Analysis of Income Maintenance Efforts Among Traders in the Tourism Center

Analisis Upaya Pemeliharaan Pendapatan Pedagang di Pusat Pariwisata

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ABSTRACT

The purpose of this research is to find out, analyze and explain how much income is obtained by traders in the tourism center of Mekar Buana Village, Tegalwaru District, Karawang Regency. The research method uses a qualitative descriptive approach. This research was conducted from June to July 2023 with the research location at the Mekar Buana Village Tourism Center. Tegalwaru Karawang Regency. The population was 15 people who were taken as a whole consisting of traders. Data collection techniques are through observation and interviews. The income analysis used is by comparing the income of traders on weekdays with income on holidays. The results showed that traders operating in the tourist area of Mekar Buana Village amounted to 15 traders with details of 3 traders operating every day and 12 traders operating only on holidays. The cycle of tourist visits affects the income of each trader where income on weekdays is only 25% and income on holidays ranges up to 75% of monthly income.
Keywords: *Income, Traders, Tourism Center*

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui, menganalisis dan menjelaskan seberapa besar pendapatan yang diperoleh para pedagang di sentra wisata Desa Mekar Buana Kecamatan Tegalwaru Kabupaten Karawang. Metode penelitian menggunakan pendekatan deskriptif kualitatif. Penelitian ini dilaksanakan pada bulan Juni sampai dengan Juli 2023 dengan lokasi penelitian di Sentra Wisata Desa Mekar Buana Kec. Tegalwaru Kabupaten Karawang. Populasi berjumlah 15 orang yang diambil secara keseluruhan yang terdiri dari para pedagang. Teknik pengumpulan data melalui observasi dan wawancara. Analisis pendapatan yang digunakan adalah dengan membandingkan pendapatan pedagang pada hari biasa dengan pendapatan pada hari libur. Hasil penelitian menunjukkan bahwa pedagang yang beroperasi di kawasan wisata Desa Mekar Buana berjumlah 15 pedagang dengan rincian 3 pedagang beroperasi setiap hari dan 12 pedagang beroperasi hanya pada hari libur. Siklus kunjungan wisatawan mempengaruhi pendapatan setiap pedagang dimana pendapatan pada hari biasa hanya 25% dan pendapatan pada hari libur berkisar hingga 75% dari pendapatan bulanan.
Kata Kunci: Pendapatan, Pedagang, Sentra Wisata

1. Introduction

The potential and allure of tourism in Mekar Buana Village, Tegalwaru Subdistrict, Karawang Regency represent a valuable asset with immense potential. This resource can be effectively managed and harnessed due to its capacity to significantly contribute to the local economy. This aspiration is shared by the community businesses operating within the Mekar Buana Village Tourism center area. While tourism in Mekar Buana Village has been established since the 1970s, its formal governance was only recently outlined through Karawang Regency Regional Regulation No. 2 of 2013, designating Tegalwaru District as a protected area, water catchment zone, disaster-prone

area, and natural tourism park. Mekar Buana Village is prioritized for nature tourism under local regulation no. 3 of 2016, as part of the Regional Tourism Development Master Plan (RIPPARDA).

Tourism activities generate substantial demand in both consumption and investment, thereby stimulating the production of goods and services. Travelers' expenditures directly boost demand for tourism-related goods and services such as lodging, consumer products, restaurants, transportation, and tour guides. The local community plays a pivotal role in meeting these demands, directly influencing their economy. This reciprocal relationship underscores the importance of tourism to fulfill economic needs for both the community and tourism providers, while tourists seek facilities that offer security and comfort during their visits.

Numerous residents of Mekar Buana Village actively participate in the tourism industry, primarily through micro and small-scale businesses. These include trading in food and beverages, local produce, souvenirs, and gifts. The scale of these businesses is constrained by fluctuating visitor numbers and limited capital. Capital investment significantly impacts street vendors' incomes, with greater investment correlating positively with increased earnings (Wibowo et al., 2021; Marhawati, 2020). Increased tourist arrivals generally lead to higher trader incomes as tourists purchase their merchandise.

Variations in tourist arrivals, particularly between weekdays and holidays, directly influence trader incomes. Weekday visits are minimal, prompting many traders to pursue alternative activities, thus reducing their trade income. Conversely, holiday periods typically see a surge in tourist numbers, particularly at the beginning of each month, resulting in increased trader earnings. Sales volumes also exert a considerable impact on trader incomes (Rachmaniar et al., 2020). Despite operational costs, traders sometimes experience minimal income due to fixed outputs amidst rising costs (Sari & Munandar, 2022).

