

STREET VENDOR STRATEGIES FOR INCREASING INCOME FROM A SHARIA ECONOMIC LAW PERSPECTIVE

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ABSTRACT

The problem studied in the thesis concerns sales strategies for street vendors. The research aims to find out the buying and selling procedures for street vendors in carrying out their strategies to increase income under Sharia economic law. In answering this problem, the author uses a sharia economic and sociological approach, while the type of research used is qualitative. With data collection procedures through field research, the author's data collection technique is to conduct observation, interviews, and documentation. In terms of data management and analysis techniques used by the author, namely inductive and deductive methods. The results of the research show that the strategy of street vendors to increase income from a sharia economic law perspective is analyzed from the traders' income as well as in terms of their strategy. Marketing is based on maintaining product quality, setting prices, carrying out promotions, strategic locations, and providing good service. From the perspective of Sharia economic law, seen from street vendors in Atapange Hamlet, some traders commit fraud by reselling the rest of their merchandise, but some act honestly according to Islamic law in terms of the quality of their merchandise.

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1. INTRODUCTION

Islamic teachings contain teachings about human life and problems, not only regulating human life with Allah SWT but also regulating human relationships with each other and their environment (Abdullah et al., 2017; Muhammad et al., 2020). These forms of relationships cannot be separated from each other. The closer a human's relationship with God is, the stronger the relationship with others will be. Islam encourages its followers to seek blessed sustenance, encourages production, and pursues economic activities in various business fields, such as agriculture, plantations, industry, trade, and other business fields (A'la Mawdudi, 2013).

By working, every individual can fulfill the needs of his life and family, do good to his relatives, provide help to those in need, participate in the benefit of the ummah, and invest in the way of Allah in upholding His word. These are all virtues that Islam highly upholds because the true meaning of life can be seen and assessed by the extent to which

a person can contribute (benefit) to others (Hashi, 2011; Achour et al., 2016). Meanwhile, there is no way to obtain wealth (treasures) except through effort and work.

One of the factors that keeps the economy from continuing to grow is the economic growth of the formal sector and the informal sector (La Porta & Shleifer, 2014; Rothenberg et al., 2016). These two sectors play their respective roles in efforts to maintain economic stability and growth. The formal sector plays a direct role in contributing in the form of taxes and levies, so the informal sector can play a bigger role in terms of providing labor.

Informal sector businesses can be classified into two categories: informal businesses that are self-employed and informal businesses that employ permanent workers (Fiess et al., 2010; Williams, 2017). In general, self-employed informal businesses are only run by the owner himself or employ people close to him. Meanwhile, informal businesses that employ permanent workers are usually run by the owner and assisted by permanent employees who are recruited through certain mechanisms (Williams, 2017). These types of businesses can then be found in the field as micro-scale businesses, small-scale businesses, and medium-scale businesses.

Times Five traders, as part of the informal sector, are also parties who contribute more or less to the country's economy. A street vendor is anyone who offers economic commodities, either goods or services, by moving from place to place or without having a fixed place of business (Roever & Skinner, 2016). The term street vendor refers to the Dutch custom of arranging vendor operations at a distance of 5 feet from the main road. Because it is a type of business that does not have a permanent place of business, it is very difficult to collect data regarding the number and distribution of street vendors. As part of the parties that also play a role in maintaining national economic resilience, the government as the administrator of the state is often absent or present but neglects efforts to maintain the continuity and development of the five-fold trader's business (Roever & Skinner, 2016; Bénit-Gbaffou, 2016). It is often found that street vendors and the government have to be in a position facing each other.

Street vendors are casual business organizations through trading organizations that are sometimes also manufacturers (Bénit-Gbaffou, 2016). What is meant by a road seller is "a person who offers labor and products available for purchase from public places, basically roads and asphalt." It implies individuals offering labor and products available for purchase from public places, especially streets and sidewalks. Street vending is an independent enterprise staffed by individuals who have low wages (daily compensation) and limited capital (Bénit-Gbaffou, 2016).

