

# COMPARATIVE ANALYSIS BETWEEN THE INCOME OF ITINERANT FISH TRADERS AND SEDENTARY FISH TRADERS IN OESAPA MARKET, KUPANG CITY

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## ABSTRACT

The objectives of this study are (1) to determine the amount of income of itinerant fish traders and sedentary fish traders in Oesapa market, Kupang City and 2) to determine the results of a comparative analysis of the income of itinerant fish traders and sedentary fish traders in Oesapa Market, Kupang City. The data collection method in this research is survey method. The method of taking samples in this study uses the method of Disproportionitstratifidrandom sampling which aims to make the samples compared equal. The sample taken in this study was a total of 8 people, 4 people each for itinerant fish traders and 4 people for sedentary fish traders. The data analysis technique used was the method of analyzing total cost (TC), revenue (TR), and income ( $\pi$ ) from each itinerant fish trader and sedentary fish trader. The results of research showed that the income of sedentary fish traders is greater than the income of itinerant fish traders in Oesapa Market, Oesapa Village, Kupang City.

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## 1. INTRODUCTION

The demand and consumption of marine fish is currently experiencing a high increase, this is because Indonesian people are increasingly aware of the nutritional content contained in fish. Fish is one of the sources of protein that is good for the health of the body. The nutrients contained in fish are omega-3 fatty acids DHA and EPA. In addition, fish also has little saturated fat, high protein, vitamin D, calcium, iodine, and various important nutrients that are healthy for the human body.

The population of Kupang City until 2021 is 455,847 people, and with such a population comes an increase in the need for food production, especially marine fish [1]. The demand for fish in Kupang City is increasing day by day, both for general public consumption and for hotels, restaurants, stalls, and others, which must be followed by the availability of fish by fishermen [2]. The high demand for fish requires fishermen to be more active in catching as much fish as possible in order to fulfill the need for fish that is of good quantity and quality and is also needed and desired by the market. Most fishermen do not sell their own catches, certainly fishermen always hand over their catches to fish traders or middlemen, whether they are middlemen who have subscribed or not. Fish traders are an extension of the fishermen to market their catch [3]. Some of these traders go around to several locations, while there are traders who stay selling fish in their stalls at the market.

The existence of markets helps households obtain their needs or income. The market in general is a meeting place between buyers and sellers to carry out buying and selling transactions, both goods and services. The two parties involved in the transaction are called the seller and the buyer. The conditions for the transaction to occur are the existence of the goods being traded, the trader, the buyer, the agreement on the price of the goods, and the absence of force from any party.

Oesapa market is one of the famous markets for selling fresh fish with a total of 32 tables/sales of fresh fish. In addition to selling fish, this market also has vegetables, meat and fruits as well as groceries which are the necessities of the community. Fish traders can be divided into permanent traders and itinerant traders. Marketing channels carried out by itinerant fish traders are by selling fish using

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motorbikes around several residential locations, this is an advantage possessed by itinerant traders where consumers find it easy to get the fish they want, however, the prices offered by itinerant traders are certainly different from the prices offered by permanent market traders. Whereas the marketing of settled fish traders waits at the location or site where they are selling and consumers who will come to buy the desired fish, the advantage of this settled trade is that the types of fish offered are more diverse [4].

## **2. LITERATURE REVIEW**

### **Market**

The definition of a market can be emphasized in the economic sense, namely for buying and selling transactions. In principle, the economic activities that occur in the market are based on a lot of freedom in competing, both for buyers and sellers. Sellers have the freedom to decide which goods or services should be produced and distributed. As for buyers or consumers, they have the freedom to buy and choose services that suit their level of purchasing power. The market is a place or process of interaction between demand (buyers) and supply (sellers) of certain goods / services, so that finally it can set an equilibrium price (market price) and the amount traded [5]. Meanwhile, according to Pindyck, et al. [6] the market is a collection of buyers and sellers who through actual or potential interactions determine the price of a product or series of products. The definition of a market simply according to Kaplow [7] can be interpreted as a place where sellers and buyers meet to carry out transactions, this understanding implies that the market has a certain place or location, so that it allows buyers and sellers to meet, meaning that also in this market there are sellers and buyers to carry out transactions of buying and selling products, both goods and services.

According to Filistrucchi, et al. [8] the market is people who have a desire to be satisfied, money to spend, and the willingness to spend it. So, in this understanding there are three main factors that support the occurrence of the market, namely:

- a. Human desire
- b. Purchasing power
- c. Behavior in purchasing.

The market functions as a place or container for community services. This can be seen from various aspects including:

1. The economic aspect is a place for transactions between producers and consumers who are commodities to accommodate needs as demand and supply.
2. Socio-Cultural Sector It is a direct social contract that becomes the analysis of a community which is an interaction between communities in the informal and formal sectors.
3. Architectural Sector Shows the characteristics of the region, which displays the physical forms of buildings and artifacts owned.

From the three aspects of the field mentioned above, it can be concluded that the function of the market is a place of activity from the community tradition to fulfill their needs, either by bartering or buying and selling which is realized in a building.

