

Analysis of Promotional Costs and Location on the Income of MSMEs on Kertabumi Street, Karawang

Hanibah Miftahul Janah Suhardi¹, Dedi Mulyadi², Santi Pertiwi Hari Sandi³

^{1,2,3}Universitas Buana Perjuangan Karawang

Article Info

Article history:

Received May, 2024

Revised June, 2024

Accepted September, 2024

Keywords:

Promotion Costs

Location

MSMEs

Revenue

ABSTRACT

The purpose of carrying out this research is to investigate promotion cost analysis and the location of MSME income on street Kertabumi Karawang. What are the Promotion Costs and Location of MSME players' income on street Kertabumi Karawang. The method used in this research is descriptive qualitative. Based on observations made, there are promotional and location costs that can be utilized by MSME players. The results of this research show that promotional costs and the location of MSME income are on street Kertabumi Karawang. Effective promotional costs can increase customer awareness and interest, and directly influence sales and revenue. Promotional costs can provide good benefits for increasing income, where initially the income received by MSMEs before the promotion was Rp450,000 – Rp3,500,000,- but after carrying out promotions through online motorbike taxi vouchers and endorsements, the income obtained was Rp162,000 – Rp4,227,500 or an increase of 21% - 65%. Location also plays an important role in MSME income. A strategic location can increase customer accessibility and exposure to a wider market, which can increase sales. There are two methods of promotional costs incurred, namely online motorbike taxi vouchers and endorsements. The location on street Kertabumi is a strategic place to set up a business because it is the main access road that is often passed by two-wheeled and four-wheeled drivers. These variables show an increase in the income obtained by MSME players.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Santi Pertiwi Hari Sandi

Institution: Universitas Buana Perjuangan Karawang

e-mail: santi.pertiwi@ubpkarawang.ac.id

1. INTRODUCTION

The diversity of Indonesia's cuisine is truly abundant with a variety of food options, accompanied by various cultures that accompany it. As in many other countries of the world, street food is also in demand domestically. Not only is it in demand by locals, but the uniqueness of street food is also often a destination for foreign tourists. Currently, reviews of street food in Indonesia

by foreign tourists can be found on various digital platforms. In accordance with the latest trends, visitors are indeed looking for a variety of tourist experiences, especially in terms of culinary.

Local street food plays an important role in tourism, as food and beverages are often an important part of the tourist experience for many people. There are various basic goals of doing culinary activities,

depending on the individual and the underlying situation. Thus, the purpose of doing culinary activities varies greatly and depends on individual preferences and situations. However, basically, culinary is an essential part of social and cultural life that provides an opportunity to enjoy food, mingle with others, and learn about different cultures and traditions. Culinary tourism is a magnet for travelers who plan a tourist trip with the intention to enjoy a variety of dishes with distinctive flavors desired by culinary lovers [1].

This street food restaurant offers a variety of delicious dishes at affordable prices, making it a favorite choice for many people. The sensation of enjoying food on the street is not only about taste, but also a unique experience that is difficult to get anywhere else. By trying street food, a tourist can also learn the philosophical story of a traditional food. Tourists will learn about the origin and why many Indonesia foods are melting pot between Chinese, Indian, Middle Eastern, and even European cuisine [2].

Advertisement of street food to local tourists tends to be done orally. However, for visitors from abroad, promotion through social networks, Google reviews, food apps, and other online platforms is needed so that they can easily find street food vendors. During this adjustment, it is important to retain the original essence. International travelers are generally drawn to stories, with a strong narrative about the background of a particular food that can interest them.

In urban environments, we often encounter the presence of street vendors, which are part of the informal sector. They tend to operate in crowded locations, such as around store areas, sidewalks, or near educational institutions. The reason they choose such places is because they are considered strategic to sell. For example, in the city of Karawang, there are street vendors

on Kertabumi street that offer a variety of merchandise, ranging from food and beverages, to services such as credit top-ups, small workshops, accessories, as well as shoes, sandals, and clothes.

Likewise, in Karawang square, precisely on Kertabumi street, there are many street snacks that can be bought. When dusk fades, Karawang square becomes a favorite destination for night food lovers. Street vendors start getting ready with their diverse dishes from the afternoon. At 18.00, the atmosphere of Karawang Square is alive with the activities of street vendors who sell various kinds of dishes. Not only a few, but many traders participated. The variety of snacks offered is also very diverse, ranging from savory, sweet, to very spicy. In addition to food, visitors can also find fresh and contemporary drinks at alun-alun Karawang [3].

