

ECONOMIC BEHAVIOR IN FINANCIAL MANAGEMENT OF TRADITIONAL FOOD SELLERS IN MAKASSAR CITY

Dr Rustan

Lecturer at University of Muhammadiyah Makassar. Makassar, Indonesia

DOI: <https://doi.org/10.56293/IJMSSSR.2025.5619>

IJMSSSR 2025
VOLUME 7
ISSUE 3 MAY – JUNE

ISSN: 2582 – 0265

Abstract: The type of qualitative research through a phenomenological approach, the results of the study indicate that traditional food sellers in Makassar manage their finances simply, with fluctuating daily income. The main problem is the inseparability between personal and business finances and the lack of structured records, which makes it difficult to evaluate financial performance. The use of profits for social purposes can also disrupt business stability. To improve financial management, sellers can keep better records, separate personal and business finances, and utilize technology and financial management training. In this way, they can improve personal welfare and the local economy. The financial management of traditional food sellers in Makassar City has advantages and disadvantages that affect the sustainability of their business. The advantages include practical experience in managing income, thrifty attitude, flexibility in decision making, and social connections that support the business. However, weaknesses such as lack of formal financial management knowledge,

Keywords: Financial, Traditional, Market, Consumer, management, Seller

INTRODUCTION

The microeconomy is one of the important sectors in the economy of a region, where microeconomic actors play a major role in supporting the local economy. In Makassar City, one of the groups of microeconomic actors that is quite significant is traditional food sellers. Makassar's traditional food, which is rich in flavors and culinary diversity, is not only part of the culture but also serves as a major source of income for many individuals and families in the city. Therefore, effective and efficient financial management for these traditional food sellers is very important to maintain their business continuity and support the economy of Makassar City as a whole.

Based on this context, understanding economic behavior in the financial management of traditional food sellers in Makassar City is very relevant. Most of the traditional food vendors in the city work on a small scale, both in the form of family businesses and individuals who own their own food businesses. They prioritize business continuity and financial stability so that their businesses can survive in increasingly fierce competition. The economic behavior referred to in financial management includes how traditional food sellers manage income, expenses, and savings or investments. Usually, traditional food sellers in Makassar City manage income from daily sales that fluctuates relatively depending on certain days or hours. Therefore, they are required to have good managerial skills in preparing daily budgets, managing food stocks, and ensuring that operational costs remain under control.

Most traditional food sellers in Makassar rely more on experience and intuition in managing their finances rather than using more formal accounting methods or systems. They often don't have enough knowledge about more systematic financial management, which can lead to less efficient and ineffective financial management. This certainly affects their ability to make financial decisions that can increase business profitability and sustainability.

On the other hand, although there are many traditional food sellers who are successful and can manage their finances well, there are also those who have difficulty managing their business finances. One of the factors causing this is the lack of knowledge about financial management that can support business sustainability. In addition, external factors such as the ever-changing price of raw materials, as well as increasingly fierce competition in the culinary market, also affect the financial balance of traditional food business actors.

The importance of good financial management for traditional food sellers in Makassar City is also driven by an increasing understanding of the importance of efficient financial strategies. With increasing operational costs, wise money management can help businesses survive, even thrive. In this case, good management includes the way the seller plans the budget, manages cash, and manages profits and losses carefully. Effective management will create space for business development, for example by increasing product variety, improving service quality, or even expanding market share.

In addition, good financial management also provides more benefits in terms of long-term planning. Although traditional food sellers in Makassar are often more focused on daily financial management, there are also those who realize the importance of long-term planning such as business capital structuring or investment-based business development. This can be a strategic step to improve business quality, increase production capacity, or increase competitiveness in an increasingly open market.

For traditional food sellers in Makassar City, the ability to balance income and expenses is one of the keys to creating economic stability. However, financial management is not only limited to the financial aspect, but also involves behavior in choosing spending priorities, setting selling prices that are in line with the market, and assessing the potential profits that can be obtained in the short and long term.

