

Contribution Of Housewife's Income Selling Fruit Rujak To Family Income Case Study: Fruit Rujak Seller, Simpang Jodoh

Oktia Febriana¹, Ahmad Rafiqi Tantawi², Sri Ariani Safitri^{3*}

^{1,2,3} Department of Agribusiness, Faculty of Agriculture, Medan Area University, Indonesia

sriariani@staffuma.ac.id*

Abstract

This research aims to find out how housewives earn income as fruit salad sellers. And to find out how much the rujak seller's mother's income contributes to family income. Sampling used a total sampling technique, namely a sampling technique where the number of samples is the same as the population (Sugiyono, 2007). The reason for taking total sampling was because according to Sugiyono (2007) the total population was less than 100, the entire population was used as the research sample. The sample taken from this research was 21 people. Data collection in this research used questionnaires and interviews. The data analysis technique used in this research is descriptive analysis which collects all the data needed to determine the income of housewives as fruit salad sellers. The results of this research show that the activities of housewives in working as fruit salad sellers start with housewives who complete all their obligations at home first and then work as fruit salad sellers with the income they receive based on the amount of sales they get, namely how much fruit salad they get. which was sold. The average housewife who works as a fruit salad seller is able to sell 32 packs per day, with an average income of IDR 10,575,533/month. The average variable costs that must be incurred are IDR 10,733,157/month and the average fixed costs are IDR 724,642.86/month. The income contribution of housewives who work as fruit salad sellers to family income is 75%, which is relatively high, namely in the interval 61%-80%.

Keywords:

Contribution; Income ; Family

INTRODUCTION

Indonesia is a country rich in culinary diversity, with nearly every region offering its own unique traditional dishes. These foods are often prepared either in traditional or modern styles, depending on the region. To create a distinctive dish, various resources are required, including natural resources, human resources, finances, ingredients, equipment, methods of preparation, information, and market access (Wulandari *dkk.*, 2022).

Today, women's participation goes beyond merely demanding equal rights; it also emphasizes the importance of their roles in contributing to societal development in Indonesia. Generally, women work to support their families' economies. The uncertain economic conditions, rising prices of basic necessities, and stagnating family incomes often disrupt household financial stability. This situation has led housewives, who were previously focused on domestic roles, to participate in the public sector, contributing to their families' economic support. As female workers within the household, most housewives tend to seek work in the informal sector, such as selling fruit rujak (a traditional fruit salad) at Simpang Jodoh, Percut Sei Tuan District, Deli Serdang Regency (Handayani dan Artini, 2009).

Simpang Jodoh Market 7, in the Percut Sei Tuan District of Deli Serdang Regency, is one of the oldest traditional markets in Medan. Many housewives in this area earn a living by selling fruit rujak to meet their families' needs. The growing economic instability and rising prices of basic necessities have disrupted family economic stability, as most heads of households rely on unstable sources of income, such as online motorcycle taxis, construction work, or unemployment. This situation has encouraged housewives to enter the workforce to help support their families by becoming fruit rujak vendors. This dynamic inspired the researcher to explore the topic, "The Contribution of Housewives' Income from Selling Fruit Rujak to Household Income." The purpose of this research is to assess how much income housewives earn from selling fruit rujak and to determine the contribution of this income to the overall financial stability of the household.

METHODS

The sampling technique used in this study is total sampling. Total sampling is a sampling technique in which the sample size is equal to the population size (Sugiyono, 2007). The reason for using total sampling is that, according to Sugiyono (2007), when the population size is less than 100, the entire population is included in the sample. The sample in this study consists of 21 individuals. Data collection techniques employed in this research include questionnaires and interviews. The data analysis technique used in this study is descriptive, which involves gathering all the necessary data to determine the income of housewives selling fruit rujak.

