



# Strategy of Woman's Street Vendors at Ippi Ende Port in Supporting the Family Economy in the New Normal Era

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**Abstract.** Street Vendors are one of the alternative jobs in the informal sector, where in the employment dimension. The informal sector is able to accommodate workers without a selection process, and does not require large capital and high skills. The Covid-19 pandemic era had a significant and vulnerable impact on community groups working in the informal sector, namely the decline in the income of women's street vendors at the Ippi Ende Port. This is due to restrictions on the activity of selling food and beverages around the port and on board the ship when the ship is docked at the port. They have been forced to do work as hawkers to survive and support the family economy for decades. This study aims to find out the strategy carried out by the women's street vendors group at the Ippi Ende Port in supporting the Family Economy in the New Normal Era of Covid-19. The method used in this study is a qualitative method with an emphasis on the depth of information obtained through interviews, observation and documentation as well as mentoring activities carried out by the cross-religious women's forum in Ende Regency. The respondents in this study were a group of Women's Street Vendors at the port of Ippi Ende, totaling 30 people. The results of the study show that the strategy carried out by women street vendors at the Ippi Ende port is to support the family's economy in order to survive, as follows: Trying to fulfill the income earned or existing income, this is done by 65% of female street vendors who have an elementary education level, Utilize and encourage other family members to earn additional income by conducting sales activities through various activity events, such as sports activities and religious holidays such as ahead of fasting and Eid, Forming a group or organization of women hawkers at the Port of Ippi Ende, named the PAPIE Group (Women Traders of Ippi Ende Port) Working part time as ART, The education possessed will influence strategic decisions to meet the economic needs of the family.

**Keywords:** Strategy · Informal Sector · Street Vendors · New Normal

## 1 Introduction

The Covid-19 pandemic that has occurred since 2020 has had economic, social, and political implications in the world and also in Indonesia [1]. The volume of world trade

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is declining where The World Trade Organization (WTO) estimates that the volume of world trade globally will decline by around 32% in 2020 during the Covid-19 period. Covid-19 causes restrictions on community activities and causes significant economic losses nationally [2]. Classification of sectors that triggers the economic growth and Gross Domestic Product (GDP) in Ende Regency for the 2015–2019 period are sectors related to the provision of accommodation and food and drink as well as other micro, small and medium enterprises [3]. The activities of hawkers at the Port of Ippi Ende are the informal sector which is also a micro small and Medium Enterprises (UMKM) in Ende Regency.

Covid-19 has caused the people of Ende City who work as hawkers who live around the Ippi Ende Port to also feel the impact of the restrictions due to the Covid-19 Pandemic. This is due to the absence of activity at the Ippi Ende Port, where there is no shipping, both passenger ships and cargo ships, so that it has an impact on the economic life of hawker families who are always active in Ippi Ende Port. This condition is different from before the Covid-19 pandemic where hawkers were also UMKM who processed and sold various kinds such as crackers, yellow rice, and market snacks as well as ready-to-eat food and bottled mineral water needed by ship passengers at the Ippi Ende Port. Covid-19 has resulted in hawkers losing their jobs and resulting in loss of income. This is in line with the results of previous research, namely that the household and transportation sectors are sectors that are also affected by COVID-19 [1].

Women have an important role in development, as well as women hawkers in Ippi Ende Port. Women have an important role in the education of children and breadwinners [4]. The low level of formal education that has led to limited types of work which also has an impact on low income and welfare. The role of women in relation to poverty is becoming increasingly important, considering that apart from the economic condition of their households in low-income groups, it is also due to the importance of women's productive roles. This results in an increase in the burden on poor women so that special attention and efforts are needed to help ease the burden [5]. Peddlers at Port II Ende are one of the alternative jobs in the informal sector, where in the employment dimension, the informal sector is able to accommodate labor without a complicated selection process, and does not require large capital and high skills. The existence of the informal sector is sometimes really needed by the community in some places.