The economic behavior in the financial management of traditional food sellers in Makassar City is also greatly influenced by the culture of the local community. In a society that highly values tradition and customs, many traditional food sellers maintain the old ways of doing business, although today many modern business methods can be applied. However, with technological changes and digitalization in the business world, more and more traditional food sellers are starting to use online platforms to market their products. This opens up new opportunities for improved financial management that is more modern and efficient.

Overall, good financial management for traditional food sellers in Makassar City can be a determining factor for the success of their business. With a more planned and systematic approach, it is hoped that traditional food sellers can last longer, even develop in the midst of increasingly competitive market competition. Improving their understanding of good financial management, as well as adopting new technologies and innovations, will be an important step to strengthen competitiveness and encourage the sustainability of traditional culinary businesses in Makassar City.

B. Problem formulation

1. How is the behavior of financial management of traditional food sellers in the people of Makassar city
2. What are the advantages and disadvantages of financial management of traditional food sellers in Makassar city
3. How to manage the financial management strategy of traditional food sellers to be more effective and efficient in the city of Makassar

CHAPTER 2. LITERATURE REVIEW

A. Economics

Economy is a human activity related to the production, distribution, exchange, and consumption of goods and services. Economics in general or specifically is the rule of the household or the management of the household. Economics is also said to be a science that explains how to produce, distribute, divide and use goods and services in society so that the material needs of the community can be met as well as possible. Economic activities in society are regulating the affairs of wealth both related to ownership, development and distribution.

According to Jimmy Hasoloan in a book entitled Introduction to Economics (PIE) (Hasoloan, 2010). According to Jimmy, economics is a branch of social science that studies the behavior of various economic actors towards the decisions made. Jimmy said that this knowledge is necessary to be able to make choices over a variety of limited resources to meet unlimited human needs.

Adam Smith as the main character of Economics, Adam Smith stated that economics is a science that studies human effort in achieving prosperity or human effort in managing material resources owned to achieve their goals in the market or trade. (Ismail, 2012, p. 5). Then the economy has two branches, namely macroeconomics and microeconomics.

Human beings live in a group that forms a system. A simple system can be defined as the interaction, linkage, or relationship of smaller elements to form a larger and complex unit. Thus, the economic system is the interaction of small units (consumers and producers) into larger economic units in a particular region

The community economy is an economic system based on the economic strength of the community. Where the economy of the community itself is part of the economic activities or businesses carried out by most people who by self-help manage any economic resources that can be cultivated, hereinafter referred to as small and medium enterprises (SMEs) mainly include the agricultural sector, plantations, livestock, handicrafts, food and so on. The purpose of the economy is to prosper and meet the needs of people's lives, as well as achieving ease and satisfaction. With the fulfillment of the needs of the community will create the welfare of productive survival

In general, economic growth shows the economic activity of a country or region in generating additional income for the community in a certain period. According to Sadono, economic growth is defined as the development of activities in the economy that cause goods and services produced in society to increase.¹⁹ according to Todaro and Smith, economic growth is a process of increasing productive capacity in an economy continuously or continuously over time, resulting in increasingly large levels of national income and output.

Economic growth is the increase in overall community income that occurs in the region, namely the increase in all added value (added value). Regional income describes the remuneration for the factors of production that operate in the area (land, capital, labor and technology) which means that it roughly describes the prosperity of the area.

As the most widely used benchmark to measure the economy of a region is the Gross Regional Domestic Product (GRDP) is the product of goods and services of people and companies. It is called gross because it enters the depreciation component. It is called Domestic because the boundary is a region or country, so that it includes the results of the company's goods and services and what is calculated is the production of goods and services.²² therefore, the economic growth of a region can be obtained through the growth rate of the value of GDP on the basis of constant prices (ADHK). Economic growth of a region can be determined by comparing the real GDP in a particular year (GRDP) with the previous year (GRDP-1)