This study aims to analyze and elucidate the income dynamics of traders in the tourism hub of Mekar Buana Village, Tegalwaru District, Karawang Regency, contributing to a deeper understanding of local economic resilience and sustainable tourism development.

2. Literature Review

According to Hantono and Ufrida (2018; 17) revenue is the company's recognition of the receipt of compensation from users of services that the company has provided, while according to Laili and Setiawan (2020; 3) revenue is the result of all sales of goods or services, a commodity. Revenue can also be interpreted as income from company activities. According to Nursandy (2009) in Anggraini et al., (2019) that income is all receipts in the form of money or goods originating from other parties or from industrial products that are valued on the basis of the amount of money from assets that have passed at that time.

Based on the description above, it can be synthesized that revenue is the gross inflow of economic benefits arising from the activities of the company resulting from all sales of goods or services, a commodity.

Revenue can be divided into two parts:

1. Operating Revenue: This is revenue derived from the sale of products or services in a given period, which is the core activity of the company. This revenue is directly related to the main business of the company and is in line with the purpose of the business. Operating income is derived from the sale of goods and services, which can be obtained from gross sales (total sales receipts before deductions) and net sales (sales receipts after deductions).
2. Non-Operating Revenue: This revenue does not come from the sale of the company's main products or services. It includes income from the use of assets by other parties such as rent,

royalties, interest, and others. In addition, non-operating income can also come from the sale of assets that are not part of the main production, such as the sale of securities and the like. Non-operating income also includes income from long-term investments, dividends, and gains that are not derived from the entity's core activities.

In general, income can be divided into three types:
1. Salary and Wages: Rewards received after a person has worked for someone else for a certain period of time.
2. Income from Own Business: Receipts from the production of a business owned by a person or his/her family, without taking into account the rental cost of capital.
3. Income from Other Businesses: Income earned without having to actively work, such as income from property rentals or other sources of side income

3. Methods

The research method uses a qualitative descriptive approach. This research was conducted from June to July 2023 with the research location at the Mekar Buana Village Tourism Center, Tegalwaru District, Karawang Regency. As the object of research are micro and small traders around Mekar Buana Village tourism objects such as food and beverage traders, local vegetable and fruit traders, souvenir traders and souvenirs. The population is 15 people who are taken as a whole consisting of traders. While census sampling (overall) is carried out on the population with a total sample size of 15 people. The data collection techniques are through observation and interviews. The data used in this study include: Primary data collected through interviews with traders and secondary data obtained through books, journals and previous research. The income analysis used is by comparing the income of traders on weekdays Monday through Friday with income on holidays Saturday and Sunday

4. Results and Discussion

Based on the data collected, the number of respondents in this study reached 15 people. Of the total respondents, there were 5 people who were male, or around 33.33% of the total respondents. Meanwhile, there were 10 people who were female, or around 66.67% of the total respondents. This shows that more respondents in this study were female than male. In this context, the composition of female gender in the research sample is more dominant than male. This data can provide an illustration of the higher participation of women in this study, which may be related to their role or involvement in trading activities in the tourist area of Mekar Buana Village.

In this study, data regarding the education level of respondents shows that out of a total of 15 respondents, 10 people or around 66.67% have a junior high school education background. Furthermore, there are 4 people or around 26.67% of respondents who have completed high school education. In addition, only 1 respondent or around 0.67% has an undergraduate educational background. From this data, it can be concluded that the majority of respondents have a junior high school education, which may reflect the characteristics of traders in the tourist area of Mekar Buana Village. Although the number of respondents with a high school background is smaller, it cannot be ignored that they also contributed to this study. The presence of one respondent with a bachelor's degree may indicate diversity in the educational profile of traders in the area. This data on education levels provides additional insight into the social and educational characteristics of the respondents

involved in this study.

The data on the length of time respondents have been in business shows interesting variations. Of the total 15 respondents, there are 4 people or around 26.67% of them who have been running a business for less than 5 years. A total of 11 people or around 73.33% of the respondents have been trading for a span of between 6 to 10 years. Furthermore, the remaining 4 people or around 26.67% have experienced trading for more than 11 years. This data reveals a pattern of variation that reflects the diverse business experience among the respondents. The majority of them have been trading for a period of 6 to 10 years, indicating a group of traders who have more mature business experience. However, there were also respondents who had just started their businesses, as well as a group that had been in business for a longer period of time. This information on length of business provides a snapshot of the respondents' business history and illustrates the level of experience and knowledge that may have an impact on their income and strategies for dealing with business challenges.

