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CULINARY BUSINESS SURVEY OF MICRO SMALL AND MEDIUM ENTERPRISE INFORMAL SECTOR EMPLOYEES POST COVID-19 PANDEMIC IN MATARAM CITY, WEST NUSA TENGGARA

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Abstract

This research aims to describe community activities in the culinary business of Micro, Small and Medium Enterprises (MSMEs) for informal sector workers after the Covid-19 pandemic in the city of Mataram, West Nusa Tenggara Province. This research uses a survey method with a sample of 40 informal sector workers. The sample was determined using a non-probability sampling technique, namely by accidental sampling. Data analysis was carried out using quantitative and qualitative methods from data information obtained through interviews guided by a list of questions.

The business of informal workers in Micro, Small and Medium Enterprises (MSMEs) is carried out in crowded places and generally opens their business/trade on the side of the road on the sidewalk with various processed food products. The average working hours for selling are on average 10 hours because there is a working hours restriction of up to 10 pm from the Mataram city government. The survey results showed that the income of most informal workers experienced an increase in income of between 60% and 80% after the Covid-19 pandemic, this had an impact on the income of informal workers and their household lives. In terms of income received by informal sector workers in Micro, Small and Medium Enterprises (MSMEs), if measured by the Provincial Minimum Wage (UMP) for the province and city of Mataram and the prosperous standard of living according to Sajogyo's criteria, then the majority of informal sector workers are at a living level. or live a decent life with an average income percentage of (60%) with an average monthly income of IDR 4,500,000 or with a yearly per capita income of around 1,650 kg equivalent to rice (with an equivalent rice price of IDR 10,000 per kg) such as food traders, small stalls, fried banana sellers, young coconut ice sellers, mobile meatballs, and packaged rice traders). Meanwhile, the remaining 25% are at an average income level of IDR 5.5,000,000,- in the prosperous living category and as much as 15% are on the threshold of a fairly decent life. Overall, the average income of workers in the informal sector of Micro, Small and Medium Enterprises (MSMEs) is above the Provincial Minimum Wage (UMP) and the city where the UMP is IDR 2,371,407,- (in 2022).

Keywords: Informal Worker Survey, Culinary Business, Post Covid 19 Pandemic

1. INTRODUCTION

1.1. Background

The condition of Covid 19 has had an impact on various sectors of the Indonesian economy, this has resulted in many layoffs or workers being sent home. Minister of Manpower Ida Fauziah (quoted from Kontan 8/07/2020) said, from 1 April to 27 May 2020 there were 1.75 million formal and informal workers affected by Covid-19. Formal workers who were laid off and experienced layoffs reached 1.43 million workers and those affected by layoffs were 380,221 workers and those who were laid off reached 1,058,284 workers. Meanwhile, 318,959 informal sector workers were affected and this could be even greater because the data entered is mostly formal worker data.

Meanwhile, informal sector workers are self-employed workers and freelance workers in the agricultural and non-agricultural sectors such as street vendors, public transportation drivers, shoemakers, and pedicab drivers. If you look at BPS records in 2020, the average wage for informal sector workers in Indonesia was IDR 1,816,000 per month. However, the amount of wages received by informal workers is different in each region, the highest wage for informal workers in DKI Jakarta is IDR 3,515,000,- According to Governor's Decree Number 561-685 dated 19 November 2021, concerning the provincial minimum wage (UMP) and The City Minimum Wage (UMK) has been set in the city of Mataram. Workers' wages follow regional regulations regarding workers' wages which have been set. The City Minimum Wage (UMK) for Mataram City is IDR 2,207,212,-

The definition of the informal sector is often associated with the main characteristics of entrepreneurs and informal sector actors, including business activities whose main capital is based on people's independence, using simple technology, workers mainly coming from family labor without wages, business raw materials mostly using local resources, mostly serving The needs of the middle class and lower classes, education and the quality of the perpetrator's resources are relatively low. (Directorate of Manpower; 2019).

This condition is not much different experienced by West Nusa Tenggara Province in facing job competition in the era of digitalization, especially in the informal sector, especially in the city of Mataram as the provincial capital which is a barometer for the pulse of the life of the people of NTB from all aspects, both as a city of trade, education and as a city icon. Tourism, of course, the city of Mataram has become a focus for job seekers in both the formal and informal sectors. The informal sector grew and developed rapidly along with the outbreak of the Covid-19 pandemic as a result of many workers being laid off so they opened new businesses selling ready-to-eat cooked food and drinks which can be purchased directly by consumers or by ordering via social media (social media).

