Revealing the Profit Meaning of Incense Traders: A Phenomenological Study

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ARTICLE DETAILS

ABSTRACT

Purpose: This research aims to reveal the meaning of profit for incense traders.

Design/Methodology/Approach: This study uses an interpretive and phenomenological paradigm as a research methodology. Researchers collected data by conducting in-depth interviews.

Findings: The results of this study reveal that profit has material and immaterial meanings. Material profit is interpreted based on three things: minimal business risk, fast turnover of goods, and the percentage of profit earned from taking goods from suppliers and selling these goods. Conversely, immaterial gains are interpreted in spiritual terms. This spiritual thing is like helping or supporting others to pray. In addition, spirituality, in this case, is closely related to "karma phala," which means the result of actions, namely how a business owner runs his business honestly and sincerely so that he will get good results, too.

Implications/Originality/Value: This study explains the various meanings of profit associated with working as an incense seller.

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Introduction

Accounting (Toha & Prakoso, 2022) is an essential part of economics that analyzes resources in activities carried out by individuals or corporations to calculate the profits from each activity. Over the years, accounting has continued to develop conceptually and theoretically. Accounting has a long history and provides various understandings of perspectives and focuses (T. Nawangsari et al., 2022).

Accounting (Wahyuni et al., 2020) describes the idea of capitalism, which says that the purpose of doing business or trading is to gain prosperity. Everything is always focused on the level of material gain so that the attainment of welfare is interpreted as achieving maximum profit while considering all related aspects. An accurate profit calculation must come after an internationally recognized calculation formula to achieve maximum profit. Therefore, the rate
of profit can be used to determine a company's success (Ekawati et al., 2023). In addition, profits also help estimate representative earnings capabilities and assess investment or credit risk (Marlina et al., 2016).

According to Balaguer and Castellano (in A Santoso, et al, 2021), the concept of profit is to determine company goals depending on the point of view chosen. Mayers (in Susanto & Setyowati, 2022) reveals that the concept of profit in financial statements is an important part that can describe the operations and capabilities of an entrepreneur's business. The general meaning of profit is an increase in prosperity in a period that can be enjoyed (distributed or withdrawn) as long as the initial prosperity is maintained (Suwardjono, 2018). Simamora (in Paranoan, 2020) states that profit is the difference between income and expenses. If revenue exceeds expenses, then the result is net profit. Meanwhile, Subramanyan (in Paranoan, 2020) argues that profit is a measure of operating activity and is calculated based on accrual accounting.

When material profit is the main goal in doing business, every effort will be made to get maximum profit (Wahyuni, et al., 2020). Although profit is usually monetary, cultural accounting refers to societal customs and goals. It is because, in addition to promoting unique accounting values and in accordance with local philosophies, local accounting is also protected from the influence of modern accounting (Thalib, et al., 2022). Sialagan (in Susanto & Setyowati, 2022) reveals that the interpretation of earnings has changed from time to time. Previously, profits were only considered as financial gains or cash equivalents. Meanwhile, in the modern era, profit has changed to a mental satisfaction or enjoyment enjoyed when obtaining goods and services before or after consumption.

Research on the meaning of profit has been carried out in various informant professions. For instance, research by Wuryandini and Pakaya (2018) revealed that from the perspective of Javanese immigrants to Gorontalo, profit is defined as material profit with economic value to support the informant's family life. Second, informants interpret profits as a form of gratitude for the results obtained, which include profits as a provision for worship in the afterlife through weekly group recitations. As is the case with research by Paranoan (2020) discussing the meaning of profit for franchise business people, namely Big Bananas, The meaning of profit for the owner of Big Bananas is material profit, satisfaction profit, and social profit. Not only as material profit, but in various research studies, profit can also be interpreted as non-material profit, such as (1) productivity gifts, (2) doing charity together, (3) connecting relatives, and (4) upholding culture (Haryadi et al., 2021). However, it is new that the informants in this study are incense traders. Therefore, this study aims to reveal the meaning of profit from the perspective of an incense trader.