Arsyad viewed economic growth as an increase in output without looking at whether the growth was greater or lesser than population growth and whether there was a change in economic structure or not. Economic growth itself is characterized by a high rate of increase in per capita product, so to encourage regional economic growth needs to be determined regional development priorities. Through GRDP data, it can be seen how much economic growth has been achieved and the role of each economic sector that supports the economy of a region

The general definition says that economic growth is a quantitative measure that describes the economic development of a country in a certain period when compared to the previous period. In other words, it can be said that economic growth shows the extent to which economic activity will generate additional people's income as a result of an increase in real Gross Domestic Product (GDP) per capita in a given period. Economic growth is also very important and needed because without growth there will be no increase in welfare, employment opportunities, productivity and income distribution. It was concluded that the production process always requires human resources as the driving factor of an economy in a region and its impact on increasing people's income.

B. Financial Management

Financial management is concerned with the acquisition, funding and processing of activities. Financial management as an activity related to superiors giving orders to subordinates to carry out administrative responsibilities. According to Fahmi, financial statements are information that describes the financial condition of a company and can be used as a description of the financial performance of a company. on the other hand, according to Farid and Siswanto, financial statements are a form of information that is expected to provide

assistance to users to make financial decisions.

Then continued with Munawir mentioned that financial statements are a very important tool to obtain information related to the financial position and results that have been achieved by the company concerned. That way the financial statements are expected to help users to make economic decisions that are financial

Financial statements is to manage and regulate the course of administrative finance how the company uses working capital funding, to get the maximum income it has to achieve big goals or main desires of the company itself. Analysis is a picture of the financial health of the company either currently or in the past, so it can be used for decision making for company managers following the explanation:

1. Recording is the activity of recording financial transactions that have occurred, writing them chronologically and systematically. Self-recording is used as a marker that there have been transactions that occurred in the period determined by the organization. The preparation of financial records begins from the stage of collecting documents that directly affect the occurrence of transactions. For example, receipts, invoices, notes, etc. from collecting data that supports transactions. The next step is to write the transaction in a journal, then post it into the general ledger.
2. Sak-EMKM reporting (Financial Accounting Standards for small and medium micro entities) is intended for MSMEs. In 2009, the Financial Accounting Standards Board (DSAK) of the Indonesian Institute of accountants (IAI) issued the SAK-EMKM expected to assist MSMEs in preparing financial statements so as to facilitate MSMEs to know the process of funding.

The basis for measuring the elements of financial statements in the EMKM SAK is historical cost. The historical cost of an asset is the amount of cash or cash equivalents paid to acquire the asset at the time of acquisition. The historical cost of a liability is the amount of cash or cash equivalents received or the amount of cash expected to be paid to meet the liability in the normal course of business. Relevant is in accordance with the user information. The entity presents complete financial statements at the end of each reporting period with reporting techniques: Report techniques according to SAK-EMKM has 2 writing formats:

1. Form of report (stafel), namely identification of reading the report from top to bottom according to the SOP SAK-EMKM REPORT
2. Form of account (skontro), which is the identification of reading the report from matching the right to left conformity according to the SAKEMKM SOP report

Appropriate based on SAK-EMKM. Here are 3 components of financial statements that the researcher researched in accordance with SAK-EMKM:

1. Financial position statement
A financial position statement is a statement that describes assets (assets), liabilities (liabilities/debts), and equity (capital)³⁶. The following is an example of an illustration of financial statements according to SAK-EMKM. In the form of a report, assets are reported first at the top and then liabilities and equity are reported at the bottom. While the form of account, assets are reported on the left while liabilities and equity are reported on the right, obligations are reported first and then the equity under them is reported.
2. Income statement An income statement is a statement that contains income and expenses before a certain period. According to IAI, in SAK-EMKM, entities can present income statements, which are the entity's finances in a period. In the income statement of an entity, it can include the following accounts: 1) Revenue 2) Financial expenses 3) Tax expenses.
3. Notes on Financial Statements Notes on financial statements contain assumptions, descriptions, explanations of financial position statements, income statements, and statements on changes in equity. Where each account contains information related to the financial management process is associated with financial planning and control and the stages of financial management consist of three stages, namely planning, implementation, and financial control:

a. Planning Theory Planning is very important in an organization because in reality planning plays a more important role than other management functions such as organizing, implementing, supervising/controlling, this

is because these three functions only carry out decisions rather than planning that has been made. According to Brantas, planning is a basic function or fundamental function of management, because organization, implementation, and control must be planned first

