

Analysis Of Beef Traders' Income In Market Baru Karawang

Anggita Iarasati¹, Dedi Mulyadi², Santi Pertiwi Hari Sandi^{3*}

¹ Universitas Buana Perjuangan Karawang Mn21.anggitalarasati@mhs.ubpkarawang.ac.id

² Universitas Buana Perjuangan Karawang dedimulyadi@ubpkarawang.ac.id

³ Universitas Buana Perjuangan Karawang santi.pertiwi@ubpkarawang.ac.id

*Correspondent: santi.pertiwi@ubpkarawang.ac.id

Abstract : Traditional markets according to Permendagri No. 42 of 2007, is a location where sellers and buyers meet to make transactions and become a means of social and cultural interaction of the community, as well as encouraging local economic growth. The purpose of this study was to analyze, calculate, and explain how the income of beef traders and what obstacles are faced by beef traders in the new market of Karawang. This study uses a quantitative descriptive approach. The location of the study was selected using the purposive sampling method, namely based on certain criteria that are considered relevant to the purpose of the study. The results of the study showed that the income and costs incurred by beef traders vary according to sales volume. The average income of beef traders per day is Rp. 8,305,083. The obstacles faced by beef entrepreneurs include the discounts and delivery services.

Keywords: Income, Constraints, Beef Trader

1. INTRODUCTION

The government is trying to organize markets well as a step to improve the economic conditions of the community, in line with the country's goal of realizing a more prosperous life. Traditional markets themselves play an important role as one of the drivers of economic growth, so the government also supports the community in carrying out trading activities in traditional markets to support their welfare. (Kiki Putri Amelia et al., 2023). Until now, traditional markets remain the main choice for people to meet their daily needs. This is because traditional markets offer relatively more affordable prices and ease of bargaining, provide fresh products from local farmers and fishermen, and are located in strategic places that are easily accessible to the public.

Traditional market According to Permendagri No. 42 of 2007, it is a location where sellers and buyers meet to make transactions and become a means of social and cultural interaction for the community, while encouraging local economic growth. The regulation also explains that this market can be built and managed by the government, private parties, cooperatives, or the community independently. The form of business includes shops, kiosks, stalls, tents, or other similar names, and is controlled or run by small to medium traders with a simple scale and business pattern, and implements a buying and selling system through bargaining. (Futri et al., 2022).

One of the food ingredients needed is beef, beef is one of the food commodities that plays a role in improving the nutritional quality of the community, especially as the main source of animal protein. Animal protein is very important in supporting human development in Indonesia, because it is directly related to body health and intellectual development. After chicken, beef is one of the types of animal food that is most favored by the community. (Saefudin & Sri Wahyuningsih, 2024). According to data from the National Food Agency (Bapanas), in 2023, the average consumption of fresh beef per capita in Indonesia will be 0.5 kilograms per year, a decrease of 9.1% compared to 2022 which reached 0.55 kilograms per capita per year. The total need for fresh beef for national household consumption in 2023 will reach 139.47 thousand tons per year, a decrease of 7.54% compared to the previous year. This beef need can be met through local production and imports. (Agnes Z Yonatan, 2024).

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In 2023-2024, the price of beef in Karawang Regency increased, starting with a price increase to IDR 140,000 per kilogram in January 2023, then stabilizing at around IDR 120,000 per kilogram approaching the fasting month. However, entering 2024, the price of beef increased again, reaching IDR 135,530 per kilogram in March 2024 and experiencing a high price increase of up to IDR 150,000 per kilogram approaching Eid in April 2024. (Budi Setiawanto, 2024). Therefore, an increase in the price of beef, even if only a little, can have an impact on changes in the amount of income of traders.

Beef is one of the foods that are widely consumed by the public. Its delicious taste and distinctive texture make beef popular with various groups. Beef can also be processed into various foods, from traditional to modern. Examples include rendang, soto, rawon, bakso, to steak. The availability of beef is also quite abundant and easy to obtain, one of which is in traditional markets, which are centers for trading food ingredients at relatively affordable prices.

One of the traditional markets in Karawang Regency that provides beef is Pasar Baru Karawang. This market is located in West Karawang District and acts as a regional market that supports the trading activities of the people of Karawang City. Pasar Baru Karawang is the main place for Karawang residents and surrounding areas to meet their daily needs, from basic necessities, clothing, to other secondary needs. Its strategic location, which is adjacent to the Karawang city square, makes this market easily accessible and crowded, which makes it easily accessible to people from various regions. Its proximity to the square also makes this market a busy place and is often visited, both by local buyers and from the surrounding areas of Karawang. Based on the author's observations, there are 290 traders in the Karawang new market. Based on data from traders at Pasar Baru Karawang, there are 12 beef stalls operating.

Based on research (Muh. Amin al ihsar et al., 2019) acceptance of vegetable traders that the results of research in the Aikmel traditional market, Aikmel District, found the following obstacles faced by vegetable traders, low education and lack of capital. While the research (Jiuhardi, 2024) From the results of the study, it was found that the income of traders at the Dayak Beluluq Lingau Market was IDR 1,500,000–2,000,000 per month. Some of the obstacles experienced by traders' income in this market include the lack of buyers coming to the market, damaged and muddy access roads to the market during the rainy season, unpredictable weather conditions, stalls that are splashed with water during heavy rain, and the lack of hand washing facilities.

Several previous studies, there is a research gap previous studies have discussed the income and obstacles faced by traders in traditional markets, such as lack of capital, low levels of education, lack of buyers, and inadequate market conditions. However, there have not been many studies that specifically discuss the income and obstacles experienced by beef traders. In fact, beef is one of the important commodities that are widely sold and in demand by people in traditional markets, including in Pasar Baru Karawang. Based on this background, the author is interested in conducting research entitled "Analysis of the Income of Beef Traders in Pasar Baru Karawang"

2. LITERATURE REVIEW

Financial management

According to (Ely Siswanto, 2021) Financial management can be interpreted as the science and skills in planning, organizing, leading, and supervising a company's financial resources to achieve organizational goals in an effective and efficient manner. Meanwhile, according to Irfani (2020), financial management is a company's financial management activity related to efforts to find and use funds efficiently and effectively to achieve company goals. Meanwhile, according to Utari, Purwanti and Prawironegoro in (Asri Jaya et al., 2023) Financial management is an activity carried out by company owners and management to obtain capital at the lowest possible cost and use it effectively, efficiently and productively to generate profits.

