this type who start working from noon until late afternoon or almost evening, and from afternoon until night. In general, they sell for 7 to 8 hours a day, and during the week they sell 6 to 7 times.

From the results of the study, as described above, there is still an opportunity to increase the working duration of traveling merchants according to their abilities, in order to increase the number of sales. Increasing the duration of selling time can be done by increasing the working hours each day or increasing the number of working days. The duration of time selling traveling merchants increases will have the opportunity to increase their income, this is in accordance with the research of [10] and [6] that the length of work will affect income, the longer the duration of work the higher the income.

The age of traveling merchants in Kedurus Village are mostly young, 83.33% are under the age of 45 years or including productive age. As many as 6.67% of itinerant traders who have a desire to increase the duration of trading with reasons to increase income. Meanwhile, 93.33% of respondents do not want to increase working hours for various reasons, namely wanting to get enough rest, preparing for the next day's work, difficult to increase sales.

Itinerant traders who do not want to increase the duration of trading with the reason that they want to take enough rest is a reasonable decision even though from the aspect of age it does not support this decision. It is possible for the traveling merchant to make such decisions in order to maintain health and be able to work smoothly the next day. [11] explained that excessive length of work or not in accordance with the condition of the body will greatly affect the level of health.

Preparation for the next work required traveling merchants because the goods sold need to be picked up in advance in a far place with a long journey. Sufficient time to prepare before traveling will reduce the amount of time that can be used for work. This means that the opportunity to increase the duration of the tour is reduced or even non-existent. This reason is given by traders of vegetables or foodstuffs whose shelf life is limited so that the sales period is also limited.

It is difficult to increase sales experienced by some traveling merchants so they feel there is no need to increase the duration of traveling. This can happen because the merchandise is not a staple of the people's daily needs, or a few people are in need for various reasons so that the number of consumers is limited. Itinerant traders who only sell goods of one or two kinds of merchandise experience this which ultimately limits the amount of merchandise.

A small number of traveling merchants wish to increase the duration of the tour without increasing the distance. With the increase in the duration of the tour, it is hoped that it will get more consumers and will increase the number of sales of their merchandise, which has an impact on increasing income. The results of research by [10] and [6] also show that working longer hours will increase their income.

### ***C. Traveling Merchant Travel Path***

There are 3 types of roads that are used as trips for peddler in connection with the existing residences in Kedurus Village, namely housing and settlements. There are differences between the roads in villages and housing, especially in terms of the width of the road, but the width of the road has an impact on the traveling merchants who will pass it. On narrower roads, merchants with wheelbarrows can pass through, and it is difficult to pass vehicles. The types of roads in question are: 1. Rukun

Tetangga (RT) roads, 2. Rukun Warga (RW) roads, 3. Main roads.

The road between RTs in Kedurus Village is at the same time a boundary between one RT and another. The width of the road between RTs in the village is about 2.5 meters so it is not possible to pass motorcycles and is made in one direction, while in housing it is about 4 meters, it can be used to pass motorcycles but cannot pass 4-wheeled vehicles. Peddlers who pass through the road between RTs in villages and housing are traders with wheelbarrows such as meatball, fried rice and noodle traders, satay and bread traders with bicycle carts.

The road between RWs is also the boundary between one RW and another and surrounds the RW area and becomes the main road between RTs. The width of the road between RWs in the village is about 4 meters, while in housing it is about 5 meters so that all types of peddlers can pass through the road between RWs. All roads between RWs are connected to the main road to get to the highway. All types of peddlers will pass through this Main Street to get around to the inter-RW and inter-RT roads.

The traveling route taken by peddler varies from 6 to 15 km per day, namely wheelbarrows for about 5 km, push bikes for 10 km, motorbikes for approximately 15 km. This variation is possible due to the use of different energy, by relying only on physical strength, the range of the circumference will be limited. However, there are similarities in the desire of traveling merchants in terms of adding traveling lanes to increase sales of their wares.

Most, 90%, of traveling merchants do not wish to add to their traveling lanes in order to get more buyers for various reasons. Fatigue is one of the reasons for traveling merchants not to add additional routes. This reason is possible because the heavy work carried out on foot pushes the cart where the merchandise is placed, especially if you add a roundabout route. Strenuous work makes the body tired, therefore adequate rest is needed to restore energy.