**Literature Review**

**Phenomenology as a Qualitative Research Method**

Tumirin and Abdurahim (in Wuryandini & Pakaya, 2018) reveal that phenomenology is an analytical tool to reveal awareness that arises from experience because its primary goal is to study how phenomena are experienced in consciousness, thought, and action; for example, how these phenomena deserve to be known and accepted aesthetically.

Edmund Husserl (1859–1938), a German philosopher, inspired this phenomenology's surrounding philosophy of human consciousness. Initially, this theory was used in the social sciences. According to Husserl, there are several definitions of phenomenology, namely: (1) subjective or phenomenological experience and (2) a study of consciousness from the principal perspective of a person (Sultan & Hasanuddin, 2018).
Martin Heidegger and Edmund Husserl founded phenomenology to comprehend or study human experience. This approach evolved as a mature qualitative research method over the decades of the twentieth century (Tuffour, 2017).

Although phenomenology focuses on interpretation to understand the structure of the existence of a phenomenon, which then emerges as itself, the philosophical foundation of phenomenology lies in the uniqueness of life experience and the nature of certain phenomena (Sudarsyah, n.d.).

**Profit in Various Definitions**

Profit is a measure of economic capacity that appears as an increase in capital over time that results from productive activities and that the authorities or owners of the capital can use or withdraw without affecting the economic capacity of the capital's initial investment during that time (Suwardjono, 2018). According to Simamora (in Alkaf et al, 2022), profit is the difference between income and expenses. If income exceeds expenses, then the result is net profit. In addition, according to Subramayan (in Paranoan, 2020), profit is a measure of operating activity calculated based on accrual accounting. Based on this definition, profit is the difference between all revenues and expenses that occur in a period.

Profit is the difference between what we make and what we spend over a certain period (Ubaidillah et al., 2013). This difference can also be seen as an extra amount of money after all our expenses are paid, a profit or surplus (Susanto & Setyowati, 2022). However, on the other hand, profit also has many meanings from various perspectives. For example, franchise business people interpret profit as material profit, satisfaction profit, and social profit (Paranoan, 2020). MSME actors interpret profit as the ability to employ employees, pay fees, and run operations despite unstable economic conditions (Susanto & Setyowati, 2022). On the other hand, coffee farmers interpret profit based on its function as a life-sustaining component (Alkaf et al, 2022).

For street vendors, profit (Ubaidillah et al., 2013) is material gain from savings used to meet personal needs. In addition, there are two additional meanings, namely spiritual benefits in the form of the desire of street vendors to follow all God's commands and inner satisfaction benefits, namely in the form of satisfaction when we can make other people happy. Profits are divided into three types in research (Rimadani et al., 2018): Benefits of Inner Satisfaction, "Driving Passengers with a Feeling of Happiness," Spiritual Benefits, "Provisions Already Arranged," and Material Benefits, "Supporting a Family, Savings, and Debt."

Non-material gain can be interpreted as inner satisfaction (Rimadani et al., 2018), a form of gratitude and happiness, or a spread of happiness (Mursy & Rusidi, 2013). In addition, non-material benefits are also interpreted as spiritual benefits, namely benefits related to the behavior of informants who are always grateful to God Almighty for the sustenance they receive (Kirana & Ryketeng, 2021) by carrying out daily prayers (Ekawati et al., 2023).

**The Definition of Incense Merchants**

In general, traders buy goods and then sell these goods at a higher price to make a profit. Traders are specialists in trading for particular merchandise (Ubaidillah et al., 2013). According to the Decree of the Minister of Industry and Trade Number 23/MPP/Kep/1/1998, traders are individuals or business entities that carry out trading activities continuously to
make a profit. There are three types of traders: wholesalers, retailers, and informal traders (Menteri Perindustrian Perdagangan Republik Indonesia, 1998).

Wholesalers, also known as wholesalers, are individuals or business entities conducting business by indirectly buying, storing, and selling goods in large quantities to end customers. Wholesalers include main distributors, wholesalers, sub-distributors, large suppliers, large dealers, and sole agents of brand holders.

Retailers, also referred to as retailers, are individuals or organizations whose main job is to sell goods and services to final consumers in small quantities. Retail retailers include factory and sales agents, purchasing agents, brand-holder sales agents, suppliers, retail dealers, and retailers without stores.