Table 1. Occupation choice of respondents

Principal Occupation	Side Job	Total
Farmer / Gardener / Employee	Merchant	12
Merchant	Farmer / Gardener / Employee	3

Source: Data Processing Results (2023)

Based on the data regarding respondents' occupations, there is an interesting pattern. Out of a total of 15 respondents, 12 people or around 75% of them have a main job as a farmer, gardener, or employee, while their side job is as a trader. Meanwhile, there were 3 people or around 25% who mentioned that their main job was as a trader, but they also had a side job as a farmer, gardener, or employee. This data indicates that there are variations in the employment patterns chosen by the respondents. The majority of them have a primary occupation in the farming, gardening or employee sectors, but also engage in trading as a side activity. Conversely, there is a small group who have chosen trading as their main occupation but are still involved in farming, gardening or clerking as a side activity. This information provides insight into the income diversification and diversity of economic activities undertaken by respondents. In this context, trader occupations are an important component in creating an additional source of income for the majority of those whose main occupation is in another sector.

Table 2. Products Sold by Merchants of Mekar Buana Tourism Area

Business Type	Total
Food-Beverage (MM)	10
Local Vegetable and Fruit (SBL)	4
Souvenirs (O-O)	1

Source: Data Processing Results (2023)

Based on the type of business, 10 respondents (66.67%) answered that they sell food and drinks. There were 4 people (26.67%) who sold local fruits and vegetables, and 1 person (0.67%) who sold souvenirs. This data illustrates the variety of businesses undertaken by the respondents. The majority of them take steps in the food and beverage trading business, showing the significance of the contribution of the culinary sector in the tourism area of Mekar Buana Village.

Meanwhile, a group of respondents chose to focus on selling local fruits and vegetables,

which could illustrate the important role of local products in the business ecosystem of the location. The fact that one respondent runs a business as a souvenir seller indicates the diversity in the types of products offered to tourists. Overall, this information provides insight into the diversity of business activities involved in the merchant community in the tourism area of Mekar Buana Village.

A more detailed description of the results of observations and interviews that have been conducted with informants is as follows:

1. Number of Tourists: Observations show that the number of tourists visiting the Mekar Buana tourist destination is highly influenced by the day of the week. On weekdays, tourist visits are very minimal, only about 25% of the total visits. However, on holidays, the number of tourists increases sharply to around 75% of the total visits. This phenomenon illustrates the fluctuating pattern of visits between weekdays and holidays. The most drastic changes occur on major holidays such as Eid and New Year, where visits can reach 200-300% of the number of visits on regular holidays.

2. Product Selling Price: Fluctuating visitation rates mean that merchants have to make strategic decisions regarding product pricing. On busy days such as holidays, merchants tend to set higher prices. This is largely to cover greater operational costs on slow days. Food and beverage products, for example, are sold at a price range of 200-300% of the cost of goods purchased. Local vegetable and fruit products are sold at an average markup of around 150% of the cost of goods purchased, while souvenirs are usually sold at a maximum price of 125%-150% of the cost of goods purchased.

3. Respondents' Average Income Range per Month: Observations show a significant contrast between the income of merchants on weekdays and holidays. On weekdays, tourist visits are only about 20%-25% of the total visits on regular holidays. Based on this situation, most vendors, i.e. 12 out of 15 respondents, choose not to operate on weekdays. They only open their businesses on regular and public holidays. Meanwhile, there are 3 merchants who continue to sell both on weekdays and holidays. The average income per day for each trader, when operating, ranged from Rp 500,000 to Rp 1,000,000."

The overall findings illustrate that the sustainability of traders' businesses is heavily influenced by fluctuations in tourist visits. Fluctuating visitation patterns affect their income, with holidays being potential periods for greater income. Product pricing and the decision to operate on certain days are important strategies for traders in dealing with business dynamics in Mekar Buana tourist destination.