These street vendors emerged from the uneven change of events and monetary instructions throughout the territory of the Unitary State of the Republic of Indonesia (Booth, 2016; Nasution, 2017). This street seller appears due to four factors: first, the difficulty of accessing work for small people. Second, the number of job seekers stands out compared to conventional positions available due to low levels of training. Third, there is a hole in monetary development between cities because cities are a reflection of the centralization of improvements that encourage the progress of human resources to a better position. Meanwhile, the fourth is the limited main business space for street

sellers. So in public areas, especially on the streets, vendors are the answer to this problem.

Street vendors are one way to meet life's needs. It is difficult to find employment opportunities for educated members of society with very limited experience and skills (Bayat, 2012; Hilton & Pellegrino, 2012). Small businesses are an inseparable part of people's daily lives in Indonesia and throughout the world in general. Small businesses support the ease of life for Indonesian consumers and have a big influence on job creation as well as increasing a country's economic growth (Tahi Hamonangan Tambunan, 2011).

The selling facilities that are widely used by street vendors are in the form of carts, tents, or selling on a cross-legged basis by placing merchandise in front of the kiosk to be offered to buyers (Ma et al., 2019). The selling facilities are in the form of carts used by street vendors, which have wheels so they can be easily moved, and also carts that can be placed on motorbikes as a place to sell.

Street vendors in Atapange Hamlet, Majauleng District, face various challenges. Starting with the increasing number of traders, competition between traders increases. Facing these conditions encourages street vendors to look for ways or strategies to maintain the continuity of their business. These strategies can take the form of changing production methods to sales methods.

Extreme competition and rapid urban development mean that street traders must have many channels to maintain their business (Kauf, 2016). Progress, imagination, and choice of major fields will want to have the choice to compete and create due to the social conditions of society. Capital is also an important part that can influence business progress. To start a business, you don't have to have a lot of cash, but it can also be fulfilled through various things such as mastery, energy, and abilities (Duhigg, 2012). However, no doubt starting a business requires capital, such as cash. Although for this amount there is no cutoff for the most extreme or the smallest, capital is one element that can influence business coherence in the future. This is because, with a lot of capital, street traders complete various developments and advances so that the products they sell can attract the attention of buyers.

The concept of business competition based on the Qur'an is a competition concept that encourages business people to compete positively by making good contributions from their business, not bringing down other business people, and encourages business people not to harm or harm other business people (Hamid & Sa'ari, 2011; Purnamasari, 2020). Apart from that, the Qur'an also provides the concept of not competing in terms of getting as much wealth as possible without paying attention to Islamic values. Because this will make him negligent and cause him to forget his obligations as a servant of Allah SWT. Therefore, even though they are experiencing competitive conditions, Muslim business people need to understand the concept of competition recommended in Islam so as not to harm other people (Ramadani et al., 2015), cause unhealthy competition, and then oblige people to always work to meet all their life needs.

Competition in business, according to Islamic law, must be healthy, fair, and honest and build friendship to strengthen ties of brotherhood (Ibrahim, 2018). So, individual

freedom in terms of competition is limited by Islamic rules and morals (ethics), or, in other words, it is still controlled by aqidah, because with aqidah, a person can reflect competition by Islamic teachings.

Business in the world of trade is one of the most important things in human life (Ruggie, 2013; Rivoli, 2014). Every human being needs wealth to fulfill their needs. It is with this aim that humans compete to pursue wealth by doing business. Islam permits buying and selling, which also includes business. However, of course, people who run businesses in an Islamic way must use the order or rules of how a Muslim should strive in the business world to get blessings from Allah SWT in this world and in the afterlife (Andleeb, 2018). Islamic business rules explain the ethics that must be followed by Muslim business people, and it is hoped that the business will progress and develop rapidly because it always gets blessings from Allah SWT.

Along with the struggle between entrepreneurs for their influence on consumers, competition will arise. The more entrepreneurs jump in and compete in a particular product or business, the greater or sharper the level of competition that occurs (McGrath, 2013; Piperopoulos, 2016). On the other hand, a smaller number of competing entrepreneurs will, of course, reduce the level of competition. Increasingly sharp competition will tend to use price as a competitive tool (D'Aveni, 2010), meaning that competitors will tend to lower each other's product selling prices to win the hearts of consumers.