The results of a study by the National Central Statistics Agency (BPS) (February; 2019), that the development of the informal sector was triggered from two sides, namely first; the development of the digital economy and technology has spurred the growth of new online users. Apart from that, the growth of the informal sector is also influenced by the characteristics of millennials who tend to choose flexible working hours.

Referring to the illustration of the portrait of NTB's workforce in both the informal and formal sectors, the general focus is on the city of Mataram because the city of Mataram has an attraction for

job seekers, whether workers in the informal sector, which is currently increasing with the growth of culinary traders and street vendors. and online food businesses, on the other hand, competition for job seekers in the formal sector is also increasing, both to enter the government and local labor markets with various skills or expertise with various levels of graduation, both from high school graduates (SMA) or equivalent, diploma and universities. Something interesting to study and package in a survey of informal and formal sector workers in the digital era in the city of Mataram.

Problem Formulation

1. How is the culinary business of Micro, Small and Medium Enterprises (MSMEs) for informal sector workers in the post-Covid-19 pandemic in the city of Mataram
2. Can the income of informal sector workers meet the needs of a decent living when linked to the Sajogyo poverty indicator and the provincial Minimum Wage (UMP) in the city of Mataram

1.2. Research purposes :

1. To determine the impact of post-Covid 19 on the culinary business activities of informal workers, MSMEs in the city of Mataram, West Nusa Tenggara
2. To analyze the income of informal workers in relation to poverty standards from Sajogyo and the Provincial Minimum Wage (UMP) in the city of Mataram

2. LITERATURE REVIEW

Understanding Informal Workers

The Formal Business Sector is a field or field of business that has permission from authorized officials and is registered with a government office. If the business entity is seen at the tax office or trade and industry office, its name and line of business are registered (Hestanto; 2016)

The informal sector has a large role in developing countries (NSB), including Indonesia. The informal sector is a sector that is unorganized, unregulated, and mostly legal but not registered.

According to Hestanto (2016), the informal sector has characteristics such as a large number of business units on a small scale; ownership by individuals or families, simple and labor-intensive technology, low levels of education and skills, access to regional financial institutions, low labor productivity and wage levels that are also relatively lower than the formal sector. The use of capital in the informal sector is relatively small compared to the formal sector so that with just a little capital you can employ people. By providing access to training and skills, the informal sector can have a large role in human resource development. The informal sector generates demand for semi-skilled and unskilled labor. The informal sector usually uses appropriate technology and uses local resources so that it will create efficiency in the allocation of normal resources because most workers in the urban informal sector are migrants from villages or other areas. The motivation of workers is to earn enough income to simply survive.

Income and Welfare

Income is one indicator to see the welfare of society. Everyone wants to achieve a prosperous life or prosperous life, with various criteria used to measure well-being. At a micro level, household welfare can be approached by Engel's law, which states that the share of food expenditure in household expenditure will decrease

with increasing income. Furthermore, in conditions where prices of goods and people's tastes are constant, an increase in income shows an increase in welfare (Nicholson, 2002).

Every person has the desire to live a prosperous life, that is, a condition that makes them feel good or a condition where people live prosperously or have enough, health and a sense of peace. Law Number 11 of 2009, concerning social welfare, states that a state of prosperity is a social system of life and livelihood, both material and spiritual, covered by a sense of safety, decency and tranquility.

According to Spicker et al (in Suharto, 2006), the definition of welfare contains at least four meanings, namely as follows:

First, as a condition of prosperity (well-being). This understanding usually refers to the term social welfare as a condition of fulfilling material and non-material needs. Prosperous conditions occur when human life is safe and happy because basic needs for nutrition, health, education, housing and income can be met.

Second, as social services in the form of social security, health services, education, housing and personal social services.

Third, as a social allowance, which is especially given to poor people, because most of the welfare recipients are poor, disabled and unemployed people.

Third, as a social allowance, which is especially given to poor people, because most of the welfare recipients are poor, disabled and unemployed people.

Fourth, as a planned process or effort carried out by individuals, social institutions, communities and government agencies to improve the quality of life through the provision of social services and social benefits.

According to Sajogyo in Murdani, et al (2015), explaining that welfare measurement is based on poverty line criteria. These criteria include: the poorest households, very poor households, poor households, almost poor households, moderate households and decent living households. One indicator to measure the level of welfare is the income earned by the community. Therefore, this research aims to look at the income of informal workers after the Covid-19 pandemic in the city of Mataram, West Nusa Tenggara Province in 2022.

