

Rahmania Lintang Kinanthi, Analisis Pendapatan Pelaku Usaha Mikro yang Berlokasi di Alun-Alun Trunojoyo Kabupaten Sampang, Dibawah bimbingan Yufita Listina, S.E., M.Si.

ABSTRAK

Usaha mikro makanan dan minuman (mamin) di Alun-Alun Trunojoyo merupakan penopang penting ekonomi informal masyarakat Kabupaten Sampang. Alun-alun ini menciptakan daya tarik baru yang memicu pengelompokan usaha (aglomerasi) di pusat kota. Di tengah rendahnya standar upah daerah, kawasan ini menjadi pilihan utama para pedagang informal untuk bertahan hidup dan menjalankan usaha meskipun dihadapkan pada persaingan ketat.

Penelitian ini menggunakan metode deskriptif kualitatif dengan lokasi penelitian di kawasan Alun-Alun Trunojoyo, Kabupaten Sampang. Menggunakan teknik *purposive sampling*, yang terdiri dari 10 pelaku usaha mikro mamin dan perwakilan dinas terkait. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi. Analisis data dilakukan secara interaktif melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan teknik triangulasi sumber.

Hasil penelitian menunjukkan dua temuan utama. Pertama, keputusan pelaku usaha mamin dalam memilih lokasi usaha di Alun-Alun Trunojoyo dipengaruhi secara kuat oleh lima indikator utama, yaitu: keuntungan pribadi yang maksimal (*self-interest*), kepadatan lalu lintas konsumen (*traffic density*), pengelompokan pasar (*agglomeration*), kedekatan dengan pusat keramaian (*anchor attractors*), keamanan dan kenyamanan (*security and comfort*). Kedua, kondisi pendapatan pelaku usaha mamin sangat fluktuatif, dengan rata-rata keuntungan bersih berkisar antara 1,5 hingga 2 juta rupiah per bulan, dan terdapat pula pendapatan bersih di bawah 1 juta rupiah per bulan, sehingga sebagian besar pendapatan riil pedagang masih berada di bawah standar Upah Minimum Kabupaten (UMK) Sampang.

Kata Kunci: Alun-Alun Trunojoyo, Lokasi Usaha, Pendapatan, Usaha Mikro, Makanan Minuman (Mamin).

Rahmania Lintang Kinanthi, Analysis of Income of Micro-Enterprises Located in Trunojoyo Square, Sampang Regency, Under the guidance of Yufita Listina, S.E., M.Si.

ABSTRACT

Food and beverage (mamin) micro-enterprises in Trunojoyo Square are a vital pillar of the informal economy in Sampang Regency. This square creates a new attraction that encourages business clustering (agglomeration) in the city center. Amidst low regional wage standards, this area is a primary choice for informal traders to survive and operate their businesses despite facing fierce competition.

This research employed a qualitative descriptive method, located in the Trunojoyo Square area, Sampang Regency. A purposive sampling technique was used, involving 10 micro-enterprises and representatives from relevant agencies. Data were collected through observation, in-depth interviews, and documentation. Data analysis was conducted interactively through data reduction, data presentation, and conclusion drawing. Data validity was tested using source triangulation.

The results revealed two main findings. First, the decision of food and beverage (F&B) businesses to locate their businesses in Trunojoyo Square is strongly influenced by five key indicators: self-interest, traffic density, market agglomeration, proximity to anchor attractors, and security and comfort. Second, the income of food and beverage (F&B) businesses is highly fluctuating, with average net profits ranging from 1.5 to 2 million rupiah per month, and some net incomes below 1 million rupiah per month. Consequently, the majority of vendors' real incomes fall below the Sampang Regency Minimum Wage (UMK).

Keywords: Trunojoyo Square, Business Location, Income, Food and Beverage Microenterprises (F&B).