Street vendors are a stimulant for the emergence and development of micro-enterprises by becoming a provider of merchandise sold by hawkers. Characteristics of the informal sector, namely unorganized form, mostly self-employed, irregular ways of working, self-funded or unofficial sources, it can be seen how many community members choose this type of business, because it is easy to use as a job for people with low economic strata who There are many in our country, especially in big and small cities. Thus, it is necessary to conduct a study on the economic conditions of the families of women hawkers in Ippi Ende Port and their strategies in meeting the needs and supporting the family economy.

The focus of the problem in this study is to describe the strategy of women hawkers in the port of Ippi Ende, in meeting the economic needs of the family in the new normal era. The purpose of this study is to find out how the strategy of women hawkers in fulfilling their family's economic life.

## 2 Research Methods

This study uses qualitative research methods that emphasize the depth of information aspect and is carried out in Ende with a focus on hawkers who sell around Ippi Ende Harbor.

The sample of this study is a population sample where there are 30 women hawkers who are members of the PAPPIE group, all of which are designated as samples of this study.

The data used in this study are primary and secondary data. Primary data was collected through the interview method based on interview guidelines that had been prepared, supported also by observations and documentation in the field. Secondary data was collected from various official documents relevant to the research objectives and interviews with several related parties for the purpose of confirming several key informants related to drawing conclusions.

The data analysis technique used is a qualitative descriptive analysis technique using frequency and percentage tables.

## 3 Results and Discussion

Based on the average age, it is known that the age range of 20–30 years is the largest age group of hawkers, which is 43%, but there is an age group of more than 50 years, which is 10%. Based on the level of education, it is known that the education level of women hawkers is from not completing elementary school to high school, and the most is junior high school, which is 47%.

The number of family members also determines the income and expenses of the family which in turn affects the economic life of the family. Based on the results of the study, it is known that the largest family dependents are in the range of 5–10 people. These data indicate that there is a heavy burden on the families of women hawkers in meeting their economic needs.

Family economic life has a close relationship with the level of income received. The results showed that there was a difference in income received from activities as hawkers at Ippi Ende Port. Prior to the onset of Covid-19, income above Rp. 500,000 was income received by 53% of female hawkers when there was a crowd at the port due to passenger shipping and loading and unloading activities. While the lowest income occurred in the range of Rp. 200,000–Rp. 300,000. Different conditions experienced after the Covid-19 outbreak, where the income received decreased, namely 53% only received income of Rp. 200,000–Rp. 300,000, while only 4% received income above Rp. 500,000 (this is data per day per ship entry activity at the port). Ippi Ende While the level of household expenditure of women hawkers per day can be seen in Table 1.

Table 1 shows that the average household expenditure ranges from IDR 100,000 to IDR 300,000 per day. There are 57% of female hawkers who have an average household expenditure of Rp. 1,000,000–Rp. 2,000,000. The amount of this expenditure is used to meet the needs of family life, namely for food and drink needs, and transportation costs for school children. The results of the study also show that there are 43% of female hawkers who have an average expenditure of Rp. 200,000–Rp. 300,000 which is

**Table 1.** Average expenditure (consumption level) of women's household street vendors per day in thousands of rupiah

Average Expenditure [6]	Total	% (percent)	Information
<100	0	–	
100–200	17	57	
200–300	13	43	
300–500	0	–	
> 500	0	–	
jumlah	30	100	

Data source: research results in 2022.

used in addition to financing the needs of eating and drinking and transporting school children, also used to buy basic ingredients for making cakes and other local snacks. The existence of this activity of making local snacks causes an increase in profits compared to just buying instant products from stores and reselling them which causes very minimal profits.

The results of the analysis of income received by women hawkers indicate a decline in family economic life during the Covid-19 period and until new normal conditions. Maintaining the family economy during the covid and new normal period requires a strategy to support the family's economic life. Therefore, a strategy is needed as a step that must be taken by every family to meet their economic needs. This is the case with UMKM actors, especially women hawkers at the Ippi Ende Port who produce ready-to-eat food for sale around the port. In order to maintain the family economy, it takes courage and proper planning despite being in a pandemic and new normal condition.

