

Analysis Distribution Profit Trader Andansari Street Foot in the Lamongan

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Abstract

Study This aim analyze distribution profit for Street vendors at the Andansari Lamongan PKL Center. Street vendors have little formal educational background in business, but trader capable see opportunity or chance For his efforts. Seen in a way sale trader foot five in Setra street vendors Andansari It's crowded, but in fact, the infrastructure is not developing, meaning the display layout remains the same, there are no changes, and there are no additional assets for selling. This study uses a qualitative method. with Phenomenology as the data analysis and the validity test of the data validity using member check . The number of informants in this study was 10 (ten) traders, from a total of 30 (thirty) traders with a long selling time. for a minimum of 4 (four) year. The data collection techniques used were observation and in-depth interviews. The results of this study show that the distribution of profits for street vendors in Captain Dulasim, Gresik Regency, more for need life daily, from on For increase investments and profits aimed at developing the business.

Keywords: Street Vendors, Profit Distributio, Phenomenology, Member Check

Introduction

The construction industry is complex and faces various challenges such as poor performance, delays, and risks. East Java had the highest number of construction companies in Indonesia during 2020–2021, significantly contributing to national infrastructure. Out of 24,596 contractors, most are small-scale. Unmanaged risks—especially financial—can hinder project success in time, cost, and quality. Therefore, research on financial risk management is essential to enhance company efficiency and performance, benefiting practitioners, academics, and regulators in the construction sector.

The economy of a region is shaped by the diverse economic activities of its people, including both formal and informal sectors aimed at generating adequate income to support families. Daily economic challenges compel individuals to make appropriate economic decisions. Stable economic conditions are widely sought after, as they contribute to fulfilling family needs. Key occupations like farming and trading significantly support economic welfare.

Traders play a vital role as intermediaries between producers and consumers, and street vendors (PKL) are prominent informal sector actors who absorb substantial labor. According to Hamid (2018:24), PKLs are categorized into producer vendors—who sell self-made goods—and reseller vendors—who trade purchased goods. Typically operating solo with minimal capital, PKLs rely on working and fixed capital, which often originates not from formal institutions but from informal lenders or suppliers. Very few can save from their earnings due to low profit margins and limited financial management skills, resulting in minimal investment and expansion potential (Hidayat, 1978).

In Lamongan Regency, one of the five PKL centers is located on Jalan Andansari, East Ngaglik, Sukorejo. This center, consisting of 30 members (Source: Chairman of the Andansari PKL Association), specializes in local culinary products. Previously situated at Alon-Alon Lamongan, the vendors were relocated in 2018 to enhance urban order and aesthetics.

Profit, defined as the difference between income and operating costs, serves as a critical indicator of capital efficiency, management performance, motivation, and business sustainability (Simamora, 2009:28; Indonesian Institute of Accountants, 2018). A positive net profit signals healthy financial performance and aids in decision-making and future business planning. Thus, traders are encouraged to optimize profit generation to ensure the long-term viability of their enterprises.

Table I
Avarage Trade Income

| No | BUSINESS NAME | DAILY OPERATING CAPITAL (Rp) | DAILY INCOME (Rp) | PROFIT (Rp) | AVERAGE DAILY PROFIT OF TRADERS (Rp) |
|----|---------------------------|------------------------------|-------------------|-------------|--------------------------------------|
| 1 | Eat | 9,700,000 | 12,750,000 | 3,050,000 | 179,412 |
| 2 | Snacks | 3,400,000 | 4,475,000 | 1,225,000 | 102,083 |
| 3 | Drink | 2,200,000 | 2,750,000 | 950,000 | 190,000 |
| 4 | Cigarette Kiosk and Drink | | | | 200,000 |

Table 1.1 indicates that there is no significant difference between the average daily profit or income and the daily capital spent by street vendors. However, considering the long duration of street vendors operating at the Andansari Street Vendors Center until now, it is evident that their businesses have remained sustainable. This phenomenon motivates the researchers to explore and understand the essential meaning behind profit distribution. Every individual engaged in this type of work does so with the hope of earning an income. The higher a person's income, the greater the welfare of their family members, and the more needs and desires that can be fulfilled.

Research Methods

This research adopts a qualitative approach. According to Sugiyono (2008:387), qualitative studies require extensive theoretical understanding, as researchers must be able to adapt their theoretical knowledge to field phenomena. Nonetheless, qualitative researchers must also be willing to set aside prior theories to conduct new research. Data collection in qualitative research focuses on what participants say, feel, and do. It uses an emic perspective, meaning

that data is gathered based on participants' lived experiences—not on the researcher's assumptions of what should occur.