One method of analysis for measuring household poverty levels uses the criteria of the Sajogyo (1997) method, namely by using the poverty line criteria based on kilograms of rice equivalent, where per capita expenditure per month in rice equivalent per capita per month in rice equivalent can be formulated as follows:

According to Sajogyo (1997), the measurement of family poverty level uses the poverty line level with the following criteria:

- 1) Poorest households: < 15 kg rice equivalent per capita per month,
- 2) Very poor households: 15.1 - 20 kg rice equivalent per capita per month,
- 3) Poor households: 20.1 - 26.6 kg rice equivalent per capita per month,
- 4) Near-poor households: 26.7 - 40 kg of rice equivalent per capita per month,
- 5) Households have enough: 40.1 - 80 kg equivalent of rice per capita per month,

- 6) Households live decently: > 80 kg equivalent of rice per capita per month.

Review of Previous Research

Based on the research results of Yustina Chrismardani, Bondan S (2018), formal sector workers are included in the job/worker category and try to be assisted by permanent workers/paid workers up to 76 percent, and informal workers are those who try on their own, trying to be helped by temporary workers, free workers. in agriculture, non-paid casual workers reach 24 percent. Other important findings show that there is no significant difference in the total income of workers in the informal and formal sectors, which averages IDR 76,184, and it turns out that Bangkalan Regency has not been a target for migration of workers from surrounding areas.

Research conducted by Yupi Kurniawan, S and Rr. Retno Arnanti (2014), aims to describe human resource management and the differences in human resource management in the formal sector and the informal sector in East Java. This type of research is descriptive quantitative, with data collection techniques carried out through distributing questionnaires to formal and informal sector entrepreneurs in East Java. Based on the results of the data analysis obtained, it was found that human resource management in East Java was classified as in the medium category. It was also found that the best aspect in human resource management in East Java was work performance assessment. Based on the T test of the independent variable human resource management in the formal and informal sectors in East Java, there is no significant difference overall.

The results of a study by the National Central Statistics Agency (BPS) (February 2019) show that the number of people aged 15 years and over working in the informal sector in 2015 was 67 million workers and in 2019 the number of informal sector workers had reached 74 million workers. BPS also noted that the informal sector dominates employment in Indonesia, while the population working in the formal sector only reaches 55.3 million workers.

3. RESEARCH METHODS

Types of research

The type of research used is descriptive research, namely a method carried out in research on the status of a human group, an object, a set of conditions, a system of thought or a class of events in the present. This research aims to create a systematic, factual and accurate picture or painting of informal sector workers in the post-Covid-19 pandemic in the city of Mataram.

Place and time of research

This research was carried out in the city of Mataram by taking several locations where informal MSME workers opened their businesses around the city of Mataram which is busy with people visiting, such as in the mall area, around Ampenan market and Cakranegara market. The objects of this research are informal sector workers who open their businesses in the city of Mataram

Data Type

This research uses primary data, namely data obtained from first hand (respondents) using the interview method and secondary data as supporting analysis obtained from related agencies or institutions. Primary data taken in this research includes the identity of the respondent, number of dependents and income, living necessities. Meanwhile secondary data was obtained from

related agencies such as the number of information sector workers in the city of Mataram as well as publications related to research.

Method of collecting data

The data collection method used in this research is a survey method, namely by collecting data directly on the object under study by taking a sample of 50 respondents according to research needs consisting of workers in the informal sector who open their businesses around the city of Mataram. The aim of survey research is to examine the characteristics of the entire group to be studied or population by examining a portion (sub-set) of the population group, hereinafter referred to as the sample (Sugiyono: 2018). The results of the survey on the sample are then generalized or applied to the population. Survey research is usually defined as research or research on large groups through direct research of a subset (sample) of that group.

Data analysis

Analysis was carried out using qualitative and quantitative data analysis using primary data collected through interviews with the help of a list of questions. Then the analysis is carried out using table analysis, both frequency tables and using cross tables.