According to Siswanto in his book, planning is a basic process used to choose goals and determine the scope of achievement. Planning means seeking to use human resources, natural resources, and other resources to achieve goals. The definition of planning according to Kadar Nurzaman is an activity related to the effort to formulate a program in which everything that will be carried out is policy, determination of goals, direction to be taken, procedures and methods to be followed in an effort to achieve goals

Based on some of the above definitions, it can be concluded that planning is the basic function and basic process of management that is used to formulate goals and determine the scope of achievement which contains everything that will be carried out wisdom, directions to be taken, procedures and methods to be followed in an effort to achieve goals

b. Implementation Theory Implementation is an activity that moves and strives for all employees to carry out their duties and obligations. The employees in accordance with their expertise and proportionality carry out the plan in concrete activities directed to the set goals, by always holding communication, providing motivation, carrying out orders and instructions and supervising by improving the attitude and morale of employees. The definition of implementation, according to George R. Terry, is to create a group to be willing to work sincerely and be willing to work together to achieve in accordance with planning and organization

Based on the above understanding, it can be concluded that implementation is to move and try to make a group work in accordance with their respective duties and responsibilities and be willing to work together to achieve the goals that have been set in accordance with planning and organizing by always providing motivation and smooth communication with each other and always holding reviews related to improving employee attitudes and morale.

c. Supervision/Control Theory

Supervision is the most essential function of management where no matter how good the work is done, without supervision it cannot be said to be successful. Supervision is related to an action or effort rather than saving the company's course towards a planned goal.

According to Earl P. Strong, supervision is the process of regulating various factors in a company, so that the implementation is in accordance with the provisions in the plan. As for James AF. Stoner and R. Edward Freeman, termed that supervision is the same as management control is a process that ensures that actual activities correspond to planned activities. The definition of supervision is a manager's activity that strives to ensure that the work is carried out in accordance with the set plan and achieves the desired results, with the steps of (1) checking, (2) checking, (3) matching, (4) inspecting, (5) controlling, (6), regulating, and (7) preventing before failure occurs.

Based on the above understanding, it can be concluded that supervision or control is an important function that must be carried out where supervision is an activity that is carried out in accordance with the planned activities that have been determined by conducting inspections, checking or correcting and supervising in order to prevent deviations that will result in the failure of a business.

C. Traditional Food

Traditional foods can have varied definitions. Traditional food is a food heritage that has been passed down and has been cultured in Indonesian society (Muhilal, 1995 in Adiasih, 2015), concentrated with local traditions (Winarno, 1993 in Adiasih, 2015), giving rise to certain sensory experiences with high nutritional value (European Communities, 2007 in Adiasih, 2015). Traditional food can also be defined as a common food that has been commonly consumed since several generations, consists of dishes that are in accordance with human tastes, do not contradict the religious beliefs of the local community, and are made from locally available food ingredients and spices (Sastroamidjojo, S. 1995 in Adiasih, 2015). (Almli et al, 2010 in Adiasih, 2015) defines traditional food as a food product that is often eaten by ancestors until today's society. Meanwhile, Hadisantosa (1993) in Adiasih, (2015) defines traditional food as food consumed by ethnic groups and specific regions, processed based on recipes that have been passed down from generation to generation. The raw materials used come from the local

area so that the food produced is also in accordance with the taste of the community.