RESULTS AND DISCUSSION

Results

According to the interview results, the reason housewives want to become fruit salad sellers is because the work is easy and not tied down. In the sense that they work but also still monitor their children because they work in the vicinity of their own homes so they can still bring their children so they don't need to pay a nanny's salary to look after their children which automatically reduces their personal household expenses. And they also said that rather than having nothing to do after doing housework, they can use their free time to work so they can help their husbands in meeting their daily needs. Housewives do their work while telling each other stories so that the work doesn't feel heavy.

The loss that is often experienced by housewives who work as fruit salad sellers is if the fruit is not sold out for several days in a row, the fruit cannot be resold. The fruit salad seller can sell 32-50 packs of fruit salad per day. Where the price per pack is Rp 20,000. The income of housewives who work as fruit salad sellers is obtained from how many fruit salads can be sold multiplied by the selling price per pack. The income of housewives who sell fruit salad can be seen in the following table:

Average Sales Results/Day, Sales/Month, Price/Package and Total Revenue Table

Information	Sale /Day (Pack)	Sales/Month (Pack)	Price/Package	Total Revenue
Total	680	20400	Rp. 420,000.00	Rp. 408,000,000
Average	32.38	971.42	Rp. 20,000.00	Rp. 19,428,571

Source: Processed from Primary Data, 2024

From the table above, we can see that the sales of fruit salad per month are 20,400 packages, where each package costs Rp. 20,000,- from all respondents with an average of Rp.971.42. from the daily sales results can generate a total income of Rp. 408,000,000,- with an average of Rp. 19,428,571,-.

Table of Average Fixed Costs, Variable Costs and Total Costs

Information	Fixed Costs	Variable Costs	Total cost
Total	Rp. 15,217,500	Rp. 225,396,300	Rp. 240,613,800
Average	Rp. 724,643	Rp. 10,733,157	Rp. 11,457,800

Source: Processed from Primary Data, 2024

From the table above, we can see that each respondent's monthly fruit salad sales require costs, namely fixed costs and variable costs, where the total costs for all respondents are Rp. 240,613,800,- with an average of Rp. 11,457,800,-.

Fixed Cost Details Table

Fixed Costs		
Type of Tool	Cost	Average
Steering	Rp. 3,499,999.86	Rp. 16666.66
Stone Mill	Rp. 61,249.86	Rp. 2916.66
Rent	Rp. 8,750,000.00	Rp. 416,666.67
Spoon	Rp. 40,000.05	Rp. 1,904.76
Knife	Rp. 35,000.07	Rp. 1,666.67
Table	Rp. 87,499.86	Rp. 4,166.66

Chair	Rp. 174,999.93	Rp. 8,333.33
Apron	Rp. 92,500.00	Rp. 4,404.76
Retribution	Rp. 6,300,000.00	Rp. 300,000.00
Total	Rp. 15,217,500.12	Rp. 724,642.86

Source: Processed from Primary Data, 2024

From the table above we can see that the total fixed costs are Rp. 15,217,500.12,- with an average Rp 724,642.86,- for the highest total cost, namely for renting a place, which is Rp 8,750,000,- while the lowest is for knives with a total cost of Rp 35,000.05,-.

Variable Cost Details Table

Variable Costs		
Description	Cost	Average
Kindergarten In Family	Rp. 13,800,000	Rp. 657,143
Out of Family Kindergarten	Rp. 21,600,000	Rp. 1,028,571
Water apple	Rp. 40,072,000	Rp. 1,908,190
Crystal Guava	Rp. 10,642,000	Rp. 506,762
Star fruit	Rp. 7,869,000	Rp. 374,714
Jicama	Rp. 6,048,000	Rp. 288,000
Pineapple	Rp. 11,283,000	Rp. 537,286
Cucumber	Rp. 3,339,000	Rp. 159,000
Mango	Rp. 11,060,000	Rp. 526,667
Pawpaw	Rp. 4,792,000	Rp. 228,190
Ambarella	Rp. 3,404,000	Rp. 162,095
Banana	Rp. 18,600,000	Rp. 885,714
Rice Paper	Rp. 1,950,000	Rp. 92,857
Peanut	Rp. 25,159,000	Rp. 1,198,048
Chili	Rp. 27,710,000	Rp. 1,319,524
Brown sugar	Rp. 17,534,000	Rp. 834,952
Rubber	Rp. 170,300	Rp. 8,119
Plastic	Rp. 364,000	Rp. 17,333
Total	Rp. 225,396,300	Rp. 10,733,157

