

# Analysis of Business Opportunities in Increasing The Income of MSME Actors at The Perumnas Karawang Morning Market

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## ABSTRACT

This research is a study of the Analysis of Business Opportunities in Increasing the Income of MSME Actors in the Perumnas Karawang Morning Market. This research aims to find out how the income of MSME actors is in their initial place of selling, as well as to find out how business opportunities can increase the income of MSME actors at the Perumnas Karawang morning market. The method used in this research is descriptive qualitative. The research respondents were 30 MSME actors consisting of 24 MSMEs having businesses in other places, and 6 MSMEs only doing business in the morning market. The 30 respondents were selected because they represent all types of businesses in the morning market. The research results showed that 30 respondents stated that business opportunities at the Perumnas morning market could increase income. This business opportunity provides additional income for all respondents. For example, MSMEs wholesalers of household equipment initially earned income of around IDR 12,7500,000, then increased to IDR 30,500,000 at the Perumnas morning market. April coincides with the month of Ramadan, providing an increase in income of up to 79.2% and December is also a moment when MSME players can get an increase in income of up to 63.6%. December coincides with the end of the year where many people get year-end bonuses. Apart from April and December, the percentage of income increase is relatively stable at 54% to 55%. This shows that business opportunities in the Perumnas morning market really provide opportunities for MSME actors to increase their income

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## 1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are an important component in the national & regional economy [1]. MSMEs are one of the pillars of the economy in Indonesia, especially in the lower and middle class communities. MSMEs play a very important role in the welfare of the community and increase the

income of the surrounding community in order to fulfill their daily lives [2].

According to (Ibad, 2019) MSMEs have several obstacles, he stated some of the basic problems of MSMEs including: (1) weakness in obtaining market opportunities and increasing market share; (2) weaknesses in the capital structure and limitations to obtain adequate sources of capital; (3) weaknesses in the field of

organization and human resource management; (4) limited business network cooperation between small entrepreneurs (marketing information system); (5) a less conducive business climate, due to mutually lethal competition; and (6) the coaching that has been carried out is still not integrated and there is a lack of public trust and concern for small businesses.

According to (Sarfiyah et al., 2019) MSMEs that want their business to grow must be able to

increase their sales and market share. Business actors must know how to make the business run smoothly to achieve the goals that have been set before. Business actors are expected to be able to see and analyze how business opportunities exist in the surrounding environment, so that they can be used as well as possible as an effort to increase income [4].

The following is the number of MSME players who specifically sell on Sundays at the morning market of Perumnas Karawang

Table 1. Number of MSME Actors in the morning market of Perumnas Karawang

Type of Business	Amount
Food and Beverage	15
Clothes	68
Headscarf	5
Sandals & Shoes	8
Agen Grow	5
Home Appliances	3
Bag	4
Socks	4
Children's Toys	7
Hat	3
Gorden	2
<b>Total</b>	<b>124</b>

Source : Author 2023

Based on table 1, there are 124 MSME players in the morning market of Perumnas Karawang. The most common type of business is clothing MSMEs and the least is curtain MSMEs. The community needs to identify an environment that can be used as a business opportunity. [1]. By taking advantage of these business opportunities, MSME players can get more income than when they sell every day in their respective locations.

According to research [5] states that utilizing business opportunities must be supported by capital, good management, location and quality of goods and services can make a business successful. Perumnas Karawang morning market provides an opportunity for MSME players to try to increase their income

Perumnas Karawang morning market is an attractive location to be used as a business location. Although this morning market is only conducted every Sunday alone, this morning's market is able to have a positive impact on MSME players and the surrounding community.

Actually, many morning markets are held in several areas in Karawang, but the author is interested in conducting research on the morning market of Perumnas Karawang because MSME players sell along the road more, and Perumnas is a fairly large housing, so that more people pass by. Every month the increase in his income is always fluctuating. However, there are *moments* in certain months where MSME players can get more income compared to other months.