As an illustration, the range of monthly income of the traders is listed in the following table:

Table 3. Revenue of Mekar Buana Tourism Area Merchants in 2023

Month	Revenue
January	231.000.000
February	123.200.000
March	107.800.000
April	61.600.000
May	308.000.000
June	154.000.000
July	269.500.000

Total	1.255.100.000

Source: Data Processing Results (2023)

Discussion

The tourism center of Mekar Buana Village has become a well-known tourist destination for people around Karawang, Bekasi, Bogor and Jakarta. There are always tourist visits every day even though they fluctuate. Tourist visits provide a great blessing not only for tourism entrepreneurs but also for the surrounding community who are involved. Among the involvement of the people of Mekar Buana Village is the activity as traders around the tourist destination area. The type of trading business undertaken by residents generally sells food and drinks, vegetables and local fruits harvested by the surrounding community and sells souvenirs typical of Mekar Buana.

The operation of trading activities in tourist areas is not like in the market where there are stable buying and selling transactions every day. The trading cycle in the tourist area is inversely proportional to the workday calendar. If on weekdays, people work and do activities but if it is a holiday then the stretch of activity operations in the tourist area will usually be crowded. This cycle makes the majority of traders make the decision to operate only on Saturdays and Sundays, national holidays and certain moments such as the end and beginning of the year, Eid holidays and school holidays. Of the 15 respondents, only 3 respondents fully operate every day of the week, while the rest decide to sell on regular, national and certain holidays only. So it is not surprising that the majority of traders in the Mekar Buana tourism area trade as a side job, they have main jobs elsewhere as farmers, gardeners or employees.

Based on the results of the recapitulation of the range of monthly income from 15 respondents, it fluctuates according to the conditions of tourist visits. In January 2023, the income was quite high because it still got the excess of the early New Year vacation, while in May 2023 the highest income was the Eid holiday and in June-July 2023 the income was still high because in that month it was a school holiday period. The most difficult situation for traders is when the month of Ramadan comes, where tourist visits are very minimal even on holidays. Based on the results of interviews with traders at the Mekar Buana tourism center, it was explained that the situation of fluctuations in visits like this is almost the same cycle every year.

The income of traders who sell every day will certainly be different from traders who sell only on holidays. There are 3 people who operate every day by making their trading business their main job, namely Mari, Nani and Patonah. The results of the interview show that the range of income of the three of them per day is on average between IDR 700,000 and IDR 1,000,000. The fluctuations in traders' incomes are striking even though they sell every day.

Table 4. Revenue of Traders Who Operate Every Day

Month	Merchant Income in 2023		
	Marni	Nani	Patonah
	Principal	Principal	Principal
	Local Vegetable Fruit	By	Food-Beverage
January	45.000.000	31.500.000	40.500.000
February	24.000.000	16.800.000	21.600.000
March	21.000.000	14.700.000	18.900.000
April	12.000.000	8.400.000	10.800.000

May	60.000.000	42.000.000	54.000.000
June	30.000.000	21.000.000	27.000.000
July	52.500.000	36.750.000	47.250.000
Total	**244.500.000**	**171.150.000**	**220.050.000**

Source: Data Processing Results (2023)

The table above shows the breakdown of revenue for each month from January to July 2023. The amount of income if detailed consists of income on weekdays and income on holidays. Based on the results of the interview, it is estimated that income on weekdays is a quarter (25%) and income on holidays is 75% of monthly income. If detailed, the income of the three traders is as follows:

Table 5. Comparison of Weekday and Holiday Revenue

Month	Weekdays 25%			Holidays 75%		
	Marni	Nani	Patonah	Marni	Nani	Patonah
January	11.250.000	7.875.000	10.125.000	33.750.000	23.625.000	30.375.000
February	6.000.000	4.200.000	5.400.000	18.000.000	12.600.000	16.200.000
March	5.250.000	3.675.000	4.725.000	15.750.000	11.025.000	14.175.000
April	3.000.000	2.100.000	2.700.000	9.000.000	6.300.000	8.100.000
May	15.000.000	10.500.000	13.500.000	45.000.000	31.500.000	40.500.000
June	7.500.000	5.250.000	6.750.000	22.500.000	15.750.000	20.250.000
July	13.125.000	9.187.500	11.812.500	39.375.000	27.562.500	35.437.500
Total	61.125.000	42.787.500	55.012.500	183.375.000	128.362.500	165.037.500

Source: Data Processing Results (2023)

There are 12 traders who sell only on holidays by making trading business activities in the Mekar Buanas tourist area as a side job. If calculated, the number of operational days in a month is around 8 days with an average income per day ranging from IDR 500,000 to IDR 1,200,000. The income picture can be seen in the following table:

Table 6. Revenue of Merchants Operating on Holidays

Month	Merchant Income in 2023					
	Ijah	Iyam	Mardanu	Tita	Anwar	Irma
	Side	Side	Side	Side	Side	Side
January	6.000.000	8.400.000	9.600.000	12.000.000	14.400.000	7.200.000
February	3.200.000	4.480.000	5.120.000	6.400.000	7.680.000	3.840.000

Month						
March	2.800.000	3.920.000	4.480.000	5.600.000	6.720.000	3.360.000
April	1.600.000	2.240.000	2.560.000	3.200.000	3.840.000	1.920.000
May	8.000.000	11.200.000	12.800.000	16.000.000	19.200.000	9.600.000
June	4.000.000	5.600.000	6.400.000	8.000.000	9.600.000	4.800.000
July	7.000.000	9.800.000	11.200.000	14.000.000	16.800.000	8.400.000

Month	Faozan Side	Ahmad Side	Grandson Side	Sartika Side	Handiyah Side	Didin Side
January	7.200.000	6.000.000	9.600.000	12.000.000	12.000.000	9.600.000
February	3.840.000	3.200.000	5.120.000	6.400.000	6.400.000	5.120.000
March	3.360.000	2.800.000	4.480.000	5.600.000	5.600.000	4.480.000
April	1.920.000	1.600.000	2.560.000	3.200.000	3.200.000	2.560.000
May	9.600.000	8.000.000	12.800.000	16.000.000	16.000.000	12.800.000
June	4.800.000	4.000.000	6.400.000	8.000.000	8.000.000	6.400.000
July	8.400.000	7.000.000	11.200.000	14.000.000	14.000.000	11.200.000

Source: Data Processing Results (2023)

Based on the description above, there are several aspects of corporate financial management that can be related to the situation of traders in Mekar Buana tourist destinations:

1. *Revenue Management*: Revenue management is essential in situations like this, where there are large fluctuations in the number of travelers by day. The concept of revenue management involves setting the right price based on demand and availability. In these cases, traders price their products higher on holidays to optimize their revenue when demand is higher. This approach can help them adjust prices according to fluctuations in demand, thereby maximizing revenue. There needs to be innovation to increase revenue, namely by innovating products, adding menu/product variations, reducing prices, and utilizing social media by selling online using the *shopee food* application*, faceebook,* and Instagram (Bidol and Barbin, 2022). As stated by Mrs. Marni, a fruit and vegetable trader of local products in the Mekar Buana tourism area.
   "The income from trading here is uncertain, it all depends on how many visitors come. If there are few visitors on weekdays then the results can only cover daily expenses or even less, so the majority of traders here only sell on holidays because the visitors are quite large, so the income is quite decent. We get the most income usually during the Eid, New Year and school holidays.

2. Fees and Profits: Vendors in these tourist destinations face higher costs when trading on weekdays to cover their operational costs. Charging higher prices on holidays can also help them

overcome these costs. However, care needs to be taken that the prices set still provide a reasonable profit margin and do not cause a significant drop in demand. As research conducted by Sari and Munandar (2022) that operational costs partially have a significant effect on Net Income. According to Mrs. Ijah as a food and beverage trader in the Mekar Buana tourist area that "the amount of profit received is actually not too large because the operational costs are quite high, the biggest is transportation costs because the location of shopping to the market is quite far and the place to sell is also quite far from home".

3. Operational Pattern: The operational pattern of traders selling only on certain holidays reflects the concept of inventory management. In inventory management, it is important to manage product stocks to avoid wastage or shortages. In this case, merchants choose to operate only during times of higher demand, which can help them avoid wasting stock on off days. In terms of preparing merchandise stock, all traders in the Mekar Buana tourism center already have their own patterns as stated by Mr. Mardanu, a food and beverage trader. "Based on our experience, we determine the inventory of goods sold through estimates and habits that on holidays the stock is usually prepared more, the inventory will be increased again if the holiday is at the beginning of the month, the inventory can reach 4-5x if trading on Eid and New Year holidays".

4. Price Elasticity: The concept of price elasticity can be applied to product pricing. If demand for a product is highly responsive to price changes, then traders can be more flexible in determining prices based on fluctuating demand situations. Mrs. Patonah, a food and beverage seller, explained how traders set the selling price with a high mark-up to offset the high costs incurred. "For the price of food and drinks that we produce ourselves, we sell around 2x to 3x the basic price, but if the product is already in the form of packaging from the store, we usually sell it at a maximum of 1x the purchase price in the store/market. Meanwhile, local fruit and vegetable products are usually sold at 1.5x the price of the main price, and in certain conditions, they are sometimes sold even lower because the quality has begun to decline. As for souvenir sellers, they usually sell with a maximum markup of 1.5 times the base price".