There are several obstacles faced by traders in increasing their income, such as a large number of traders selling the same goods, resulting in a lack of buyers, so a strategy is needed to increase sales to street vendors so that their trade sells well (Gereffi et al., 2010; Varley, 2014). Likewise, what happened to street vendors in Atapange Hamlet, Majauleng sub-district, resulted in some traders being busy with buyers and some experiencing a lack of customers because there were many traders in that location, which was a strategic location and close to each other. The author intends to examine traders' strategies because it is feared that there are irregularities in the buying and selling activities of street traders, which are contrary to Sharia economics.

Based on the phenomenon above, the author is interested in finding sales strategies that street vendors use. Regarding these strategies, the author will conduct a study from the perspective of sharia economic law. Therefore, several main issues will be used as benchmarks in this discussion:

1. What are the strategies used by street vendors to increase income in Atapange Hamlet, Rumpia Village, and District. Majauleng?
2. What is the perspective of Sharia Economic Law on the strategies carried out by street vendors in Atapange Hamlet, Rumpia Village, and Kec. Majauleng?

2. METHOD

This research uses a type of qualitative research, namely research that aims to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc., holistically, using descriptions in the

form of words and language, in special natural contexts, and by utilizing various natural methods (Creswell & Poth, 2016). The location of this research survey was street vendors in Atapange Hamlet, Majauleng District.

The data collection method that the author uses in this research is to search for and collect the data needed for the research. In this research, the author used several methods to collect data, namely as follows:

1) Observation

According to Creswell, observation is a data mining process carried out directly by the researcher himself (not by research assistants or other people) by making detailed observations of humans as objects of observation and their environment in the research arena. Creswell emphasized that observation cannot separate human objects from their environment because, according to Crewsell, humans and the environment are one package. Humans are products of their environment, where there is a process of mutual influence between one another.

2) Interview

An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer, who asks questions, and the interviewee, who provides answers to those questions.

3) Documentation

Documentation is looking for data regarding things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, notes, agendas, and so on.

The methods used to analyze the data collected in this research are:

a. inductive, namely emphasizing observations first and then drawing conclusions based on these observations. This method is often referred to as an approach to drawing conclusions from specific to general.

b. Deductive reasoning is a theoretical approach to obtaining confirmation based on hypotheses and observations that have been made previously. A procedure that begins with a general event, the truth of which is already known or believed, and ends in a new conclusion or knowledge that is more specific.

3. RESULTS AND DISCUSSION

3.1 Street Vendors' Strategy in Increasing Income in Atapange Hamlet

Strategy is a broad concept that describes the goals of an individual or organization. A strategy is a method that underlines how a business seeks to meet its targets and how an organization faces new challenges and needs (Vidgen et al., 2017). A well-formulated strategy is an important milestone for the success of a business.

A trader is a person who trades, buys, and sells goods either produced by themselves or by others to gain a profit (Pomeranz & Topik, 2014). Traders can be categorized into several sections, namely, wholesalers, retail traders, and street vendors. Wholesalers are traders who operate in the distribution chain between producers and retail traders. Retail traders, also called retailers, sell commodity products directly to consumers, little by

little or individually. Street vendors are traders who carry out business activities on roads or sidewalks that should be intended for pedestrians.

When running a business such as trading, there needs to be a strategy that is used to advance and improve the trading business (Aldridge, 2013). With the success of a strategy, income and the sustainability of a business will also increase. If business continuity is maintained, business actors such as street vendors will become prosperous. The prosperity referred to is how trading business actors can work safely, comfortably, and peacefully so that they can meet their family needs. The following is the amount of net income or profit earned by street vendors in Atapange Hamlet every month, as follows:

Table 1. Total Net Income of Street Vendors in Atapange Hamlet Every Month

No	Merchant Name	Trading Type	Total Income
1.	Nur Yasin	Martabak Trader	4.000.000
2.	Ashar	Pangkep Satay Trader	3.000.000
3.	Tugiman	Fried Seller	5.000.000
4.	Dai	Cold Drink Merchant	4.000.000
5.	Mansur	Batagor Traders	5.000.000
6.	Dirham	Fried and Cake Trader	8.000.000
7.	Anugrah	Mixed Rice Trader	3.000.000
8.	Ayu	Grilled Meatball Trader	1.500.000
9.	Afdal	The Ice Merchant	1.000.000
10.	Ulan	Meatball Trader	1.000.000

Based on the table above, it can be concluded that there is 1 trader who earns a net profit of Rp. 1,000,000, 1 trader who gets a net profit every month of IDR 1,500,000, 2 traders who get a net profit every month of IDR 3,000,000, and 2 traders who get a net profit every month of IDR 4,000,000, 2 traders who get a net profit every month of IDR 5,000,000, 1 trader who gets a net profit every month of IDR 8,000,000.

In essence, the income received by a person or any business entity is certainly influenced by several factors, one of which is the strategic factor of attracting and retaining customers. The role of marketing today is not only to deliver products or services into the hands of consumers but also how these products or services can provide satisfaction to customers by generating profits.

In this research, marketing methods are used by developing a marketing mix. The following are several strategies used by street vendors, namely:

1. Maintain product quality

Product quality is the main element that business actors need to pay attention to. Especially for those who want to maintain their business amidst fierce competition and even make the business more advanced and developed. However, of course, this is not an easy matter.

The definition of good product quality must first be understood, so that business actors understand what kind of quality can be said to be good, how to achieve it, what needs to be done to maintain that level of quality, and what will happen if these efforts fail. Even though it may sound troublesome and require a lot of effort, maintaining the

quality of every product or service you try to market will provide enormous benefits for business operations and development.

A product is an item that is the main item that must be present in the buying and selling process, without a product a person cannot carry out the buying and selling transaction process. A product must have good quality because good quality products have a big influence on increasing sales.

Based on the results of interviews with several street vendors in Atapange Hamlet, who explained that:

"Here we sell food, and what we have to prioritize is the unique taste of our merchandise compared to others, the good quality of the product makes consumers trust it"

"The quality of the ingredients is important in maintaining the taste of the food, and we try to keep the cooking utensils clean to attract customers and keep the food tasting the same"

As business actors, traders must maintain the quality of the products they trade. Good product quality is the main thing that supports and attracts consumers and increases customer loyalty.

2. Pricing

The goal of pricing for any company is to set prices that make sense for consumers and also for producers to survive in the market. Every company is in danger of being squeezed out of the market due to intense competition, and changing customer preferences and tastes.

Determining prices is an important thing for a company to survive, maximize prices, and increase market share, and high-quality products. Price is an indicator of goods, when setting prices you need to be careful in paying attention to market potential. The price given is for the upper middle class to be able to afford it.

In running a business, price plays an important role in creating an agreement between the seller and the buyer. Based on interviews with several street vendors in Atapange Hamlet, they said that:

"If the price of raw materials is rising, we still charge normal prices, only we reduce the food portions a little, but if the price of raw materials is normal, we also sell normal portions."

"If the price is a problem, we only sell it according to the market, we don't set prices that are too high, lest buyers go elsewhere"

Price determination is carried out to achieve price stability. This price is the feasibility value of a product to be bought and sold. The term price is used to provide financial value to a product. Determining the price of a product plays an important role in achieving the income or profits that will be obtained from running a business.

3. Carry out promotions

Promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. The promotion aims to gain attention, educate, remind, and convince potential consumers. Here there must be a balance, a

good product, according to consumer tastes, coupled with the right promotional techniques will help the success of marketing efforts.

With honest behavior, Allah SWT will know better and will increase the fortune of the person concerned. In particular, there is a special order to be honest for business people because their habit is to commit fraud and use any means to sell their merchandise. Therefore, when carrying out promotions it must be accompanied by honesty. Where with this honest attitude, whatever business we do will always be blessed.