With the phenomenon of business opportunities that can be utilized in the morning market of Perumnas Karawang in increasing income, researchers are interested in conducting a study entitled "Analysis of Business Opportunities in Increasing the Income of MSME Actors in the Morning Market of Perumnas Karawang"

## 2. LITERATURE REVIEW

### 2.1 Understanding Financial Management

According to [6] Financial management is an activity carried out with efforts to obtain funds with costs that are regulated to a minimum and manage these funds effectively to achieve company goals.

According to [7] Financial management is the management of financial functions, namely how to get funds ( *rising funds* ) and how to use the funds ( *allocations of funds* ). This needs to be considered so that a company can achieve its goals.

Meneurut [8] Financial management is the activity of planning, organizing, directing and supervising organizational resources in the form of money in order to achieve company goals.

### 2.2 Business Opportunities

According to [9] Business opportunities are a combination of thought and action to develop business ideas based on the market climate of the consumer area/environment. Starting from a business idea based on the potential of consumers then developed into a business.

According to [10] Business opportunities are the right opportunities or times that should be used by a business actor to make a profit. Business opportunities that will or have been taken will have consequences for decision makers.

A business opportunity is a business investment package that makes way for business people. Business opportunities in one region can be different from business opportunities in other regions. That is why the understanding of business opportunities is closely related to the understanding of existing resources, both from the market side and from the business side [11]

The indicators used in this business opportunity variable are as follows:

#### 1) Market needs and wants

Market needs and desires are goods or services that are needed and desired by consumers.

#### 2) Trend

Trends are phenomena that are popular in society at certain periods.

#### 3) Location

Location is a place that must be considered when doing business.

### 2.3 Income

Revenue is the amount of money made from an activity or business. The business carried out is the activity of selling products that will later get an income, even though it must be quartered by the amount of costs that must be incurred [12]

According to [13] Revenue is all sales of income-generating goods or services, a commodity. Revenue can also be interpreted as income from the company's activities

According to [14] Income is a source of one's income to meet one's daily needs and is very important for one's survival and livelihood directly or indirectly.

Income indicators according to [15] that is:

1) Daily revenue is the result of product sales in a day

2) Monthly revenue

Monthly revenue is the result of accumulated product sales in one month.

3) Adequacy in financing daily life. A person's ability to meet his daily needs from the results of his business income.

### 2.4 Revenue Generation Business

In general, humans feel that the income / income received today is still lacking and becomes a problem that will never be solved. According to [10] In general, it can be explained that efforts to increase income can be used in several ways, including:

1) Utilization of free time

Individuals are able to utilize the remaining free time from work that has been done before into new opportunities to supplement income.

2) Doing creativity and innovation

Individuals must be able to think creatively and innovatively creating breakthroughs-

Meaningful breakthroughs to be able to achieve perceived needs are still lacking.

### RESEARCH FRAMEWORK

Based on the theory in this study, the framework of thought in this study can be described as follows:

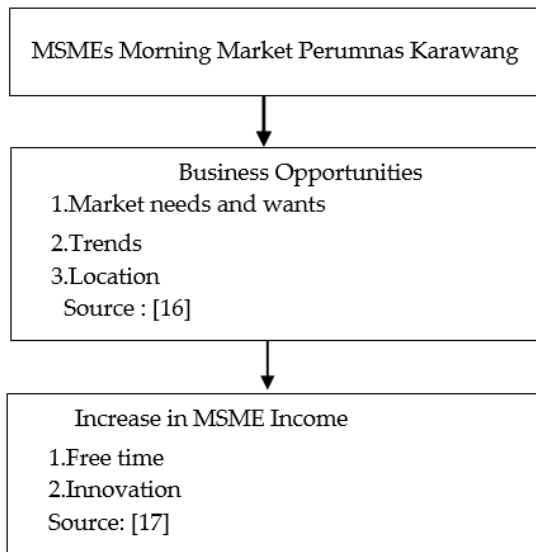


Figure 1 : Research Paradigm

Source : Author (2023), processed from [16] & [17]

### 3. METHODS

The type of research used in this study is qualitative descriptive research. Qualitative research is non-mathematical research by producing data from findings in the form of observations, surveys, interviews, and literature studies. Sampling using random sampling technique. Random sampling is the entire target population that has the same chance to be selected, but the selection of this sample is done randomly and not sequentially. The population in this study is all MSME players in the morning market of Perumnas Karawang. The samples to be used in this study are 30 MSME players in the morning market of Perumnas Karawang. The respondents selected were 30 because they already represented all types of businesses in the morning market. This research was conducted at the morning market of Perumnas Karawang located in Sukaluyu Village, East Telukjambe District, Karawang Regency.

