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Strategy for Elderly Women as Street Vendor in Kisaran Timur District

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A B S T R A K

This research reveals the strategies of elderly female street vendors in Kisaran Timur District. The aim of this research is to determine the background, strategies and perceptions of society towards elderly women. The method used in this research is a descriptive qualitative approach. The informants in this study were six female street vendors who were determined using purposive sampling. Data collection techniques were carried out through observation, interviews, literature study and documentation. The data analysis technique goes through the stages of data reduction, data presentation, and then drawing conclusions. The results obtained from this research indicate that the background of an elderly female street vendor who works to fulfill the daily economy. The strategy used is to build relationships with consumers. The relationship contained in the strategy of elderly women with family elements who become regular customers, builds communication with consumers with the aim of building brotherhood. Public perception of elderly female street vendors, the emergence of feelings of sympathy, as well as positive perceptions of elderly women who work as street vendors. The conclusion from these findings is that elderly women work to survive, a form of struggle for the family, a habit of working hard.

A. INTRODUCTION

Elderly is a condition of increasing age that commonly occurs in human life. where this is frequently characterized by decreased efficacy of human body functions such as the body's ability to adapt to uncertain environmental conditions (Tuohy & Cooney, 2019). Getting old is a natural process, which means that a person has gone through three stages of his life, namely, childhood, adulthood, and aging, both biologically and psychologically (Halaweh et al., 2018).

The process of aging is a lifelong process that does not only start at a certain time but starts from the beginning of life and has gone through the stages of life, namely neonates (newborns), toddlers (small children who are just walking), adolescents, adults, and the elderly. Physical decline for example, is characterized by skin becoming wrinkled, hair turning gray, reduced

hearing, deteriorating vision, activities slowing down, and other body conditions experiencing setbacks (Byun et al., 2021).

Based on the observations that the author has made, elderly women who work as street vendors at the Bakti Market find that their presence is positively received by the surrounding community (Jangra, 2023). The people around this market feel proud to see the condition of women who are elderly but are still able to work (Rorintulus et al., 2022).

Based on the observations that the author has made, elderly women who work as street vendors at the Bakti Market find that their presence is positively received by the surrounding community (Jangra, 2023). The people around this market feel proud to see the condition of women who are elderly but are still able to work (Rorintulus et al., 2022). This shows that some elderly women can be role model without being a burden to others (Douglas et al., 2020). This position makes the

group of elderly women play an important role in maintaining the viability of their household and economy (Zunaidi & Maghfiroh, 2021). This was found in the presence of elderly women who work as street vendors at the BaktiMarket.

Pasar Bakti is an alternative place for elderly female traders who are in the informal sector, especially street vendors, in Kisaran Timur District, Kisaran City. Many things are encountered when people visit this market, such as economic activities that take place every day from morning to evening, including women who are elderly. Various kinds of merchandise are sold by traders. These street vendors include basic food traders, fruit traders, accessory traders, and other traders. This is because working as a street vendor is easy to enter because business activities are not regular during working hours (Handoyo & S, 2020), no skills are required (Ballakrishnen et al., 2019), and business turnover capital is relatively small. The traders who are located in Pasar Bakti also have a wide range of ages, ranging from the age group of children to young people and the elderly who choose to work in the informal sector, especially as street vendors.

Street vending is an ordinary job carried out by people who work because they do not have high skills and education, but working at an old age in the open field and having physical limitations is a problem that has an impact on health and vulnerability to physical conditions. Crucial problems can also have an impact on the mental health of the elderly, such as experiencing anxiety disorders and depression because in old age they should take part in fun activities and get access to attention support and regular access to health services. This research is important to be carried out to reveal the challenges and opportunities they face. by elderly women in carrying out activities as street vendors as a benchmark for developing empowerment of elderly women as well as understanding effective strategies in running a business in measuring improvements in elderly welfare and business sustainability. The urgency in this research is also to understand traders' strategies to be able to promote the local economy with the existence of elderly as street vendors.

This research is different from previous research as the state of the art is that it reveals the strategy of elderly women in trading which involves social networks and has high independence in meeting daily needs and surviving amidst increasingly high economic demands and challenges today. Problems faced by women The elderly trade in a social environment with quite high family economic pressure, but they gradually adapt to the limitations they have. Through the theory of independence, it can be linked to the problems faced by elderly women in this research area as a reference for uncovering the independence of elderly women in various aspects of life.

