

THE CONTRIBUTION OF THE MOBILE VEGETABLE TRADERS

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Abstract With trading activities, goods produced by producers can be directly enjoyed by consumers. Trading activities are carried out in all sectors, including the agricultural sector. Agricultural product trading activities can occur because there is a contribution from one of the traders in the trade chain, namely the mobile vegetable traders. However, research on the contribution of mobile vegetable traders in trading agriculture has yet to be widely carried out. Therefore, this study aims to examine the contribution of mobile vegetable traders in trading agricultural products. This study was done in Manokwari Regency, West Papua Province, in September 2021. The research method used is a descriptive method with a survey approach. The data obtained were processed by tabulation and examined descriptively. The results showed that the contribution of the mobile vegetable traders was divided into three groups. They have included the contribution to the local merchant farmers measured by the revenue that they got and the time for selling in the traditional market because agricultural products have been bought by the mobile vegetable traders to be traded again. The second contribution is to customers measured by the time, cost, and effort that should be used when the customers want to shop at traditional markets. The third contribution is to the family of mobile vegetable traders, which is measured by the income earned and used for the family. Information about the contribution of the mobile vegetable traders to their families, local farmers, and customers can be a consideration for the government to carry out appropriate empowerment for the mobile vegetable traders in creating independent and growing micro and small businesses.

Keywords: *Agriculture Product, Contribution, customer, the Local Merchant Farmer, Mobile Vegetable Traders.*

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INTRODUCTION

The distribution of agricultural products and the contribution of intermediary traders are quite crucial in distributing agricultural products. The intermediary traders distribute the agricultural products from farmers and local traders in traditional markets to final consumers. Regarding the intermediary trader in Manokwari city, the Mobile Vegetable Traders in Manokwari City significantly contribute to distributing agricultural goods produced by farmers to final consumers. However, studies on the role and contribution of Mobile Vegetable Traders have yet to be widely carried out. The information about Mobile Vegetable Traders could be more extensive. Information about the mobile vegetable traders and their contribution could be used as consideration for the government in empowering micro, small

and medium enterprises (MSMEs) to overcome food distribution and unemployment in urban areas. Therefore, this study was conducted to enrich the literature on the contribution of mobile vegetable traders.

A study by Handoyo E (2012) explained that the characteristics of The Mobile Vegetable Traders included not having a fixed building to serve buyers but using motorbikes to move from one place to another to sell their merchandise. The Mobile Vegetable Traders work alone and are not subject to retribution like traders who sell in a fixed building. Wardani Y et al. (2020) stated that The Mobile Vegetable Traders in Bogor sold their merchandise using several media, such as wheelbarrows, carts using motorbikes, modified motorbikes, or VIAR motorbikes. According to The Traders' experience and skill, Handoyo E

(2012) explained that the average education of Mobile Vegetable Traders is high school education and below. Most of them are married and come from outside the area where they trade. Regarding contribution, the economic contribution of The Mobile Vegetable Traders is only to meet the family's needs. However, The Mobile Vegetable Traders do not burden the government because they have businesses that generate income, so the existence of The Mobile Vegetable Traders also indirectly overcomes unemployment in urban areas. The Mobile Vegetable Traders prepare their capital for trading, ranging from IDR 100,000 to Rp. 1,000,000. This capital does not include motorcycles used for selling.

Regarding income, Wardani Y et al. (2020) mentioned that there was a relationship between working hours and the level of income earned. The working hours were influenced by age and the number of dependents in the family. Andriani (2017) associated working capital with income; the more working capital, the more income will increase.

Some of the characteristics of The Mobile vegetable Traders described in advance have yet to detail the distance covered by The Mobile Vegetable Traders. For example, the study by Handoko E (2012) still needed to explain the farthest distance the mobile vegetable traders reached in selling their goods. Regarding the contribution of mobile vegetable traders, studies from Handoko E (2012) and Wardani Y et al. (2020) still need to explain the contribution of mobile vegetable traders to farmers as producers of agricultural products. In addition, no study shows the difference in income between far mobile vegetable traders and close mobile vegetable traders to the traders' residences and the contributions to local farmers who provide vegetables and fruit at traditional markets. So, this study will fill the gap in that information.

Similar to The Mobile Vegetable Traders in other cities, Manokwari City traders selling their products use two-wheeled motorcycles. The Mobile Vegetable Traders use their capital to start trading. They start to go to the market to buy vegetables at 4 a.m. After that, they will sort, pack, and be ready to be sold at 6 a.m. The amount of time spent by the mobile vegetable traders in Manokwari varies; some are from 6 a.m. to 11 p.m. and later resume selling again from 4 p.m. to 7 p.m.

The novelty of this study is obtaining information about the contribution of mobile vegetable traders to local farmers in traditional markets and the effect of the traveling distance of the mobile vegetable traders on the level of income earned. Therefore, this study aims to analyze the contribution of Mobile Vegetable Traders to local farmers selling their agricultural products in traditional markets and to analyze the effect of the

reach of vegetable traders on the level of income earned. Thus, the results of this study can be considered by local governments in making policies related to the empowerment of micro, small and medium enterprises (MSMEs).