### 4. RESULTS AND DISCUSSION



Picture 1. Location of Perumnas Karawang morning market

The picture above is the condition of the morning market of Perumnas Karawang located in Sukaluyu Village, East Telukjambe District, Karawang Regency. Along the road Perumnas, there are more than 100 MSME players who open tents to sell their merchandise. Perumnas morning market is only held every Sunday. There

is no specific opening time, but at 06.00 it has begun to be crowded with visitors, and at 12.00 the traders have begun to pack up to clean up their wares.

#### 4.1 The income condition of MSME actors in the initial place

This research reveals an analysis of business opportunities that exist in the morning market of Perumnas Karawang. This is so that

MSME players can see how big business opportunities exist in the morning market of Perumnas Karawang if they take advantage of the location.

**Table 2. MSME players who carry out their selling activities at the morning market of Perumnas Karawang**

No	Name	Type of business	Established since	Long Business at the Morning Market	Business location apart from the Morning Market
1	Sriyati	Adult Clothes	2020	1 Years	-
2	Sudiri	Adult Clothes	2018	2 Years	-
3	Reni	Underwear	2016	5 Years	-
4	Sumarti	Wholesale Agent	2019	4 Years	-
5	Naifuja	Food	2010	10 Years	-
6	Kholik	Children clothes	2022	1 Years	-
7	Adi	Food	2022	1 Years	LSI front
8	Fira	Children clothes	2016	6 Years	Kosambi Market
9	Ajad	Adult clothes	2015	7 Years	Bekasi
10	Lusi	Headscarf	2019	4 Years	Lamaran
11	Andy	Wholesaler	2017	6 Years	Public Housing Market
12	Asliardi	Slippers	2012	8 Years	Bekasi
13	Grandfather	Wholesaler	2019	4 Years	Public Housing
14	Angga	Drink	2022	1 Years	Public Housing Road
15	Safrizal	Sock	2016	7 Years	Bekasi
16	Asep	Bag	2015	6 Years	CKM Corporation
17	Henry	Shoe	2017	4 Years	Bekasi
18	Asep	Children clothes	2012	1 Years	KCP Mall
19	Aldi	Sock	2015	5 Years	CKM Road
20	Naila	Headscarf	2018	5 Years	Kosambi Market
21	Deviana	Underwear	2015	8 Years	SGC
22	Eka	Curtain	2017	3 Years	Pasirjengkol
23	Sudiman	Children toys	2022	1 Years	Public Housing
24	Nasihah	Adult clothes	2021	2 Years	Johar Market
25	Rosyid	Adult clothes	2016	5 Years	Gemalapak
26	Dawn	Bag	2017	6 Years	Cifest
27	Sodiyah	Food	2020	3 Years	CKM
28	Samuel	Children toys	2020	1 Years	CKM
29	Dedi	Hat	2019	2 Years	Bencong Park
30	Suratman	Trousers	2016	7 Years	Bekasi

Source : Author, 2023

Based on observations that have been made on 30 MSME players in the morning market of Perumnas Karawang, there are 6 MSMEs that carry out their activities only on Sundays, while 24 other MSME players have other places to sell every day. Based on table 2, as

many as 14 MSME players carried out sales activities in the morning market of Perumnas Karawang for more than 5 years and 16 MSME players who sold in the morning market of Perumnas for less than 5 years.