Furthermore, to determine the level of income and welfare of informal and formal sector workers, the following analysis is used:

1. Business and cost analysis, namely knowing the income of informal sector workers using the following formula:

$$\Pi = TR - TC$$

$$TR = Y \cdot Py$$

$$TC = TFC + TVC$$

Where :

TR = Total revenue (Total Revenue in rupiah)

TC = Total Cost (in Rupiah)

Y = Production obtained

Py = Price of Y

TVC = Total Variable Costs (in Rupiah)

TFC = Total Fixed Costs (in Rupiah)

Measuring the degree of welfare of informal workers using the poverty line, as stated by Sajogyo in Murdani, et al (2015), consists of several criteria as follows:

Table 1. Sajogyo Poverty Line Criteria

| No | Description | Of Welfare Level/Capital Year Vilag | City |
|----|--------------------------|-------------------------------------|--------------------------------|
| 1 | Households are very poor | < 240 kg (rice equivalent) | < 360 kg equivalent rice |
| 2 | Poor household | > 240 kg - 320 kg | > 360 - 480 kg equivalent rice |
| 3 | Household Near poor | > 320 kg - 480 kg | > 480 - 720 kg equivalent rice |
| 4 | Household Non poor | > 480 kg setara beras | > 720 kg equivalent rice |

| | | | |
|---|----------------------------|-----------------------|--------------------------------|
| 5 | Neighborhood Living enough | > 720 kg setara beras | > 720 - 960 kg equivalent rice |
| 6 | Household live decent live | | > 960 Kg equivalent rice |

Source: Sajogyo in Murdani et. Al (2015)

Apart from measuring the Sajogyo poverty line, it also uses the 2020-2021 West Nusa Tenggara UMP and UMK indicators:

| District/City | Regional Minimum Household Year 2021 (IDR) | Regional Minimum Household Year 2022 (IDR) |
|------------------------|--|--|
| Central Lombok Regency | 2.192.987 | 2.312.000 |
| East Lombok Regency | 2.184.197 | 2.184.197 |
| Mataram City | 2.184.485 | 2.184.485 |
| Sumbawa Regency | 2.201.613 | 2.201.613 |

Source : UM/UMK West Nusa Tenggara

4. RESULTS AND DISCUSSION

Overview of the Mataram City Area

The city of Mataram is divided into three regions, namely the Cakranegara City area, the Mataram City area and the Ampenan old city area and demographically the population in the city of Mataram is spread across 5 (five) sub-districts, namely; Cakranegara sub-district, Sandubaya sub-district, Selaparang sub-district, Ampenan sub-district, Mataram sub-district and Sekarbela sub-district with the following population distribution:

Table 2. Population of Mataram City Year 2018-2020

| No. | District | 2019 | 2020 | 2021 |
|-----|-------------|-------------|-------------|-------------|
| 1 | Ampenan | 92.714.000 | 94.764.000 | 95.941.000 |
| 2 | Mataram | 89.552.000 | 92.537.000 | 92.593.000 |
| 3 | Cakranegara | 68.119.000 | 68.455.000 | 68.719.000 |
| 4 | Sandubaya | 79.180.000 | 81.566.000 | 83.936.000 |
| 5 | Sekarbela | 72.571.000 | 75.254.000 | 77.954.000 |
| 6 | Selaparang | 75.370.000 | 75.509.000 | 75.569.000 |
| | Population | 477.506.000 | 488.085.000 | 494.712.000 |

Source: BPS Mataram City

The population development in Mataram City is quite rapid, from 2018 data, the total population is 236,226 male residents and 241,250 female residents, the total population in 2018 is 477,467

people. In 2019 the male population reached 240,789 people and the female population was 245,926 people or the total population in 2019 was 486,715 people or an increase of 1.93%. Furthermore, the 2020 population is a predicted figure described by the Mataram city dukcapil office, where in 2020 the male population will be 245,190 people and the female population will be 250,491 people or the total population in 2020 will be 495,681 people or an increase from the previous year of 1.84% . .

Characteristics of Informal Sector Workers in Mataram City

Characteristics describe the activities of informal sector workers who sell or peddle merchandise in crowded places such as in front of markets, malls or on sidewalks, which they can call street vendors. Based on the results of the sample of respondents in this study, data was obtained regarding the percentage of informal sector workers in three sub-districts in the Mataram city area who were respondents in this study, namely 60 informal sector workers, namely workers who earn their living selling cooked food, drinks, fried bananas, fried rice, grilled fish, grilled chicken, meatballs, etc. This happened because, among other things, during the Covid-19 pandemic, there was a tendency for more people to become breadwinners as workers in the informal sector to meet household needs in their families because many people lost their jobs due to layoffs, so they preferred jobs in the sector. informal.