Another reason traveling merchants don't want to add a traveling route is to enter another traveling sales area. This can happen because they are both immigrants to earn money in the city, they do not want to compete with other immigrants, especially those from the same hometown. They maintain solidarity between friends of the same fate so that no one competes with each other for income. Even though this is common in business competition, traveling merchants in Kedurus Village do not do that, to increase sales, they try to do it through better service.

There are a few traveling merchants who do not want to add to the route because they don't have the time. The reason is because before leaving for a tour it takes a long time to prepare or a walk around takes a long time so that the time left to add a tour route is very little or even there is no opportunity. The little time left may become

ineffective for adding roving lanes, so decided not to add roving lanes.

There are very few itinerant merchants who are willing to add to their circuits in order to gain additional customers and lead to increased revenue. This opinion is very reasonable because with the increase in the route, there will also be more potential customers that can be found, so there is a chance for transactions to occur which will increase sales. The addition of a traveling lane makes it possible to find a strategic location for selling. A strategic selling location will increase sales of merchandise which has an impact on increasing income. Rosella F.R. (2019) has explained that strategic location affects the income of informal traders.

#### 4. DISCUSSION

From the description as in the results of the research and discussion, it can be concluded that the mobile traders in the Kedurus Village. Most are not willing to make additional selling time to increase their sales even though there is an opportunity to add without adding to the route. The reasons given were wanting to get enough rest, difficulty increasing sales and preparing long enough to sell around. Most are not willing to increase the traveling distance to increase the number of sales on the grounds of being tired, not wanting to seize the operational areas of other traveling merchants, lack of time.

#### REFERENCES

- [1] P. Reni, "Faktor-faktor Yang Mempengaruhi Keuntungan Pedagang Di Pasar Grosir Batik Sentono Pekalongan," Universitas Sebelas Maret, 2012.
- [2] N. B. H. Reza Fauzi, Dermawali, "Pola Spasial Pemanfaatan Jalur Pejalan Kaki Oleh Kegiatan sektor Informal," *J. Agora*, vol. 16, no. 2, pp. 104–112, 2018.
- [3] M. T. F. Tuhumury, "Profil Pedagang Sayur Keliling Di Desa Poka dan Rumahtiga Kecamatan Teluk Ambon Kota Ambon," *J. Budid. Pertan.*, vol. 10, no. 1, 2015.
- [4] P. C. Wauran, "Strategi Pemberdayaan Sektor Informal Perkotaan di Kota Manado," *J. Pembang. Ekon. dan Keuang. Drh. (PEKD)*, vol. 7, no. 3, 2017.
- [5] I. Henni, "Pengembangan dan Pemberdayaan Sektor Informal di Kota Pekanbaru," *J. Al-Iqtishad*, vol. 12, no. 2, 2016.
- [6] R. F.R, "Pengaruh Modal Usaha, Jam Kerja, dan Lokasi Usaha Terhadap Pedagang Tradisional

- Landungsari Kota Malang,” *J. Agreg.*, vol. 4, no. 1, 2019.
- [7] M. W. Christi, “Analisis Pendapatan Pedagang Pasar Baru Kencong Kabupaten Jember,” *J. Ilmu Ekon.*, vol. 1, no. 2, 2017.
- [8] Y. Puji, “Analisis Faktor-faktor Yang Mempengaruhi Pendapatan Pedagang Di Pasar Tradisional Cinere Depok,” *Widya Cipta J. Sekr. dan Manaj.*, vol. 3, no. 1, 2019.
- [9] dan I. G. Mira H., “Analisis Produktivitas Kewirausahaan Pedagang Bakso Keliling Dalam Meningkatkan Pendapatan Keluarga (Studi Kasus di Kecamatan Siulak),” *J. Penelitian Seri Humanoira*, vol. 17, no. 1, 2015.
- [10] D. K.L, “Pengaruh Lama Kerja, Umur, dan Tingkat Pendidikan Terhadap Produktivitas dan Pendapatan,” *E-Jurnal Ekon. Pembang.*, vol. 8, no. 7, 2019.
- [11] F. S. Muhammad F. H., “Hubungan Usia, Lama Kerja, Masa Kerja dan Indeks Massa Tubuh (IMT) terhadap LBP pada Petani di Desa Munca Kabupaten Pasawaran,” *Medula.*, vol. 7, no. 4, 2017.