Promotion is one of the methods used by all business actors to attract customer interest. Promotion is an important strategy that aims to inform and influence target consumers to buy the products being sold. Promotional activities must be planned well, because carrying out promotions also requires financing, if the promotion is not carried out well it will potentially cause losses.

4. Strategic location

A location is a place where people usually visit. The location for marketing is a special and unique place where the land can be used for shopping. So it can be concluded that the location in question is a fixed location or place where people can visit to shop, that place is in the form of a shopping area or a stand or counter.

A strategic location influences a person's desire to purchase because of its strategic location, location in the business flow, and so on. Choosing a business location can be considered an investment decision that has strategic objectives, for example, to facilitate access to customers. Determining the location of each business is an important task for business owners because the wrong decision can fail before the business starts.

A business place or location is a place where a business operates or where a business carries out activities to produce goods or services. Choosing a strategic location aims to maximize profits for the business actor, a strategic location can increase the opportunity to get customers and maximize profits. On the other hand, if the location is not good then the sales opportunities will be less than optimal.

Based on the results of interviews with several street vendors in Atapange Hamlet, who explained that:

"I chose to sell here because it is the urban center in Majauleng village, and most of my customers are people who like to hang out in front of the mosque"

"From the start, I have been selling here until now, and thank God there are also lots of buyers here because it is located in front of Atapange Market"

Choosing a strategic location, such as in a busy center where many people carry out their daily activities, greatly influences the continuity of a business. The higher the level of population density in an area, the greater the potential income that will be obtained by business actors.

5. Provide Good Service

Consumer service is a behavior shown by the seller by what the buyer wants to satisfy their needs and desires. The better the service provided, the greater customer

satisfaction will be. Likewise, the street vendors in Selong City Park will provide the best service, such as providing a clean place, providing seating, and of course, they must be friendly towards buyers.

Good service is good behavior or attitudes carried out to attract and retain customers. Service in general is any activity intended or intended to provide satisfaction to customers.

The following are some of the results of interviews with several street vendors in Atapange Hamlet who explained that:

"When buyers come, we have to serve them well, be friendly and polite so that buyers are comfortable and always come to buy"

"In my opinion, the buyer is king and must be served well, such as providing a seat so that my customers don't get bored and tired of waiting."

By providing good service to consumers, business actors also gain benefits for their business, because consumers not only see the quality of the goods offered but also see the attitude and behavior of business actors towards consumers.

3.2 Sharia Economic Law Perspective on Street Vendor Strategy

Strategy problems in Islam are included in the Ta'aqquli group. In this case, Islam provides opportunities for humans to make various innovations regarding the forms of muamalah that they need in their lives, provided that the form of muamalah resulting from this innovation does not depart from the principles determined by Islam ([Adham et al., 2012](#)). Every activity requires effective planning or strategy to achieve the desired goals. Therefore, it is necessary to think about what can be done well so that it can achieve the intended targets. Strategy is an important aspect to apply in business, one of which is determining prices ([Teece, 2010](#); [Grover et al., 2018](#)).

In Islamic economics, it is permissible to use various strategies to determine the price of a product, as long as the strategy does not justify any means, does not use false methods, does not commit fraud or lie, and does not oppress other parties ([Askari, 2014](#); [Ahmad, 2015](#)). So, deception in marketing strategies, especially in determining prices, is prohibited in Islam because deception involves deception, cheating, and injustice. While these three things are prohibited by Allah SWT, therefore, in pricing strategies, one must always be free from deception.

The Prophet himself, in his preaching journey, implemented a business strategy with universal (unlimited) principles. Muslim businesspeople have to apply the principles and strategies that have been exemplified by the Prophet Muhammad if they want to gain mutual benefits and blessings ([Zamin Abbas et al., 2012](#)). However, it still requires serious discipline and confidence to continue applying it because there will be many temptations and challenges.