Informal traders run their businesses based on the family principle and trade goods and/or services on a small scale without having formal business entities. Informal traders include traveling vendors, street vendors, hawkers, grocery stores, carrying baskets, shops, stalls, depots, market stalls, repair services, carpentry, and others.

In this study, incense traders sell goods or products in incense. The purpose of the sale is to gain financial benefits or to make ends meet.

Methodology
This type of research is qualitative with a phenomenological approach. According to Moleong (in Wuryandini & Pakaya, 2018), qualitative research is a type of research that aims to gain a better understanding of the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, etc., thoroughly and explicitly by using scientific methods in a natural setting.

Martin Heidegger and Edmund Husserl founded phenomenology to comprehend or study human experience. This approach evolved as a mature qualitative research method over the decades of the twentieth century. This research aims to examine the essence or structure of experience in human consciousness (Tuffour, 2017). The author chooses phenomenology because it assumes that each individual has different understandings and experiences related to the meaning of an event. Finding the essence or core of the events that occurred while conducting phenomenological studies involves describing, processing, and understanding meaning.

This research was conducted at an incense business or business in the Sandik area, West Lombok Regency, West Nusa Tenggara Province. The research was conducted on the incense business because it is one of the businesses established six years ago and still survives today. Even though it has been established since the Lombok earthquake in 2018 and the COVID-19 pandemic, this incense business can still stand tall and is growing. The informants of this research are people who carry out business activities or an incense business, in this case, the owner of the business or business, namely Mr. I.

Sutopo argues that in qualitative research, informants are critical data sources (Sari, 2013). The authors chose informants based on their understanding of the research context, consistent with the experiences and events experienced by the author's parents as incense traders. In addition, it is hoped that the writer can understand and that it will be easier to do research.
Data collection techniques were carried out through in-depth interviews. An in-depth interview, also known as a deep interview, is a gathering where two people exchange information and ideas through question and answer, which allows for a broader meaning about a particular topic (Paranoan, 2020). The informants held the recording device or kept it close to where they were sitting while talking during the in-depth interviews (Kuswarno, n.d.).

Researchers dig up information by being directly involved with informants' lives, including the author participating in selling incense, communicating with consumers, and sharing informants' experiences in the incense trade. In addition, the authors and informants asked and answered freely without guiding questions prepared beforehand, so the atmosphere was lively and carried out many times.

Records of past events in writing, drawings, or significant works are called documentation. The data for this study were collected through documents at the incense business where the research was conducted. These documents are needed to support research credibility (Kirana & Ryketeng, 2021). The data source used in the research is the subject from which the data is obtained. The purpose of using various data sources in qualitative research is to obtain complete and comprehensive information about the subject being studied. Words and actions are the main or primary data sources for qualitative research, and additional words, such as documents, literacy, etc. are secondary data sources (Paranoan, 2020).

This study uses the technique of data analysis phenomenology. Entering the recesses of one's
consciousness does not mean entering the environment of the person being studied. Bracketing, brackets, or epochs describe this. This process is similar to peeling back the layers of an onion until no new findings are found, which means the data is saturated. It means the writer has gained the most profound awareness of the informant's responses (Kamayanti, 2021). The analysis techniques are divided into five categories: noema, epoch, noesis, intentional analysis, and eidetic reduction.
Moleong (in Zulkifli, 2022) states that data analysis activities include data organization, selecting data that is appropriate for management, synthesis, searching and finding patterns, understanding what is essential and what has been learned, and decision-making that can be done by finding what is essential and which will be notified to others. This analysis is carried out after the data is obtained from the sample with the selected instrument and is used to solve research problems. In this study, Noema is the informant's initial statement about the benefits or profit of incense. Based on the noema, bracketing or epoch is carried out to dig up further information or noesis. Intentional analysis refers to understanding the relationship between noema and noesis. Eidetic analysis is the conclusion of the entire meaning process that has been carried out.