### **Income**

According to Thuronyi [9], income is income received without providing any activity received by a country. Meanwhile, according to Mardiasmo [10], income with a broader definition is an additional economic ability received or obtained by taxpayers, both from within the country and from abroad, which can be used for consumption or increase the wealth of the taxpayer concerned by any name and form. It can be concluded that income is something that is obtained in the form of money, goods or services in a certain period to get income.

### **Traders**

Traders can generally be defined as traders who sell in public places, such as streets in parks and around markets by not having a business place that is not permanent, moving and having certain merchandise [11]. A trader is a person or entity that carries out the activity of buying and selling goods or services in the market [12]. In the context of micro-businesses, micro merchants are a form of small-scale economic activity carried out by some of the lower strata of society with the informal sector or subsistence economy, with the characteristics of not obtaining high formal education, low skills, many customers come from the lower class, some workers are family and are done in a labor-intensive manner and retail sales [13].

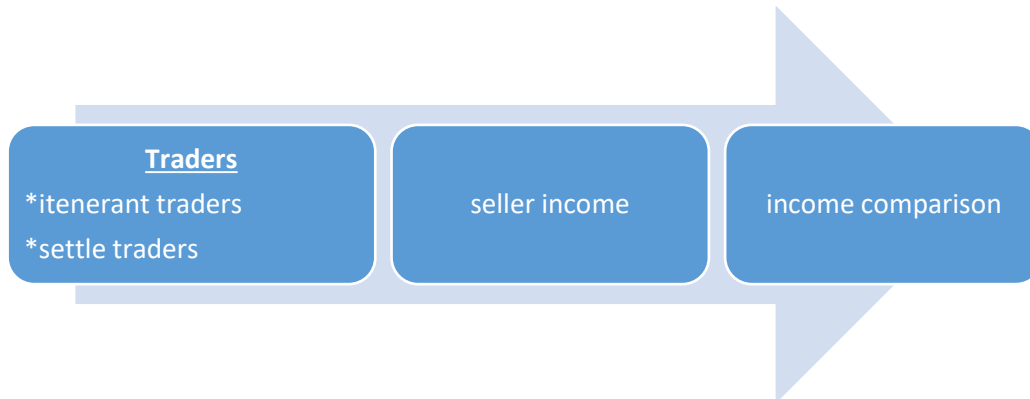


Figure 1. Research Model

### 3. METHOD

The data collection method in this research is survey method. According to Sugiyono [14], survey method is a research conducted using questionnaires or surveys as research tools conducted on large or small populations, but the data studied is data from samples taken from these populations.

The sampling method in this study used the method of disproportion stratified random sampling [15] which aims to make the samples compared equal. The sample taken in this study was a total of 8 people, 4 people each for traveling traders and 4 people for settled fish traders. The data analysis technique used was the method of analyzing the total cost (TC), revenue (TR), and income ( $\pi$ ) of each itinerant fish trader and sedentary fish trader.

### 4. RESULTS AND DISCUSSION

The results showed that the calculation of investment costs, fixed costs, non-fixed costs, revenue, income and comparison of the income levels of sedentary traders and itinerant fish traders in Oesapa Market, Kupang city can be seen in the calculations below.

Investment costs are costs incurred at the beginning of production. The total investment cost of sedentary traders is Rp.120,000,000, - with an average investment cost of Rp.30,000,000 per respondent. Meanwhile, itinerant traders have an investment cost of Rp. 12,400,000, - with an average investment cost of Rp.3,100,000, - per respondent. The investment costs incurred by sedentary traders are very large because the fish sold are of various types, such as the investment in (used) vehicles used for the fish purchasing process.

Fixed costs are constant costs incurred during the production process. Fixed costs incurred by sedentary traders amounted to IDR 4,500,000/month from 4 respondents with an average fixed cost of IDR 1,125,000/month per respondent. The fixed costs incurred by each sedentary trader are different due to the presence of labor that helps. While the fixed costs for itinerant traders as a whole amounted to Rp.410,000/month from 4 respondents with an average fixed cost incurred per month of Rp.102,000.\

Non-fixed costs are costs incurred every time production. non-fixed costs in this study are costs incurred for the purchase of sea bream and run out in one sale at the sea bream sales business, the amount always changes depending on the amount (kg) of fish purchased. The cost of purchasing sea fish by 4 sedentary traders for one month amounted to Rp.396,000,000, - with an average non-fixed cost incurred per respondent of Rp. 90,000,000, - / month. This cost is incurred by sedentary traders for the purchase of fish with a large amount (kg), the type purchased by each sedentary trader varies, some choose not to buy various types of fish and there are traders who choose to buy many types of fish. The different amount (kg) causes the amount of non-fixed costs incurred by sedentary traders to be quite large compared to itinerant traders. As for itinerant traders, the total non-fixed costs incurred by 4 respondents amounted to Rp.69,000,000.00 / month or an average of Rp.17,250,000 / month. The costs incurred by itinerant traders

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are different from sedentary traders because the types and quantities (kg) of fish purchased are not as large as sedentary traders where itinerant traders see the load capacity that can be carried around and does not endanger.