Street vendors are the term for colonialists selling food or drinks using carts ([Maneepong & Walsh, 2013](#)). This term is used because the number of trading legs is "five." The five legs are the two legs of the trader plus the three legs of the cart, which are two wheels and one wooden support. Currently, the term street vendor is used for street vendors in general. These traders use the pedestrian side of the road as their place

to sell. Therefore, in some places, street vendors are often seen as disrupting vehicle and pedestrian traffic. But until now, street vendors have proven their identity as independent businesses capable of creating jobs and earning their income.

In urban communities, street vendors are an alternative livelihood for the informal sector, which includes small businesses (Ruzek, 2014; Truong, 2018). Small businesses are business activities that can expand employment opportunities and provide economic services to the community. They can help in the process of equalizing and increasing community income and encouraging economic growth. Street vendors are those who operate in public places without or without permission from the government. Street vendors are closely related to Islamic economics, so street vendors are a symbol of the spirit of implementing Islamic law because Islam recommends working hard and forbids someone from being lazy (Warde, 2018; Kuran, 2018; Djayusman, 2018).

Islam teaches its followers to work and strive to seek Allah's sustenance. To meet the needs of his life and his family. Whatever the job, as long as it is halal and does not deviate from Islamic law. Being a street vendor is a form of work. Working as a vendor means you will be able to produce something that can meet your personal and family needs. The good things to enjoy come from your efforts rather than asking other people.

In the Islamic view, trade is an aspect of activity that is grouped into muamalah problems, namely problems relating to human relations with humans (Nurhadi, 2019). Islam permits trade, buying, selling, and all human activities in terms of muamalah to fulfill their daily needs as long as there are no arguments that forbid it.

One of the things that must be the basic basis for traders in carrying out their work is to practice Islamic teachings, not only seeking big profits but also blessings blessed by Allah SWT (Anwar et al., 2019; Bhuiyan et al., 2020). This worldly life is only temporary and is a bridge to the afterlife.

The development of street vendors from the perspective of sharia economic law means that the assessment is based on the ethics of the business carried out, apart from the goods being bought and sold (Shafiee et al., 2017; Janah & Adinugraha, 2021). The trading ethics in Islam include the following:

- a. Shiddiq means honest or true. A trader must have an honest nature when carrying out his business. Do not make things up, cheat, or lie while doing your work.
- b. Trust means responsibility. Every trader must be responsible for all the business and work they choose.
- c. not cheating. The Prophet strongly warned traders not to make excessive promises or promotions that tend to make things up to sell their goods.
- d. keeping promises. A trader is required to always keep his promises to both buyers and fellow traders.

Keeping promises and not behaving fraudulently is the obligation of every marketer. This is done to maintain business continuity. No business can survive for long on broken promises and deception. Both make promises regarding the quality of goods and quantity. Throughout the research carried out, the street vendors of Atapange Hamlet have carried out their buying and selling activities honestly and have not committed any

fraudulent acts. This is because the goods sold are generally halal, and the goods exist or are tangible when the transaction occurs.

When viewed from an Islamic economic perspective, the strategies carried out by street vendors in Atapange Hamlet do not conflict with Islamic economics. Because the strategy they use does not harm other parties. To obtain capital, street vendors in Atapange Hamlet also do not do things that are prohibited by Islam, such as stealing or robbing. Most street vendors in Atapange Hamlet use their capital or are employees to carry out their business.

When it comes to Islam, trading activities must follow the rules and regulations set by Allah SWT. This is the basis and difference between trading activities in Islam and other trade. Such as trading, which is carried out based on the principles of honesty, justice, and responsibility that originate from the Islamic religion.

Islam permits trading businesses, but of course, in running a business, there are binding rules that regulate how a Muslim undertakes business in the field of trade to receive blessings from Allah SWT (Yusuf et al., 2019; Pudjiraharjo & Muhith, 2019). Trade in Islam is included in the rules of muamalah, or human-human relations. Any type of trade transaction is permitted as long as it does not conflict with or contradict the propositions of the Al-Qur'an and the hadiths of the Prophet Muhammad, which prohibit such transactions.