One of the important road arteries in the city of Karawang is Kertabumi road, which connects Tuparev road with residential areas. Along Kertabumi Street, there are Elementary Schools and Universities where most of the students live temporarily or rent boarding houses around the area. This can add to the income of street vendors around the road. According to initial observations, traders who have been selling for four years claim that they are able to meet their living needs with the income earned. The advantages of a strategic location close to the city center are very clear, and the existence in an area that has easy access makes Kertabumi road attractive for the development of small and medium enterprises (SMEs) and can be reached by all levels of Karawang society. The survey shows that different types of small and medium-sized industries operate along Kertabumi road, with 72 different business actors. The following is a table of 1 types of business actors:

Table 1. Data of MSMEs on Jalan Kertabumi

No	Nama Usaha	Kategori Makanan dan Minuman	No	Nama Usaha	Kategori Makanan dan Minuman
1	Sate Maranggi Manggung	Makanan Nusantara	37	Kedai Gula Aren	Fusion
2	Nasi Goreng Sami Lancar	Makanan Nusantara	38	Es Teh Girwangi	Minuman
3	Rumah Makanan Tiga Minang	Makanan Nusantara	39	Es Chocofree	Minuman
4	Rumah Makan Padang CR7 (depan Rs. Bayukarta)	Makanan Nusantara	40	Kopi Kocok	Minuman
5	Bebek Dino	Makanan Nusantara	41	Manggo Smoothies	Minuman
6	Sambal Dadak Karawang	Makanan Nusantara	42	Alpukat Kocok Thovvib	Minuman
7	Nasi Sambal Lada	Makanan Nusantara	43	Welzz Koffie	Minuman
8	Masakan Sunda Teh Irma	Makanan Nusantara	44	Soteh	Minuman
9	Seafood 48 Nasi Uduk	Makanan Nusantara	45	Dots Greetea	Minuman
10	Sop dan Soto Tiga Bersaudara	Makanan Nusantara	46	Jelly Potter	Minuman
11	Kaloci	Makanan Nusantara	47	Teh Poci	Minuman
12	Nasi Tangkar Sapi dan Sumsum	Makanan Nusantara	48	Faris Pashion	Toko Baju
13	Ayam Jutek Sambel Hijau	Makanan Nusantara	49	Eiger	Toko Baju
14	Ratu Penyet Karawang	Makanan Nusantara	50	Umama Galery	Toko Baju
15	Sate Padang Khas Piaman	Makanan Nusantara	51	Toko Baju BMJ	Toko Baju
16	Angkringan Mas Exco	Makanan Nusantara	52	Eleven Shop	Toko Baju
17	Kedai Oaa Oee	Makanan Nusantara	53	Keys Fashion	Toko Baju
18	Nasi Goreng Rian Putra	Makanan Nusantara	54	3Secoond	Toko Baju
19	Nasi Uduk Cemara	Makanan Nusantara	55	Bloods	Toko Baju
20	Sate Maranggi Mang Ali	Makanan Nusantara	56	Aneka Risol Dapur Hejo	Camilan
21	Sop Daging dan Soto Surabaya	Makanan Nusantara	57	Mochi Mocka	Camilan
22	Nasi Kebuli Gaza	Makanan Asian Food	58	Brownies Amanda	Camilan
23	Nasi Kebuli Al-Madinah	Makanan Asian Food	59	Roti Gembong Gembul	Camilan
24	Kebuli Curry House	Makanan Asian Food	60	Cilor Si Say 2	Camilan
25	Sate Taichan D'Komplit	Japanase Food	61	Lumpia Cinta Karawang	Camilan
26	Sate Taichan 381	Japanase Food	62	Boss Crepes	Camilan
27	Takovaki Dea	Japanese Food	63	Dear Butter	Camilan
28	Grand Kebab Turki	Asean Food	64	Combro Setan Tambak Daya	Camilan
29	Seafood Teh Mpop	Chinese Food	65	Donat Kentang dan Karamel	Camilan
30	Seafood Mevвах	Chinese Food	66	Roti Gembong Gedhe	Camilan
31	Baso Urat dan Baso Iga Bunda	Aneka Mie ayam dan Baso	67	Dimsum Teh Irma	Camilan
32	Martabak Simalanggi	Fusion	68	Manggo Sticky Rice	Camilan
33	Siomay dan Batagor Bandung	Fusion	69	Dimsum Sulthan	Camilan
34	Serabi Hijau Kenanga	Fusion	70	Lumpia Beef Abang Adek	Camilan
35	Seblak Parasmanan Teh Irma	Fusion	71	Jasuke Karawang	Camilan
36	Martabak Hijau Mas Andi	Fusion	72	Juragan Leker	Camilan

Source : Author, 2023

From table 1, grouped into several categories of MSMEs including Indonesian food, Japanese food, Chinese food, Asean food, beverages, fusion and snacks show that Jalan Kertabumi Karawang has a strategic place that connects the road to the city center, so that many business actors who have established their businesses Jalan Kertabumi grow the potential of MSMEs in their area.

