

Analisis Biaya dan Pendapatan Usaha Para Pedagang Sayuran di Pasar Rakyat Condong Catur Sleman Sebelum dan Saat Pandemi Covid-19 (Studi Kasus pada Pedagang Sayuran Pasar Rakyat Condong Catur Kabupaten Sleman Daerah Istimewa Yogyakarta)

Oleh:
Putri J.S.
5170121021

Tujuan dari Laporan Tugas Akhir ini membahas tentang mendeskripsikan biaya usaha, tingkat pendapatan dan kelayakan usaha sayuran di pasar Condong Catur Kabupaten Sleman. Penentuan sampel tersebut dilakukan dengan metode *purpose sampling*. Metode penentuan tersebut menemukan sebanyak 15 pedagang sayur dijadikan sebagai responden. Hasil penelitian menunjukkan bahwa sebelum adanya wabah total biaya pedagang perbulan sebesar Rp.82.944.228 dengan rata-rata sebesar Rp.5.529.615 dan pada saat pandemik adanya total biaya pedagang perbulan sebesar Rp.87.475.828 dengan rata-rata sebesar Rp.5.831.722 yang dikeluarkan dalam usaha pedagang sayuran di Pasar Condong Catur Kabupaten Sleman. Pendapatan perbulan usaha pedagang sayuran di Pasar Condong Catur Sleman didasarkan dengan selisih antara penerimaan dengan biaya yang dikeluarkan, total pendapatan pedagang sayuran di Pasar Condong Catur Sleman pada saat sebelum adanya pandemik sebesar Rp.28.810.772 dengan rata-rata pendapatan setiap pedagang sebesar Rp.1.920.718 dan total pendapatan perbulan pada saat pandemik sebesar Rp. 28.146.172 dengan rata-rata pendapatan setiap pedagang sebesar Rp.1.876.411, dari hasil perhitungan dapat dilihat bahwa adanya penurunan pendapatan setelah adanya pandemik Covid-19. Dengan analisis imbalan penerimaan dan biaya (analisis R/C ratio), diperoleh nilai rasio R/C atas biaya total sebesar 1,35 sebelum pandemik dan nilai rasio 1,32 pada saat pandemik, sehingga disimpulkan bahwa usaha pedagang sayuran di Pasar Condong Catur Kabupaten Sleman layak dilanjutkan.

Kata Kunci: Pendapatan, Biaya, Pedagang Sayur, Kelayakan Usaha

***Analysis of Business Costs and Income of Vegetable Traders in the Condong Catur Sleman People's Market Before and During the Covid-19 Pandemic
(Case Study on the Vegetable Traders of the Condong Catur People's Market, Sleman Regency, Yogyakarta Special Region)***

Putri J.S.
5170121021

The purpose of this final report discusses to describe business costs, income levels and the feasibility of a vegetable business in Condong Catur market, Sleman Regency. The samples were determined by purposive sampling method. This method of determination found 15 vegetable traders as respondents. The results showed that before the outbreak, the total cost of traders per month was Rp. 82,944,228 with an average of Rp. 5,529,615 and at the time of the pandemic the total cost of traders per month was Rp. 87,475,828 with an average of Rp. 5,831,722 which was issued in the vegetable trader business at the Condong Catur Market, Sleman Regency. The monthly income of the vegetable trader in the Condong Catur Sleman Market is based on the difference between the income and the costs incurred, the total income of the vegetable traders at the Condong Catur Sleman Market before the pandemic was Rp. 28,810,772 with an average income of Rp. 1,920,718 and total monthly income during the pandemic was Rp. 28,146,172 with an average income of IDR 1,876,411 per trader, from the calculation results it can be seen that there was a decrease in income after the Covid-19 pandemic. With a balance analysis of revenues and costs (R / C ratio analysis), the value of the R / C ratio for total costs was 1.35 before the pandemic and the ratio value was 1.32 during the pandemic, so it was concluded that the business of vegetable traders in the Condong Catur Market, Regency Sleman deserves to be continued.

Keywords: Income, Cost, Vegetable Trader, Business Feasibility