After knowing the strategies implemented by street vendors to increase their income, these strategies were then studied from the perspective of Sharia economic law.

a. Product

Products are goods that will be exchanged or sold to other people. For this reason, a product must have a predictable value to make the buying and selling process easier. As a Muslim, when carrying out trading activities, you absolutely must consider the products being sold, starting from the quality to whether they are halal for sale and purchase. As the informant said.

"The majority of people here are Muslims, and I am also a Muslim, so we should sell halal goods and food according to Islamic law."

"If there is anything left over from my merchandise, I just store it in the refrigerator so I can sell it again the next day."

"If I don't sell any of my grilled meatballs today, I usually put them in the refrigerator and then sell them again the next day."

People do not think about their rights if they have been harmed by consuming products whose quality is below standard. According to the customer named

"I often buy fried food here and usually find fried food that tastes sour."

"I rarely find fried food that tastes sour, but never other sellers except fried food."

"I usually find the sour taste in fried food, and the filling also doesn't seem fresh."

From the statement above, it can be concluded that some of the street vendors in Atapange Hamlet commit fraud by reselling their remaining merchandise, but some traders act honestly according to Islamic law regarding the quality of their merchandise.

As for the obligation to sell halal products, it has been ordered by Allah in the Koran. Researchers have made observations of the products sold by street vendors in Atapange

Hamlet. The majority of these products are goods that are generally halal commodities for consumption, buying, and selling.

b. Price and Quality

Price and quality factors are the main considerations for consumers when purchasing a product. Therefore, trust is needed in building relationships with consumers. Street vendors make very varied profits from varying-quality goods.

"I trade here at prices that match the quality itself and sell various kinds of food so I can make a profit there."

From an Islamic law perspective, it is not regulated regarding the limits of profit-taking from trading activities.

c. Promotion

Promotion is an activity that aims to introduce or offer products, either goods or services, to potential buyers or customers. This activity or activity has two different sides regarding a promotional activity.

1. Promotion can be a permissible activity because it is aimed at maintaining the business, expanding recognition of the product being sold, and, if there is an element of deception, providing correct information regarding the condition of the product being sold.

2. Promotion can be a prohibited act if it contains false information conveyed regarding the condition or quality of certain goods that are the object of sale or purchase.

Based on the results of interviews with several street vendors in Atapange Hamlet, who explained that:

"I do promotions on social media with photos of my merchandise, so if people are interested in buying it, it is by the picture."

"I sell iced tea, then I take photos and post them on my social media; when it comes to pictures, people already know what the real thing is."

Based on findings in the field, it is known that street vendors at Street Vendors implement promotions using various methods. Each of these methods is conveyed with truthful information and avoids the common practice of exaggerating the quality of the goods being traded. This is, of course, under the established regulations and maintains the ethics of honesty in trading and acting fairly.

d. Business Location

A business location is a space or place used by business actors to carry out economic activities. Street vendors are one of the business actors. The spaces occupied by street vendors are not permanent spaces; usually, these spaces are controlled temporarily. This could be due to leasing or other forms of control.

Based on the observations and identification of researchers, street vendors in Atapange Hamlet occupy spaces on lease, either with private owners or local government land. If so, then control of that area or space is halal and permissible.

4. CONCLUSION

Based on the results of the author's research, the following conclusions can be drawn:

1. The strategies implemented by street vendors to increase income include several things in Atapange Hamlet, Majauleng District.
 - a. Maintain product quality.
 - b. Pricing
 - c. Do promotions
 - d. Strategic location
 - e. Provide good service.
2. Then these strategies are studied according to the perspective of Sharia economic law and produce the following results:
 - a. Regarding the product strategy carried out by Atapange Hamlet street vendors, the majority, or most of them, are goods that are generally halal goods for sale and purchase.
 - b. The perspective of Islamic law on street vendors in Atapange Hamlet is that some traders commit fraud by reselling their remaining merchandise, but there are also some traders who act honestly according to Islamic law regarding the quality of their merchandise.
 - c. The price and quality, promotion, and cooperation strategies are in accordance with Islamic economic concepts.
 - d. Regarding location strategy, especially regarding street vendors who occupy sidewalks and public facilities, a sharia rental system is permitted.

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