Source: Processed from Primary Data, 2024

From the table above we can see that the total of all variable costs is Rp. 225,396,300,- with an average of Rp. 10,733,157,- This variable cost cannot be equated with fixed costs because the variable costs used by each respondent are very different due to the very diverse types of fruit used by the respondents. In general, respondents use a lot of fruits such as Water Apple, Crystal Apple, Starfruit, Jicama, Pineapple, Cucumber, Mango, Papaya, Ambarella, Banana. While for other variable costs such as external and internal labor, Rice paper, Peanuts, Chili, Brown sugar, Rubber and Plastic.

From the explanation of fixed costs and variable costs above, we can obtain the income generated by subtracting total revenue from total costs as in the table below:

Table of Average Total Revenue, Total Cost and Income

Information	Total Revenue	Total cost	Income
Total	Rp. 408,000,000	Rp. 240,613,800	Rp. 167,386,200
Average	Rp. 19,428,571	Rp. 11,457,800	Rp. 7,970,771

Source: Processed from Primary Data, 2024

From the table above, we can see that the total income earned by housewives who work as fruit salad sellers is Rp. 167,386,200,- with an average of Rp. 7,970,771,- which is the result of subtracting total income of Rp. 408,000,000,- with total costs of Rp. 240,613,800,- Contribution is something that is done to help produce or achieve something together with others or help make something successful. Where every contribution made has the ease of achieving it, especially in family income. Family income is the income received by female workers plus the income of their husbands, as well as the contribution of children if there are children who are already working and are willing to help with family finances. Women's income is the income earned by female workers from working as fruit salad sellers.

The results of the study found that the husband's work and female workers differed overall, where men and women have the same role in family income. The average income of husbands in a month is Rp 2,490,476.19,-. The average income of husbands is below the UMK of Medan city. According to the UMK (Employee Minimum Wage) set by the Governor of North Sumatra (SUMUT), the per capita income for working in Medan city is Rp. 3,700,000, - this shows that the husband's income in the household is not sufficient to meet the needs of the family. Therefore, housewives take the initiative to work as fruit rujak sellers. The following is a table of the total income of housewives selling fruit rujak and the income of husbands and children's contributions.

Table of Average Total Income of Housewives Selling Fruit Salad and Husband's Income and Children's Contribution

No	Description	Total (Rupiah/Month)	Average (Rupiah/Month)
1.	Husband's Income	Rp. 52,300,000	Rp. 2,490,476.19
2.	Mother's Income	Rp. 167,386,200	Rp. 7,970,771
3.	Children's Contribution	Rp. 2,400,000	Rp. 114,286
Average Family Income		Rp. 222,086,200	Rp. 10,575,533

Source: Processed from Primary Data, 2024

The table above shows that the average income of housewives is Rp. 7,970,771,-/month, the average husband's income is Rp. 2,490,476.19,-/month, while the average contribution for children is Rp. 114,286,-/month. So the total family income in one month is on average Rp. 10,575,533,-/month.

To determine the extent of the respondent's income contribution to family income, the following formula is used:

$$\begin{aligned}
 \text{Kontribusi Wanita Penjual Rujak Buah} &= \frac{\text{Total Pendapatan Wanita}}{\text{Total Pendapatan Keluarga}} \times 100\% \\
 &= \frac{\text{Rp } 167.386.200}{\text{Rp } 222.086.200} \times 100\% \\
 &= 75,37 \% \\
 &= 75 \%
 \end{aligned}$$

To determine the size of the housewife's contribution to the total family income, according to Sumantri and Ansori (2004), this can be measured by:

- Very low = (1%-20%)
- Low = (21%-40%)
- Currently = (41%-60%)
- Tall = (61%-80%)
- Very high = (≥81%)

