

Analysis of Traffic Density on the Growth of Culinary MSMEs on Soekarno Hatta Street, Malang City, Indonesia

Langgeng Setyono^{1*}, Angel Patricia², Blessing Maranatha Purba³, Ernita Indraswari⁴, Farah Adnina⁵, Mirza Hanafi⁶, Muhamad Arif Ramadhan⁷

*langsetyono@ub.ac.id

Universitas Brawijaya, Indonesia^{1,2,3,4,5,6,7}

Abstract. Soekarno Hatta Street, commonly known as Suhat Street, is prone to traffic congestion in Malang. Its location, situated among several campuses, makes the street strategic for markets, especially culinary. It is no wonder that Soekarno Hatta Street is considered a suitable place for people who want to open culinary-based MSMEs. This research was conducted to determine the traffic density, the growth of culinary-based MSMEs, and the relationship between traffic density and the growth of culinary-based MSMEs on Soekarno Hatta Street. This research is qualitative. Based on the research results, the traffic congestion on Soekarno Hatta Street occurs every day from 5 pm to 8 pm. The observation suggests that these businesses prioritize product variety over expanding their workforce or increasing income and that traffic density might not significantly influence their growth. Instead, other factors play a more crucial role.

Keywords: culinary MSMEs, economic growth, traffic density

1. Introduction

The number of new students in Malang City has risen significantly each year. According to data from the Badan Pusat Statistik (BPS), in 2022, the total number of students in Malang City reached 255,481 [1]. This figure indicates an increase compared to 2021, when the BPS data showed 253,158 students from Malang City public and private higher education institutions [1]. This increase has led to heightened mobility in several areas of Malang, often resulting in congestion, especially near campuses. Soekarno Hatta Street, commonly known as Suhat Street, is one of the vulnerable points experiencing traffic congestion in Malang City. [2] compare total outbound vehicles on access roads with the total volume of Soekarno Hatta Street sections showed that traffic density during peak hours on weekends reached 65.78% and touched 71.08% on weekdays. Soekarno Hatta Street is near some universities, such as the Politeknik Negeri Malang, Institut Pertanian Malang, Sekolah Tinggi Teknik (STT) Malang, Institut Asia Malang, and some areas of Universitas Brawijaya, particularly the Faculty of Administrative Sciences area located near the Soekarno Hatta Bridge, leading directly to Soekarno Hatta Street in Mojolangu Village, Lowokwaru District, Malang City, East Java. According to data from the Badan Pusat Statistik (BPS) of Malang City in 2020, the population in Mojolangu Village was 21,226 people, making it the most populous area in Lowokwaru District [3]. Based on population density data and the percentage of vehicle volume on Soekarno Hatta Street exceeding 65%, it becomes an advantage for the surrounding community to open MSME businesses. It is no wonder Soekarno Hatta Street is considered a strategic location for people

starting MSME businesses, especially in the culinary sector. MSMEs play a significant role in the Indonesian economy. This is evidenced by data from the Kemenkop UKM in 2019, where MSMEs contributed 60.5% to the GDP and absorbed 96.92% of the total workforce. Due to the significant contribution of SMEs to the economy, the government has issued various policies, including laws and regulations, to support the development of SMEs, such as Undang-Undang Nomor 20 Tahun 2008 concerning Micro, Small, and Medium Enterprises [4] and Peraturan Pemerintah Nomor 7 Tahun 2021 concerning Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises [5]. In Malang City, the culinary business sector dominates among other MSME sectors. According to data from the Malang City Cooperative, Industry, and Trade Service, there were 9,487 culinary SME units out of a total of 15,740 SMEs in Malang City in 2021. Considering the dense phenomenon of Soekarno Hatta Street and the abundance of culinary MSMEs in the surrounding area, this research will analyze the traffic density on the growth of culinary MSMEs in Soekarno Hatta Street, Malang City. The focus will be on traffic density measured through driver behavior, road conditions, and users. Additionally, economic growth, defined as the process of increasing per capita output, will be the basis for analyzing the traffic density on the growth of MSMEs on Soekarno Hatta Street in Malang City.