Total cost is the overall cost of fixed costs and non-fixed costs, which are incurred during one month by each fish trader both sedentary and traveling. The total cost incurred by the 4 respondents of sedentary traders is Rp.400,500,000 per month with an average of Rp.100,125,000 per month, while the total cost of traveling traders is Rp.69,390,000 per month with an average per respondent of Rp.17,347,000 per month.

#### **Revenue**

Revenue is the result of the price multiplied by the number of products produced, the amount of revenue obtained by sedentary traders is Rp.416,000,000, - / month from 4 respondents with an average monthly revenue of Rp.104,000,000, -. The revenue from sedentary traders is more because of the number and different types of fish sold by respondents, while the revenue of itinerant traders is Rp.79,000,000/month from 4 respondents with an average per month of Rp.19,750,000, - this looks very different from sedentary traders because the amount of fish sold is less and there are not many types of fish.

#### **Income**

The income generated is obtained from the deduction of the total income minus the total cost of expenditure for one month on fish sales obtained by subtracting the total revenue from fish sales from the total costs incurred during the production process. The total income of sedentary traders is Rp.16,500,000,- /month and the average income earned by sedentary traders is quite large at Rp.4,125,000,-/month. Meanwhile, the total income of itinerant traders obtained per month amounted to Rp.9,710,000, - and the average income per respondent was Rp.2,427,500, / month.

#### **Income Comparison**

The results showed that the income of sedentary fish traders is greater than the income of itinerant fish traders in Oesapa Market, Oesapa Village, Kupang City, with the results of the income of sedentary fish traders amounting to Rp. 4,125,000 per month while the income of itinerant fish traders is Rp. 2,427,500 per month with the difference in income between the two amounting to Rp.1,697,500.

In overall the income of sedentary traders in the Oesapa market in Kupang City is Rp.16,500,000/month and the average income per respondent is Rp.1,125,000/month. Meanwhile, for retail traders, it is Rp.9,710,000 per month and the average income per respondent is Rp.2,427,500 per month. The results of the comparative analysis of the income of sedentary fish traders are greater than the income of itinerant fish traders in Oesapa Market, Oesapa Village, with the result that the income of sedentary fish traders is Rp.4,125,000, - / month while the income of itinerant fish traders is Rp.2,427,500, - / month with a difference in their income of Rp.1,697,500.- / month

## **5. CONCLUSION**

In conclusion, the study conducted on sedentary and itinerant fish traders in Oesapa Market, Kupang City has provided valuable insights into the financial aspects of their businesses. The analysis focused on several key financial parameters, including investment costs, fixed costs, non-fixed costs, revenue, and income, which allowed us to make meaningful comparisons between the two groups of traders.

Firstly, it is evident that sedentary traders incur significantly higher investment costs compared to their itinerant counterparts. This disparity arises from the diverse range of fish types they deal with and their need for specialized equipment such as vehicles for fish procurement. On the other hand, itinerant traders, with a more focused and mobile approach, maintain lower investment costs.

Fixed costs, representing the consistent monthly expenses, vary among sedentary traders due to the presence of additional labor. In contrast, itinerant traders manage to keep their fixed costs lower, reflecting the efficiency of their business model. Non-fixed costs, which are incurred with each production cycle, are significantly higher for sedentary traders. Their extensive fish purchases, involving various fish types, result in substantial non-fixed costs. Itinerant traders, on the other hand, have more controlled and limited purchases, leading to lower non-fixed costs.

The total costs, encompassing both fixed and non-fixed costs, demonstrate the substantial financial burden on sedentary traders, with an average monthly cost of Rp.100,125,000 per respondent. Itinerant traders manage to maintain lower total costs, with an average of Rp.17,347,000 per respondent per month.

Moving on to revenue, sedentary traders outperform itinerant traders due to their broader product range and sales volume. The monthly revenue for sedentary traders averages Rp.104,000,000 per respondent, while itinerant traders generate a monthly revenue of Rp.19,750,000 per respondent.

When we examine income, it is clear that sedentary traders enjoy a substantially higher income. After deducting the total costs from the total revenue, the average monthly income for sedentary traders is Rp.4,125,000 per respondent. In contrast, itinerant traders have an average monthly income of Rp.2,427,500 per respondent.

In summary, the comparative analysis of income highlights that sedentary fish traders in Oesapa Market, Kupang City, consistently outperform their itinerant counterparts. The income disparity is significant, with sedentary traders earning an average of Rp.1,697,500 more per month than itinerant traders. These findings emphasize the importance of understanding the financial dynamics within the fish trading industry. The choice between a sedentary or itinerant approach depends on various factors, including investment capacity, business model, and market demand. Sedentary traders may have higher costs but also have the potential for greater revenue and income, while itinerant traders may benefit from lower costs but generate comparatively lower income. Ultimately, these insights can help traders make informed decisions about their business strategies and financial planning.

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