The results of the analysis shown in Table 2 show that there are several strategies carried out by women hawkers who are also UMKM actors, namely: 1) Meeting existing needs, 2) Joining and forming groups to get capital, 3) Using other family members to get income, 4) Adjusting the place to sell by moving from place to place when various events are held, such as football tournaments, and religious holidays, 5) Becoming a Household Assistant (ART). Based on a number of strategies, it was found that the strategy of joining and forming groups to obtain business capital was the strategy that was mostly carried out by women hawkers, amounting to 30%. This strategy is carried out because by forming groups and joining groups, it will make it easier for members who are members of the group to get capital from the Government. Assistance from the government will only be given to groups so that this opportunity is used in the hope of helping the family economy. Meanwhile, the least adopted strategy is to become ART, which is 7%.

Based on the results of the analysis of the strategies taken, then another phenomenon is studied, namely the relationship between the strategies of women hawkers in supporting the economic life of the family with related factors, namely the level of education, as shown in Table 3.

**Table 2.** Strategies of Female Hawkers in Supporting the Family's Economic Life

Number	Strategies	Frekuensi (F)			Persentase (%)		Total
		Yes	No	Total	Yes	No	
1	Sufficient existing income	20	10	30	67	33	100
2	Forming groups to get capital	30	0	30	100	0	100
3	Take advantage of family members to earn extra income	26	4	30	87	13	100
4	increased sales activity	27	3	30	90	10	100
5	Becoming a Household Assistant (ART)	2	28	30	7	93	100

Source: Primary data processed, 2022

**Table 3.** Strategies to Support the Family Economic Life of Women Peddlers

Strategy to support economic life	Level of education						Total	
	SD		SLTP		SLTA			
	F	%	F	%	F	%	F	%
Sufficient existing income	13	65	4	20	3	15	20	100
Forming groups to get capital	6	20	10	33,33	14	46,67	30	100
Take advantage of family members to earn extra income	11	42,31	9	34,62	6	23,08	26	100
Increased sales activity at various events	8	29,63	9	33,32	10	37,04	27	100
Become ART	Become ART	50	1	50,00	0	0,00	2	100

Source: Primary data processed, 2022

Based on the data in Table 3, it is known that the strategy to meet the existing income is the strategy that is mostly carried out by female hawkers with elementary education, namely 65%, followed by the strategy of utilizing family members to earn income through various activity events, such as sports and religious holidays. Meanwhile, the strategy of forming and joining groups is the strategy that is mostly carried out by women hawkers with high school and junior high school education from various strategies taken. The results of this analysis indicate that people with low education generally have a simple mindset so that they are less able to develop themselves in

seeking opportunities to increase their income. The results of this study also show that a higher level of education allows people to think more rationally in seeking to increase their income (citation). In Table 3 it appears that the strategy to become ART is the least chosen strategy to support the family's economic life, this is due to work from home and concerns for other people entering the house during the covid and new normal so that not many need work.as ART.

## 4 Conclusion

Based on the description in the discussion of the research results, it can be concluded that:

1. There are five (5) strategies carried out by women hawkers at Ippi Ende Port in meeting family needs during the Covid and New Normal times, namely
  - a. Sufficient existing income
  - b. Forming groups to get capital
  - c. Take advantage of family members to earn extra income
  - d. Increase sales activity at various events
  - e. Become an ART
2. The strategy carried out by women street vendors at the Ippi Ende port is to support the family's economy in order to survive, as follows:
  - a. Trying to fulfill the income earned or existing income, this is done by 65% of female street vendors who have an elementary education level
  - b. Utilize and encourage other family members to earn additional income by conducting sales activities through various activity events, such as sports activities and religious holidays such as ahead of fasting and Eid
  - c. Forming a group or organization of women hawkers at Ippi Ende Port named the PAPIE Group (Women Street Vendors at Ippi Ende Port)
  - d. Work part time as ART.
3. Women hawkers who have a junior high and high school education level have a broader mindset so that they get strategic solutions to get out of life's problems than those with elementary education who only rely on survival strategies by fulfilling their needs according to the income they earn.

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