Traditional foods include food (including snacks) and beverages, as well as ingredients that have traditionally been used and developed in regions or societies in Indonesia (Anon, 1996 in Suter and Yusa, 2014). Although traditional food is very diverse, it can generally be divided into 4 major groups (Winarno, 1994 in Suter and Yusa, 2014), namely:

1. Main food, that is, the type of food that is the staple of a menu, made in the largest amount, especially shown to relieve hunger
2. Side dishes, which are the type of dishes that accompany the main meal, are shown to grow and increase appetite. Side dishes are further divided into wet side dishes with and without soup, fried and grilled and sambal-sambalan.
3. Snacks or market snacks are also called snack foods, which is a type of cuisine that is eaten throughout the day as entertainment, not limited to a time, place and amount consumed. The effect of snacks is not solely shown to reduce hunger. Snacks often serve to add food substances that are absent or lacking in the main food and side dishes.
4. Drinks function to entertain or relieve thirst, both in the form of wedang (ginger wedang, lemongrass wedang, etc.)

Traditional foods generally have weaknesses in terms of their safety against biological or microbiological, chemical or physical hazards. The existence of these hazards or contamination is often found due to the low quality of raw materials, processing technology, the lack of adequate sanitation and hygiene practices, and the lack of awareness of workers and producers who handle traditional food

CHATER 3. RESEARCH METHODS

Types of qualitative research through phenomenological approaches

CHAPTER 4. DISCUSSION

A. Financial management behavior of traditional food sellers in the people of Makassar city

Traditional food sellers have an important role in supporting the sustainability of the microeconomic sector, especially in big cities like Makassar. As small business actors, they face challenges in managing finances to ensure business sustainability and meet daily needs. Financial management carried out by traditional food sellers often reflects certain behavioral patterns that are influenced by the individual's social, economic, cultural, and experience background.

The income of traditional food sellers in Makassar City is generally sourced from daily sales. Because of the small-scale nature of these businesses and tend to be informal, their income often fluctuates, depending on the number of customers, the time of sale (weekdays or weekends), and the location of the sale. Sellers who are located in strategic locations, such as traditional markets or culinary tourism centers, usually have a more stable income compared to those who sell in the suburbs.

Most sellers manage their daily revenue simply. Income is usually directly used for daily needs or the purchase of raw materials for the next day's sale. This pattern shows that the majority of business actors are more oriented towards meeting short-term needs, with little or no special allocation for savings or investment.

In financial management behavior, daily expenses are the main focus of traditional food sellers. The largest costs are usually allocated to buy raw materials such as rice, spices, meat, or fish. In addition, there are other operational expenses, such as transportation costs, renting a place (if selling in a market or special stall), and energy needs such as gas or electricity.

However, many traditional food sellers do not separate between personal finance and business finance. This makes it difficult to monitor the actual profits earned. The use of business income for household needs is often

one of the reasons why sellers have difficulty expanding their business or facing financial emergency situations, such as rising raw material prices.

Most traditional food sellers in Makassar City do not have a structured financial recording system. They tend to rely on memory to record income and expenses. This can be a big challenge, especially when their business is growing or facing conditions that require more in-depth financial analysis.

The lack of systematic record-keeping makes it difficult for sellers to evaluate their financial performance. For example, without good record-keeping, they may not realize whether their profit margins are enough to cover all operating expenses and provide a decent income.

The culture of the people of Makassar City who have strong social ties also affects the financial management behavior of traditional food sellers. In some cases, business profits are often used for social purposes, such as helping family members, making donations in customary activities, or fulfilling other social obligations. Although this reflects the high value of solidarity, this kind of expenditure can sometimes disrupt the financial stability of the business.

On the other hand, the rich and diverse culinary culture in Makassar City provides great opportunities for traditional food sellers. The diversity of typical food menus such as coto Makassar, banana epe, and pallu butung is the main attraction that supports the sustainability of their business.

Traditional food vendors also have a variety of ways to overcome financial challenges. For example, when faced with rising raw material prices, they tend to adjust the portion size of food or look for cheaper alternative suppliers. Some sellers are also starting to leverage technology, such as social media or digital platforms, to promote their merchandise. This helps increase customer reach and revenue.

However, adaptation to these challenges is still limited, especially for sellers who lack access to financial management or technology training. Therefore, support from the government or non-governmental organizations in the form of training or empowerment programs can help sellers improve their financial management skills.