**Table 3. The average monthly income of MSME players in the starting place in 2023**

No	Name	Type of business	Average Initial Income
1	Adi	Food	Rp 24.750.000
2	Fira	Children clothes	Rp 22.125.000
3	Ajad	Adult clothes	Rp 15.500.000
4	Lusi	Headscarf	Rp 8.000.000
5	Andi	Wholesaler	Rp 34.000.000
6	Asliardi	Slippers	Rp 16.500.000
7	Dedeh	Wholesaler	Rp 12.750.000
8	Angga	Drink	Rp 7.000.000
9	Safrizal	Sock	Rp 12.500.000
10	Asep	Bag	Rp 22.500.000
11	Hendri	Shoe	Rp 21.750.000
12	Asep	Children clothes	Rp 28.000.000
13	Aldi	Sock	Rp 6.500.000
14	Naila	Headscarf	Rp 8.500.000
15	Dewiana	Underwear	Rp 14.375.000
16	Eka	Curtain	Rp 14.250.000
17	Sudiman	Children toys	Rp 3.600.000
18	Nasihah	Adult clothes	Rp 19.500.000
19	Rosyid	Adult clothes	Rp 20.000.000
20	Fajar	Bag	Rp 18.750.000
21	Sodiyah	Food	Rp 26.250.000
22	Samsul	Children toys	Rp 2.775.000
23	Dedi	Hat	Rp 2.500.000
24	Suratman	Trousers	Rp 20.000.000

Source : Data processed by the author, 2023

Every day MSME actors carry out their sales activities in the initial place they sell. For the highest average income of IDR 34,500,000 and the lowest of IDR 2,500,000.

#### **4.2 Business Opportunities in the morning market of Perumnas Karawang**

In addition to selling in the initial place, MSME players take advantage of business opportunities in the morning market of the

Karawang national company to increase their income.

**Table 4. The average monthly income of MSME players in the morning market of Perumnas Karawang and the average percentage of income increase in 2023**

No	Name	Type of business	Average income January - December 2023		
			At the starting place / branched	At the Perumnas Morning Market	Improvement Percentage
1	Adi	Food	Rp 24,750,000	Rp 13,500,000	54.5%
2	Fira	Children clothes	Rp 22,125,000	Rp 10,000,000	45.2%
3	Ajad	Adult clothes	Rp 15,500,000	Rp 8,375,000	54.0%
4	Lusi	Headscarf	Rp 8,000,000	Rp 4,500,000	56.3%
5	Andy	Wholesaler	Rp 34,000,000	Rp 35,500,000	104.4%
6	Asliardi	Slippers	Rp 16,500,000	Rp 9,200,000	55.8%
7	Grandfather	Wholesaler	Rp 12,750,000	Rp 30,500,000	239.2%
8	Angga	Drink	Rp 7,000,000	Rp 2,300,000	32.9%
9	Safrizal	Sock	Rp 12,500,000	Rp 4,875,000	39.0%
10	Asep	Bag	Rp 22,500,000	Rp 8,200,000	36.4%
11	Henry	Shoe	Rp 21,750,000	Rp 9,000,000	41.4%
12	Asep	Children clothes	Rp 28,000,000	Rp 4,250,000	15.2%
13	Aldi	Sock	Rp 6,500,000	Rp 3,875,000	59.6%
14	Naila	Headscarf	Rp 8,500,000	Rp 4,500,000	52.9%
15	Deviana	Underwear	Rp 14,375,000	Rp 9,000,000	62.6%
16	Eka	Curtain	Rp 14,250,000	Rp 7,500,000	52.6%
17	Sudiman	Children toys	Rp 3,600,000	Rp 1,500,000	41.7%
18	Nasihah	Adult clothes	Rp 19,500,000	Rp 9,250,000	47.4%
19	Rosyid	Adult clothes	Rp 20,000,000	Rp 8,375,000	41.9%
20	Dawn	Bag	Rp 18,750,000	Rp 7,500,000	40.0%
21	Sodiyah	Food	Rp 26,250,000	Rp 14,000,000	53.3%
22	Samuel	Children toys	Rp 2,775,000	Rp 1,250,000	45.0%
23	Dedi	Hat	Rp 2,500,000	Rp 1,200,000	48.0%
24	Suratman	Trousers	Rp 20,000,000	Rp 9,000,000	45.0%

Source : Data processed by the author, 2023

Every Sunday, MSME players carry out their selling activities at the morning market of Perumnas Karawang. The income they get every month is quite high. Based on table 4, the highest average income is in Andi's wholesale business

of Rp 35,500,000 and the smallest average income is Dedi's of Rp 1,200,000. The average percentage increase in revenue was the highest 239.22% and the percentage increase in income was the lowest 15.2%.