**Results and Discussion**

**Initial Stage of the Incense Business**

Mr. I and his wife founded this incense business about six years ago. The owner of this business focuses on selling prayer tools, namely various types of incense, which is his source of income. He decided to go into the incense business because Hindus continued to use this prayer tool or incense daily, which made it immune to inflation, a lack of materials, or an increase in the cost of other goods. Various types, sizes, scents, and colors of incense can be purchased. Most incense sticks are sold by the kilo, two hours, five hours, and slowly and gradually. They are also divided into specific sizes or weights, such as one and a half kilograms, one kilogram, and two kilograms. To make incense attractive to consumers, the incense sticks are varied with various aromas such as floral, sandalwood, agarwood, and so on.

In the beginning, this business was founded on the idea of his wife, who wanted to help the family economy with a small business, selling incense from house to house. However, over time, Mr. I and his wife were able to develop their business even more. It follows what was expressed by the wife of Mr. I:

"Originally, I intended to help my husband with a small business. That was the beginning from house to house, friend to friend."

There are several reasons why Mr. Ida Ketut and his wife prefer to run this incense business compared to other businesses, one of which is that this incense business does not affect the increase in prices of other goods. In the interview, the owner of an incense business explained this as follows:
"For the incense business, compared to other businesses such as groceries, clothing, or other things, this incense is not affected by inflation, shortages of materials, or increases in other goods because Hindus still use this prayer tool or incense every day. So it is different from groceries or clothing, where, e.g., limited goods, there has been an increase in the price of goods, or, for example, like clothing, you have to wait like a new holiday, e.g., there is much demand for this incense. At the same time, Hindus use incense almost every day."

![Image of incense burning](image)

**Figure 3. The use of incense as a means of worship**
*Source: Research Documentation*

One of an entrepreneur's biggest challenges is the high uncertainty associated with running a business (Ardika, 2022). However, based on the picture above, it can be seen how important it is to use incense to pray. Therefore, based on the results of these interviews, the choice of this incense business has gone through much consideration and struggle by the business owner. The built incense business can survive unexpected situations, such as the earthquake and natural disaster that hit Lombok in 2018 and COVID-19, which occurred in early 2020 so that this incense business can continue to experience development and not be affected by rising prices of goods and other stuff.

**Income as Essential**

An essential component in business is income, both from business and outside sources (Paranoan, 2020), to meet their daily needs, which is very important for their survival and livelihood, directly and indirectly. Income in economics is the maximum value a person can consume at a given time by expecting the original state and the same conditions at the end (Dewi et al., 2021).

The source of income for the incense business comes from daily product sales to customers.
The incense sales turnover per day averages IDR 1,000,000. Sales turnover depends on the location of the sale and major Hindu holidays. It is because many people will buy incense around the time of the holiday. This income is the primary income of the business because it continues to generate money as long as it remains in operation. It is explained in the results of the interview as follows:

"The income I receive in this incense business ranges from approximately one million because several factors can influence it. In this incense business that greatly affects sales turnover, a location where we store or sell our goods, such as an area where most Hindus live, greatly influences our turnover and will increase our sales. Meanwhile, for areas with a Hindu minority, usually, the turnover will be less, and our turnover is also affected, as with the number of holidays or ordinary days. On normal days, our sales may be stable, but during the holidays, our turnover can be doubled from normal days."

Basu Swastha DH (in Rais, 2023) reveals that several factors can affect sales, namely the conditions and abilities of the seller, market conditions, capital, company organizational conditions, and other factors such as advertising. It is slightly different from Mr. I's opinion that the factors that directly influence the sale of his incense products are the location of sales and Hindu holidays.

Mr. I carries out his daily work selling his wares by traveling around using a motorcycle with added bag accessories or cloth bags that have been modified in such a way on the right and left sides of the back. Considering that the places they were going were quite far from home, the informants usually added several plastic incense bags to the front of the motorbike to carry more stuff so they did not have to return when they received many orders.

Mr. I still needs to get a permanent shop for him to sell. However, by selling around, Mr. I got many benefits, such as "picking up the ball." It means that it is better to offer directly to customers than wait for them to come; that way, the possibility of getting sales and new customers is increasing. It is also done to survive the many competitors that have sprung up.

