

ABSTRACT

THE PERFORMANCE OF STREET FOOD VENDORS AT THE UNIVERSITY OF LAMPUNG CAMPUS

By

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This study aims to determine the vendors performance and street foods at the University of Lampung (Unila) Campus, analyze the capital cost, revenue and profits of street food vendors at Unila Campus. The research is carried out at Unila Campus on purpose, which is in the canteen of Agricultural Faculty, Engineering Faculty, and Library as well as around the Unila football field by survey method. The data was collected from January to February 2017. The subjects of this study were heavy and light snack food vendors who have been selling food at least a year. Research data was analyzed descriptively. The results showed that there were 22 types of heavy snack foods and 10 types of light snacks and drinks. The initial capital expenditure at the street food vendors derived from their savings were ranging from Rp70,000.00 to Rp7,000,000.00. The revenue of street food vendors ranged from Rp5,000,000.00 to Rp92,000,000.00 per month. The average profit analysis results showed that vendors benefit from self processing street foods in average was Rp6,288,439.00 per the month for locations in Unila ball field; Rp12,471,155.00 at the Faculty of Agriculture; Rp12,868,096.00 at the Unila library, and Rp7,110,383.00 at around the Faculty of Engineering.

Key words: profit analysis, street food and vendors performance.

ABSTRAK

KERAGAAN PEDAGANG MAKANAN JAJANAN OLAHAN DI KAMPUS UNIVERSITAS LAMPUNG

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Penelitian ini bertujuan untuk mengetahui keragaan pedagang dan makanan jajanan olahan di kampus Universitas Lampung Unila, menganalisis modal, biaya dan penerimaan serta keuntungan pedagang makanan jajanan olahan di Kampus Unila. Penelitian ini dilaksanakan di Kampus Unila, yaitu di kantin-kantin Fakultas Pertanian, dan Teknik, Perpustakaan serta sekitar Lapangan bola Unila menggunakan metode survei. Pengambilan data dilakukan pada bulan Januari sampai dengan Februari 2017. Subyek penelitian ini adalah pedagang makanan jajanan berat dan ringan yang sudah berjualan minimal selama satu tahun. Data penelitian dianalisis secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa terdapat 22 jenis makanan jajanan berat dan 10 jenis makanan jajanan ringan termasuk minuman. Modal awal yang digunakan pedagang makanan jajanan olahan berasal dari uang tabungan sendiri yaitu berkisar antara Rp70.000,00 sampai dengan Rp7.000.000,00. Penerimaan pedagang makanan jajanan olahan berkisar antara Rp5.000.000,00 sampai dengan Rp92.000.000,00 per bulan. Berdasarkan hasil analisis keuntungan didapatkan bahwa pedagang memperoleh keuntungan dari makanan jajanan olahan yang diproduksi sendiri per bulan rata-rata Rp6.288.439,00 untuk lokasi di Lapangan Unila, Rp12.471.155,00 di Fakultas Pertanian, Rp12.868.096,00 di perpustakaan Unila, dan Rp7.110.383,00 di sekitar Fakultas Teknik.

Kata kunci : analisis keuntungan, keragaan pedagang, dan makanan jajanan