This elderly woman at the Bakti Market also seems to be still active at work, as seen from all her efforts and enthusiasm when working. Similarly, elderly women have compelling reasons to continue working at the Bakti Market, namely that the economy owned by these elderly

women is very small (Ainistikmalia, 2019) forcing them to work as street vendors to meet their daily needs (Yavorsky et al., 2019). Seeing this, the authors are interested in researching "Elderly Women Street Vendors at Bakti Market, Kisaran Timur District, Kisaran City."

B. METHOD

This research was conducted using qualitative methods with a qualitative descriptive approach. The qualitative method is defined as a problem-solving procedure that is investigated by describing the state of the object of research (a person, institution, community, etc.) based on the facts that appear (Hadari, 2003). This research was carried out for three months, starting from the observation stage, conducting interviews, interpreting data and analyzing the data thoroughly. The informants in this study were elderly female street vendors. This research was conducted in Kisaran Timur District. Data collection techniques were used in the form of observation, interviews, library research, and documentation to see the phenomenon of elderly female street vendors in the field. The data analysis used consisted of several stages, including data collection, data reduction, data presentation, and drawing conclusions to eliminate and verify the validity of the data obtained. Interviews are used to collect social data, especially to find out a person's responses, opinions, beliefs, feelings, motivations and ideals. The author chose this type of interview because the questions asked are flexible, but do not deviate from the stated interview objectives. The researcher also tries to adapt and follow the conditions and situation of the subject.

The discovery of symptoms means not just showing their distribution, but includes efforts to reveal their relationship to each other in the aspects being investigated. This method is not limited to collecting and compiling data, but also includes analysis and interpretation of the meaning of the data. Therefore, this research can also be realized as an effort to solve problems by comparing the similarities and differences in the symptoms found. Likewise in the research conducted by the author, using a qualitative method, a qualitative descriptive approach. The author immediately looked at the field, namely at Bakti Market, East Kisaran District, Kisaran City in order to describe/describe the condition of the research object based on visible facts or as they really are.

The informant in this research is an elderly woman who works as a street vendor with the criteria of being a key informant at the age of sixty-five years. Additional informants in this research involve the community as daily buyers or customers using purposive sampling. Market center staff are also informants. additionally requested information about the presence of elderly workers in the area. The instruments in this research were the researcher as the main key in collecting data, but interview guide documents were used to focus on relevant topics and

observation sheets were used to record field activities and kept field journals to explore informants' experiences and interview transcripts as references for conducting data analysis. Data analysis. Individually, this is done by exploring information about the informant's life history in depth and comparing the strategies carried out by street vendors with younger traders and then providing recommendations to related parties for support for elderly street vendors in the area.

C. RESULT AND DISCUSSION

1. Background Elderly Women Work as Street Vendors

Siti Aspudi is a 64 year old dried fish seller who lives on Jalan Sei Hasan Gang Pandan and still works at Bakti Market, selling dried fish such as anchovies, salted fish, fine shrimp and others. Siti Aspudi's last education was only elementary school. Siti Aspudi has a husband and 7 children, namely 3 boys and 4 girls. Where Siti Aspudi's seven children are all married. Siti Aspudi has been trading at Bakti Market with her husband for 30 years. Based on the informant's account above, it is explained that she works as a dried fish trader together with her husband. There are mutually helpful cooperative activities between her and her husband when trading, which can reduce fatigue and also achieve goals in order to meet all needs.



Figure 1. An elderly woman named Siti Aspudi

Elderly women still work as street vendors to meet their subsistence needs at the Bakti Market (Fanggidae, 2021). Despite their advanced age, elderly women who work as street vendors at the Bakti Market are used to carrying out these work activities tirelessly at work. Traders who work in the informal sector, such as K. br Habehaan, are 65 years old and are elderly women who still work as street vendors at Bakti Market. K. br Habehaan's last education was only at elementary school. She no longer has a husband, and has 3 sons and 5 daughters. All his children are married. K. br Habehaan has been working as a street vendor at Bakti Market for

30 years, that is a very long time, where K. br Habehaan has survived as a trader for 30 years. At work K. br Habehaan spends 12 hours/day, K. br Habehaan starts coming to the market at 4 in the morning and closes at 4 in the afternoon, the distance where he works is approximately 15 minutes from where he lives. K. br Habehaan's profit from working as a trader can reach IDR 150,000 if there are lots of buyers, but if it's quiet, the profit can be IDR 80,000 to IDR 100,000. Based on interviews with informants, the reason K. br Habehaan still works in his old age is to be able to meet his living needs and also feels lonely at home because all his children are married and live separately.