To increase the effectiveness of financial management, there are several steps that can be taken by traditional food sellers in Makassar City:

1. **Simple Financial Record-keeping:** By consistently recording daily income and expenses, sellers can monitor their cash flow and evaluate business profits.
2. **Separation of Personal and Business Finances:** Separating accounts or allocating funds for business and household purposes can help maintain the stability of business capital.
3. **Utilization of Technology:** Using simple financial applications or digital platforms can assist sellers in recording and analyzing their finances.
4. **Financial Management Training:** Training programs or workshops facilitated by the government or private institutions can provide practical knowledge about better financial management.

The financial management behavior of traditional food sellers in Makassar City reflects the dynamics between daily needs, cultural habits, and small business challenges. Although there are still limitations in the aspects of financial recording and planning, sellers have great potential to improve their financial management through training, technology adoption, and policy support. With better financial management, they can not only improve personal well-being but also contribute to the growth of the local economy in Makassar City.

B. Advantages and disadvantages of financial management of traditional food sellers in Makassar city

Financial management plays a crucial role in determining the success of businesses, including traditional food businesses in Makassar City. Traditional food sellers, as part of microeconomic actors, face various challenges in managing their finances. However, they also have a number of advantages that support the sustainability of their business. This discussion will outline the advantages and disadvantages of financial management of traditional food sellers in Makassar.

Advantages of Financial Management of Traditional Food Sellers

- 1. Practical Experience and Quick Adaptation**

Most traditional food sellers have years of experience in managing their businesses. This experience provides them with an intuitive understanding of how to manage their day-to-day income and expenses. For example, they tend to know the consumption patterns of customers, so they can better estimate the need for raw materials to reduce waste. The ability to adapt to market situations is also an advantage. When the price of raw materials rises, many sellers are quick to look for cheaper alternatives to materials without compromising the quality of their products.
- 2. Frugal and Simple Attitude**

The majority of traditional food sellers in Makassar City have a simple lifestyle. They tend to allocate profits for basic needs or business development rather than for consumptive purposes. This frugal attitude helps them keep their cash flow stable despite uncertain income.
- 3. Self-Management and Flexibility**

Most traditional food businesses are managed independently by their owners. This allows them to have full control over cash flow, making it easier to make financial decisions without having to go through complicated bureaucratic processes. This flexibility makes them respond more quickly to changes in market situations.
- 4. Social Connection and Customer Trust**

In the context of the people of Makassar City who have a strong family culture, many traditional food sellers rely on social connections to support their businesses. Good relationships with customers and suppliers often help them get raw materials at cheaper prices or even informal loans when finances are struggling.

Weaknesses of Financial Management of Traditional Food Sellers

- 1. Lack of Formal Financial Management Knowledge**

Many traditional food vendors in Makassar do not have formal knowledge or training in financial management. As a result, they often don't record their income and expenses in detail. This makes it difficult for them to monitor net income or plan for long-term finances. Without systematic record-keeping, they are also vulnerable to financial leakages, such as unrecorded expenses or waste of raw materials.
- 2. Dependence on Daily Income**

Most traditional food sellers rely on their financial management on daily income. This pattern leads to a lack of allocation of funds for long-term savings or investments. When there is a decline in sales or operational costs increase, they often find it difficult to maintain financial stability.
- 3. Lack of Income Diversification**

Traditional food sellers tend to focus on one type of business without diversifying their income. This makes them vulnerable to market fluctuations. For example, if certain foods are less in demand in certain seasons, they have no other source of income to sustain their efforts.
- 4. Limited Business Capital**

Limited capital is often the main obstacle in the financial management of traditional food sellers. Many of them have difficulty accessing loans from formal financial institutions because they do not have adequate financial collateral or documentation. As a result, they can only rely on business profits to increase capital, which is often insufficient for business expansion.
- 5. Lack of Utilization of Technology**

In the digital era like now, technology can help in managing business finances. However, most traditional food sellers in Makassar have not taken advantage of technology, such as financial recording applications or digital platforms for marketing. This makes their financial management less efficient and difficult to compete with more modern business actors.

