
THE EFFECT OF THE RAINY SEASON ON THE INCOME OF UMKM ICE BOBA IN MEDAN CITY

Mustika Dewi^{1*}, Dinda Utami², Gita Dewi Winardi³

¹Universitas Deli Sumatera, Indonesia²

Mustikadewi21@gmail.com*

dindautami10303@gmail.com,

gitadewiwnrd0807@gmail.com

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Abstract

Income is a benchmark in the welfare of society, therefore UMKM play an important role in economic growth. Many of the UMKM in Indonesia have helped the Indonesian economy which indirectly has a positive impact so that it can create jobs for people who need work. This study aims to determine the effect of the rainy season on ice boba UMKM. This research was conducted in mid-December-early January 2023 in Medan City with seven respondents as informants. The method used is a qualitative method, the data used is primary data obtained from the results of observations and interviews directly to the UMKM actors. The data collection technique uses observation techniques and direct interviews with UMKM actors with questions that have been prepared in advance related to the problem to be studied. The results showed that the rainy season had a negative effect on the income of ice boba UMKM players, so that sales turnover decreased during the rainy season.

INTRODUCTION

Micro, small and medium enterprises (UMKM) have a significant role in the economy and contribute to economic growth and can create jobs. The development of an area is inseparable from economic activities in the community in the form of UMKM (Lamazi 2020). Some businesses have the aim of earning a decent income to help the needs of the community itself. Business continuity is realized because of optimal income in maintaining a business to get a business opportunity. UMKM in the food and beverage sector, such as ice boba, are local businesses that are in great demand among young people.

Boba drinks were first discovered in Taiwan in 1980 in the form of zhen zhu nai cha, which means pearl milk in Indonesian or better known as boba milk tea/bubble tea. Over the years, the original boba milk tea drink has evolved with more variations and combinations. Many of the people who open an iced boba business because the price is still affordable in the pockets of students so that they are competing to open an iced boba business to fulfill their daily needs. However, the ice boba business has its own challenges to the sustainability and income of these UMKM during the rainy season.

The rainy season which has unpredictable weather characteristics and the rainy season has a significant effect on people's consumption patterns in the context of ice boba. A drink that is often associated with a fresh sensation in the summer, the presence of the rainy season will affect the level of demand so that it has an impact on income. There are several factors that can affect boba ice revenue in the rainy season such as a decrease in customer visits or changes in consumer preferences during the rainy season can be a critical factor. Therefore, it is important to understand the impact of the rainy season on es boba UMKM so that business owners can make the right decisions and develop strategies that are suitable for changing weather conditions.

The problem raised by this research is related to the effect of the rainy season on the income of ice boba UMKMs in Medan city. This study aims to determine whether or not the rainy season has an effect on the income of boba ice UMKMs. The results showed that the rainy season had a negative effect on the income of boba ice UMKMs which made turnover decrease. This is because many people cannot do their activities outside the home and lack of interest in buying cold drinks continuously, especially during the rainy season, so that income will also decrease.

METHODS

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This research was conducted in the middle of November 2023 to December 2023. this research uses qualitative methods, namely research used to understand phenomena related to what is experienced by research subjects. qualitative research methods are naturalistic research methods in the sense that the research is carried out in natural conditions (Sugiyono 2019). The data used uses primary data in the form of opinions of subjects (people) individually or in groups and from observations of an event or activity obtained from informants through direct interviews using several questions related to the issues raised.

Tools used such as cellphones for the recording process and various other communications, laptops, and stationery used to record things needed during the research process. In this study, the informants are employees and the owner of the ice boba business itself. This is necessary because informants can provide information related to the problem to be studied completely and in depth. With that, researchers get a lot of information related to the boba ice business in Medan city.

RESULTS AND DISCUSSION

Results

With reference to the object of research related to the main subject matter studied by researchers, it is necessary to know specifically about the data of boba ice UMKM players in Medan city. The following is a data table along with the results of interviews that researchers obtained from boba ice UMKM players. Tabel 1.1

Data on Boba Ice UMKM Players in Medan City

No.	Name of UMKM	Business name	Address	Status UMKM
1	Dinda Afriyanti	Kuy	Jl. AH. Nasution	Active
2.	Ririn Fitriya	Boba Kita-kita & Jus Smoothies	Jl. Flamboyan Raya No.91	Active
3.	Dini Anggraini	Boba Box	Jl. Flamboyan Raya No.90	Active
4.	Atika	Kopi Bestie	Jl. Pelita No.16	Active
5.	Devi Uli	D's Faischo Boba	Jl. Kapten Muslim No.83	Active
6.	Vinia Diana Putri	Float Foryou	Jl. Kapten Muslim No.123	Active
7.	Sahrudi	Boba Kita-kita & Jus Smoothies	Jl. Kapten Muslim No.75	Active

Source: Primary Data

Table 1.2

Average Revenue (Turnover)/day from Ice Boba Sales

No.	Name of Respondent	Revenue Results (Turnover)/day	Average
1	Dinda Afriyanti	Rp. 90.000 - Rp. 100.000	Rp. 200.000
2.	Ririn Fitriya	Rp. 150.000 - Rp. 200.000	Rp. 400.000
3.	Dini Anggraini	Rp. 70.000 - Rp. 100.000	Rp. 200.000
4.	Atika	Rp. 50.000 - Rp. 90.000	Rp. 200.000
5.	Devi Uli	Rp. 80.000 - Rp. 90.000	Rp. 200.000
6.	Vinia Diana Putri	Rp. 100.000 - Rp. 200.000	Rp. 500.000
7.	Sahrudi	Rp. 1500.000 - Rp. 200.000	Rp. 400.000
	Smallest average revenue		Rp. 200.000
	Largest average revenue		Rp. 500.000
	Average income of UMKM players		Rp. 2.400.000