Research conducted by Ricky Pratama Simanjuntak regarding the analysis of promotional costs on the level of service revenue at the Sudi Mampir Hotel in Cibitung, using a qualitative descriptive form of research. Based on the results of the research, it is concluded that promotional costs are able to increase revenue in a significant and very strong way in the Sudi Mampir Hotel [4].

Thus, based on the phenomenon that occurred, this research has the purpose of analyzing promotional costs and location selection for MSME income on Jalan

Kertabumi Karawang. Through an in-depth analysis of the promotional strategies implemented and the location of the business, it is hoped that the key factors that affect the success of MSMEs in achieving sustainable growth can be identified. So the author made the title "Analysis of Promotion Costs and Location on MSME Income on Jalan Kertabumi Karawang".

2. LITERATURE REVIEW

2.1 Definition of Financial Management

Financial management is an effort to manage financial resources, both in terms of allocation and investment, as well as in collecting funds for payment or expenditure purposes with efficiency. Financial management involves the company's activities in acquiring, using, and managing assets in accordance with the company's overall objectives. Financial management includes all the activities of a company that

aims to obtain funds at minimal costs and allocate those funds efficiently.

2.2 Definition of Promotion Fee

Promotion or marketing communication is one of the most common elements encountered in society in the context of a company's marketing strategy. This is not surprising because promotional activities are very important to convey the characteristics and advantages of the product to the target market of the company. Promotion is defined as persuasive, inviting, seductive, and convincing communication [5].

According to Tjiptono, promotional costs refer to the budget allocated for various marketing activities aimed at disseminating information, influencing, and reminding consumers about the brands and products offered by the company [6].

From this view, it can be concluded that promotion is an effort by the company to influence buyers to obtain the products and services produced or to disseminate information about these products and services through communication with listeners or audiences with persuasive purposes.

2.3 Promotional Cost Indicator

The formula for calculating promotional costs is:

$$\text{Promotion Cost} = \text{Marketing Cost}$$

The elaboration of the formula above states that marketing expenses are the funds needed to get orders from customers and prepare products to be accessible to them.

Advertising costs are expenses allocated for any type of paid marketing, whether in the form of non-personal promotions or explicit sponsorships, to advertise ideas, goods, or services. Its popularity is usually seen through the use of electronic media as well as print media. On the other hand, sales promotion costs are costs incurred for various temporary incentives to stimulate the purchase of products or services, including in the form of raffles, gifts, samples, and so on [5].

2.4 Definition of Location

A big influence on customers' desire to visit and shop is due to the place where the business is located. Business location is a key factor in establishing and shaping operational efficiency. This is because success in running a business depends on process efficiency and ease of access that can lead to the achievement of desired goals [7].

A position is a place where a company carries out operations or activities to create products and services with a focus on economic factors. On the other hand, a position is the geographical location where an object is located. The choice of location affects the success or failure of a company. Fundamentally, a position has a significant role in providing services to the end customer because the customer accesses the company's position.

According to the conception mentioned, it can be concluded that a business location is the location where the company takes place and produces goods and services. Determining a company's location is crucial in achieving success in business by showing useful products to customers to attract their interest in making a purchase.

2.5 Business Location Indicators

There are four indicators on the business location, as follows:

- 1) The availability of parking lots, the availability of parking lots with a large enough size will provide convenience for consumers who will come to visit and do not interfere with the smooth flow of traffic so as not to cause congestion around the location of the business.
- 2) Having a large enough place, if the business place is owned large enough, it will provide space for the availability of facilities at the business location, such as a place for business operational tools.
- 3) The location is passed by many means of transportation, the location that is passed by many means of transportation will provide ease in accessing or reaching the location of

the business being run. The easier it is for the business location to be accessible by means of transportation, the more potential there will be to attract more consumers.

- 4) Strategic location A strategic location will provide better profits for entrepreneurs, it will attract consumers to come to visit. Strategic locations can be seen clearly and have an easy-to-access location.