Income Theory

According to Nursandy, (Irpan Hilmi et al., 2024) income is all receipts in the form of money or goods received from other parties which are assessed based on the amount of money from assets that have passed at that time. In general, income is used to meet daily needs and provide satisfaction to traders so they can continue their goals and obligations. Income is calculated as the result of multiplying the number of units sold by the price per unit. (Nahumury et al., 2024). According to Harnanto (2019) in (Nova Dwi Rizky et al., 2024) Revenue is an increase in assets or a decrease in company liabilities originating from operational activities or the provision of goods and services to the public or consumers. A trader's income is determined by how many goods are successfully sold to buyers at a price agreed upon between the seller and the buyer in the market. The income indicator according to (Nahumury et al., 2024) is the Total Cost incurred during the business and Total Income.

3. FRAMEWORK

Traders are individuals who carry out buying and selling activities for the purpose of making a profit. This study focuses on the analysis of the average income level of traders in Pasar Baru Karawang. To further illustrate, see the following figure :

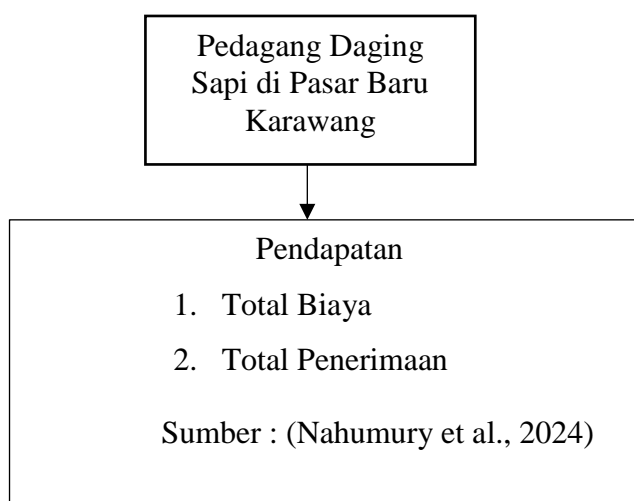


Figure 1 Research Paradigm
Source : (Nahumury et al., 2024)

4. RESEARCH METHODS

This study uses a quantitative descriptive approach. The research location was selected using the *purposive sampling method*, namely based on certain criteria that are considered relevant to the research objectives. Pasar Baru Karawang was chosen because this market provides a variety of relatively complete types of beef, with a total of 4 traders occupying 12 stalls. The study was conducted during the period January to December 2024. The selection of respondents was carried out using the census method, meaning the entire population in this case all beef traders at Pasar Baru Karawang used as respondents. The census method means collecting data from all members of the population as a whole, and information is collected through structured interviews to obtain more in-depth data. Primary data is obtained directly from respondents using a previously prepared interview guide, while secondary data is obtained from the Central Statistics Agency, especially related to beef consumption data.

The variables studied and their measurement methods are explained as follows:

1. Trader income is the result of the total income during one day minus the total costs. in Rupiah (Rp).
2. Trader income is the amount of sales per day, in Rupiah (Rp).
3. Fixed costs are expenses incurred by traders, such as labor wages and equipment depreciation, which are expressed in Rupiah (Rp).
4. Variable costs are expenses incurred by traders, the amount of which is calculated based on the days and hours of sales operations, expressed in Rupiah (Rp).
5. Total costs are the sum of fixed costs and variable costs calculated in Rupiah (Rp).

Tools for Data analysis to answer the problems and objectives of the research uses the income analysis formula :

- a. Total Revenue

$$TR = P \times Q$$

Where :

TR = Total revenue

P = Price (price in rupiah)

Q = Quantity (amount of production in rupiah units)

- b. Total Cost

$$TC = FC + VC$$

Where :

TC = total cost

FC = fixed cost

VC = variable cost (non-fixed costs)

- c. Income

$$R = TR - TC$$

Where :

R = Income

TR = Total Revenue (Total income)

TC = Total Cost (Total Cost).

5. RESULTS AND DISCUSSION

RESEARCH RESULT

Respondent Characteristics

Respondent characteristics are the criteria set for research subjects so that the information obtained is in accordance with the objectives and needs of the research. These criteria include gender, age, education level, business experience, business ownership, and number of dependents. Explanation of Respondent Characteristics based on gender in the following table:

Table 1 Respondent Characteristics Based on Meat Trader Gender Karawang New Market Cows

Type Sex	Person	Percentage %
Woman	2	50%
Man	2	50%
Amount	4	100%

Source : Data Processing , Author 2024

The table above explains the Respondent Characteristics based on gender, with 50% female (2 people) and 50% male (2 people). The balanced comparison between male and female traders shows that the beef trading business can be run by anyone,

regardless of gender. This reflects that both men and women have an equally important role in running a business, from the purchasing process, sales, to daily operational management.

Respondent Characteristics Based on Age

A person's age can determine the sales or business activities undertaken, because as age increases, the ability to run a business tends to decrease (A. Amiruddin, 2024). At a young age, an entrepreneur tends to have the ability to design various trading business activities more optimally. The following is a table of respondent characteristics based on age.

Table 2 Age Characteristics of Respondents of Beef Traders at Pasar Baru Karawang

No	Age Range (Years)	Person	Percentage %
1	20-30	1	25%
2	30-40	2	50%
3	>40	1	25%
Amount		4	100%

Source: Data Processing, Author 2024

Based on the table above regarding the characteristics of respondents based on age, most respondents (50%) are in the age range of 30-40 years (2 people), while the other 25% are aged 20-30 years (1 person) and over 40 years (1 person). The average age of beef traders in Pasar Baru Karawang is over 30 years. When viewed from the average age of traders, most of the beef traders are still classified as productive age.