Source: Primary Data Interview Results

The results of interviews from several UMKM actors can be described as follows:

- a. "The effect on income during the rainy season is uncertain because it cannot be predicted when consumers will buy. One day's income can usually be Rp 90,000 - Rp 100,000 during the rainy season and Rp 300,000 during the summer and the average income is Rp 200,000. A day can be sold out 20-30 cups and the most sold drinks are thai tea and green tea ". (Dinda Afriyanti as an employee).
- b. "The income is not fixed and depends, if the rainy season can usually get Rp 150,000 - Rp 200,000 / day while the summer season can get the most Rp 500,000 / day and the average is Rp 400,000." (Dinda Afriyanti, employee) 400.000. A day can sell 20-35 cups and the most sold drinks are brown sugar, fresh milk, thai tea, chocolate and huzelnat". (Ririn Fitriya as an employee).
- c. "For income in the rainy season, it is usually only Rp 70,000 - Rp 100,000/day and in the summer it can be Rp 230,000/day. The average is around Rp 200,000. In a day, only 12 cups are sold at least and 30 cups are sold at most. The most sold drinks are brown sugar, thai tea, chocolate royal and oreo". (Dini Anggraini as an employee).
- d. "The income I receive can be Rp 50,000 - Rp 90,000 / day during the rainy season and the most during the rainy season is around Rp 200,000 / day. The average is Rp 200,000 and sells 20-40 cups a day. The most sold menus are thai tea, chocolate, taro and oreo". (Atika as business owner).
- e. "In a day I can get an income of around Rp 200,000 for the average and during the rainy season Rp 80,000 - Rp 90,000 / day. The results obtained are not fixed because it depends on the interest of buyers and usually the rainy season income is much less than during the summer. For those who sell 10-30 cups / day and the best-selling menus are black sugar, oreo and thai tea ". (Devi Uli as business owner).
- f. "The income in a day that I get is uncertain, during the rainy season I can get Rp 100,000 - Rp 200,000 at most and during the summer it can be around Rp 600,000 / day. If the average is Rp500,000 and can sell 20-90 cups a day. The most popular menu is thai tea, chocolate royal and oreo". (Vinia Diana Putri as an employee).
- g. "I usually earn Rp 150,000 - Rp 200,000 a day during the rainy season and Rp 700,000 during the summer. The average income is around Rp 400,000 and can sell 70-80 cups/day. The most sold menu is chocolate original". (Sahrudi as business owner)

From the table and interview results from the seven informants above, it shows that the average income of UMKM actors during the rainy season is at least IDR 200,000/day and the highest income is around IDR 500,000/day. If averaged, the gross income earned by UMKM actors in one day is IDR 2,400,000. Therefore, the rainy season has a negative effect on income, where many people cannot do their activities outside the home and are less interested in cold drinks so that income (turnover) decreases.

Discussion

The rainy season is the season that occurs due to increased rainfall in a region. The rainy season occurs in tropical climates that are strongly influenced by the apparent movement of the sun. The rainy season is a season characterized by an abundant amount of rainfall. So it can be concluded that the rainy season is a season that occurs in certain areas and at certain times, where the rainy season occurs in tropical areas.

Income is the amount of income that a person receives from his work during a certain period, whether in the form of daily, weekly or monthly. Hasanudin (2018; 180) argues that the income earned, if it is greater, the expenditure to finance all activities is also increasing, so that the continuity of a business can be influenced by income.

UMKM are business activities that can expand employment and play an important role in the process of equalizing and increasing people's income, encouraging economic growth and realizing national economic stability. According to Tambunan (2013; 3), UMKM are productive business units that stand alone, which are carried out by individuals or business entities in all economic sectors. Usually, the classification of UMKM is carried out with the limitations of annual turnover, total wealth or assets, and the number of employees. By opening a business, it means that it can open job vacancies so that it can reduce the unemployment rate, which means that UMKMs have a very positive effect. Where there are 99% of UMKM in Indonesia, which means that almost the average UMKM can help the community financially and support economic growth in Indonesia. The success of a business can be supported by two factors, namely internal factors and external factors. Where internal factors such as labor, processors, tools and materials, place capital and technology. While external factors such as promotional communication and digital markets. In addition to the rainy season which is a factor in decreasing income, there are other obstacles that informants provide such as damage to the cup which makes increased expenses from what has been calculated by business owners.

CONCLUSION

Based on the research above, the researchers concluded that the rainy season has a negative effect on the income of boba ice UMKM in Medan city and UMKM also play an important role in economic growth in Indonesia. With so many UMKM established, the unemployment rate will also decrease and this shows that UMKM have a positive effect on economic growth in Indonesia, especially in Medan city. The government is also expected to focus more on MSME assistance, where many of them have sufficient skills and understanding to set up a business but are hindered by limited capital to build a business.

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AUTHOR CONTRIBUTION STATEMENT

Some of the questions the researchers asked the boba ice MSME business actors, such as:

- a. The name of the UMKM actor;
- b. Ownership or work;
- c. How much turnover per day;
- d. How many cups are sold in a day;
- e. What are the most popular variants;
- f. What percentage of revenue during the rainy season and during the summer.

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