Figure 2. activities of elderly female street vendors.

Based on the information gathered from the six informants, the author came to the conclusion that elderly women with limited financial resources and a low level of education desired to work as street vendors. Apart from these three aspects, female street vendors also make this work as entertainment so they don't feel lonely if they have to always be at home.

2. Strategies for Elderly Women to Work as Street Vendors

Humans are the most perfect creatures among creatures that exist in other worlds. Humans are given reason by the creator to always move and strive for their survival (Rolston, 2022). Human reason is used as a survival strategy so that they can fulfill their every need in everyday life (Wahyuni & Krisnatuti, 2022). By exploiting limited economic needs, humans will be forced to engage in survival strategies (life-survival) (Irwan et al., 2022). Fulfilling life's needs cannot be separated from how the strategy is implemented to meet those needs. A strategy is an overall approach related to the implementation, idea, planning, and execution of an activity within a certain period of time. Likewise with the survival strategies used by elderly women to deal with their various problems, especially in terms of meeting basic needs in order to live a prosperous life. In the context of this research, the authors use the

subsistence theory of life, which is closely related to Scott's subsistence ethical theory. The theory of Scott's opinion divides it into three parts, namely, tightening the belt, subsistence alternatives, and utilizing networks outside the family institution. Likewise, for elderly women in Bakti Market, Kisaran Timur District, and Kisaran City, in order to survive, they also use the following strategic principles:

Tabel 1. Strategies applied by elderly female street vendors

Strategy Types	Implementation
Strategy to tie the belt tighter	Scott points out that when you tie your belt tighter, you eat only one meal a day and switch to foods of lower quality. Unlike the elderly women at the Bakti Market, these elderly women do not use the strategy of tightening their belts; they just make savings on basic needs and manage their expenses more with the income they earn.
Subsistence alternative strategies Subsistence	alternatives are other alternatives to obtaining additional income to meet life's needs. Alternative subsistence ethics are classified as "self-help groups." This is also related to what elderly women do with activities such as trading at the Bakti Market in an effort to fulfill their subsistence.
Relationship Strategy	Social networking is the concept of interacting with other people and having close and harmonious relationships with other people, such as neighbors, work relatives, and family. This social network was built to strengthen brotherly relations between individuals, individuals and groups, and groups and groups. Likewise for the elderly women in the Bakti Market, which the author has examined more deeply, there is a concept of good interaction and communication with

	other people who are harmoniously related to strengthen brotherhood.
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3. *Society's Perception of Elderly Women Working as Street Vendors at Bakti Market*

Perception is essentially a cognitive process that is experienced by everyone in understanding information about their environment, both through sight, hearing, appreciation, feeling, and smell. The key to comprehending perception is that it is a unique interpretation of the situation rather than a true recognition of the situation. Perception is a community's view of something that cannot be separated from the community's knowledge of an object that is influenced by local culture. The viewpoint is not a product of culture, but rather of each individual citizen's mind and soul. "Society is a process preceded by sensing" (Dean, 2010).

Sensing is the process of receiving a stimulus by an individual through the recipient's mind, namely the senses (Fussell et al., 1986). The stimulus that concerns the individual is then organized and interpreted so that the individual is aware of what he senses. The elements of perception are experience, knowledge, level of education, and intelligence. With perception, individuals can realize and understand the state of the environment around them and the objects they will perceive (Susilawaty et al., 2021). Similarly, the surrounding community's perception of elderly women street vendors is one of sympathy and pity, because women who should be able to stay at home and enjoy their old age must continue to work with unfit bodies and lift heavy objects, especially having to go to the market in the early hours of the morning and being exposed to the night wind, which is not good for health. But even so, people also learn the importance of self-motivation to remain productive at a young age. Regardless of the community's response, they also consider that the work of street vendors is extraordinary (Tabassum & Nayak, 2021).