2.6 Definition of Income

In the Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP), revenue is defined as receipts that arise when an entity carries out its routine activities, which can be referred to by various terms such as sales proceeds, compensation, interest, dividends, royalties, and rental expenses [8].

Revenue refers to the increase in assets and the reduction of a company's liabilities, which arise from operational activities or the provision of goods and services to the public or consumers specifically [8].

2.7 Revenue Indicators

Revenue is the total revenue earned by a business entity from the sale of products or services in a specified period of time [9].

Income indicators include the above:

- 1) Monthly income received
- 2) Work
- 3) Burden on the family

FRAME MIND

To increase sales volume, companies need to hold promotions that require the expenditure of special costs called promotional fees. Promotional expenses refer to a certain amount of funds allocated for promotional activities to increase sales. Through promotional activities, companies can attract public interest in the products offered, thereby achieving the company's goals in communicating its products to the public. With the increase in the budget for promotional costs, the company's goal to introduce its products to the public is increasingly realized, which in turn will increase the number of buyers. An increase in the number of buyers will ultimately result in an increase in sales volume [10].

The company's decision to determine the location is the result of the author's understanding of the location. This includes the choice of places to operate, carry out business activities, and distribute products or services to consumers. Its significance for the company or entrepreneur affects how the market is targeted and the purchasing decisions are made by the customer.

Usually, when the budget allocation for marketing activities is enlarged, sales results tend to increase. An increase in sales volume will then result in an increase in profits for the company. Referring to this idea, the framework of thinking presented by the author in this study can be represented as follows:

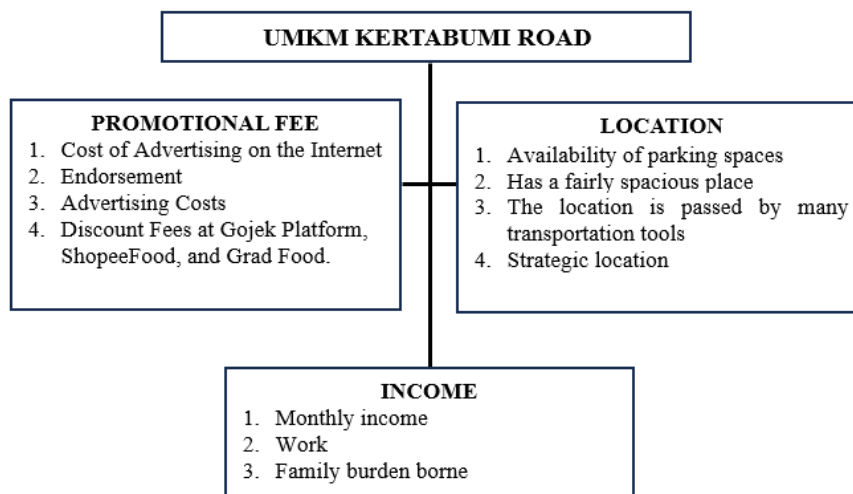


Figure 1. Research paradigm

3. METHODS

The research method applied in this study is qualitative descriptive research. This type of qualitative research involves collecting data from observations, surveys, interviews, and literature reviews, both in written and oral form from the subjects being studied, with an approach that does not use mathematical numbers. This research was carried out on Kertabumi Street, Kelurahan Karawang, Kulon, Karawang Regency. The research was held in September – December 2023. The population in this study is all MSME actors on Jalan Kertabumi Karawang. The sample that will be used in the research of 30 MSME actors on Jalan Kertabumi Karawang. Sampling technique using non-probability Sampling is purposive sampling with the criteria for MSME actors who only sell on Jalan Kertabumi Karawang, especially those

who have been selling for more than 1 year at the location.

4. RESULTS AND DISCUSSION

4.1 Promotion Fee

Based on the results of research conducted on Kertabumi Karawang road, it is located in Karawang Kulon Village, West Karawang District, Karawang Regency. This study reveals an analysis of promotional costs and location on MSME income on Jalan Kertabumi Karawang. This is so that MSME actors can see how much the promotion costs and business locations on Jalan Kertabumi Karawang are affected if they take advantage of these promotions and locations. The following is a table of promotional costs carried out by MSMEs on Jalan Kertabumi Karawang:

Table 2 Promotion Fees July – December 2023

No	Types of MSMEs	Promotion Type	Promotion Fee
1	Sate Maranggi Gig	Grab Voucher	Rp. 4.000
2	Sambal Dadak Karawang	Endorsement	IDR 250,000
3	Sambal Pepper Rice	Endorsement	IDR 250,000
4	Sundanese Cuisine Irma Tea	Endorsement	IDR 250,000
5	Green Sambel Jutek Chicken	Endorsement	Rp. 50.000
6	Ratu Penyet Karawang	1. Endorsement 2. Grab Voucher	IDR 250,000 Rp. 8.000
7	Taichan D'Komplit Satay	Endorsement	IDR 250,000
8	Grand Kebab Turkey	Endorsement	Rp. 50.000
9	Dimsum The Irma	1. Endorsement 2. Voucher Grab	IDR 250,000 Rp 4.000
10	Lumpia Love Karawang	Endorsement	IDR 250,000
11	Boss Crapes	Endorsement	IDR 250,000
12	Manggo Smoothies Karawang	Endorsement	IDR 150,000
13	will be placed in Alpuka	Endorsement	Rp. 50.000
14	Irma Tea Buffet Seblak	1. Endorsement 2. Grab Voucher	Rp. 250.000 Rp. 4.000
15	Seafood Teh Mpop	Endorsement	Rp. 250.000
16	Dots Greetea	Discounts	Rp. 15.000
17	Baso Urat to Baso Iga	Endorsement	Rp. 60.000

No	Types of MSMEs	Promotion Type	Promotion Fee
18	Gaza Kebuli Rice	Grab Voucher	Rp. 8.000
19	Shake Coffee	Discounts	Rp. 5.000
20	Seafood Mevvhah	Grab Voucher	Rp. 7.000
21	Roti Gembong Gembul	Grab Voucher	Rp. 5.000
22	Seafood 48 Nasi Uduk	Grab Voucher	Rp. 12.000
23	Padang Piaman Satay	Grab Voucher	Rp. 3.000
24	Rian Putra Fried Rice	Grab Voucher	Rp. 4.000
25	Rati Gambong Gedhe	Grab Voucher	Rp. 4.000
26	Dimsum Sulthan	Grab Voucher	Rp. 8.000
27	Mango Sticky Rice	Endorsement	Rp. 250.000
28	Takoyaki Dea	Grab Voucher	Rp. 4.000
29	Dimsum Yey	Grab Voucher	Rp. 3.000
30	Juragan Leker	Grab Voucher	Rp. 3.000

Source: Author, 2023

From table 2 above, MSMEs decided to allocate an additional Rp. 4,000 – Rp. 12,000 from their income for promotional costs on the online motorcycle taxi application, as well as endorsements by several *influencers* with an additional fee of Rp. 50,000 - Rp. 250,000 per month. After implementing these two strategies, MSMEs can observe an increase in their average income. Let's assume that with a combination of online motorcycle taxi promotion costs *and endorsements*, the average monthly income of MSMEs increases by 20%.

4.2 Location

The location on Jalan Kertabumi has a very strategic place to open a business chosen by MSME actors. Strategic roads that are the main access to the highway so that many vehicles pass through. Jalan Kertabumi is close to one of the largest markets in Karawang, making it easy to supply raw materials when selling.

The licensing process to open a business on Jalan Kertabumi is quite easy because there is no special permit set, and the average trader who sells is an indigenous resident whose settlement is not far from Jalan Kertabumi. Traders are also not charged anything, only paying a garbage or cleaning fee of Rp5,000 per week. For the parking lot on Kertabumi street, it uses part of the shoulder of the road which results in frequent congestion.

4.3 Income

The following is a table that shows the income obtained from promotions carried out by MSMEs along the Kertabumi Karawang road.

Table 3 Average Daily Income during July – December 2023

No	Jenis UMKM	harga normal	Jumlah pembelian	Jumlah Pendapatan
1	Sate Maranggi Manggung	Rp. 47.000	50	Rp. 2.350.000
2	Ratu Penyet Karawang	Rp. 25.000	50	Rp. 1.250.000
3	Seblak Parasmaman Teh Irma	Rp. 25.000	60	Rp. 1.500.000
4	Nasi Kebuli Gaza	Rp. 25.000	50	Rp. 1.250.000
5	Seafood Mevvhah	Rp. 150.000	30	Rp. 4.500.000
6	Roti Gembong Gembul	Rp. 23.000	45	Rp. 1.035.000
7	Seafood 48 Nasi Uduk	Rp. 55.000	65	Rp. 3.575.000
8	Sate Padang Piaman	Rp. 50.000	50	Rp. 2.500.000
9	Nasi Goreng Rian Putra	Rp. 20.000	50	Rp. 1.000.000
10	Roti Gembong Gedhe	Rp. 23.000	50	Rp. 1.150.000
11	Dimsum Sulthan	Rp. 17.000	75	Rp. 1.275.000
12	Takoyaki Dea	Rp. 22.000	30	Rp. 660.000
13	Dimsum Yey	Rp. 28.000	80	Rp. 2.240.000
14	Juragan Leker	Rp. 15.000	30	Rp. 450.000
15	Dimsum Teh Irma	Rp. 35.000	100	Rp. 3.500.000

