

Analysis of Street Vendors Income Disparity in Tavip Market, Binjai District, North Sumatra City

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ABSTRACT

This study aims to determine the income disparity of street vendors in Tavip Market, Binjai District, North Sumatra City. This research method uses descriptive quantitative using primary data obtained from surveys, interviews, questionnaires, and documentation from street vendor respondents. The data analysis tool in this study is the Gini Ratio. The results showed that the income distribution of the first class of street vendors was 20%, the second was 25%, the third was 20%, the fourth was 15%, and the fifth was 20% with a total income percent of 100%. The cumulative income in class also shows that the first class is 20%, the second is 45%, the third is 65%, the fourth is 80%, and the fifth is 100%. The value of the Gini Ratio coefficient obtained is 0,35%, indicating that the level of income inequality of street vendors is in the low-income category. This has implications for the tight competition in buying and selling goods, which requires traders to be more creative and innovative in transactions in order to attract more customers.

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1. Introduction

Law No. 20/2008 on Micro, Small, and Medium Enterprises (MSMEs) serves as the legal basis to support the development of this sector. (Irma & Gunadi, 2023). The purpose of this law is to provide protection and empowerment to micro, small, and medium enterprises, which are expected to contribute significantly to national economic growth. Through this policy, the government seeks to create a favorable business climate, provide access to capital, training, and product marketing, so that MSME players, including street vendors, can increase their competitiveness and productivity.

The role of street vendors (PKL) in the economy is very important and should not be ignored. (Hanum et al., 2024). They not only create jobs for themselves, but also contribute to the provision of goods and services needed by society. Street vendors are often the choice for consumers looking for alternative products at more affordable prices (Wibowo et al., 2022).. However, to increase their contribution to the economy, support from the government in the form of clear regulations, skills training, and access to adequate facilities is needed.

In addition, collaboration between the government and the community is also crucial in creating an enabling environment for economic growth. (Judijanto et al., 2024).. The government needs to listen to the aspirations and needs of the community, especially small business actors, so that

policies taken can be more targeted. (Etdda Sabjanoba, 2024). On the other hand, people should also play an active role in supporting government programs aimed at improving economic welfare, such as by purchasing local products and participating in organized training activities (Riyanto & Kovalenko, 2023).

Growing income inequality is a major challenge for the Indonesian economy (Yolanda, 2024). Efforts to reduce this gap must be carried out in an integrated manner, involving various parties, and utilizing the potential that exists in the informal sector. (Muhtar, 2024). Thus, inclusive economic growth is expected to be achieved.

This research is important given the significant role of street vendors in the local economy, especially in providing employment and accessibility of goods for the community. However, there is a glaring problem with income disparity among street vendors, which can affect the sustainability of their businesses and the economic well-being of the surrounding community.

This disparity in income is often due to a variety of factors, including the location of the vendors, the types of goods sold, as well as the marketing strategies implemented by each vendor. In the context of Pasar Tavip, there is a significant difference in daily income between vendors who sell in strategic locations and those in locations that are less visible to consumers. This creates an inequity that can affect motivation and entrepreneurial spirit among street vendors.

There are several previous studies that are relevant to this topic. First, research by Sari (2020) which examines the factors that affect the income of street vendors in traditional markets in Medan. This study found that location and type of products sold have a significant influence on income. Second, research by Rahman (2019) which examines the impact of government policies on the income of street vendors in Jakarta. The results of this study indicate that government intervention can help reduce income disparities among traders. Third, research by Putri (2021) analyzed the marketing strategies implemented by street vendors in Surabaya. This research reveals that the use of social media and effective promotion can increase the income of traders.

By considering the importance of this research, the existing problems, and the support of previous research, it is hoped that an analysis of the income disparity of street vendors in Pasar Tavip can provide deeper insight into the dynamics of the local economy and provide useful recommendations for the development of policies that support the welfare of street vendors.

2. Research Method

A quantitative approach has been used in this study. Since this research analyzes income differences or disparities, the data collected must be numerical and can be processed statistically. Data collection was done by observation, questionnaires, interviews, and documentation. The researcher directly observed the market conditions and activities of street vendors at Tavip Market. After that, the researcher distributed questionnaires to traders to collect data on income, capital, type of merchandise, and other factors that affect income. At the same time, the researcher conducted interviews with traders and related parties such as the market head and local government to obtain additional information. Finally, researchers collected secondary data such as reports or statistical data from relevant agencies regarding the number of street vendors and economic development in the area. Disparity Index Analysis (Gini Index or Theil's Ratio) was used by researchers to measure the level of income inequality among traders. With this method, the research can provide a clear picture of the level of income disparity of street vendors in Pasar Tavip and the factors that influence it.