4. *Barries for Elderly Women When Working as Street Vendors*

Working as street vendors sometimes makes these elderly women face several obstacles that occur in the field, for example, physical and natural conditions. Based on the results of interviews conducted by the author with informants, there are several obstacles to working as street vendors at the Bakti Market, namely having to lift heavy items in the morning and rearrange them when they are about to close. Working as street vendors sometimes makes these elderly women face several obstacles that occur in the field, for example physical conditions and natural conditions. Based on the results of interviews conducted by the author with informants, there are several obstacles in working as street vendors at Bakti Market.

Especially if the weather was rainy, the informants had to try hard to move the goods so that they would not be exposed to rain. If the goods were exposed to rain water, such as tomatoes, they would quickly observe decay, so if there were several parts that were exposed to rain, this street vendor woman had to separate them as soon as possible.

The next obstacle experienced by the informants was feeling tired. This was because some of the informants, besides selling in the market, also took care of their fields and did not stop there when they returned home; the informants also had to clean their house when they left work. Then the next obstacle faced by female street vendors is fatigue due to increasing age.

This research has a more appropriate contribution to focus on the strategies used by elderly women in facing the high burden of life. Analysis of strategies for how street vendors market their wares to consumers or regular customers, techniques for managing finances and social networks used by elderly women to survive amidst increasingly high economic challenges. Through this research, it becomes an effective problem solving model to face the increasingly complex economic challenges faced by the elderly by obtaining findings about challenges such as market competition, consumer desires and limitations in the effective use of selling locations with applicable regulations. This research also provides information on the collaborative network model of street vendors with related parties and the trading community in that location.

D. CONCLUSION

Based on the results of research conducted at Bakti Market, Kota Kisaran, and Kisaran Timur District, the authors draw several conclusions, Elderly women work as street vendors at the Bakti Market because they have an adequate economic background. Older women in the Bakti Market carry out activities from morning to evening to be able to survive and make ends meet, and even though their work is not an easy thing to do, for them it is something they are used to

doing every day. This elderly woman has limited time between work and rest. All elderly women do this in order to meet their daily needs. Many of the obstacles these elderly women face, such as rainy weather, make them more patient, both with consumers who are too lazy to go to the market so that the merchandise they sell runs out a little and with people who are physically weak or get sick quickly when it rains, and even more so with elderly women who have to rush to pick up their belongings so they don't get hit by the rain. Even so, they have to keep working in order to meet the needs of everyday life. This condition shows that the enthusiasm and strong intention of elderly women still persist in working as street vendors at the Bakti Market.

The strategy for elderly women working as street vendors at Bakti Market is to have good relations and communication with consumers, both towards the surrounding community at Bakti Market and housewives, and also with restaurants, so that merchandise sells out fast too. Aside from that, there is the use of field crops to be resold to the market and profitably without spending a lot of capital. The strategy that elderly women use as street vendors in the East Kisaran area can overcome their problems in facing economic and social challenges even though they are old. Elderly women gain additional income, increase their economic independence and gain recognition from various community supports who become consumers of these traders.

Apart from that, there is also the public's perception of elderly women who are still working at the Bakti Market, namely, that there is pity for elderly women because they are already classified as old but they have to keep working. And there is also the public's perception of elderly women, where there is a sense of pride because they see elderly women working as traders, which includes hard work and requires strong manpower, but they are elderly women who are able to do it all. So that it can be a role model for all members of society.

The economic motivation of female street vendors in this area is a principle for ethnic Batak female traders who have the strength to avoid laziness and continue working and have warrior values even in the family realm. Working as a street vendor is proof that, even though they are old, these female traders still have an income and this is proof that they are not absolutely a burden on the state because they tend to be seen as unemployed who are borne by the state in general. The challenges of being a street vendor include being easily attacked by disease, losing closeness to family and control over children at home, not even having the opportunity to attend parties, going on holiday with family and a safe space that is not yet available when working in the market is a worry they convey. The theoretical implication in this research is that the participation of elderly women as street vendors shows the potential to

strengthen the theory of women's economic independence and contribution to the local economy. Recommendations from this research can be proposed for designing economic policies that can take into account layers of society to achieve sustainable and inclusive development.

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