

# Income Analysis in Perspective of Competitive Advantage of Ornamental Plant Traders during a Pandemic in Lamongan District

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## **Abstract**

This research aims to analyze income in the perspective of competitive advantage for ornamental plant traders in Lamongan District, where ornamental business actors try to maintain business income and so that there is no increase during a pandemic when competition between traders is intense. The research method used in this research is a qualitative descriptive approach. By collecting data from 6 informants and 1 key informant as a research opener in order to get accurate results. The results of income analysis research in the perspective of competitive advantage for ornamental plant traders during a pandemic in Lamongan District, the welfare of ornamental plant traders in Lamongan District is caused by actors and actors as well as customer satisfaction factors so that during the pandemic it does not make the business out of business and remains visited by customers by using a competitive advantage strategy, this study shows that the longer the business, the more income received.

**Keywords:** Income; Competitive Advantage Perspective; Ornamental Plants; Trader; Pandemic;

## **Introduction**

The current tight competition among business owners is increasingly peaking and demands creative business actors in managing the businesses they run, especially in the aspect of competing with similar business actors. Even business people usually try to have ideas so that the business can achieve a level of success. According to Handayani (2020) the current tight competition does not only involve domestic companies but also involves foreign companies. Therefore, companies are required to be more sensitive to every opportunity that exists, have products that are different from other companies and have good management so that companies are able to anticipate and deal with any situation and condition and the company is able to maintain its viability in order to compete in the global market. country and compete globally. However, it was different during the Corona virus (Covid-19) pandemic where events the spread of a disease or a virus throughout the world in all countries which has a major impact on uncertainty in the pace of a country's economy, since then there has been an increasing number of people infected with the virus, this of course has an impact on people who run business fields such as a decline income, ensuring ways to maintain their business because many business actors went out of business or went bankrupt during the pandemic. According to Handayani (2018) Bankruptcy is a condition where the company is no longer able to manage the company due to high financial difficulties. The pandemic has resulted in ornamental plant traders in Lamongan District of course paying attention to the competitive advantage factor, where traders are trying to be superior to competitors who have similar businesses. The competitive advantage factors according to Porter (1993) include cost advantage, differentiation and focus. Cost advantage is a company strategy that seeks to be a low-cost producer in its industry and the sources of cost advantage vary and depend on the industry sector. Differentiation is a company strategy that seeks to be unique in its industry in a number of dimensions that are generally valued by buyers. Focus strategy is a strategy that chooses to compete in a narrow scope of competition in an industry, users of the focus strategy can achieve competitive advantage by serving certain segments exclusively. With these three strategies, business actors will focus more on the profit or income received. According to Handayani (2021), the size of a company's profit depends on the effectiveness and efficiency of the use of available resources and the implementation of its operational activities.

Before the pandemic, the ornamental plant business was certainly able to drive the growth of the goods and service industry, even in various regions the development of the ornamental plant business became one of the most important centers of economic growth, such as the ornamental plant business in Lamongan District which is a commercial type of business because of this ornamental plant business. not carried out on the basis of an activity or a hobby, but rather done commercially in order to drive the growth of an industry of goods and services, even the beauty of ornamental plants seems to be the main attraction for some people who really like ornamental plants or usually just make ornamental plants as complementary beauty in every corner of the yard because ornamental plants have their own aesthetic value.

During the pandemic, it was very different from usual, namely the ornamental plant business in Lamongan District, there were 2 stalls that went out of business, this was because people began to limit themselves not to travel if there were no urgent interests which would result in a decrease in the number of buyers and a decrease in their income. This ornamental plant business in the Lamongan District area continues to operate for approximately 10 hours during the pandemic, namely at 07.00 to 17.00. Where ornamental plant traders in Lamongan District are trying to open stalls earlier than before the pandemic. The following stalls are ornamental plant traders located on Jalan Sumargo, Lamongan District, among others:

Table 1: Number of stalls for ornamental plant traders in Lamongan District

Stall Name	Address
Cempaka Flower	Sumargo Lamongan
Jasmine Flower	Sumargo Lamongan
Nusa Indah	Sumargo Lamongan
Flamboyan Garden	Sumargo Lamongan
Al-Azhar	Sumargo Lamongan
Bumi Lestari Jaya	Sumargo Lamongan
Sedap Malam	Sumargo Lamongan
Tanjung Sekar 1	Sumargo Lamongan
Sekar cendana	Sumargo Lamongan
Putri Flower	Sumargo Lamongan
Flamboyan Flower	Sumargo Lamongan
Maroco Bunga	Sumargo Lamongan

Source : *Researchers' Observations/ Observations, 2021*

Table 1 shows that in Lamongan District there are 12 stalls of ornamental plant traders that still survive during the pandemic and there are 2 stalls that have gone out of business, the surviving stalls have been established from 2011 to 2013, based on observations made by researchers and information obtained from these traders. According to information obtained from informants, it can be seen that the long-established lapak is Cempaka Flower's lapak since 2011 and 2 lapak that has gone out of business, namely the lapak which was established approximately 5 years ago. This includes risks in doing business. According to Handayani (2017) Business risk is the risk experienced by the company as a result of its business activities.

The plants sold at the Cempaka Flower stall consist of several types, namely flowers, trees, fruit, roots and leaves. The price offered is starting from Rp. 15,000 to Rp. 1,500,000 depending on the size of the plant and the type of plant and prices can change at any time according to price changes that occur at other times, besides that this stall also sells various things related to plants such as fertilizers, pots, flower racks, color stones colorful as well as soil. The following is the income data at the plant trader stall decoration in Lamongan District, among others:

Table 2: Data on the average income of ornamental plant traders in Lamongan District

Stall Name	Before the pandemic/month	During a pandemic/month
Cempaka Flower	Rp. 31.500.000	Rp. 30.000.000

Jasmine Flower	Rp. 24.000.000	Rp. 15.000.000
Nusa Indah	Rp. 16.500.000	Rp. 5.000.000
Flamboyan Garden	Rp. 17.000.000	Rp. 7.000.000
Al-Azhar	Rp. 10.500.000	Rp. 3.200.000
Bumi Lestari Jaya	Rp. 20.000.000	Rp. 12.000.000
Sedap Malam	Rp. 22.700.000	Rp. 6.500.000
Tanjung Sekar 1	Rp. 19.500.000	Rp. 8.000.000
Sekar Cendana	Rp. 18.000.000	Rp. 5.500.000
Putri Flower	Rp. 15.000.000	Rp. 2.500.000
Flamboyan Flower	Rp. 12.300.000	Rp. 3.800.000
Maraco Bunga	Rp. 13.000.000	Rp. 4.000.000

*Source: Primary data processed by researchers, 2022*

Based on the data above regarding the income of ornamental plant traders in Lamongan District, the ornamental plant merchant stall that experienced a decrease in income was only slightly compared to other stalls from before the pandemic until the time of the pandemic, namely the Cempaka Flower stall. Meanwhile, based on the information obtained during the research, the traders strive to achieve maximum profit so that they are said to be superior to competitors. According to Santoso, R. A., & Handayani, A. (2018) Maximum profit can be achieved in two ways. First, keep costs to a minimum on the production factors used in the production process. Second, maximizing the level of productivity of the production factors used.

The phenomenon that occurs in this study is the occurrence of price competition at the Cempaka Flower stall, during the pandemic it is said to be superior to competitors in the price competition factor where the stall owner offers cheaper plant prices than other stalls, according to surveys and structured interviews and unstructured interviews obtained information on price competition differs not too much only Rp. 5,000 to Rp. 7,000 difference in price. The reason for offering cheaper prices during a pandemic is so that the plants sold are selling well and attracting consumers to buy. Furthermore, management capabilities where the phenomenon that occurs is the owner of the Cempaka Flower stall can achieve its goals according to the previously expected targets such as being able to complete the delivery of ornamental plant orders according to a predetermined schedule and achieve sales goals and targets every month. Then there was a phenomenon in the Cempaka Flower stall, which could experience a slight decrease in income compared to other stalls, the percentage of the decline was only 5% during the pandemic, this is very important so that it is said to be superior to competitors, the owner of the stall founded this stall for the first time in Lamongan District and found a strategic place to be developed, located on the Sumargo Lamongan highway and has a large poster that symbolizes the name of the stall and the slogan of the stall, this of course also creates positioning in the minds of consumers.