The operating hours of this incense business are flexible and can be adjusted according to the business owner's wishes. Sometimes, informants leave the house in the morning around 08.00 WITA and return home around 14.00 WITA. However, operating hours may change at times, depending on customer orders. During the morning hours of operation, informants will usually visit the market. As for the evening hours of operation, Mr. I will visit several of his regular shops because some shops are open until the evening or even at night. It is following the results of the following interviews:

"To make sales or promotions for incense products, I usually go directly to outlets in the market or shops. That is to facilitate the distribution of products, especially new products, and even then, for pickup, I usually limit the number of purchases so that there are only so many items at one outlet, let alone new products. Moreover, for the usual visit schedule, we visit once a week for all of our outlets; unless there is an additional request, it can be up to two to three times a week to visit outlets in Mataram or North Lombok."

Gitosudarmo (in Rais, 2023) argues that promotion is an action taken by a company to make customers familiar with the products offered so they will be happy and then buy the product.
To facilitate the promotion and sale of incense sticks, the business owner arranges a daily activity schedule based on customer orders and the day of the market visit. The informant will make a schedule of visits to determine where to sell. For example, at the beginning of the week, the informant would visit markets around Mataram City, and then the next day, they would visit markets in North Lombok Regency, and so on. Customer orders are received by the owner either in person or by phone. The promotion carried out by the owner has covered almost the entire area of Lombok. It makes the market potential expand.

The incense business owner collaborates with several suppliers, or suppliers spread across the Bali region, to sell incense based in Lombok. The informant will make an order online. Products ordered will be sent via expedition, which will then be picked up at the expedition's location or sometimes delivered directly to the consumer's home. It is done to maintain product quality and price.

The Meaning of Profit from the Perspective of an Incense Trader

Profit is one of the company's main objectives in its operations. According to Kuswadi, profit calculations can be obtained by reducing income with all costs within a certain period (Djamrud et al., 2022). As an incense business owner, Mr. I also hopes for profits from running his business. The type of profit most accessible for a community to identify and measure is material profit, a general concept (Paranoan, 2020). Meanwhile, Mr. I, as an incense trader, saw the advantages of his business in various aspects. The statement on this interpretation is following the results of interviews with informants, as follows:

"In my opinion, there are two advantages to this incense business. The first is that we call it a business, and the profits will be in the form of materials or money. The second is because the goods that I sell are prayer tools, so there is an advantage. We will give the term... what is it called... support people who want to pray but do not have any, e.g., people who do not have money but want to pray but do not have incense and do not have the money to buy it. So, I, as an incense entrepreneur, can support them in carrying out the prayer ceremony. The advantage is that I can give kindness to the second person in the form of material or financial benefits. So there are two advantages to me."

Profit is interpreted as profit in the form of material and non-material. In material terms, it is closely related to money. Meanwhile, non-material is seen as a spiritual aspect where incense is a means of prayer so that Mr. I can support or support other people who want to pray where this is closely related to God Almighty. In addition, the spiritual aspect is closely related to the Hindu term "karma phala," or the fruit of action, which refers to the honest and sincere way in which business owners run their businesses so that they will also get good results. Therefore, Mr. I considers that this incense business has auspicious benefits. It is explained in the following interview results:

"For the incense business, the benefits are auspicious because, on the one hand, this incense product does not have an expiration date, so there is no expiration date and no damage, so there is no risk for us to lose. Meanwhile, the turnover and the profits are swift, so this incense business is up-and-coming for me."

Mr. I said that this incense business has little or almost no risk. This is because the incense products sold do not have an expiration date. In addition, the fast turnover of goods makes the
profits even greater. In his understanding, the incense business owner considers this a form of
profit. It was explained in the interview as follows:

"What is meant by no loss in this field of incense business is, first of all, the problem with the
product. This incense product has no expiration date, so that it can be sold anytime. The
second one is that using incense is very fast; we use it almost every day, so this item or
incense is included in the category of goods for sale, called fast-moving, or the movement is
swift. So, for repeat orders, we can do it up to three times a week. So there is no such thing as
damaged goods or goods that are not sold, so the loss is almost nonexistent. It is different
from other businesses, for example, such as the food or basic food business; if one day's food
does not sell, then the next day it cannot be sold, so that is definitely a loss, but it's different
with incense; if it does not sell now, tomorrow, it can still be sold. So, the possibility of losing
is very slim or even nonexistent."