The majority of informal sector workers of productive age in the research area are in the age range 21 years to 56 years old. This can be seen from the large percentage of workers aged between 24 and 30 years reaching 30 respondents or 54.54%. Meanwhile, there are 20 workers aged > 35 to 56 years or 33.33% of the population. Meanwhile, the remainder were 10 workers under 20 years of age or 16.67%. From the description of the working age in the informal sector, the majority of workers in the productive age range are 35 years and over, the second working age is in the range of 24 - 35 years and the third is workers under the age of 24 years. A person's age can greatly determine the success of a business because between the ages of 25 and over they are very enthusiastic and need income to support their family. Under 24 years of age is still a new age for starting your own business or as a worker or helping someone's work as a worker and this is shown by the level of productivity in carrying out business activities in the informal sector.

Respondents' Educational Characteristics

Education is an important variable for someone when entering the world of work or the job market, because with the level of education they have, a person will be able to determine their choice of which sector to take a job in because it is adjusted to the level of expertise or skills they have. However, the world of work in the informal sector is not always It requires high education, which requires tenacity, perseverance and innovation in the future. In this study, from the existing sample data, respondents' education can be grouped into 4 categories, namely not completing elementary school, elementary school, middle school, and high school and above. Based on field data, workers with a high school education level occupy the highest position among the other categories with a total of 26 respondents (43.33%) followed by a junior high school education level with 15 respondents (25%), then a Bachelor/Diploma level with 6 respondents (16.67%) , there were 10 respondents (18.18%) who had completed elementary school education and 3 respondents (5%) had not completed elementary school. This means that, although workers in the Mataram city area mostly come from lower middle class society, they have a fairly

high educational background, namely high school or above as many as 69.08% of the total respondents and the rest are in the educational category of workers with completed junior high school and elementary school and none. SD is 30.92% for informal workers.

Characteristics of Number of Dependents

The distribution of the number of dependents of informal sector workers who are respondents in the Mataram city area is as follows; firstly, informal workers with 2 dependents were 25 respondents or 41.67%, secondly there were 11 respondents with 3 dependents or 18.33%. Of the remaining respondents with 1 dependent, there were 9 respondents or 15%, then there were 6 respondents with more than 4 dependents or 10% and 9 respondents with no family responsibilities amounted to 15%. This group of respondents is dominated by unmarried young people who have just started working in the formal sector.

Characteristics Based on Working Time

Working time for informal workers can affect the income received by informal workers starting from the initial working hours until the end of work. The ability of workers to devote working time which can be completed in earning a living for 55 respondents, working time is divided into 2 (two) parts, namely working < 8 hours, working more than 8 hours, this refers to the regulations of the Minister of Manpower, Law Decree No. 13 of 2003, regarding employment is working time for 7 hours/day for a 6 day work week (article 77 paragraph 2 point a), or 8 hours/day for a 5 day work week (article 77 paragraph 2 point b). This condition illustrates that the informal sector is not time bound in running its business. Most of the working hours obtained from the informal sector workers in the research exceed normal working hours, namely 7 hours a day. From the research data, it is known that on average those who work <10 hours a day reach 67.67% or 36 respondents and the remainder or 33.33% or 19 respondents work more than 10 hours a day. The correlation is that the higher their working hours, the more their income will increase.

Characteristics Based on Length of Work

Based on the data obtained from the field, it is known that the length of work the respondents have had will more or less influence the income received by informal workers because they really understand the character of business in their field.

As for the percentage comparison between the length of work of informal sector workers, the majority of informal sector workers have business experience of more than 5 years, reaching 42 respondents (70%) and those who have business experience of less than 5 years are 18 respondents (30%). It can be seen from the total number of informal sector worker respondents that most of them have business experience of more than 5 years and the length of work for informal sector workers will also influence the income they receive.

Analysis of Informal Workers' Income

Income is income from business in the form of money obtained by informal sector traders in one working day, expressed in rupiah units with accumulation over one month. Based on the table below, it can be seen in terms of income, the majority of informal sector workers in the region have incomes below IDR 2,000,000 and this is above the national wage for informal workers (IDR 1,816,000), namely 48.14% or 25 respondents from total number of respondents. This means that if you look at it from an economic perspective, being an informal sector worker in the Mataram city

area is quite promising from an economic perspective, to meet life's demands, so many people choose to earn a living in the informal sector even with low incomes.