Source : Author, 2023

From table 3 above, it can be seen that the average daily income of each MSME on Jalan Kertabumi Karawang before the promotional costs used. The MSMEs held promotions using *online* motorcycle taxi *vouchers* in the form of discounts and by making *endorsements* by an *influencer*. MSMEs can take advantage of the influence and reach of influencers' social media *to* increase MSME income.

The following is table 4 which shows the average income obtained from promotions through *online* motorcycle taxi *vouchers* and *endorsements* carried out by MSMEs along the Kertabumi Karawang road.

Table 4 Average Daily Income July – December 2023 Period After Promotion

No	Jenis UMKM	Harga Gah	Jumlah Penjualan Di Grab dan Endorse	Biaya Promosi Ojek Online	Total Biaya Promosi	Jumlah Pendapatan Ojek Online & Endorse	Jumlah Pendapatan Setelah Promosi
1	Sate Maranggi Manggung	Rp. 67.000	10	Rp4.000	Rp40.000	Rp. 670.000	Rp. 630.000
2	Ratu Penyet Karawang	Rp. 27.000	12	Rp8.000	Rp96.000	Rp. 324.000	Rp. 228.000
3	Seblak Parasmaman Teh Irma	Rp. 30.000	8	Rp4.000	Rp32.000	Rp. 240.000	Rp. 1.740.000
4	Nasi Kebuli Gaza	Rp. 27.000	15	Rp8.000	Rp120.000	Rp. 405.000	Rp. 285.000
5	Seafood Mevva	Rp185.000	5	Rp7.000	Rp35.000	Rp. 925.000	Rp. 8.425.000
6	Roti Gembong Gembul	Rp. 32.000	9	Rp5.000	Rp45.000	Rp. 288.000	Rp. 243.000
7	Seafood 48 Nasi Uduk	Rp. 69.000	5	Rp12.000	Rp60.000	Rp. 345.000	Rp. 285.000
8	Sate Padang Piaman	Rp. 65.000	4	Rp3.000	Rp12.000	Rp. 260.000	Rp. 248.000
9	Nasi Goreng Rian Putra	Rp. 23.000	10	Rp4.000	Rp40.000	Rp. 230.000	Rp. 190.000
10	Roti Gembong Gedhe	Rp. 28.000	8	Rp4.000	Rp32.000	Rp. 224.000	Rp. 192.000
11	Dimsun Sulthan	Rp. 27.500	10	Rp8.000	Rp80.000	Rp. 275.000	Rp. 195.000
12	Takoyaki Dea	Rp. 28.000	10	Rp4.000	Rp40.000	Rp. 280.000	Rp. 240.000
13	Dimsun Yey	Rp. 44.000	7	Rp3.000	Rp21.000	Rp. 308.000	Rp. 287.000
14	Juragan Leker	Rp. 21.000	9	Rp3.000	Rp27.000	Rp. 189.000	Rp. 162.000
15	Dimsun Teh Irma	Rp. 48.500	15	Rp10.000	Rp150.000	Rp. 727.500	Rp. 4.227.500
		Rp. 35.000	100	Rp250.000	Rp250.000	Rp3.500.000	

Source : Author, 2023

Table 4 above shows the change in average revenue after the promotion. MSMEs have an average daily income of IDR 162,000 – IDR 8,425,000. They decided to increase their income by using online motorcycle taxi promotion fees and conducting *endorsements* by a *well-known* influencer. By allocating an additional Promotion fee of IDR 4,000 – IDR 12,000 per day for online motorcycle taxi promotion costs, and by allocating an additional fee of IDR 50,000 – IDR 250,000 per month for *endorsement* fees. MSMEs can leverage the influence and reach of a well-known *influencer* to introduce their products or services to a *wider* audience.

Thus, the comparison of income and the percentage of increase in MSME income on Jalan Kertabumi Karawang can be seen in table 5 below.