2. Research Methods

The researcher used a qualitative research method with a descriptive approach. Qualitative research aims to understand the phenomena experienced by the research subjects and to describe the phenomena that occur. The researcher uses the qualitative method to obtain more specific data through observation and interviews. The primary and secondary data sources for the research are primary and secondary. The primary data source is the data received directly by the researcher from the informants. This source can come from. Meanwhile, the secondary data source is data received by the researcher indirectly. The data collection methods used in this study are observation, interviews, and documentation. The data analysis method used includes data reduction, where information from the field, which is quite extensive, is systematically organized. Then, a selection is made regarding the relevance of the data to the research objectives. Then, presenting the data, data display) containing descriptions of information that allow for drawing conclusions and taking action, and lastly, drawing conclusions or verification, where in this stage, the researcher checks again with the evidence found in the field [6]. The data validity technique used by the author in this research is triangulation. In this study, the triangulation used is data source triangulation. This technique aims to open up a new perspective from the information obtained from different sources.

3. Result

3.1 Traffic Density on Soekarno Hatta Road in Malang City

Soekarno Hatta Street, Malang City, is well known by the local community and students as one of the roads congested with vehicle traffic in Malang City. However, the traffic density on Soekarno Hatta Street is not always dense. Certain times have a busy density level, as explained by one of the Telur Gulung Jumbo sellers “Mas Heri” who said regarding the level of traffic density on Soekarno Hatta Street in Malang City and the impact that affects his sales:

“It seems like we only encounter traffic jams on Sunday nights; weekdays are

smooth sailing. Let's aim to head out at 9, after Isha. The traffic delays are minimal, usually just around 10 minutes. By 7 to 9 o'clock, the roads clear up significantly." (Interview with Mr. Heri, May 21, 2023)

The statement from Mr. Heri was reinforced by the opinion of Mr. Endro, who is a Lumpia Tugu "Mbak Dewi" seller on Soekarno Hatta Street; he argued that:

"Sunday nights are typically the busiest times around here. Right now, it starts picking up at around 8:30 PM, Miss, and remains bustling until around 10 or even half past 11." (Interview with Mr. Endro, May 21, 2023)

3.2 The Income of Culinary Micro, Small, and Medium Enterprises (MSMEs) on Soekarno Hatta Street in Malang City

In conducting business around Jalan Soekarno Hatta in Malang, traders have varied incomes and no consistent daily income. However, specific times affect the income of MSME's traders on Soekarno Hatta Street. This is explained by one of the interviewees, Mrs. Dewi, who sells "Piscok Lumer," as follows:

"It's not always the same, Miss. Sometimes, it's quiet when it's quiet, and when it's busy, it's busy. Because during holidays, most people only stop by for souvenirs. So, it tends to be busier on regular days. It's not always the same because it can decrease after Eid, and the season (conditions) also affect it. For example, it's the season when kids enroll in schools and have no extra expenses, so it's a bit slow. Normally, I can sell up to 15 boxes, but it's still decreasing, around 7 to 8 boxes." (Interview with Mrs. Dewi, May 21, 2023)

This is also in line with Mr. Heri, a seller of Telur Gulung Jumbo, who stated as follows:

"It depends on the buyers; sometimes regular days can be crowded, and sometimes, even on public holidays, it's not crowded. The number of buyers on regular days and holidays is uncertain. For me, the items are expensive, to be honest. Sometimes, even in a day, if it's slow, it's only 100,000 rupiahs, just the gross income before deducting expenses for food and cigarettes." (Interview with Mr. Heri, May 21, 2023)

Meanwhile, the statement from Mr. Endro, a seller of "Lumpia Tugu Mbak Dewi," indicates that specific days can significantly affect income; unlike Mrs. Dewi and Mr. Heri, Mr. Endro mentions that holidays have a significant impact on income:

"The most significant increase in sales happens on the weekends. We typically sell around 1 box on regular days, but on holidays, it can be 3-3.5 boxes. Each box contains 40 pieces." (Interview with Mr. Endro, May 21, 2023)

From the information provided by the interviewees above, it can be concluded that the income of MSMEs selling food and beverages on Soekarno Hatta Street is unpredictable every day, and there are specific times when their income increases, such as during holidays.