Based on the description above, the impact of the Corona virus pandemic has resulted in 2 stalls of ornamental plants in Lamongan District going out of business or bankruptcy due to the traders running out of cash funds or unable to re-spend for the purposes of the stalls as a result the operational activities of the 2 stalls cannot be carried out again as usual. This, of course, makes ornamental plant traders in Lamongan District try to be superior to competitors. With this, researchers are interested in conducting research with the title "Income Analysis in Perspective of Competitive Advantage of Ornamental Plant Traders During a Pandemic in Lamongan District".

## Method

This research uses qualitative research, namely research that tends to use analysis. In qualitative research, the process and meaning are emphasized and the theoretical basis is used as a guide so that the research focus is in accordance with the facts and what is happening in the field.

This research was carried out for 3 months starting from November 15, 2021 to February 15, 2022 which was carried out at the ornamental plant traders' stall in Lamongan District. Researchers conducted interviews with ornamental plant traders, informants in this study had previously been determined by researchers using the snowball sampling technique. According to Sugiyono (2018:134) snowball sampling is a technique for determining samples

which are initially small in number and then enlarge. Researchers choose 6 informants who represent ornamental plant traders in Lamongan District because of the 6 informants the researchers got complete and relevant data.

### Findings and Discussion

Based on the results of research on income analysis in the perspective of excellence to compete for ornamental plant traders during a pandemic in Lamongan District, the competitive advantage perspective developed by Nurhidayat (2020) shows that the competitive advantage carried out by MSMEs is considered superior because intense competition causes companies to try to implement appropriate competitive strategies so that they can carry out goals in accordance with what to expect. The results of this study are about the competitive advantage carried out by traders while maintaining their business during the pandemic. Where traders certainly have certain strategies so that the businesses they run survive. The traders also try to open their stalls earlier every day to get ahead of their competitors. Apriani (2018) The welfare of small traders' families shows that traders who make a living are very helpful for their economy and improve family welfare. The results of this study are about the welfare of traders due to business continuity, main income, expertise, never giving up and family happiness. Where the ornamental plant traders try to survive for the survival of their families and so that the stalls they set up do not go out of business.

Khusaini (2016) Service quality affects consumer satisfaction because it can be used by managers on consumer satisfaction to improve the quality of these factors. The results of this study on customer satisfaction due to innovation and service, positioning, layout of the place and price competition. Where traders try to provide innovation and service as well as the best prices so that customers are comfortable buying ornamental plants that are sold.

Raswin (2019) Income is influenced by the length of business and experience in the business, the longer the industry is established, the more influential it is on its income. As for the results of this study, income is a trader's main income obtained from daily sales which must be grateful for the needs of the traders' families. In this study, income is obtained due to innovation, positioning, layout of the place as well as services and price competition. The longer the stall is established, the more the business income will be.

### Conclusion

Based on the results of the study, it can be concluded that the survival of ornamental plant traders in lamongan district is caused by the competitive advantage factor carried out by traders, namely by maintaining their business during the pandemic. Where traders certainly use a competitive advantage strategy so that the business they run continues to survive. The welfare of ornamental plant traders in lamongan district is due to business continuity, main income, expertise, never giving up and family happiness. Where the ornamental plant traders try to survive for the survival of their families and so that the stalls they set up do not go out of business. Ornamental plant traders in lamongan district are able to create customer satisfaction, this is due to innovation and service, positioning, place layout and price competition. Where traders try to provide innovation and service as well as the best prices so that customers are comfortable buying ornamental plants that are sold. The income earned by ornamental plant traders is a trader's main income obtained from daily sales which must be grateful for the needs of the traders' families. In this study, income is obtained due to innovation, positioning, layout of the place as well as services and price competition. In this study, it can be seen that the longer the stall is established, the more the business income will be.

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