Table 5 Comparison of Revenue and Increase in Revenue Percentage

No	Jenis UMKM	Jumlah Pendapatan sebelum promosi	Jumlah Pendapatan Setelah Promosi	Jumlah Pendapatan Sebelum dan Sesudah	Presentase kenaikan Pendapatan
1	Sate Maranggi Manggung	Rp2.350.000	Rp. 630.000	Rp. 2.980.000	21%
2	Ratu Penyet Karawang	Rp1.250.000	Rp. 1.445.000	Rp. 2.695.000	54%
3	Seblak Parasmaman Teh Irma	Rp1.500.000	Rp. 1.740.000	Rp. 3.240.000	54%
4	Nasi Kebuli Gaza	Rp1.250.000	Rp. 1.426.000	Rp. 2.676.000	53%
5	Seafood Mevva	Rp4.500.000	Rp. 8.425.000	Rp. 12.925.000	65%
6	Roti Gembong Gembul	Rp1.035.000	Rp. 1.683.000	Rp. 2.718.000	62%
7	Seafood 48 Nasi Uduk	Rp3.575.000	Rp. 4.770.000	Rp. 8.345.000	57%
8	Sate Padang Piaman	Rp2.500.000	Rp. 3.498.000	Rp. 5.998.000	58%
9	Nasi Goreng Rian Putra	Rp1.000.000	Rp. 1.207.000	Rp. 2.207.000	55%
10	Roti Gembong Gedhe	Rp1.150.000	Rp. 1.592.000	Rp. 2.742.000	58%
11	Dimsun Sulthan	Rp1.275.000	Rp. 2.257.000	Rp. 3.532.000	64%
12	Takoyaki Dea	Rp. 660.000	Rp. 936.000	Rp. 1.596.000	59%
13	Dimsun Yey	Rp2.240.000	Rp. 3.807.000	Rp. 6.047.000	63%
14	Juragan Leker	Rp. 450.000	Rp. 792.000	Rp. 1.242.000	64%
15	Dimsun Teh Irma	Rp3.500.000	Rp. 4.227.500	Rp. 7.727.500	55%

Source: Author, 2023

In table 5 above, the results of the author's research, MSME actors on Kertabumi Karawang street in July – December 2023 experienced an increase in income after using promotional fees using *online* motorcycle taxi

vouchers and *endorsements*. They decided to use promotional fees in the *online* motorcycle taxi application by allocating promotional fees of IDR 4,000 – IDR 12,000 and conducting *endorsements* by *influencers* with promotional fees of IDR 50,000 – IDR 250,000 per month.

Thus, with the cost of online motorcycle taxi promotion and endorsement, these MSMEs can expect their income to increase by 21% - 65% from IDR 2,350,000 – IDR 3,500,000 to IDR 2,980,000 – IDR 7,727,500 per day.

DISCUSSION

Promotion fee

Based on the results of the study, as many as 15 MSMEs can increase their income by using promotional fees in the online motorcycle taxi platform in the form of price cut vouchers. Through this platform, MSMEs can promote their products to potential customers who use online motorcycle taxi services for food delivery purposes. MSMEs have an average income of IDR 450,000 – IDR 4,500,000 before using online motorcycle taxi promotion fees. Furthermore, they decided to allocate an additional promotional fee of IDR 4,000 – IDR 12,000 per day for discounts on the *online* motorcycle taxi application by getting an additional 21% surcharge. MSMEs can apply an endorsement fee of IDR 50,000 – IDR 250,000 per month for *endorsements* by *influencers*. By getting an additional 65% of the income. With the increased *exposure* of *endorsement promotions*, MSMEs can experience an increase in revenue. Endorsement promotions *can* result in a direct increase in sales of MSME products or services.

After applying these promotional costs, MSMEs can observe an increase in their average income. With a combination of online motorcycle taxi promotion *costs* and *endorsements*, the average income of MSMEs increased by 21% - 65%. With an initial income before the promotion fee of IDR 450,000 – IDR 4,500,000 so that they get additional income of IDR 650,000 – IDR 8,425,000.

Location

Jalan Kertabumi Karawang is a road that connects Jalan Tuparev to residential

areas. On Kertabumi street there is also one of the elementary schools and universities where the majority of students and students live temporarily or in boarding houses around Kertabumi street. Jalan Kertabumi Karawang is one of the main accesses that can be passed by four-wheeled and two-wheeled vehicles. The location of the road is one of the largest markets in Karawang, making it easier for MSME actors to buy raw material needs to sell. Kertabumi road access can be passed by public transportation making it easier for buyers to visit this place.