Respondent Characteristics Based on Education Level

The education level of beef traders also plays an important role in running a business. Traders with higher levels of education are usually quicker to understand and adapt to information and developments in the world of trade. Explanation of Respondent Characteristics Based on Education Level is explained in the following table:

Table 3 Respondent Characteristics Based on Education Level Trader Beef Market New Karawang

No	Level of education	Person	Percentage %
1	JUNIOR HIGH SCHOOL	1	25%
2	SENIOR HIGH SCHOOL	1	25%
3	BACHELOR	2	50%
Amount		4	100%

Source: Data Processing, Author 2024

Based on the table above regarding Respondent Characteristics Based on the Education Level of traders, it shows that 25% of respondents (1 person) have a junior high school education, 50% (2 people) have a high school education, and 25% (1 person) have completed a Bachelor's degree. This shows that it is possible for someone who wants to do business even though they are not yet a graduate. The higher a person's education level, the faster and more responsive they will be in accepting technological developments. Conversely, the lower a person's education level, this can determine the ability to provide the latest information and innovations that have the potential to be successful in increasing business results.

Respondent Characteristics Based on Sales Experience

The length of time in business is usually determined by how long someone has been running their business and the type of business they are running. Here are the characteristics of traders based on the length or experience of selling:

Table 4 Respondent Characteristics Based on Sales Experience
Beef Trader at Karawang New Market

No	Experience (Years)	Person	Percentage %
1	5-10	1	25%
2	10-20	2	50%
3	>20	1	25%
Amount		4	100%

Source: Data Processing, Author 2024

Based on the table above regarding sales experience, most traders (75%) have been trading for more than 10 years, which shows that they are experienced and expert in the beef business. Hendriana (2019), Categorization is divided into three, namely experienced, fairly experienced, and inexperienced. The experienced category refers to individuals who have more than 10 years of work experience in their field of business. Meanwhile, the inexperienced category includes individuals with less than 5 years of work experience in the same field. While the fairly experienced category is individuals who have work experience in their field of business between 5 and 10 years.

From the discussion above, it can be concluded that beef traders have good experience. With sufficient experience, they can overcome various problems that may arise in selling beef, so that their business goals can be achieved.

Respondent Characteristics Based on Business Ownership

Business ownership is a concept that refers to the origin or pattern of a person owning and running a business. Respondent Characteristics Based on Business Ownership are explained in the following table:

Table 5 Respondent Characteristics Based on Business Ownership in Trader Meat Cows in the Market New Karawang

No	Business Owned	Person	Percentage %
1	Hereditary	4	100%
Amount		4	100%

Source: Data Processing, Author 2024

Based on the table above regarding the characteristics of respondents based on business ownership. One form of business ownership that is commonly found in the informal sector, especially traditional trade, is a business that is inherited from generation to generation. All of these businesses are hereditary businesses with a percentage (100%), meaning that trading knowledge and skills are inherited from the previous generation. This helps businesses to remain stable because traders have inherited business networks, customer trust, and trading methods.

Respondent Characteristics Based on the Number of Family Dependents

Based on the number of members living in one household, the Central Statistics Agency (2019) divides families into three categories: small category for families with 1–3 dependents, medium category for families with 4–6 dependents, and large category for families with more than 6 dependents. Respondent characteristics based on the number of family dependents can be seen in the table below.

Table 6 Respondent Characteristics Based on the Number of Family Dependents at Beef Traders in Pasar Baru Karawang

No	Number of Dependents (People)	Number of Respondents	Percentage %
1	1-3	3	75%
2	4-6	1	25%
Amount		4	100%

Source: Data Processing, Author 2024

Based on the table above regarding the characteristics of respondents based on the number of family dependents at beef traders in Pasar Baru Karawang, it shows that 75% are included in small families with 1-3 dependents (3 traders), and 25% are included in medium families with 4-6 dependents (1 trader). The average number of

family dependents is 3 people, which is included in the small family category. This allows them to focus more on business development because their economic burden is not too large .

1. Income of beef traders at the new Karawang market

a. Total Revenue

Revenue describes the amount of money received from the sale of beef each day, while total costs include all expenses, both fixed and variable costs, incurred by traders in running their businesses. Revenue is calculated as the difference between revenue and total costs incurred. Income is obtained by calculating

$$TR = P \times Q$$

The following table shows the details of the average price of beef at Pasar Baru Karawang for each month presented in the table below:

Table 7 Beef prices per January-December 2024

No	Month	Average Price of Beef
1	January	Rp. 135,000
2	February	Rp. 135,000
3	March	Rp. 140,000
4	April	Rp. 150,000
5	May	Rp. 135,000
6	June	Rp. 135,000
7	July	Rp. 135,000
8	August	Rp. 135,000
9	September	Rp. 135,000
10	October	Rp. 135,000
11	November	Rp. 135,000
12	December	Rp. 135,000

Source : trader market beef new Karawang , 2024

Table 8 shows the average price of beef each month for one year. Most months, namely January, February, and May to December, the average price of beef was at Rp135,000. However, the price increase occurred from mid-March, approaching the fasting month, and reached its peak in April, approaching Eid, with prices reaching Rp140,000 in March and Rp145,000 in April. This increase was caused by the increasing demand for beef at these moments, which is usually used for consumption needs during Ramadan and preparation for Eid al-Fitr. After the Eid moment, the price fell back to the normal figure of Rp135,000 and remained stable until the end of the year. Interestingly, during Eid al-Adha and other big days, the price of beef did not experience a significant increase, due to sufficient supply and different consumption patterns compared to the Eid moment. Based on the price of beef above, each trader can determine the selling price that they will give to customers. Where from the selling price the average daily income of the trader is obtained. You can see the explanation in the table below :

Table 8 Revenue of Beef Traders in Karawang New Market as of January and December 2024