The financial management of traditional food sellers in Makassar City has advantages, such as practical experience, frugal attitude, and flexibility in decision-making. However, weaknesses such as lack of formal financial management knowledge, reliance on daily income, and limited capital are challenges that need to be overcome. To remedy these weaknesses, measures such as financial management training, provision of access to capital, and

utilization of technology need to be introduced to traditional food sellers. That way, they can improve the efficiency of financial management, maintain business sustainability, and contribute more to the local economy in Makassar City.

C. Financial management strategies for traditional food sellers to be more effective and efficient in the city of Makassar

Effective and efficient financial management is very important for traditional food sellers in Makassar City so that their businesses can grow and survive in the fierce competition. Traditional foods in Makassar City, such as coto, pallu butung, or konro, are not only part of the cultural heritage, but are also a significant source of income for many micro businesses. Therefore, the implementation of a good financial management strategy can increase the profitability and sustainability of their business. Here are some financial management strategies that can be implemented by traditional food sellers in Makassar City to be more effective and efficient.

1. Regular and Systematic Financial Recording

One of the first steps that traditional food sellers need to take is to ensure that they keep their finances regularly and systematically. Many business actors in Makassar City have not taken advantage of proper financial records, which often causes financial leakages or difficulties in analyzing the financial condition of the business.

Good recording includes not only income, but also expenses, such as raw material costs, operations, employee salaries, and others. With clear records, sellers can know exactly how much profit they make every day or month, and can plan a more effective budget. To make it easier, they can use a simple financial application that can help record transactions automatically, so that the recording process is more efficient and accurate.

2. Proper Budget Planning

Budget planning is an important aspect of good financial management. Traditional food sellers in Makassar City must be able to plan their expenses wisely every month, starting from the purchase of raw materials, operational costs, to other unexpected costs. With proper budget planning, sellers can avoid waste and maintain the stability of business cash flow.

In addition, it is important for sellers to create a flexible budget in order to adapt to changing circumstances, such as fluctuations in raw material prices that are erratic or changes in market demand. If possible, they can make estimates of income and expenses for the next few months, so that they can prepare an emergency fund for unexpected situations.

3. Diversification of Revenue Sources

Relying on one source of income from the daily sale of traditional foods may not be enough to maintain business continuity, especially if there is a decline in demand in certain seasons. Therefore, traditional food sellers in Makassar City need to consider diversifying their sources of income.

Diversification can be done by introducing new products or adding other services that can increase revenue. For example, in addition to selling food on the spot, sellers can also take advantage of online platforms to sell their products through food delivery applications. This not only helps them to reach a wider market but also reduces their reliance on direct sales.

4. Efficiency in Raw Material Stock Management

Raw material management is an important factor in maintaining the financial efficiency of traditional food businesses. Often, the purchase of raw materials is carried out in large quantities without taking into account how much will be used in a given time. This risks adding to waste, as unused raw materials can be damaged or expired.

Raw material management is an important factor in maintaining the financial efficiency of traditional food businesses. Often, the purchase of raw materials is carried out in large quantities without taking into account how much will be used in a given time. This risks adding to waste, as unused raw materials can be damaged or expired.

5. Implementing an Efficient Payment System

An efficient payment system will help traditional food sellers in managing their cash flow. In the digital era, the use of non-cash payment systems such as e-wallets or payments through applications is increasingly popular and facilitates transactions. Traditional food sellers can take advantage of this payment method to make it easier for customers to make payments, as well as make it easier to record transactions automatically.

A clear and fast payment system will also speed up the turnover of money and make it easier for sellers to manage their revenue. With an efficient system, sellers don't have to worry about losing revenue or having difficulty counting cash every day.

6. Utilization of Technology for Marketing

In the midst of increasingly fierce competition, it is important for traditional food sellers in Makassar City to utilize technology in their marketing strategies. Marketing through social media and online platforms can expand their market reach. Through social media, they can promote their products, offer discounts, or even interact directly with customers to build loyalty.