This study employs phenomenological analysis to examine the data. Phenomenological research aims to uncover the "essence" of a phenomenon by presenting the lived experiences of one or more individuals. It explains shared meanings derived from different people's experiences with a certain concept or phenomenon. As noted by Creswell (2015), phenomenological studies involve specific coding techniques.

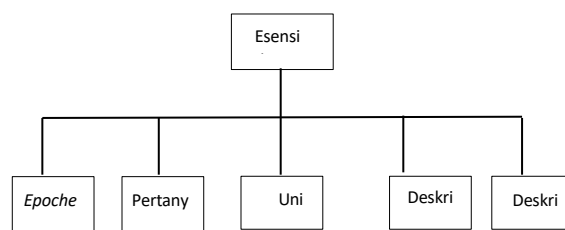


Figure 1 Encoding Phenomenological Study

"Essence," or gist, is the main aspect of a phenomenological study, and concludes with the descriptive section, which discusses the essence of a person's experience by including "what" they experienced and "how" they experienced it.

Data Analysis And Result

All businesses aim to maximize profit, which is essential for their sustainability. Although the street vendors at the Setra PKL Andansari, Lamongan Regency, operate in a busy area, their sales have not increased due to stagnant infrastructure and the lack of new assets to boost revenue.

This research investigates how profits are distributed among the street vendors in the Andansari Street Vendor Center. Data collection followed a process of reduction, focusing on relevant information aligned with the study's purpose. The primary method used was in-depth interviews, supported by repeated readings of interview transcripts to identify key themes and experiences shared by vendors. Validation was done through follow-up interviews to confirm the accuracy of emerging themes, with any new relevant data incorporated into the final findings.

Based on four years of trading experience shared by the informants, it was found that profit distribution practices are shaped independently by the vendors without external influence. This provides an authentic insight into how vendors sustain their businesses.

According to accounting principles, profit is a critical component in business evaluation, serving purposes such as taxation, investment decisions, forecasting, and performance assessment. All informants provided detailed answers regarding their methods of profit distribution.

According to Saiful Afandi, a traditional snack seller working with his wife from 2:00 p.m. to 10:00 p.m., his daily gross income averages Rp. 250,000. With only a high school education, he

is unfamiliar with profit management and does not record earnings; profits are used for daily needs and reinvestment.

1. According to Saiful Afandi, a traditional snack seller working with his wife from 2:00 p.m. to 10:00 p.m., his daily gross income averages Rp. 250,000. With only a high school education, he is unfamiliar with profit management and does not record earnings; profits are used for daily needs and reinvestment.
2. Sumarso, a penyetaan trader for over four years, earns about Rp. 600,000 daily from 3:00 p.m. to 10:00 p.m., saying, "the important thing is to keep the kitchen hot," referring to meeting daily needs and continuing sales.
3. Sakur, 51, sells satay and curry at the Andansari Center from 3:00 p.m. to 10:00 p.m. daily, with an income of Rp. 1,250,000. He uses his earnings for daily expenses, schooling, and saving to open his own shop.
4. Mr. Suratno, a meatball and coconut ice seller for four years, works 12 hours a day, earning Rp. 1,550,000. He says, "the important thing is that my selling runs smoothly," to fulfill daily needs.
5. Arip Purnomo, a burjo (green bean porridge) seller and association member at Andansari for four years, earns Rp. 700,000 daily in 7 hours of selling. His profits are used to open branches and establish a shop.
6. Irwan, who has sold fried rice and noodles for seven years from 3:00 p.m. to 10:00 p.m., earns Rp. 500,000 daily. He reinvests profits into merchandise and sends money to his village for family and education.
7. Mu'alim and his daughter have sold juice and fruit soup irregularly for four years (three to seven days a week), earning Rp. 450,000 daily from 3:00 p.m. to 9:00 p.m. He aims to teach his daughter business while using the profits for business, living costs, and extra fees.
8. Mohamad Hermawan, a mini molen mushroom seller for four years at Andansari, earns Rp. 300,000 per day from 3:00 p.m. to 9:00 p.m. He uses profits to expand his business, support daily needs, and saves the rest at home.
9. Imam Syafi'i and Cak Koiron, satay vendors for 21 years, sell from 4:00 p.m. to 10:00 p.m. with Rp. 750,000 daily income. They prioritize selling out their products; profits are mostly sent to the village to build a house, while the rest supports personal needs.
10. Mr. Supar, a soto trader and member of the Andansari vendor group for four years, sells from 4:00 p.m. to 10:00 p.m. daily. His income supports household needs, children's education, and business operations.