No	Nama Pedagang	Bulan	Rata-rata Jumlah penjualan	Harga jual	Rata-rata Penerimaan/Bulan	Rata-rata Penerimaan/hari
1	Fajar	Januari	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Februari	4.200 Kg	Rp 135.000	Rp 567.000.000	Rp 20.250.000
		Maret	5.700 Kg	Rp 150.000	Rp 855.000.000	Rp 27.580.645
		April	8.350 Kg	Rp 155.000	Rp 1.294.250.000	Rp 41.750.000
		Mei	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		Juni	4.200 Kg	Rp 135.000	Rp 567.000.000	Rp 20.250.000
		Juli	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		Agustus	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		September	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Oktober	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		November	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Desember	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
Total Rata Rata Penerimaan					Rp 687.041.667	Rp 22.652.554

No	Nama Pedagang	Bulan	Rata-rata Jumlah penjualan	Harga jual	Rata-rata Penerimaan/Bulan	Rata-rata Penerimaan/hari
2	Neli	Januari	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Februari	4.200 Kg	Rp 135.000	Rp 567.000.000	Rp 20.250.000
		Maret	4.500 Kg	Rp 145.000	Rp 652.500.000	Rp 21.048.387
		April	6.050 Kg	Rp 150.000	Rp 907.500.000	Rp 29.274.194
		Mei	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		Juni	4.200 Kg	Rp 135.000	Rp 567.000.000	Rp 20.250.000
		Juli	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		Agustus	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		September	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Oktober	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		November	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Desember	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
Jumlah Rata Rata Penerimaan					Rp 637.937.500	Rp 21.068.548

No	Nama Pedagang	Bulan	Rata-rata Jumlah penjualan	Harga jual	Rata-rata Penerimaan/Bulan	Rata-rata Penerimaan/hari
3	Ayu	Januari	7.500 Kg	Rp 135.000	Rp 1.012.500.000	Rp 33.750.000
		Februari	7.000 Kg	Rp 135.000	Rp 945.000.000	Rp 33.750.000
		Maret	10.000 Kg	Rp 145.000	Rp 1.400.000.000	Rp 45.161.290
		April	27.000 Kg	Rp 150.000	Rp 3.915.000.000	Rp 130.500.000
		Mei	7.800 Kg	Rp 135.000	Rp 1.053.000.000	Rp 33.967.742
		Juni	8.000 Kg	Rp 135.000	Rp 1.080.000.000	Rp 36.000.000
		Juli	7.900 Kg	Rp 135.000	Rp 1.066.500.000	Rp 34.403.226
		Agustus	7.500 Kg	Rp 135.000	Rp 1.012.500.000	Rp 32.661.290
		September	7.000 Kg	Rp 135.000	Rp 945.000.000	Rp 31.500.000
		Oktober	7.500 Kg	Rp 135.000	Rp 1.012.500.000	Rp 32.661.290
		November	7.500 Kg	Rp 135.000	Rp 1.012.500.000	Rp 33.750.000
		Desember	7.500 Kg	Rp 135.000	Rp 1.012.500.000	Rp 32.661.290
Total Rata-Rata Penerimaan					Rp 1.288.916.667	Rp 42.563.844

No	Nama Pedagang	Bulan	Rata-rata Jumlah penjualan	Harga jual	Rata-rata Penerimaan/Bulan	Rata-rata Penerimaan/hari
4	Dede	Januari	4.500 Kg	Rp 135.000	Rp 607.500.000	Rp 20.250.000
		Februari	5.600 Kg	Rp 135.000	Rp 756.000.000	Rp 27.000.000
		Maret	13.950 Kg	Rp 145.000	Rp 1.953.000.000	Rp 63.000.000
		April	15.000 Kg	Rp 150.000	Rp 2.175.000.000	Rp 70.161.290
		Mei	5.580 Kg	Rp 135.000	Rp 753.300.000	Rp 24.300.000
		Juni	10.500 Kg	Rp 135.000	Rp 1.417.500.000	Rp 50.625.000
		Juli	10.850 Kg	Rp 135.000	Rp 1.464.750.000	Rp 47.250.000
		Agustus	13.950 Kg	Rp 135.000	Rp 1.883.250.000	Rp 60.750.000
		September	6.000 Kg	Rp 135.000	Rp 810.000.000	Rp 27.000.000
		Oktober	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
		November	6.000 Kg	Rp 135.000	Rp 810.000.000	Rp 27.000.000
		Desember	4.650 Kg	Rp 135.000	Rp 627.750.000	Rp 20.250.000
Total Rata-Rata Penerimaan					Rp 1.157.150.000	Rp 38.153.024

Source : Data Processing , Author 2024

Based on the research results, it was found that based on table 9, the acceptance Beef Traders at Pasar Baru Karawang as of January-December 2024 are as follows:

- The largest increases occurred on average in March and April.
 - In March, sales increase sharply as people start preparing for the fasting month of Ramadan, which usually begins in late March or early April.
 - April showed an even higher increase because it was approaching Eid al-Fitr, where the need for beef for various purposes, such as special Eid food and family events, increased drastically. In addition, the selling price of meat was also higher in that month, so that the income of traders such as Mr. Fajar, Mrs. Ayu, and Mr. Dede increased significantly.
- In other months, such as January, February, May to October, and December, the average sales tend to be stable with sales of around 4,500 to 7,500 kilograms per month for several traders such as Mr. Fajar, Mrs. Neli, and Mrs. Ayu. Their income remains stable because the selling price of meat is relatively unchanged at around Rp135,000 per kilogram.
- In June, which is the Eid al-Adha holiday , the situation is slightly different. Some traders, such as Mr. Fajar and Mrs. Neli, did not experience an increase because the

demand for beef for sacrifice is more focused on live cattle, not cut meat. On the other hand, traders such as Mrs. Ayu and Mr. Dede actually experienced a sharp increase because the month is often used by people to hold celebrations, such as weddings or other thanksgiving events. The demand for beef for these events also drove an increase in their sales volume. Another thing that was the highest was the acceptance by the trader Mrs. Ayu and Mr. Dede. Mrs. Ayu, recorded sales of up to 27,000 kilograms in April, which generated revenues of up to Rp 3.9 billion . While Mr. Dede recorded a big increase in March, April, and August, when sales jumped to more than 10,000 kilograms per month. This shows that certain traders can take advantage of seasonal momentum to increase their income.

