

## **ABSTRACT**

**NITO SUPRIANTO**, 20060014. *An Analysis of Vegetable Street Vendors' Income in Panorama Market, Bengkulu City. Thesis: Agribusiness Study Program, Faculty of Agriculture, Dehasen University Bengkulu.*

*This research aims to analyze the income of vegetable street vendors by calculating revenue and costs to determine the amount of income, and to determine the feasibility of vegetable vending business in Panorama Market, Bengkulu City. The research was conducted within a specified period. The research location was determined purposively considering the location, with a sample size of 20 vegetable street vendors, selected using purposive sampling method (non-probability sampling), utilizing both primary and secondary data. The research method employed to determine revenue, costs, and income used income analysis, and to analyze business feasibility, the R/C ratio was utilized. The research results show that the income of vegetable street vendors is Rp. 547,752 per day. The Net Revenue Cost Ratio (Net R/C Ratio) obtained a value greater than one, specifically 1.14, indicating that the vegetable street vending business in Panorama market is feasible to operate.*

**Keywords:** *street vendors, vegetables, income level*