5. Risk Management: Drastic fluctuations in tourist visits can be considered a risk for traders. Risk management involves identifying, measuring and managing business risks. In this case, traders need to plan strategies to cope with fluctuations in visitation and its impact on their income, such as adjusting production capacity or drawing up backup plans. Mrs. Nani, a souvenir trader, said that "If all traders in the Mekar Buana tourist area all trade every day, it is likely that all of them experience losses to cover operational costs on weekdays with few tourists visiting, there are only 3 traders who are open every day, the rest only trade on holidays.

6. In this overall analysis, aspects of corporate financial management such as pricing, revenue, cost and profit management, inventory management, price elasticity, as well as risk management, can be related to the situation of merchants in Mekar Buana tourist destination. By applying these concepts wisely, the merchants can optimize their income and manage the risks associated with fluctuations in tourist visits

Discussion

Based on the findings from Mekar Buana Village in Tegalwaru Subdistrict, Karawang Regency, several aspects of corporate financial management are pertinent to the situation faced by local traders. Revenue management emerges as critical, given the substantial fluctuations in visitor numbers. Traders strategically adjust prices during peak periods like holidays to maximize income, aligning with theories on revenue optimization (Bidol & Barbin, 2022). Operational costs, highlighted

by traders such as Mrs. Ijah, underscore the need for careful profit-margin calculations to sustain profitability amid high costs (Sari & Munandar, 2022). The operational pattern of trading predominantly during peak tourist seasons reflects effective inventory management practices, minimizing wastage and maximizing sales potential, as observed by Mr. Mardanu. Price elasticity principles, evident in traders' adaptive pricing strategies, ensure that pricing adjustments align with customer demand fluctuations, supporting sustained revenue generation (Khatiwada, 2022). Finally, risk management strategies, exemplified by traders like Mrs. Nani, involve selective trading days to mitigate income volatility, underscoring the importance of adaptive business strategies in response to uncertain market conditions. Thus, integrating these financial management concepts enables traders to optimize income and navigate the challenges posed by fluctuating tourist visitation. These insights underscore the relevance of theoretical frameworks in practical settings, demonstrating how financial management principles can be applied effectively to enhance economic resilience and sustainability for local traders in tourism-dependent economies.

4. Conclusions

Trading activities in the tourism area of Mekar Buan Village involve 15 traders, with details of 3 traders operating every day and 12 traders only operating on holidays. The cycle of tourist visits has a significant influence on the income of each trader. On weekdays, the income earned only reaches 25% of the monthly income, while on holidays, the income increases to reach around 75%. Nonetheless, the income received is currently insufficient to be relied upon as the main income for the merchants. However, when considered as a side business, this income does make a meaningful contribution to maintaining the economic welfare of the traders' families. This conclusion emphasizes that income from trading in the tourism area of Mekar Buana Village is highly influenced by fluctuations in tourist visits. The findings also indicate the importance of effective income management strategies for traders. In addition, this study provides an opportunity to conduct more appropriate interventions or diversify sources of income, with the aim of improving the economic conditions of the traders.

For merchants operating around tourist areas, it is important for them to conduct environmental analysis, especially in relation to the tourist visitation cycle as a potential source of their business income. By understanding the dynamics of the environment, merchants can plan more informed strategies and have the ability to forecast potential revenue as well as efficiency opportunities in expenditure. This will help them achieve an optimal level of profit from their business. In order to achieve the ideal revenue in economies of scale, efforts are needed to increase the number of tourist visits. If the number of tourists does not increase, it will be difficult for new merchants to enter the market in the Mekar Buana tourism area. Therefore, measures that encourage an increase in the number of tourist visits are essential.

The results of this study also underscore the need for better planning and management on the part of tourist destination managers, in order to create a supportive environment for the growth of merchant businesses. Product diversification, more intensive marketing, and improved tourist facilities can also help increase the attractiveness of the destination and ultimately increase the number of tourist visits. In addition, the results of this study also provide input to local governments and related parties to develop more sustainable tourism development and management strategies, with the aim of providing greater economic benefits to surrounding communities and increasing local economic potential

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