The involvement of housewives in economic activities will affect the amount of family income in meeting living needs. The amount of respondent income contribution to total family income can be seen in the following table:

Table of Income Contribution of Housewives Selling Fruit Salad to Family Income

No	Description	Total (Rupiah/Month)	Percentage (%)
1.	Husband's Income	Rp. 52,300,000	23.55
2.	Mother's Income	Rp. 167,386,200	75.37
3.	Children's Contribution	Rp. 2,400,000	1.08
Total Family Income		Rp. 222,086,200	100

Source: Processed from Primary Data, 2024

From the table above, it can be stated that the contribution of income of housewives who work as fruit salad sellers to the total family income is 75%.

So the contribution of housewives who work as fruit salad sellers at Simpang Jodoh is stated as high because it is in the range (61%-80%) which means that the contribution made by housewives who work as fruit salad sellers has been very helpful in meeting the needs of the family.

CONCLUSION

Based on the results of the research and analysis that has been carried out, the following conclusions can be drawn:

1. The activities of housewives in working as fruit rujak sellers start from housewives who complete all their obligations at home first and then work as fruit rujak sellers with income received based on the amount of sales obtained, namely how much fruit rujak is sold. On average, housewives who work as fruit rujak sellers are able to sell 32 packages per day, with an average income of Rp. 10,575,533,-/month. The average variable costs that must be incurred are IDR 10,733,157./month and fixed costs with an average of Rp. 724,642.86,-/month.
2. The income contribution of housewives who work as fruit salad sellers to family income is 75%. The income contribution of housewives who work as fruit salad sellers to family income is relatively high, which is between the interval of 61% -80%.

REFERENCES

- Ahdiah,. 2013. The Role of Women in Society. *Jurnal Academica*. Vol.05 No. 02.
- Central Bureau of Statistics. 2021. Distribution of Percentage of Female Workers by Type of Job in 2018. BPS RI. Jakarta.
- Christoper, R., Chodijah, S., Yunisvita. 2017. Factors Affecting the Income of Female Workers as Housewives. *Journal of Development Economics*. Vol. 15 (1): 35-52.
- Fitriani. 2019. The Role of Housewives in Improving Family Economy in the Tanoh Anoe Village Community, Teunom District, Aceh Jaya Regency. Faculty of Da'wah and Communication, Ar-Raniry State Islamic University.
- Handayani, M. Th. and Ni Wayan Putu Artini. 2009. Contribution of Housewife Income from Processed Food Production to Family Income. *PYRAMID*. Vol. v no.1.
- KBBI. 2023. Big Indonesian Dictionary. [Online, accessed May 20, 2023].
- Kumaat, RM. 2011. Contribution of Housewives to Family Income in Kinilow Village, North Tomohon District. *ASE*. Vol. 7 No. 3, 50 – 55.
- Nawaningsih, Sari. 2003. Analysis of Brand Equity of Sundanese Rice Stall "Laksana" Jakarta. Thesis. Bogor Agricultural University.
- Mardiana, D., Fatchiya, A., Kusumastuti, YI. 2005. Profile of Women Fish Processors in Blanakan Village, Blanakan District, Subang Regency, West Java. *Fisheries Economic Bulletin*. Vol. VI. No.1.
- Nugroho, Riant, 2003. Public Policy Formulation, Implementation and Evaluation. Jakarta: PT Elek Media Kompotindo.

*Contribution Of Housewife's Income Selling Fruit Rujak To Family Income Case Study:
Fruit Rujak Seller, Simpang Jodoh*

Rahaju ML EE, Mulyati, T., Sumarlan. 2012. Women's Motivation to Work and Its Influence on Family Income Contribution. Ekomaks. Vol.1 No.2.

Sugiono. (2010). Quantitative, Qualitative, and R&D Research Methods. Alfabeta

Copyright holder :

© author. (2024)

First publication right :

Internasional Journal of Economic, Agribisnis and Development Studies

This article is licensed under:

CC-BY-SA