3. Results and Discussion

Based on data analysis, data collection through location surveys conducted by researchers can be described in detail based on gender, age of traders, education level, marital status, type of goods sold, number of dependents, daily capital, and net monthly income, as follows:

Table 1. Respondents by Type Gender

Gender	Respondents	Presentase (%)
Female	45	85%
Male	15	15%
Total	60	100%

Source: Location Survey

The results showed that the majority of street vendors in Tavip Market, Binjai Kota District, North Sumatra, are dominated by men. Of the total respondents studied, 45 people or 85% were men, while only 15 people or 15% were women.

These percentages indicate that the street vendor profession is more attractive to and run by men. This could be due to several factors, including the physical demands of running a business in the informal sector. Street vendors often have to work in conditions that demand high physical endurance, such as selling in the open with the risk of unpredictable weather, moving locations to find customers, and transporting large quantities of merchandise. In general, physically demanding jobs are more common among men than women.

Apart from physical factors, social and cultural factors also influence the dominance of men in this sector. In many societies, men are considered the main breadwinners, so they are more encouraged to seek jobs that allow them to earn a daily income, such as trading in the informal sector. Meanwhile, women tend to have greater domestic responsibilities, such as taking care of the household and children, which may limit their participation in trading activities outside the home.

However, despite the smaller number of women traders, they still play an important role in market economic activity. Many women street vendors contribute to the family economy, either as the main business actor or as a supporter of the family business. In addition, women often have skills in selling certain products, such as food and handicrafts, which allows them to remain competitive in the sector.

Thus, this study illustrates that although the street vendor sector is still dominated by men, opportunities for women to participate remain open. Support, such as skills training and access to capital, is needed so that women street vendors can further develop and compete in this sector.

Table 2. Respondents by Age

Age	Respondents	Presentase (%)
30 – 40 years	29	31
41 - 50 years	11	9
51 – 60 years	13	12
>60 years	7	8
Total	60	100

Source: Questionnaire

The number of street vendors at Tavip Market in Binjai Kota Sub-district shows a fairly diverse age variation, with a dominance by the productive age group. Of the total traders surveyed, 29 people or 31% were in the age range of 30-40 years, making this group the majority. Meanwhile, traders aged 41-50 years amounted to 11 people or around 9%, and traders aged 51-60 years were recorded as 13 people or 12%. There are 7 traders who are over 60 years old.

This data indicates that street vendors in Tavip Market are predominantly of productive age, particularly those in the 30–40-year range. This shows that the younger generation still has a high spirit in running a business independently, competing with traders who are more experienced in the world of trade. The existence of these young traders reflects their strong fighting power and high

entrepreneurial spirit, so it can be an inspiration for other young people not to hesitate in starting their own business.

The courage of the younger generation to enter the business world, especially as street vendors, shows a shift in mindset where hard work is prioritized over prestige. This phenomenon indicates that more and more young people are choosing to be financially independent rather than relying on formal employment or waiting for job opportunities from other parties. In addition, the participation of young people in the informal sector such as street trading also contributes to the local economy, both in terms of job creation and increasing the purchasing power of the surrounding community.

Not only that, the age diversity of traders in this market also reflects how business competition at the micro level remains healthy and dynamic. Young traders have an edge in terms of innovation and adaptation to changing trends, while more senior traders have rich experience in understanding market patterns and consumer behavior. This combination creates a competitive yet sustainable trading ecosystem.

This provides a positive picture of the role of the younger generation in the informal trade sector. Their attitude of hard work, independence, and competitive spirit can motivate more young people to take up entrepreneurship and build an economy from small to medium scale.