Method Phenomenology

The phenomenological method applied by Moustakas (1994) in Creswell (2015:146) was used to examine interview transcripts with informants. This method involves reading the transcripts repeatedly to identify significant statements and descriptions of the traders' experiences at the Andansari Street Vendor Center. To validate the findings, the researcher conducted follow-up interviews, grouped the important statements into themes, and formed final descriptions. New relevant data were added only after being confirmed by the informants. As Creswell (2015:105) explains, phenomenological studies aim to uncover the "essence" of a phenomenon by describing shared meanings of individual experiences. Key statements and their meanings were presented in Table 2 based on the interview transcripts.

Table II
Statement And Meaning Formulation Which Is Related

| Statement Important | Meaning Formulation |
|---|--|
| From the start I didn't record any expenses And income trade. | Recording financial reports to find out between expenditure, income and profits earned per day. |
| I No have timetable For selling, what is clear is that I sell every day, when on holiday when there is information that it is a holiday or that selling is not allowed from the local government (Adiwiyata) or when I want to take a holiday from selling. | Timetable selling help trader for well-structured sales. |
| I No know <i>business plan</i> in trading, as far as I know only my merchandise is selling well and can sell again. | Inability know about <i>Business plan</i> Not knowing makes traders not know what strategy to use in their business. |
| Selling No build asset | By using the system and building assets Can do repair so that business the can develop and move forward. |

From table 4.3 Important Statements and Meanings From the formulation above, we can conclude:

1. Traders have never recorded financial reports to monitor cash flow, leading to a lack of awareness of income and expenses, and often resulting in the mixing of personal and business funds.
2. Trading at the central street vendor center does not follow formal sector work schedules. In fact, holidays are peak times as vendors believe consumers prefer ready-made food during those periods, with exceptions only during Eid al-Fitr and Eid al-Adha.
3. Street vendors lack knowledge about business planning and long-term strategies, focusing only on daily survival. Although some still manage to optimize their businesses, their profits remain suboptimal. Guidance on profit management would be helpful.
4. They do not understand the significance of asset building, which is essential for business expansion—such as opening branches or diversifying their products—and increasing profits.

Description Textural

According to Creswell (2015, p. 290), researchers link textural and structural descriptions with the essence of individual experiences. This applies to the situation of street vendors operating at the Andansari Street Vendor Center in Lamongan Regency. The "what" and "how" of their experiences are described as part of this approach (Moustakas, 1994). The phenomenological method involves understanding natural attitudes and reflections, a process Husserl refers to as *epoche*. Data analysis proceeds systematically—from significant statements to broader meaning units—resulting in detailed descriptions of both "what" the individual experiences and "how" they experience it (Moustakas, 1994 in Creswell, 2015, p. 109). These are reflected in Table 2: Theme Groups with Related Formulated Meanings, which outlines the textural description.

Theme 1 (No application of proper financial management):

Traders do not practice structured financial management due to limited education. They mix personal and business finances and focus more on sustaining daily needs than on profit allocation. One trader stated, "I don't know what financial management is called, for me, the important thing is that the business runs, my business keeps going and the kitchen keeps smoking, sometimes my personal money is mixed with the trading money."

Theme 2 (Lack of selling schedule causes indiscipline):

Although shifts from morning to afternoon and afternoon to evening are scheduled, traders often adjust freely. For them, holidays are the busiest times. As one trader noted, "In my opinion, it doesn't have much of an impact because both morning to afternoon or afternoon to evening are equally busy, especially on holidays... usually what has an impact is when there is an Adiwiyata assessment."

Theme 3 (Business planning helps traders develop their business goals):

Traders aspire to grow by reinvesting profit and planning for expansion. A trader explained, "Profit will be prioritized for the trading activity turnover tomorrow, then used for personal and family purposes, and if I still have some left over, to develop my business."

Theme 4 (Not building systems and assets hinders business growth):

Traders prioritize family welfare over investing in systems or assets. As one said, "The first is to prioritize family welfare, it's not possible if I develop systems and assets for business but family needs are not met."

Conclusion

This study reveals that street vendors at the Andansari Lamongan PKL Center primarily allocate their profits to fulfill daily living needs rather than for reinvestment or business development. The phenomenological analysis shows that most traders lack structured financial management, do not record income and expenses, and often mix business finances with personal funds. Additionally, their operations are not supported by formal scheduling or long-term business planning. While some traders attempt to save or reinvest, limited knowledge about financial systems and asset building significantly hampers business growth. These findings highlight the need for targeted financial literacy and business planning education to enhance the sustainability and profitability of street vendors in informal economic sectors.

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