In addition, traditional food sellers can also take advantage of the online ordering system to increase efficiency and make it easier for customers to place orders. With the right marketing strategy, their efforts will be better known, which in turn will increase sales and strengthen their position in the market.

An effective and efficient financial management strategy for traditional food sellers in Makassar City can help them to maintain business continuity and increase profitability. Systematic financial records, proper budget planning, income diversification, efficient management of raw material stocks, and the use of technology in marketing and payments are important steps that can be taken. By implementing these strategies, traditional food sellers can face the challenges of an increasingly competitive market and build a more sustainable business in the future.

CONCLUSION

Traditional food sellers in Makassar manage their finances simply, with daily income fluctuating. The main problems are the inseparability between personal and business finances and the lack of structured record-keeping, which makes it difficult to evaluate financial performance. The use of profits for social purposes can also disrupt the stability of the business. To improve financial management, sellers can do better record-keeping, separate personal and business finances, and utilize technology and financial management training. In this way, they can improve the personal and economic well-being of the locals.

The financial management of traditional food sellers in Makassar City has advantages and disadvantages that affect the sustainability of their business. The advantages include practical experience in managing income, frugal attitude, flexibility in decision-making, and social connections that support the business. However, weaknesses such as lack of formal financial management knowledge, dependence on daily income, lack of income diversification, limited capital, and lack of utilization of technology are the main challenges. To overcome these weaknesses, traditional food sellers can be provided with financial management training, access to capital, and support to leverage technology to improve the efficiency and sustainability of their businesses, as well as contribute more to the local economy.

Effective financial management is very important for traditional food sellers in Makassar City. Strategies that can be implemented include regular financial records using simple applications, flexible budget planning, and revenue diversification through new products or online platforms. The efficiency of raw material stock management and

the implementation of a cashless payment system can also reduce waste and speed up transactions. Additionally, leveraging technology for marketing through social media can expand the market and increase sales. With this strategy, traditional food sellers can improve the efficiency and sustainability of their businesses.

BIBLIOGRAPHY

1. prints.walisongo.ac.id. "CHAPTER II Literature Review"
2. Sulistiyono. 2019. "THE EFFECT OF ECONOMIC GROWTH, MINIMUM WAGE AND EDUCATION LEVEL ON LABOR ABSORPTION IN ISLAMIC ECONOMIC PERSPECTIVE"
3. Rezki Amalia, Sifana. 2021. "THE EFFECT OF FINANCIAL MANAGEMENT ON THE TURNOVER OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN MENTENG VILLAGE, JEKAN RAYA DISTRICT, PALANGKARAYA CITY" repository.poltekkes-denpasar.ac.id. "CHAPTER II LITERATURE REVIEW"
4. Rustan. 2024. "FINANCIAL MANAGEMENT BEHAVIOR OF DAWET ICE SELLERS TOWARDS IMPROVING THE FAMILY ECONOMY IN MAKASSAR CITY"
5. Amarullah T et al. "CHARACTERISTICS OF CONSUMERS OF MAKASSAR TRADITIONAL FOOD AT MARANNU KELAPA GADING JAKARTA RESTAURANT"
6. Rustan R. 2023. "The Role of Financial Management in Micro, Small and Medium Enterprises (MSMEs) in Makassar City Food to Develop Business"
7. Ferry Ardiansyah et al. 2022. "The Effect of Financial Literacy on the Financial Management of MSMEs in Makassar City"
8. Nutapos. 2024. "7 Ways to Manage Culinary Business Finances You Must Implement"
9. Rustan R. 2024. "Analysis of Financial Planning Strategies on Business Sustainability in Micro, Small and Medium Enterprises (MSMEs) in the Food Sector of Makassar City"
10. Daya Id. 2024. "Tips for Improving Financial Management for a Stable Culinary Business"
11. Terenvina Lorensia et al. 2024. "Financial Management of Micro Business Traders: Strategies to Increase Income"