3.3 The Growth of Culinary MSMEs on Soekarno Hatta Street in Malang City

The growth of the number of MSMEs refers to the increase or decrease in the number of MSME actors in trading activities. The growth of the number of MSMEs on Soekarno Hatta Street, Malang City, did not experience significant changes. It was found that the MSME actors on Soekarno Hatta Street, especially in Taman Krida, have remained the same for the past few years, only the culinary products each vendor offers have become more varied.

"If the vendors remain the same, Miss. Only the type of food is added whenever there is a new idea or the type of seasoning is added with sambal, balado powder, or grilled corn flavor, Miss." (Interview with Mr. Endro, a seller of Lumpia Tugu "Mbak Dewi", May 21, 2023)

"For several years, it has remained the same, Miss, only one or two have changed. So, this is the only thing every day, Miss." (Interview with Mrs. Dewi, a seller of Piscok Lumer KWB, May 21, 2023)

"Since 2010. The vendors next to me have been selling here for a long time." (Interview with Mr. Heri, a seller of Sate Telur Gulung Jumbo, May 21, 2023)

3.4 The Impact of Traffic Density on the Revenue of Culinary Micro, Small, and Medium Enterprises (MSME) on Soekarno Hatta Street in Malang

Based on the data obtained from interviews, the informants revealed that the traffic density on Soekarno Hatta Street has a relatively minimal impact on the revenue of culinary MSMEs in the area. This is attributed to the fact that while there is a significant flow of vehicles on Soekarno Hatta Street, few drivers stop to buy products from culinary traders there.

The congestion in the area is caused by the dense traffic flow of vehicles passing through Soekarno Hatta Street for mobilization to other places rather than drivers intending to buy food or beverages sold around Soekarno Hatta Street. According to the informants, the congestion on Soekarno Hatta Street may lead drivers to be more reluctant to stop and buy products from SME traders along the street because they do not want to be trapped in traffic for an extended period and wish to reach their destination as soon as possible, as stated below.

"Honestly, I don't think it affects us much. Even when it gets a bit jammed, it's mostly because folks are heading out, not because they're stopping by to grab food here." (Interview with Ms. Dewi, a seller of Piscok Lumer KWB, May 21, 2023)

"If it's packed, people might hesitate to swing by and grab some food." (Interview with Mr. Heri, a seller of Sate Telur Gulung Jumbo Mas Heri, May 21, 2023)

"When it's crazy busy, folks who were thinking about grabbing food might end up skipping it altogether." (Interview with Mr. Endro, a seller of Lumpia Tugu Mbak Dewi, May 21, 2023)

One informant has disclosed that the activities of students in the vicinity of Soekarno Hatta Street exert a more significant influence on the sales performance of culinary MSMEs compared to traffic volume. This assertion is bolstered by the street's proximity to several campuses, including Universitas Brawijaya, Institut Asia, and Politeknik Negeri Malang. Furthermore, Soekarno Hatta Street, situated near boarding houses catering to out-of-town students,

colloquially referred to as the "Bunga-bunga" area by local students, constitutes another contributing factor to the heightened sales of culinary MSMEs along this thoroughfare.

"Since this area is bustling with student life, it's a prime spot for marketing. Conversely, during student vacations, sales take a hit because most of our customers are students." (Interview with Ms. Dewi, a seller of Piscok Lumer KWB, May 21, 2023)

3.5 The Impact of Traffic Density on the Desire of Culinary Micro, Small, and Medium Enterprises (MSMEs) to Sustain Businesses on Soekarno Hatta Street in Malang

Although Soekarno Hatta Street is known to have high traffic density, culinary MSME owners stated in interviews that this does not positively impact their businesses. In some cases, the high traffic density can affect customer purchase interest and reduce sales volume. This aligns with the impact of traffic density on their desire to establish culinary MSME, where MSME sellers do not consider traffic density as the primary factor in their desire to sustain their businesses in that location.