RESEARCH METHODS

The research was done in Manokwari Regency, West Papua, in September 2021. Location samples taken were West Manokwari District and East Manokwari District. The two districts were chosen because they represented the economic center, densely populated, and suburban areas. The suburban area is far from the center of the economy and sparsely populated. The method used was a descriptive method with a survey approach. The survey was conducted to find The Mobile Vegetable Traders and where they trade. Based on the survey, it is known that there are more than 50 mobile vegetable traders.

The subject of this research was The Mobile Vegetable Traders using two-wheeled vehicles (motorcycles). The technique used in sampling was the purposive sampling technique. It meant that respondents taken as samples had to meet the criteria such as selling in the district of East Manokwari and West Manokwari and using two motorbikes. The number of respondents chosen was 30, consisting of 14 respondents in East Manokwari District and 16 in West Manokwari District.

The data collected were primary data and secondary data. The primary data was obtained through interviews based on a list of questions that had been made. In contrast, the secondary data was obtained through institutions or agencies related to trade activities and MSME development in Manokwari Regency. Furthermore, the data were analyzed with tabulation to see the contribution of The Mobile Vegetable Traders to agriculture product trading activities. To analyze of the difference in income is based on the income range of The Mobile Vegetable Traders in West Manokwari District and East Manokwari District.

RESULTS AND DISCUSSION

The Characteristics of Mobile Vegetable Traders

The characteristics of The Mobile Vegetable Traders selling agricultural products in the West Manokwari and East Manokwari districts are presented in table 1.

Table 1. The Characteristics of the Mobile Vegetable Traders

Characteristics of Mobile Vegetable Traders	Descriptive Statistics		
	Min	Average	Max

Age	19 years	33,53 years	51 years
Origin	Bali dan West Java	East Timur	
Education	4	8	12
Marital Status	Not married yet	Married	
The number of dependents	0	3	6
Source of Capital	Private Capital		
Second Livelihood	Taxi bike		

Source: Primary Data, 2021

Most of The Mobile Vegetable traders had an average age of 33 to 34. It means that The Mobile Vegetable Traders were productive age. Most also came from East Java, and some from Bali and West Java. They came to Manokwari by themselves without the intervention of the government, such as transmigration. The Mobile Vegetable Traders in Manokwari contact their family members or friends in the same village in East Java to come to Manokwari Regency to work as a mobile vegetable traders. Most of their education in junior high school and most are married. Their dependent lives in Java or Bali, so the mobile vegetable traders have to cost the living expenses of their dependent in Java and also themselves in Manokwari.

When a mobile vegetable trader starts their job as a trader, they use their capital, so the source of capital is private capital. However, if The Mobile vegetable Traders plan to buy a motorbike, some Mobile Vegetable Traders will borrow from the bank to buy a motorbike. Besides working as mobile vegetable traders, some sometimes do another job as a taxi bike. The work as a taxi bike is when they did not sell their ware in the afternoon to the evening.

The Contribution of The Mobile Vegetable Traders to the Local Merchant Farmer in Traditional Markets

The contribution of The Mobile Vegetable traders to local farmers and local traders was seen in the expenditure of the mobile vegetable traders and the duration of selling shown in Table 2.

Table 2. The Expenditure of the Mobile Vegetables Traders Buying the Vegetables and Fruits of Local Merchant Farmers in a Day.

The Expenditure	Number of Respondents	Ratio (%)
< 500.000	5	16,7
500.000 up to 700.000	20	66,6
> 700.000	5	16,7
Total	30	100

Source: Primary Data, 2021

Table 3 shows the expenditure to buy vegetables and fruits from the local merchant farmers in traditional markets between (IDR) 500.000 until 700.000 in a day. These expenditures were the cost for The Mobile Vegetables Traders but for The Local Merchant Farmer those expenditures were the revenue for them. It meant that in a day, the local merchant farmer earned revenue from selling vegetables to mobile vegetable traders at a minimum of less than (IDR) 500.000 and a maximum of more than (IDR) 700.000. Thus in one month, the local merchant farmer got average revenue of (IDR) 14,000,000 to 19,600,000. Most the mobile vegetable traders bought agricultural products from the local merchant farmers in traditional markets. The number of vegetables purchased by mobile vegetable traders is between 7 and 10 bunches per type of vegetable.

Besides the local merchant farmers earning revenue in selling their agriculture products, they also can save their time in selling their agriculture products. The local merchant farmer spent 2 until 3 days in week and in one day they spent 6 hours selling their agriculture products. When the local merchant farmers and the mobile vegetable traders were customers of each other, they spent little time selling their ware, because some of their agriculture had been bought by the mobile vegetables traders. In other words, the relationship between the local merchant farmers and the mobile vegetable traders was symbiotic mutualism.