Incense is used daily in prayers, so incense is classified in the category of needed goods so
that the movement is swift or fast moving. The acceleration of the rotation or sale of incense
products causes inventory to decrease quickly so that business owners can place repeat orders
from suppliers up to three times a week. Usually, business owners buy two to ten boxes in one
purchase of goods from suppliers. Besides being seen from the several aspects above, Mr. I
also explained that there are two advantages. The statement on this interpretation is explained
in the following interview results:

"For the profit in this incense business, I get the term profit twice, twice the profit. The first is
the advantage of picking up items, where every time I pick up items, I get a reward or points,
where the rewards or points can be in the form of goods or can be cashed. The second is the
profit from the sale of these goods. So indeed, the percentage for sales profits is far greater
than the profit at the time of taking. If for withdrawal, around three or five percent. However,
for the sale, the profits can range from ten to twenty percent of the cost of goods."

Mr. I explained that the material profit from his incense business was calculated based on the
percentage. It is done to simplify the calculation of the selling price. In addition to the
percentage of sales per unit, Mr. I also received material benefits through bonuses from
several suppliers he worked with. The bonus can be in the form of goods (incense and other
approved items) or money. The supplier usually gives the bonus within a certain period, for
example, once every one or two years.

Accounting Concepts in Financial Management

Financial reports are an essential part of every business. These financial reports help
entrepreneurs run their businesses well and help them make decisions (Zulkifli, 2022). The
costs associated with implementing this may include the cost of additional disclosure
requirements, outsourcing, or hiring an experienced professional consultant or accountant
(Mahmood et al., 2018). Therefore, the informant still needs to record formal financial
reports in implementing his business. It is just that informants always collect proof of
purchase, proof of receipt, and proof of sale of goods (notes). Proof of purchase of goods is a
note obtained from the supplier due to the purchase of goods in the form of incense. Proof of
receipt of goods contains information regarding the number of goods (boxes) received by the
business owner and shipping costs. A memorandum or proof of sale of goods is a document
made by the business owner to the customer containing the amount of goods, prices, and the
total amount to be paid. There are reasons why business owners have not recorded formal
financial statements, namely:
"In this incense business, eee, I have not used the concept of accounting or making financial reports; for a while, I have not used it. Why have I yet to use the accounting concept or prepare financial reports? Because I'm still constrained by the availability of eee human resources who can take care of all kinds of eee financial reports. Because in the meantime, I manage all the finances alone with my wife. So I only set aside twenty percent of my total sales that day, and where the ten percent is for profit for additional capital, the five percent is for my salary; I consider it a salary, and the five percent is for operational costs like buying fuel, for the cost of eating out, and also for motorcycle needs such as servicing or extending paperwork."

The mutilation process in this incense business is still straightforward. This can be seen in the interview results above, which explain that the incense business has yet to make formal financial reports because it is still constrained by human resources who understand accounting.

Mr. I explained that the percentage of profits was calculated at twenty percent of the total sales that day. The percentage is divided into three categories: ten percent is used as additional capital, five percent is for salaries, and five percent is used for operational costs. According to Mulyadi (in Alkaf et al, 2022), costs are sacrifices of economic resources that have occurred or may occur for specific purposes in units of money. Mr. I had calculated his profit by setting aside his income for fuel, lunch, and vehicle maintenance costs.

**Cash vs. Non-Cash or Credit**

A business must pay attention to sales and payment transactions to run well and as desired. Making payments is one of the essential steps in every sale (Syarif & Nugraha, 2020). Two types of sales and payment transactions apply: cash, non-cash, or credit. However, in this incense business, goods are bought and sold in cash.

Sales of goods on credit are defined as sales of goods delivered according to customer orders and generate invoices that must be paid within an agreed timeframe (Sitorus & Kurniawan, 2021). There are several reasons why business owners do not sell on credit. It is explained in the results of the interview as follows:

"Weaknesses of selling incense on credit greatly affect the distribution or circulation of these goods. I think several things are the weaknesses of selling on credit. The first is the problem of payment because, for the sale of incense, outlets or customers usually ask for a credit period of one to two weeks it can affect the turnover of the goods. Secondly, the price issue for selling on credit will automatically affect the selling price because, with credit purchases, we usually make the price more expensive, so traders who get credit from these goods usually sell at a higher price. Thus, sales competition with traders who buy cash will be constrained by price issues. So they will usually sell more expensively. Third, we do not know the character of the merchants who want to make credit payments, so there is a possibility that outlets or customers will make payments in installments or will not pay at all."