Sellers tend to consider other factors when making business decisions. First, the presence of student residences around Soekarno Hatta Street is an important factor driving sellers' desire to sustain their businesses there. Students are an attractive target market for these sellers because they are active consumers with purchasing power.

"This place is a hotspot because of the students. And when they're on break, our sales take a hit since they're our main customers. Whenever we start a business, we go to a busy location to increase profits." (Interview with Ms. Dewi, a seller of Piscok Lumer KWB, May 21, 2023)

"Here, it's the center of people eating out. It's a bit difficult to find a different location." (Interview with Mr. Endro, a seller of Lumpia Tugu Mbak Dewi, May 21, 2023)

Second, the activities around Soekarno Hatta Street also have an impact on the desire of sellers to sustain their businesses in that location. Cafes, restaurants, and culinary centers around Soekarno Hatta Street make this area a hub for people looking for food or enjoying dining. These activities create a high-potential customer base and enhance the attractiveness of businesses in the area. This ultimately creates attractive business opportunities for culinary MSME enthusiasts in that area.

4. Conclusion

Our findings have indicated that the traffic density on Soekarno Hatta Street does not always consistently reach congested levels. The traffic density peaks during the evening rush hours, which is from 5 pm to 8 pm, while the traffic is relatively smooth outside of these hours. It was also found that the growth in the number of MSMEs on Soekarno Hatta Street did not undergo drastic changes from year to year. However, the MSME managers demonstrated innovation and creativity in developing their products, resulting in more diverse offers. Through this research, it can be concluded that there is no relationship between traffic density on

Soekarno Hatta Street and the growth of culinary MSMEs in the area. Traffic density is not a supporting factor for the growth of MSMEs and the increase in consumers. Instead, it hinders the opportunity for consumers to stop at the stalls. The growth of MSMEs on Soekarno Hatta Street is attributed to its strategic location, proximity to several campuses, student boarding areas, and other student activities.

References

- [1] Badan Pusat Statistik (BPS) Jawa Timur. Jumlah Mahasiswa (Negeri dan Swasta) di Bawah Kementerian Pendidikan dan Kebudayaan Menurut Kabupaten/Kota, 2021 dan 2022 [Internet]. 2022 [cited 2023 Sep 29]. Available from: <https://jatim.bps.go.id/statictable/2023/07/20/2938/jumlah-mahasiswa-negeri-dan-swasta-di-bawah-kementerian-pendidikan-dan-kebudayaan-menurut-kabupaten-kota-2021-dan-2022.html>
- [2] Wardani LK, Agung D. ANALISIS KEMACETAN DI RUAS JL. SOEKARNO-HATTA ARAH UTARA SELATAN AKIBAT PERGERAKAN DI JALAN AKSES. *SISTEM Jurnal Ilmu Ilmu Teknik*. 2021 Aug 23;17(2):15–21.
- [3] Badan Pusat Statistik (BPS) Kota Malang. [Sensus Penduduk] Jumlah Penduduk Menurut Kelurahan di Kota Malang (Jiwa), 2010-2020 [Internet]. 2021 [cited 2023 Sep 29]. Available from: <https://malangkota.bps.go.id/indicator/12/489/1/-sensus-penduduk-jumlah-penduduk-menurut-kelurahan-di-kota-malang.html>
- [4] Pemerintah Pusat Republik Indonesia. Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah [Internet]. Nomor 20 Tahun 2008 Indonesia; Jul 4, 2008. Available from: <https://peraturan.bpk.go.id/Details/39653/uu-no-20-tahun-2008>
- [5] Pemerintah Pusat Republik Indonesia. Peraturan Pemerintah (PP) Nomor 7 Tahun 2021 tentang Kemudahan, Pelindungan, dan Pemberdayaan Koperasi dan Usaha Mikro, Kecil, dan Menengah [Internet]. Nomor 7 Tahun 2021 Indonesia; Feb 2, 2021. Available from: <https://peraturan.bpk.go.id/Details/161837/pp-no-7-tahun-2021>
- [6] Matthew B. Miles, A. Michael Huberman, Johnny Saldana. *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications; 2019.