Overall, beef sales patterns are largely determined by important moments in the religious calendar and community traditions. The month of Ramadan , Eid al-Fitr, and celebrations are the main drivers of sales spikes, while other months tend to show a more stable pattern.

b. Analysis Cost Production

Production costs are all expenses incurred by beef traders to gain profit from the business they run. Beef traders in the new market of Karawang such as Rj Mandiri and Nano Putra carry out their operational hours starting from 02:00 WIB-10:30 WIB while the Hj Endang Jakarsaih Meat Kiosk and Hj Dede Mulyani Meat Kiosk have operational hours starting from 03:00 WIB-16:00 WIB.

Fixed Cost

Fixed costs are costs that do not change in amount even if business activity increases or decreases. (Sulismai yuni et al., 2019). Fixed costs include equipment depreciation, trader wages, and other costs that are not affected by sales volume. The fixed costs incurred by each beef entrepreneur in the new Karawang market are as follows:

Table 9Beef Trader's Wage Costs Per Day

No	Merchant Name	Number of Traders	Trader Wages per Day	Total Trader Wages per Day
1	Mr. Fajar	2	Rp. 100,000	Rp. 200,000
2	Mrs. Neli	2	Rp. 150,000	Rp. 300,000
3	Mrs. Ayu	1	Rp. 100,000	Rp. 100,000
4	Mr. Dede	1	Rp. 200,000	Rp. 200,000
Average Cost of Traders' Wages per Day				Rp. 200,000

Source : Data Processing , Author 2024

Based on Table 10 , the daily wages of beef traders explain the wages received by each person in each kiosk . From the data above, the average daily wage cost of traders is Rp . 200,000. The cost of these traders' wages is an important component in business operations. Traders with higher wage costs such as Mrs. Neli and Mr. Dede may prioritize the quality of labor or productivity compared to other traders. This shows the difference in strategy of each trader in managing the workforce. In addition to trader wages. The depreciation costs of equipment that must be incurred by traders are as follows. The following table shows the average depreciation costs of equipment per day:

Table 10 Average Equipment Depreciation Cost per day of Beef Traders Market New Karawang

No	Nama Pedagang	Jenis Barang	Jumlah	Harga Satuan	Nilai Beli	Nilai sisa	Umur Ekonomis	Penyusutan per hari
1	Fajar	Freezer	2	Rp 6,000,000	Rp 12,000,000	0	5	Rp 6,575
		Timbangan	3	Rp 500,000	Rp 1,500,000	0	4	Rp 1,027
		Pisau Daging	2	Rp 50,000	Rp 100,000	0	4	Rp 68
		Talenan	3	Rp 50,000	Rp 150,000	0	4	Rp 103
Total Penyusutan alat								Rp 7,774
2	Neli	Freezer	4	Rp 6,000,000	Rp 24,000,000	0	5	Rp 13,151
		Timbangan	3	Rp 500,000	Rp 1,500,000	0	4	Rp 1,027
		Pisau Daging	5	Rp 50,000	Rp 250,000	0	4	Rp 171
		Talenan	5	Rp 50,000	Rp 250,000	0	4	Rp 171
Total Penyusutan Alat								Rp 14,521
3	Ayu	Freezer	3	Rp 6,000,000	Rp 18,000,000	0	5	Rp 9,863
		Timbangan	3	Rp 500,000	Rp 1,500,000	0	4	Rp 1,027
		Pisau Daging	2	Rp 50,000	Rp 100,000	0	4	Rp 68
		Talenan	2	Rp 50,000	Rp 100,000	0	4	Rp 68
Total Penyusutan alat								Rp 11,027
4	Dede	Freezer	5	Rp 6,000,000	Rp 30,000,000	0	5	Rp 16,438
		Timbangan	7	Rp 500,000	Rp 3,500,000	0	4	Rp 2,397
		Pisau Daging	7	Rp 50,000	Rp 350,000	0	4	Rp 240
		Talenan	7	Rp 50,000	Rp 350,000	0	4	Rp 240
Total Penyusutan Alat								Rp 19,315

Source : Data Processing , Author 2024

Based on table 11 shows the calculation of daily depreciation costs for tools such as freezers, scales, meat knives, and cutting boards used by traders. Each trader has a different amount of daily depreciation costs, depending on the purchase price of the tool, the number of tools owned, and how long the tool can be used. This information helps traders understand the costs that arise from the decline in value of these tools every day .

To find out the amount of fixed costs incurred by beef traders in Karawang New Market, the following is a table of the average fixed costs per day. issued by beef traders in the market:

Table 11 Average Total per day Fixed Costs of Beef Traders at Pasar Baru Karawang

No.	Merchant Name	Average Daily Wages of Traders	Average Daily Equipment Depreciation Cost	Average Per Day Total Fixed Cost
1	Nano Putra (Fajar's Father)	Rp. 200,000	Rp. 7,774	Rp. 207,774
2	Hj Endang Jakarsih Meat Stall (Mrs. Neli)	Rp. 300,000	Rp. 14,521	Rp. 314,521
3	Rj Mandiri (Mrs. Ayu)	Rp. 100,000	Rp. 11,027	Rp. 111,027
4	HJ Dede Mulyani's Meat Kiosk (Mr. Dede)	Rp. 200,000	Rp. 19,315	Rp. 219,315

Source : Author Data Processing , 2024

Based on Table 12 above regarding the fixed costs that must be incurred by several traders involved in their business. Each trader has two main cost components, namely trader wages and equipment depreciation costs. Trader wages are the salary received by traders, while equipment depreciation costs include expenses for maintenance or replacement of equipment used in business activities. By looking at this table, we can conclude that each trader's expenses vary, depending on the amount of wages given and the costs incurred to maintain their business equipment. This total fixed cost is very important to know how much capital is needed by traders to maintain the continuity of their business operations.