Table 1. Distribution of Monthly Income of Informal Workers in Mataram City

| No | Income (IDR) | Informal (%) | Description |
|----|-------------------------|----------------|---|
| 1 | ≤ 3.000.0000 | 18 30 | Cigarettes and drink, saller of cilok, packaged rice, fried bananas |
| 2 | ➤ 3.000.000 - 4.000.000 | 22 36,67 | Wes and dry cakera, tofu tek |
| 3 | ➤ 4.000.000 - 5.000.000 | 12 20 | Stall rice, fried rice, meatballs, fried noodles |
| 4 | ➤ 5.000.000 | 8 13,33 | Fress chicken , rice stalls, grilled chicken, Terang bulan |

Sources :: Primary data processed (2022)

Referring to the summary of data in table 5 above, where the majority of informal workers' income is above IDR 2,000,000,- as many as 15 respondents or 25%, while income above IDR 3,000,000,- is 25 respondents or 41.67%. , and those who earned income above IDR 3,000,000 were 12 respondents or 20%. There were 8 respondents who earned incomes above IDR 5,000,000 or 13.33% of informal workers (rice and martabak stalls, fried chicken and grilled chicken sellers). When linked to the income indicator for informal workers on a national scale, the majority or 67.33% (40 respondents) were at an income level above the national average. Furthermore, if compared with the wage level of Mataram City workers or the Mataram City Minimum Minimum Wage (UMK) of Rp. 2,184,485,- (Mataram City Manpower Office; 2020) then the majority of informal workers' income is still below the UMK, reaching 60% or as many as 36 respondents.

Analysis of the Welfare Level of Informal Workers in Mataram City

Based on the criteria of Sajogyo (1997), the measure of poverty seen from the expenditure approach for urban and rural communities sets a poverty line based on household income of 360 kg per capita per year for urban areas. The level of household welfare can be seen from per capita household expenditure per year, namely total household expenditure consisting of food and non-food expenditure in a year divided by the number of household dependents. To measure the level of household welfare, household expenditure per capita per year is then divided by the price of rice per kilogram,

The amount of per capita expenditure per year as measured by the local price or value of rice for urban areas is 1) Poor, if expenditure/capita/year is lower than 480 kg equivalent to the exchange rate of rice per person/year. 2) Very poor, if the family expenditure /capita/year is less than 360 kg of rice exchange rate per person per year. 3) The poorest (destitute), if the expenditure/capita/year is more than 270 kg of rice exchange rate per person/year. However, since 1979 the poverty line for the

destitute category was removed and then added to the near poor line, namely 480 kg for rural areas and 720 kg for urban areas. The results of this research show that of the 54 informal worker respondents, 25 respondents or 41.67% of informal workers' average per capita income is at a fairly prosperous level when measured by the level of welfare of the Sajogyo criteria, namely the equivalent of rice (between 600 kg - 900 kg rice equivalent). Furthermore, those in the category of households living well are 28 people or 55.56% with an average annual per capita income of Rp. 7,125,000,- or if equivalent to rice, it is 713 kg.

The Sajogyo criteria for a household living well is if the per capita income/year reaches between 480 – 960 kg equivalent to rice and this is for informal worker respondents. There are 8 respondents in the decent living household category with an average per capita income/year of IDR 18,700,000,- or if converted to the rice equivalent of 1,200 kg per year, or 11.67%. This means that the average per capita income/year of informal workers is already at the level of a household with a decent living. If examined in terms of wages, the income of information sector workers as a whole is at the level of the provincial minimum wage (UMP) for the province of Nusa Tenggara Barata and the city where the UMP is IDR 2,347,000,-

5. RECOMMENDATIONS

Based on the analysis of the results and discussion in this research, the following conclusions can be drawn as seen from the characteristics of informal workers, most of whom sell in crowded places with dense populations and visitors in the city of Mataram with an average working time of <10 hours a day with income below IDR 3,000,000,- and this is mostly received by cigarette and drink traders, cilok traders, packaged rice, fried bananas, and mobile food traders who have small business capital and. The majority of informal workers' income, namely almost 58.33%, has a decent living level on the verge of being quite prosperous and prosperous, and 41.67% falls into the household category of living well according to the Sajogyo criteria which is measured in rice equivalent. And the majority of this is received by noodle traders and fried rice, fried and grilled chicken, fried duck vegetables, martabak sellers and bright moon.

Informal workers should be able to increase their working hours to increase their income by at least 12 working hours a day and food and beverage traders should sell their products online via social media.

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