Table 3. Respondents Based on Last Education

Last Education	Respondents	Presentase (%)
Elementary School	32	41
Junior High School	17	10
Senior High School	11	9
Total	60	100

Source: Questionnaire

Based on the table above, it shows that the majority of street vendors in Tavip Market, Binjai Kota District, North Sumatra have a relatively low level of education. From the data obtained, as many as 32 people or around 41% of traders only received education up to elementary school level. Meanwhile, traders who have education up to junior high school (SMP) amounted to 17 people or around 10%, and those who reached senior high school (SMA) level were 11 people or around 9%. Based on this data, it can be concluded that most street vendors in this market have a limited educational background.

The level of education dominated by elementary school graduates shows that many street vendors may experience limitations in accessing higher education. Economic factors, family conditions, and social environment are often the main cause of limited educational opportunities for them. In many cases, they have to work from a young age to help the family economy, so choosing to trade is a major alternative in earning a living.

However, the low level of education does not necessarily be a barrier for traders to survive and compete in the world of trade. In fact, many of them are able to develop their business through experience, tenacity, and ability to adapt to market conditions. Creativity in marketing strategies, negotiation skills, and understanding of the needs of consumers becomes the main capital for street vendors in maintaining and increasing their income.

This phenomenon illustrates that a person's success is not solely determined by the level of formal education, but also by hard work and perseverance in facing challenges. In the context of traditional markets, practical experience and skills are often more valuable than formal educational backgrounds. Therefore, even though the education level of traders in the Tavip market is relatively low, they still have the opportunity to develop and improve their economic welfare through hard work and innovation in trading.

Thus, it is important for the government and various related parties to provide support in the form of entrepreneurship training, financial literacy, and marketing strategies for street vendors. These programs can help them increase competitiveness and expand business opportunities, so as to increase their standard of living on a sustainable manner.

Table 4. Respondents by Marital Status

Marital Status	Respondents	Presentase (%)
Married	41	78
Not Yet Married	19	32
Jumlah	60	100

Source: Questionnaire

Based on the data obtained, the majority of street vendors in Tavip Market, Binjai City, are married, with a total of 41 people. Meanwhile, there are 19 traders who are still single. This phenomenon shows that most traders already have family responsibilities, which is likely to be one of the factors driving them to continue in this informal economic activity.

Married traders are generally in the age range of 50 to 60 years and above. They have been in this profession for a long time, and many of them even have grandchildren. With their experience, traders from this age group tend to have a better understanding of market dynamics, effective marketing strategies, and customer consumption patterns in traditional markets. They also have a wider customer network and higher customer loyalty than traders who are just starting out.

On the other hand, traders who are single are generally between 30 and 40 years old. They are a younger group and are still in the business development stage. Although they may not have as much experience as older traders, they are still able to compete fairly in the market ecosystem. They tend to be more adaptive to change, bolder in trying new marketing strategies, and more open to the use of technology in trading activities, such as marketing through social media or digital payment systems.

Despite differences in age and marital status, the dynamics of competition between merchants remain healthy. Older traders capitalize on experience and customer loyalty, while younger traders bring innovation and creativity to the trade. This diversity creates a balance in the market environment, where every trader has an equal opportunity to thrive.

This data shows that age and marital status influence approaches and strategies in trading, but are not barriers to business continuity. Adaptation, innovation and experience are the main factors in determining the success of street vendors in Tavip Market, Binjai City.

Table 5. Respondents By Type of Merchandise

Kind of Merchandises	Respondents	Presentase (%)
Vegetables	55	92
Fish	48	81
Meat	29	46
Edge	18	12
Cookies	11	9
Wet Cake	17	14
Total	178	275

Source: Questionnaire

Based on the results of the study, it is known that street vendors in Tavip Market, Binjai Kota District, North Sumatra, have six main types of businesses, namely vegetables, fish, meat, eggs, pastries, and wet cakes. From the survey results, the majority of traders chose to sell

vegetables with 55 people or 92% of the total respondents. The second most popular type of business is fish, with 48 traders or 81%, followed by meat traders with 29 traders or 46%. Meanwhile, the less popular businesses are eggs with 18 traders (12%), wet cakes with 17 traders (14%), and pastries which only have 11 traders (9%).

From this data, it can be concluded that street vendors tend to choose businesses that sell basic necessities, such as vegetables, fish and meat. This makes sense given that the need for fresh food is daily and always sought after by consumers. By choosing this type of business, traders can ensure that there is a stable market demand so that the potential for profit is more guaranteed.