Variable Cost

According to (Sherly et al., 2019), the definition of variable costs is costs whose total amount changes in proportion to changes in the volume of activity. The following is an explanation of the average variable costs incurred by beef traders in the new market of Karawang .

Table 12 Average daily variable costs of beef traders at Pasar Baru Karawang

No	Nama Pedagangng	Jenis Biaya	Rata Rata per hari
1	Nano Putra (Bapak Fajar)	Biaya Daging Sapi	Rp14.300.000
2		Biaya Pekerja (4org/ 150.000	Rp600.000
3		Biaya Listrik	Rp3.000
4		Biaya Air	Rp3.000
5		Biaya Transportasi	Rp200.000
6		Biaya Pengemasan	Rp50.000
7		Biaya Retribusi Pasar	Rp10.000
Total Biaya Tidak Tetap			Rp15.166.000
1	Kios Daging Hj Endang Jakarsih (Ibu Neli)	Biaya Daging Sapi	Rp15.000.000
2		Biaya Pekerja (8org/150.000	Rp1.200.000
3		Biaya Listrik	Rp5.000
4		Biaya Air	Rp5.000
5		Biaya Transportasi	Rp100.000
6		Biaya Pengemasan	Rp150.000
7		Biaya Retribusi Pasar	Rp15.000
Total Biaya Tidak Tetap			Rp16.475.000
1	Rj Mandiri (Ibu Ayu)	Biaya Daging Sapi	Rp30.000.000
2		Biaya Pekerja (4org/150.000	Rp600.000
3		Biaya Listrik	Rp7.000
4		Biaya Air	Rp5.000
5		Biaya Transportasi	Rp115.000
6		Biaya Pengemasan	Rp200.000
7		Biaya Retribusi Pasar	Rp5.000
Total Biaya Tidak Tetap			Rp30.932.000
1	Kios Daging Hj Dede Mulyani (Bapak Dede)	Biaya Daging Sapi	Rp25.000.000
2		Biaya Pekerja (14org/170.000	Rp2.380.000
3		Biaya Listrik	Rp10.000
4		Biaya Air	Rp5.000
5		Biaya Transportasi	Rp100.000
6		Biaya Pengemasan	Rp200.000
7		Biaya Retribusi Pasar	Rp7.000
Total Biaya Tidak Tetap			Rp27.702.000

Source : Data Processing , Author 2024

Total Production Cost

Production cost is the total combination of fixed costs and variable costs. Fixed costs are costs whose value does not change and does not depend on production activity, while variable costs are costs incurred in the production process and the amount depends on the level of production activity. These results show the production costs of beef traders in Pasar Baru Karawang. The following is the total production cost of beef traders in Pasar Baru Karawang. To calculate the total production cost in the following way:

$$TC = FC + VC$$

Table 13 Average Total Production Costs Per Day of Pasar Baru Beef Traders Karawang

No	Merchant Name	Average Per Day Cost Still	Average Per Day Variable Cost	Average Per Day Total Cost
1	Nano Son (Mr. Fajar)	Rp. 207,774	Rp.15.166,000	Rp . 15,373,774
2	Hj Endang Meat Stall Jakarta (Mrs. Neli)	Rp. 314,521	Rp.16,475,000	Rp. 16,789,521
3	Rj Mandiri (Mrs Ayu)	Rp. 111,027	Rp.30,932,000	Rp. 31,043,027
4	Stall Meat Hi Dede Mulyani (Mr. Dede)	Rp. 219,315	Rp.27,702,000	Rp. 27,921,315

Source: Data Processing, Author 2024

Based on Table 14. The total production cost of beef traders in Pasar Baru Karawang mostly consists of variable costs, while fixed costs only contribute a small amount to the total cost. Variable costs include variable expenses, such as purchasing meat and daily operational costs, which differ between traders. RJ Mandiri has the highest total production cost, which is IDR 31,043,027, while Nano Putra recorded the lowest total cost, which is IDR 15,373,774 . The large difference in total costs is mainly due to the amount of variable costs incurred by each trader. Other traders, such as Kios Hj Endang Jakarasih and Hj Dede Mulyani, also have quite high total costs, although still lower than RJ Mandiri. Meanwhile, fixed costs, such as trader wages and equipment depreciation, appear almost the same between traders and do not determine much difference in total costs. This shows that variable costs are the main factor determining total trader expenditure.

Total Revenue

Analysis of beef trader income is the result of subtracting the total income received by beef traders per sale with the total costs incurred by the trader per sale. The amount of beef trader income varies from one trader to another, depending on the amount of income and costs incurred by the trader from the sale of beef per sale . By calculating the following :

$$R = TR - T C$$

Table 14 Average Total Income Per Day of Beef Traders in Pasar Baru Karawang

No	Merchant Name	Total Revenue	Total Production cost	Total Revenue per day
1	Nano Putra (Mr. Fajar)	Rp 22,652,554	Rp. 15. 37 3,774	Rp 7. 27 8,780
2	Stall Meat Mrs. Endang Jakarsih (Mother Nelly)	Rp 21,068,548	Rp. 16,789,521	Rp. 4,279,027
3	Rj Independent (Mother Ayu)	Rp. 42,563,844	Rp. 31,043,027	Rp. 11,520,817
4	Hj Dede Mulyani's Meat Kiosk (Mr. Dede)	Rp. 38,153,024	Rp. 27,921,315	Rp. 10,231,709
Average Total Income per Day				Rp . 8,327,583

Source : Data Processing , Author 2024

Based on Table 15 above shows the total income of several traders based on total income and total costs incurred. From the analysis results, the average daily net income of beef traders in Pasar Baru Karawang is Rp. 8,327,583 . This income is obtained from the difference between total revenue and total production costs. This total shows the net profit achieved by traders after deducting all operational costs.