**Table 5. Average percentage increase in monthly revenue in 2023**

No	Month	Ascension
1	January	54.1%
2	February	54.2%
3	March	53.9%
4	April	79.2%
5	May	57.5%

6	June	55.5%
7	July	55.2%
8	August	55.2%
9	September	55.9%
10	October	54.8%
11	November	54.3%
12	December	63.6%

Source : Data processed by the author, 2023

The highest average percentage increase in revenue was in April at 79.2%, then in December at 63.6%. For other months, the reality is the same, which is 54% to 55%.

## DISCUSSION

### *The income condition of MSME actors in the initial place*

Based on table 3, it shows the average income of MSME players in 2023 where they started selling. Their income fluctuates every month. The highest income every month is MSMEs wholesale household appliances owned by Andi and Dedeh. For the lowest income every month, MSMEs are Dedi's hat business type and Samsul's children's toys. For wholesale business, it is quite promising. Because the products sold are daily necessities. For *fashion* businesses can also get quite a lot of income. But, you must always follow *the trend* or development of the times. For businesses, many types of food or beverages have done it. But the opportunity to compete in the market is still very open, considering that food and beverages are basic human needs, so they will need it more often.

### *Business Opportunities in the morning market of Perumnas Karawang*

The average monthly income in the morning market of Perumnas Karawang has a difference with the average monthly income in the place where they initially sold. With this difference, the income in the morning market of Perumnas Karawang can increase their monthly income. It can be seen in table 4, the table shows the percentage increase in income of MSME players in the morning market of Perumnas. The highest average monthly income increase was in Andi and Dedeh's wholesale business which reached 102.90% and 239.22%. Then the lowest average increase in income was in Asep's children's clothing business of 15.18%. This

figure is much smaller than other children's clothing businesses because the owner of the clothing business has a starting place in KCP Mall. Where the income at the KCP mall every month is very high compared to the income in the morning market of Perumnas. Business opportunities in the morning market of Perumnas Karawang provide additional income to all MSME players. For example, there was an increase in income for MSMEs Wholesale household appliances in the initial place to earn income of around Rp 12,750,000 then rose to Rp 30,500,000 in the morning market of perumnas. This shows that business opportunities in the Perumnas morning market really provide opportunities for MSME players to be able to increase their income

Based on table 5, the highest percentage increase occurred in April. In April, the presentation increased its revenue by 79.2%. MSME actors say that April coincides with the fasting month or Ramadan. Where many consumers prepare many things for Eid al-Fitr. For MSMEs that are greatly affected by this Ramadan, namely fashion MSMEs. Starting from clothes, pants and hijab. Not only *fashion*, other MSMEs have also experienced an increase in appraisal, but not as many as fashion MSMEs. In addition to April, a high percentage increase in revenue also occurred in December. In December, the percentage increase in revenue reached 63.6%. December coincides with the end of the year when many people get year-end bonuses from their workplaces. In addition to April and December.

## 5. CONCLUSION

Based on the results of the discussion carried out, the income of MSME actors in their initial place of sale fluctuates every month. But



the highest income is in April where the month coincides with the month of Ramadan.

Based on the results of discussions conducted by 30 MSME players, it was stated that business opportunities in the Perumnas morning market could increase income. The percentage increase in average monthly income always increases even though the morning market is only carried out every Sunday. The highest percentage increase in revenue occurred in April and December. This shows that in the morning market, Perumnas really provides opportunities for MSME players to be able to increase their income.

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## IMPLICATION

Monthly income at the beginning of sales fluctuates every month, therefore MSME players must be able to compete with other MSMEs so that their businesses continue to run.

Because there are still many surrounding communities who have not taken advantage of the location, business opportunities in the morning market of Perumnas Karawang should be a concern to be applied by the community as economic actors in an effort to increase income towards changes in community welfare.