In addition, the findings also indicate that although most street vendors only have a relatively low level of education, they are still able to read business opportunities well. They understand people's consumption patterns and are able to adjust their merchandising strategies to remain competitive in the midst of intense market competition. Their intelligence in adapting to market demand is one of the main factors that keep their businesses afloat.

The decision to sell more vegetables than eggs or pastries can also be attributed to people's purchasing power. The price of vegetables and fish tends to be more affordable than products such as pastries or eggs, so more consumers buy them every day. Thus, this study shows that street vendors in Tavip Market have a business strategy based on the needs of the community, despite their limited formal education. This is evidence that business success does not only depend on the level of education, but also on the ability to read the market and adapt to consumer needs.

Table 6. Respondents by Number of Dependents

Dependents	Respondents	Presentase (%)
3	6	7
2	9	10
2	30	56
3	14	27
4	1	1
Total	60	100

Source: Questionnaire

The results of the study on the number of family dependents of street vendors in Tavip Market, Binjai City, show variations in the dependents owned by each trader. Based on data obtained from a survey of street vendors in the market, it was found that the majority of vendors have a total of two family dependents, as many as 30 people or around 56% of the total respondents. This shows that most traders have relatively few dependents, which may help them to manage their income more stably.

In addition, there are 14 traders or around 27% who have three dependents. This is a significant number and indicates that almost a third of the traders have a greater economic burden than the previous group. With more family members to support, traders in this group may face greater challenges in meeting their household needs.

Meanwhile, there are 9 traders or around 10% who have one dependent. This group is likely to have less economic pressure than the other groups, as there are fewer family members to support. This may give them more flexibility in managing their businesses in the market.

The traders with the least number of dependents were those with four dependents, which amounted to only one person or around 1% of the total respondents. Meanwhile, traders with three dependents were recorded at 6 people or around 7% of the total respondents.

This data illustrates that although the majority of traders have relatively low dependents, there are still some traders who have a greater economic burden. This can have an impact on their spending patterns, business strategies, and economic resilience in the face of competition in the

market. By understanding the distribution of the number of dependents, it can be concluded that each group of traders has different economic challenges, which ultimately affect the stability of their businesses in Tavip Market, Binjai City.

Table 7. Respondents of Based on Capital Daily

Capital Daily	Respondents	Presentase (%)
200.000-350.000	37	78
400.000-550.000	13	12
600.000-1.000.000	10	10
Jumlah	60	100

Source: Questionnaire

Tavip Market in Binjai City is one of the trading centers where many street vendors run their businesses. Based on the results of the research that has been conducted, it is known that the majority of street vendors in this market have relatively small to medium daily capital. The data obtained shows that 78% of the traders or as many as 37 people have daily capital ranging from Rp. 200,000 to Rp. 350,000. This capital is generally used to buy merchandise, pay daily operational costs, and fulfill other business needs.

There are 12% of traders or 13 people who have daily capital in the range of Rp. 400,000 to Rp. 550,000. Vendors in this category tend to have more stable businesses with the ability to sell larger quantities of goods or offer products with higher selling points. They may have repeat customers or products that are in more consistent demand.

Meanwhile, the group of traders with the highest daily capital, in the range of IDR 600,000 to IDR 1,000,000, accounted for only 10% of the total respondents or 10 people. The traders in this group most likely have a larger business scale compared to the other two groups. They may sell large quantities of goods, have a strategic location in the market, or even have better access to suppliers with more competitive prices.

From the results of this study, it can be concluded that the majority of street vendors at Tavip Market in Binjai City are still operating with relatively small daily capital. This suggests that they are vulnerable to market fluctuations and are likely to face challenges in developing their businesses. Therefore, attention from various parties, including local governments and financial institutions, is needed to provide support such as access to micro-enterprise credit, entrepreneurship training, and better facilities so that vendors can improve their competitiveness and welfare. With this support, it is hoped that street vendors can increase their income and contribute more to the local economy.

Table 8. Respondents Based on Monthly Income

Income	Respondents	Presentase (%)
500.000-650.000	37	78
700.000-850.000	13	12
900.000-1.500.000	10	10
Jumlah	60	100

Source: Questionnaire

The results of the study on the income of street vendors in Tavip Market, Binjai City, show that there are significant variations in the level of monthly income earned by the vendors. Based on the data obtained, the majority of traders, namely 37 people or around 78% of the total respondents, have monthly income in the lowest category. Meanwhile, there are 12 traders or around 13% who

fall into the middle income category, and only 10 traders or around 10% who earn the highest income.