2. Obstacles faced by beef traders at Pasar Baru Karawang

Based on the results of the study at Pasar Baru Karawang, obstacles faced by beef traders can be found based on the characteristics of respondents with income . The following table shows the obstacles faced by beef traders at Pasar Baru Karawang.

Table 15Obstacles faced by Beef Traders in Pasar Baru Karawang

No	Nama Pedagang	Umur	Jenis kelamin	Pendidikan	Lama usaha	Kepemilikan usaha (mulai usaha)	Tanggungan keluarga	Jumlah Pekerja	Rata-Rata Pendapatan Per hari
1	Fajar	29	Laki-Laki	SMP	8 Tahun	2016 - Sekarang	1	4 Orang	Rp 7.278.780
2	Neli	31	Perempuan	Sarjana	20 Tahun	2005 – Sekarang	1	8 Orang	Rp 4.279.027
3	Ayu	32	Perempuan	SMA	15 tahun	2010 – Sekarang	1	4 Orang	Rp 11.520.817
4	Dede	53	Laki-Laki	Sarjana	50 Tahun	1974 – Sekarang	4	14 Orang	Rp 10.231.709

Source : Data Processing , Author 2024

Based on table 16 above, the following is the relationship between each respondent characteristic and income that determines the obstacles faced by beef traders in the new Karawang market:

a. Age with income

Age is not always directly proportional to income . From the data, it can be seen that Mr. Fajar, who is 29 years old, has an average income of Rp 7,278,780 per day, higher than Mrs. Neli , who is 31 years old with an income of Rp 4,279,027 per day. This shows that younger age is not always a barrier to getting a higher income. On the other hand, although Mr. Dede, who is 53 years old, has more experience, his income of Rp 10,231,709 is still lower than Mrs. Ayu, who is 32 years old with an income of Rp 11,520,817. The statement delivered by Mr. Burhanudin (Head of Trade Distribution Facilities for Karawang Regency) explained that young traders tend to look for instant solutions, prioritize convenience, and want fast results. This is different from senior traders who generally start a business from scratch, have more extensive experience, and have been in business for a longer period of time . This proves that a trader's income does not always increase with age.

b. Gender with Income

The gender of the traders does not show a direct relationship to income levels. For example, Mrs. Ayu and Mrs. Neli, who are both women, have very different incomes. Mrs. Ayu recorded the highest income of IDR 11,520,817, while Neli had the lowest income of IDR 4,279,027. Meanwhile, Mr. Dede and Mr. Fajar, who are male traders, also show differences in income. Mr. Dede has an income of IDR 10,231,709, higher than Mr. Fajar who has an income of IDR 7,278,780 . This shows that gender is not the main factor that determines the income of traders .

c. Education Level with Income

Education level does not determine income . Education level also does not show a consistent relationship with income. Mrs. Neli, who has a bachelor's degree, has the lowest income among the four traders, which is IDR 4,279,027 per day, while Fajar, who is only a junior high school graduate, has a higher income, which is IDR 7,278,780 per day. Meanwhile , Mrs. Ayu, who has a high school education, has the highest income of IDR 11,520,817, exceeding Mr. Dede, who has a bachelor's degree with an income of IDR 10,231,709. This shows that formal education is not always the main determinant in increasing income .

d. Length of Business with Revenue

The length of business is not always directly proportional to income shows that the duration of a person running a business is not always a factor that determines the amount of income. For example, Mr. Fajar who has been in business for 8 years has a daily income of Rp 7,278,780 , higher than Mrs. Neli who has been running a business for 20 years but only earns Rp 4,279,027 per day. In addition, Mrs. Ayu who has been running her business for 15 years has the highest income among all traders, namely Rp 11,520,817, exceeding Mr. Dede who has been running his business for 50 years with an income of Rp 10,231,709. This shows that even though someone has long experience in business, other factors

such as strategies in running their business may play a bigger role in determining the success of a business than just the length of time in the business.

e. Business Ownership with Income

Although all traders in the data have inherited businesses, their income levels still vary. Ownership of inherited businesses does not always correlate with higher income. For example, Mr. Dede, who has been running a business since 1974, has an income of Rp 10,231,709, while Mrs. Ayu, who started her business in 2010, has the highest income, which is Rp 11,520,817. This shows that even though the business is inherited, other factors such as how to manage the business, how to attract buyers, or the effectiveness of running the business may be more important than the length of time the business has been inherited. Thus, business sustainability does not guarantee higher income.

f. Number of Dependents by Income

The number of family dependents does not show a direct pattern with income, it can be seen that the number of family dependents of a trader is not always related to their income. For example, Mrs. Ayu who has 1 family dependent actually has the highest income of Rp 11,520,817 per day, while Mr. Dede who has more dependents, namely 4 people, but his income is lower, namely Rp 10,231,709 per day. In addition, Mr. Fajar and Mrs. Neli who each have 1 dependent family also show a significant difference in income, where Mr. Fajar earns Rp 7.278,780, while Mrs. Neli only earns Rp 4,279,027. This shows that the number of dependents is not the main factor that determines the size of a trader's income.

g. Number of Workers with Income

The number of workers is not always proportional to the increase in income, the number of workers in a business is not always directly related to the amount of income. For example, Mr. Dede has the largest number of workers, namely 14 people, but his income of Rp 10,231,709 is still lower than Mrs. Ayu who only has 4 workers but her income reaches Rp 11,520,817. In addition, Mrs. Neli who has 8 workers only gets Rp 4,279,027, much lower than Mr. Fajar who has 4 workers but his income reaches Rp 7.278,780. Based on the statement of Mr. Burhanudin (Head of Trade Distribution Facilities of Karawang Regency) traders need to understand the labor efficiency factor. This efficiency measures whether the number of existing workers can support activities during the running of the business. This proves that more workers do not always make the business more profitable. This shows that having more workers does not always guarantee increased income.