The Contribution of the Mobile Vegetable Traders to Costumers

The existence of mobile vegetable traders helps consumers, especially the customers of the mobile vegetable traders. The customers were families who have to go to the office on morning, those who lived in rented houses, and students who wanted to go to college. They could save time, cost and effort because they did not need to go to the traditional market to buy the agricultural products they wanted. They just were in their house waiting for the mobile vegetable traders coming to offer their wares.

In addition, another advantage that customers get was that customers could order the type of vegetables or meat that the customer likes. Sometimes some customers could owe some vegetables or other complementary products and will pay them at the beginning of the new month. So, there was a trust mutualism in agreeing to make accounts payable.

The Contribution of the Mobile Vegetable Traders to Their Families

The contribution of mobile vegetable traders to their families was measured in terms of the amount of income and its use.

Table 3. The Monthly Income Level of the Mobile Vegetable Trades

Category	Revenue (IDR)	Marketing Cost (IDR)	Profit/Income (IDR)
Minimum	21.000.000	14.424.000	3.072.200
Average	30.740.000	23.530.809	7.209.191
Maximum	45.000.000	29.899.000	15.687.200

Source: Primary Data, 2022

The average income received by the mobile vegetable traders per month was IDR 7.2 million above the Regional Minimum Wage in West Papua. Those who got the IDR 3 million were the new mobile vegetable traders coming to Manokwari West Papua, so their capital was insufficient to buy many agricultural products. Meanwhile, for those who got up to IDR 15,6 million were the traders having enough capital to buy more vegetables and fruits from others, they also spent much time to sell their agricultural products. Most of the mobile vegetable traders earned IDR 7,2 million.

Regarding the time the mobile vegetable traders spent selling their agricultural products, most of them traded from 6 a.m. to 12 noon, so they spent 6 hours for trading. After lunch, they took a break and continued to sell their products in the afternoon from 4 p.m. to 8 p.m. The sale of vegetables at night was carried out only in the zones close to their residence..

Utilizing the profits or income the mobile vegetable traders obtained to meet family needs. The families mentioned here were families residing on the island of Java. Most of the income of the mobile vegetable traders will be sent to their families in Java for their living expenses. The mobile vegetable traders used a few of the earnings for capital and living expenses. Moreover, profits from the sale of vegetables have also been used to finance children's education.

The Roaming Distance and The Income of the Mobile Vegetable Traders

The coverage area of the mobile vegetable traders in this study is the West Manokwari District and the East Manokwari District. The West Manokwari District is a densely populated area near the centre of the economy, while the East Manokwari district is a suburban area. Distance in this research is defined as the distance between the mobile vegetable traders' and consumers' locations.

Table 4. The Roaming Distance of the Mobile Vegetable Traders to the Consumers's Place.

Category	Range Distance (Km)
Minimum	6.1
Average	12,90
Maximum	17

Source: Primary Data, 2022

The furthest distance the mobile vegetable traders reached to consumers was 17 km. Most of the mobile vegetable traders reached the average distance were 13 km. The mobile vegetable traders took the furthest distance in order their wares can be sold out and making a profit. The area with the furthest distance reached by mobile vegetable traders is the East Manokwari District.

Based on the reached distance of mobile vegetable traders in selling their vegetables, it can be seen in Table 5. In the research methods, it is explained clearly that the West Manokwari District was an area near to the center of economy and the densely populated area. The East Manokwari District was suburban area.

Table 5. The Earned Income by the Mobile Vegetable Traders

Category	Profit/Income(IDR)	
	West Manokwari District	East Manokwari District
Minimum	3.072.200	3.589.333
Average	7.581.463	6.783.738
Maximum	15.687.200	15.551.000

Source: Primary Data, 2022

It can be seen from the table that income earned by the mobile vegetable traders was difference between District of West Manokwari and District of East Manokwari. The difference in income due to some of the mobile vegetable traders had to cost for gasoline, so they got the high cost when they sold their wares in the East Manokwari District. Sometimes some mobile vegetable traders sell their wares in East Manokwari because they want them sold out.

Another reason there is a difference in income is that some people in the East Manokwari District had farms. Hence, they sometimes harvest their vegetables from their gardens despite buying from the mobile vegetable traders.

Thus it can be concluded that there was no effect between the roaming distance and the earned income by the mobile vegetable traders. The earned income by the customer depending on the customers and the number of agriculture products purchased. The trader will get a high income if the customer buys many products.

CONCLUSION

The results show that there are three contributions from the existence of the mobile vegetable traders. The first one is the contribution from the mobile vegetable traders to the local merchant traders. The second one is the contribution for the customers of the mobile vegetable traders. The last one is the contribution for the family of the mobile vegetable traders.

The mobile vegetable traders have to start using online sales methods so that they already know which customers will buy their wares. The mobile vegetable traders must implement a marketing mix such as prices and products to attract customers to keep shopping at the mobile vegetable traders.

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