This finding indicates that most street vendors in the market are still in the lower-middle economic category. The main factor influencing the level of income is the amount of business capital used. In this study, a positive correlation was found between business capital and income earned. In other words, the greater the capital spent by traders, the higher their chances of earning greater profits.

More capital allows merchants to stock a larger and more diverse range of goods, allowing them to attract more customers. In addition, with more capital, traders also have the flexibility to offer more competitive prices, improve service quality, and develop more effective marketing strategies. In contrast, traders with small capital tend to have limitations in the number and variety of merchandise, so their profit potential is lower than that of traders with larger capital.

In addition to capital, other aspects that contribute to the differences in income levels between street vendors in Pasar Tavip are their location, marketing strategies, and trading experience. Vendors with strategic locations, such as in areas with high buyer traffic, tend to earn more than those in less crowded locations. Similarly, traders with good marketing strategies and longer trading experience tend to be better able to understand customer preferences and manage their businesses more effectively.

Thus, it can be concluded that increasing business capital is one of the main factors in increasing the income of street vendors in Tavip Market, Binjai City. Therefore, efforts to empower traders through access to capital, business training, and business assistance can be a strategic step to improve their welfare.

Table 9. Capital Gain and Accumulations

Classes	Income class (Rupiah)	Income (%)	Accumulative Income
I	500.000-1.000.000	10	1.450.000
II	950.000	12	950.000
III	680.000	37	680.000
Jumlah	3.000.000	100	3.000.000

Gini ratio calculation formula

$$\begin{aligned}
 GR &= 1 - \sum f_i(Y_i + Y_{i-1}) \\
 &= 1 - 1.300.000 (450.000.000 + 850.000 - 1) \\
 &= 0,35\%
 \end{aligned}$$

Which:

GR= Gini Ratio Strongly agree (5): 25%

F_i = the number of percent (%) of the recipient of the first-class income

Y_i = the number of capital gain (%) class i

The GR value is located between zero to one. If $gr = 0$, income inequality is perfectly distributed, meaning that everyone receives the same income as the others. If $Gr = 1$ means that the inequality of the same income is perfect or the income is only received by one person or one group of Gini ratio values ranging from 0 (very evenly distributed) to 1 very lame.

This study aims to analyze the income distribution of street vendors in Tavip Market, Binjai Kota District, North Sumatra. Based on the data collected, it was found that the amount of revenue of street vendors has increased in each analysis of the analyzed income. This shows the existence of economic growth in the informal sector which contributes to the welfare of traders.

One of the main indicators used in this study is the Gini coefficient, which measures the level of inequality of income distribution in an area. The results showed that the Gini coefficient for the amount of street vendors in the Tavip Market was 0.35. This value indicates that the level of income inequality among street vendors is included in the category of "low inequality" or even approaching even distribution of income.

The Gini coefficient with a value of 0.35 indicates that the difference in income between street vendors in the market is not too significant. In other words, there are no groups that dominate economically, and income tends to be fairly distributed among these small business actors. Factors that support this equitable income distribution can include healthy market competition, relatively the same access to economic resources, as well as the stability of the number of consumers who buy products or services from street vendors at the location.

The results of this study provide a positive picture of the economic conditions of street vendors in the Tavip Market. With a low level of inequality, this market has the potential to be an example for other regions in creating a more inclusive and fair trade environment. Local governments and related parties can maintain and improve this condition by providing support to traders, such as providing broader capital access, business skills training, and regulations that support the development of small businesses.

This study shows that equitable income distribution can be one indicator of economic welfare in the informal sector. By maintaining this condition, it is hoped that the welfare of street vendors in the Tavip Market can continue to increase, thus contributing to the regional economic growth in a sustainable manner.

4. Conclusion

The conclusion of this study is that there is an income disparity among street vendors in Tavip Market, Binjai Kota District, North Sumatra, but the level of inequality is relatively low with a Gini ratio value of 0.35. Income distribution shows that there is no group of traders who dominate significantly. The implication of this finding is the existence of fierce competition in buying and selling, so traders are required to be more creative and innovative in marketing strategies to attract more customers.

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