6. RESEARCH DISCUSSION

Income of Beef Traders at Karawang New Market

The income earned by each beef trader at Pasar Baru Karawang reflects differences in business strategies, operational expenses, and the ability to manage production costs. The highest income is owned by Mrs. Ayu (RJ Mandiri) at IDR 11,520,817 per day. This figure is not only due to the high sales volume, but also because of an efficient business strategy. The fixed costs incurred by Mrs. Ayu are only IDR 111,027 per day (the lowest among other traders), because she only has 1 worker and the depreciation costs of the equipment are also not too high. Although her variable costs are high, namely IDR 30,932,000 per day, it is comparable to her high sales. Mrs. Ayu also gives a discount of IDR 10,000 and an attractive delivery service for customers, which increases the appeal and volume of sales. Meanwhile, Mr. Dede (Kios Hj. Dede Mulyani) is in second place with an income of IDR 10,231,709 per day. Although the total revenue is quite large, which is Rp 38,153,024, the production cost reaches Rp 27,921,315, because he has the most workers (14 people) so that the fixed costs are quite large (Rp 219,315 per day), and the variable costs are Rp 27,702,000, which suppresses his net profit. In other words, the scale of his business is large, but cost efficiency is not optimal because the expenditure structure is high.

Mr. Fajar (Nano Putra) has an income of Rp . 7,278,780 per day. This was achieved because her production costs were the lowest compared to other traders, which was Rp 15,373,774 . Her fixed costs were Rp 207,774, and her variable costs were only Rp 15,166,000. Although her sales volume was not as large as Mrs. Ayu or Mr. Dede, she was able to manage her expenses more economically, so that her profit margin was maintained. The lowest income was recorded by Mrs. Neli (Kiosk Hj. Endang Jakarsih), which was Rp 4,279,027 per day. Her total income was Rp 21,068,548, but her production costs were quite high, which was Rp 16,789,521, consisting of fixed costs of Rp 314,521 and variable costs of Rp 16,475,000. She had 8 workers and did not provide discounts, so she was less able to attract many buyers. The delivery service that was implemented was also limited, even charged if the purchase was under 2 kg. This reduced the attractiveness of her business in the eyes of customers.

Results study about income trader meat cow in Market New Karawang is in line with research conducted by Muh. Amin Al Ihsar (2019) regarding the income of traders vegetable vegetables in Market Traditional Aikmel, Subdistrict Aikmel, Regency East Lombok. This study shows that the income of traders is determined by the difference between total revenue and total costs, which consist of fixed costs and variable costs.

Constraints Which faced by Beef Traders in Karawang New Market

Of the various obstacles faced by beef traders in Pasar Baru Karawang, there are two things that have been proven to help increase income, namely discounts and delivery services. Both of these things have a direct relationship with trader income. This means that the bigger the discount given and the easier the delivery service provided, the higher the potential income. For example, RJ Mandiri gives a discount of IDR 10,000 to customers and also provides delivery services with certain conditions. As a result, they have the highest daily income compared to other traders, which is IDR 11,520,817. This shows that many buyers are more interested in buying meat at kiosks that offer cheaper prices and easier services, such as home delivery.

Unlike other kiosks such as Hj. Endang Jakarsih, which does not provide discounts and limits delivery services with a certain minimum purchase, its income is actually the lowest, which is IDR 4,279,027 per day. This proves that customer attraction strategies such as discounts and delivery services are very important in attracting buyers and increasing sales. Even if the price of meat is almost the same in all kiosks, customers will still choose a place that provides added value. In addition, providing discounts and delivery services can also help maintain loyal customers. Customers who are satisfied because they get discounts and easy shopping will return more often, so that sellers not only get new buyers, but also retain old buyers. This is one way to create a more stable and sustainable business.

This study explains the obstacles that determine the success of beef traders in Pasar Baru Karawang, such as providing additional services such as discounts and delivery services . This is not in accordance with research by Muh. Amin Al Ihsar et al. (2019) which emphasizes more on general obstacles such as low levels of education and lack of capital among vegetable traders. Meanwhile, Jiuhardi's research (2024) highlights external obstacles such as quiet market conditions, poor road access, and unfavorable weather, but has not reviewed the internal challenges faced by traders directly in running his efforts.

7. CONCLUSION AND IMPLICATIONS

Conclusion

Based on the research results and discussions that have been explained regarding income analysis trader meat cow in Market New Karawang, can withdrawn conclusion as follows :

1. The difference in income of beef traders in Pasar Baru Karawang is determined by business strategy, operational expenses, and how to manage production costs. Mrs. Ayu earned the highest income of IDR 11,520,817 per day due to an efficient strategy, low fixed costs, and discounts and delivery services that attract buyers. Mr. Dede was in second place with an income of IDR 10,231,709, but the high

production costs due to the large number of workers meant that his profits were not maximized. Mr. Fajar earned IDR 7,188,780 per day with the lowest production costs, thus maintaining a profit margin even though his sales volume was not as large as the others. Meanwhile, Mrs. Neli recorded the lowest income of IDR 4,279,027 per day due to high costs, no discounts, and limited delivery services, so that the attractiveness of her business in the eyes of consumers was lower.

2. From the various obstacles faced by beef traders in Pasar Baru Karawang, it is evident that providing discounts and delivery services have an important role in increasing income. Both strategies show a positive relationship to the amount of income received. For example, RJ Mandiri, which provides discounts and delivery services, managed to achieve the highest income, which is IDR 11,520,817 per day. In contrast, the Hj. Endang Jakarsih kiosk, which does not offer discounts and limits delivery services, has the lowest income of IDR 4,279,027 per day. This shows that consumers prefer kiosks that provide added value, even though the price of meat is relatively the same. In addition to attracting new buyers, discounts and delivery services also help retain old customers, making the business more stable and sustainable.

Implications

Based on study about analysis income trader meat cow in Suggestions for Karawang New Market include:

1. Beef traders at Pasar Baru Karawang should manage production costs more efficiently and adjust the number of workers to business needs.
2. Merchants are advised to provide discounts and flexible delivery services, as these strategies have proven effective in attracting and retaining customers, as well as increasing revenue sustainably.
3. Suggestions for further research are to expand the research to other traders or to examine the existing characteristics in more depth so that the research results are more complete

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