Based on the results of the research, it is quite easy to set up a business or stall on this street by asking for permission from traders around the place where the place of business will be established. From the results of interviews from several traders who sell on Jalan Kertabumi, the majority of traders are native residents around Jalan Kertabumi Karawang.

As for the cost of renting a place to sell, MSME actors do not pay the rent of the place used to sell, MSME owners only pay a cleaning fee of IDR 5,000 once a week to local cleaners.

Income

MSMEs have a monthly income of IDR 450,000 – IDR 4,500,000. They decided to use IDR 4,000 – IDR 12,000 of their income for promotional costs on the *online* motorcycle taxi *platform*. In addition, they also endorse several *influencers* on social media.

Thus, by using online motorcycle taxi promotion costs and *endorsements*, MSMEs can expect an increase in revenue of 21% - 65%. If their initial income is IDR 450,000, then a 21% increase in revenue will result in a new income of IDR 2,980,000.

It can be seen that the cost of *endorsement* promotion of IDR 50,000 – IDR 250,000 has added income to 65%. Although the cost of endorsement promotion is quite high, its impact on increasing sales and long-term revenue is very significant.

5. CONCLUSIONS

Based on the research that has been conducted on "Analysis of Promotion Costs and Location on MSME Income on Kertabumi Karawang Street, it can be concluded as follows:

- 1) Based on research, effective promotion costs can increase customer awareness and interest, and directly provide increased sales and revenue. The promotional fees used are *online* motorcycle taxi *vouchers* with a discount of IDR 4,000 – IDR 12,000 and *endorsements* using promotional services of IDR 50,000 – IDR 250,000.
- 2) Jalan Kertabumi Karawang is one of the main accesses that can be passed by four-wheeled and two-wheeled vehicles. At this location there is one of the largest markets in Karawang, making it easier for MSME actors to buy raw material needs to sell. For the cost of renting a place to sell, you only pay a cleaning fee of IDR 5000 once a week.
- 3) MSMEs located on Jalan Kertabumi Karawang choose to use part of their income for promotional costs on *online motorcycle taxi* platforms and *endorsements* with several *influencers* proven to increase their income by up to 65%.

IMPLICATION

From the discussion and conclusion, there are suggestions that the author can give, including:

- 1) MSMEs around Jalan Kertabumi Karawang, should allocate part of their income for promotions, such as providing discounts or special offers in a certain period, to attract new customers and retain old customers. For example, they can offer a "buy 2 get 1 free" promo every Friday.
- 2) MSMEs around Jalan Kertabumi Karawang need to have a high awareness of government facilities that roads are vehicle traffic access.

Therefore, cooperation between fellow street vendors is very necessary to maintain smooth traffic by paying attention to the location where they sell, such as arranging the selling area well.

- 3) To generate effective income, MSME actors need to minimize promotional

costs by providing discounts or discounts at the minimum spending determined by each MSME. With lower promotional costs, MSME actors do not have to spend a large budget for promotion.

REFERENCES

- [1] I. D. P. Prabowo, T. Lestariningsih, and D. P. Mau, "Local Culinary as an Attraction of Malang City," *J. Ind. Tourism*, vol. 6, no. 2, pp. 143–146, 2024, doi: 10.36441//pariata.v6i2.1476.
- [2] A. Kawidastra, "Street Food Tourism with 5-Star Experience," 2018.
- [3] Fitria Riska, "Detikfood Culinary Alun - Alun Karawang," 2022.
- [4] R. P. Simamjuntak, "ANALYSIS OF PROMOTIONAL COSTS ON THE LEVEL OF SERVICE REVENUE AT HOTELS WILLING TO STOP BY IN CIBITUNG," *J. Param.*, vol. 5, no. 5, pp. 52–66, 2020.
- [5] A. Dzulfikar, "Definition of Promotion Costs," 2021.
- [6] Septiana Tari Intan, "THE EFFECT OF PRODUCTION COSTS, PROMOTION COSTS, AND SALES ON NET PROFIT IN MANUFACTURING COMPANIES IN THE CONSUMER GOODS INDUSTRY SECTOR LISTED ON THE INDONESIA STOCK EXCHANGE (IDX)," 2022.
- [7] Nissa Putri Al, "LOCATION DESCRIPTION," 2022.
- [8] R. Stei, "RESPOSTRY_PENGERTIAN INCOME," 2021.
- [9] A. Octavia, "The Definition of Income," *Unikom*, 2019.
- [10] Ade Doris Noval, "THE EFFECT OF PROMOTIONAL COSTS ON SALES," 2018.