The owner of the incense business believes there are several areas for improvement when selling on credit, namely payment problems. The delay in giving coals to customers and paying them can result in delays in the circulation of goods. Apart from that, price issues will
also become an obstacle in selling goods because if you sell goods on credit, goods will be sold at a higher price to customers to cover the delay in cash flow and profits. However, it is not sure that customers will agree with this, so it isn't very likely for business owners to make sales on credit. The third weakness is the character of the customer. Mr. I, as a business owner, needs to learn better the character of all his customers, so to avoid unexpected things such as uncollectible receivables and so on, Mr. I prefers to sell goods in cash.

Mujahidah (in Sitorus & Kurniawan, 2021) reveals that selling in cash means buying and selling with direct payments without waiting for days. Meanwhile, according to Cahyanti (in Nurrahman et al., 2021), cash sales require the buyer to pay the price of the goods first before the company hands over the goods to the buyer. According to the informant, the cash method helped make the buying and selling process more accessible, and in this way, the informant could find out his capital turnover. As explained in the following interview results:

"For all my eee incense sales to outlets, I do everything in cash or cash because, for cash sales, there are many benefits considering eee I know for myself the ability of my outlet to shop for incense. Now, with purchases using the cash system or the cash system, eee, I can provide convenience to outlets, such as goods, I can give prices that are cheaper than other products that are purchased on credit, and secondly, with cash purchases, eee, my capital turnover is getting faster. It also affects the eee points or rewards I get from the factory and the bonus I receive from the incense factory in Bali."

Cash sales have several advantages. First, they get cash directly from buyers, allowing smooth cash flow. Second, the company immediately makes a profit from the difference in price per unit, namely the selling and buying prices (Rais, 2023). It aligns with Mr. I, who directly benefits his customers by offering lower prices by selling in cash. It is also done to attract customers to buy incense products. In addition to affecting sales and capital, the cash or cash system will also affect the points or rewards that Mr. I gets from suppliers because the more purchases you make, the greater the points or rewards given by suppliers.
Behind the various advantages of cash sales transactions, there are several weaknesses, namely relatively few sales and buyers asking for lower prices (Rais, 2023). Based on the picture above, it can be seen that business owners still use a manual system to make cash sales notes. This note still needs the logo and address of the store. In addition, business owners still use calculators to add up and multiply the prices of goods, which can result in losses if a miscalculation occurs.

The research findings on the meaning of profit for incense dealers provide some non-financial information that can be considered when evaluating the performance of an incense business. In evaluating the performance of these incense companies, non-financial information is essential.

Conclusion

In general, profit is the difference between income and expenses over a certain period (Ubaidillah et al., 2013). On the other hand, incense traders interpret profit based on two things: first, profit in the form of material, namely: (1) minimal business risk; (2) fast turnover of goods; (3) the percentage of profits obtained from taking goods from suppliers and selling them; and second, profit in a spiritual form. The spiritual meaning in question is when the informant can support other people who will be praying. Where worship is closely related to God Almighty. In addition, the spiritual aspect is closely related to the Hindu term "karma phala," or the fruit of action, which refers to the honest and sincere way in which business owners run their businesses so that they will also get good results.

Suggestion

Researchers found limitations in this study, namely that business owners must keep formal accounting records and are only based on percentages for profits and costs and proof of transactions. Based on the research results, it is suggested that business owners keep accounting records properly and correctly to find out more clearly about capital turnover, material income, and profits in a more explicit and detailed manner.

In addition to the limitations from the business side above, this study has other limitations, namely using only one informant, an incense trader in West Lombok, West Nusa Tenggara. It is recommended for further research to choose a different subject to see changes in the way informants understand and interpret benefits. Because this research is subjective and cannot be generalized, it only looks at the "advantages" of the incense trader profession. Therefore, this research can still be continued from various perspectives. It will make research on the meaning of profit more prosperous and diverse to consider, such as business management, market segments, and the velocity of goods turnover.

References


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