

## **ABSTRACT**

*The phenomenon of street trader in Indonesia becomes a site that is potentially to emerge micro-economical establishment through informal sectors. Street traders do not have sufficient educational background supporting businesses. Therefore, street traders are likely to have their own understanding in doing both their operating activities and profit determination and conception.*

*Performing an unstructured interview to gain data, this research involved five street traders in five cities: Semarang, Jakarta, Pekalongan, and Kebumen. Those subjects were classified as manufacturing, trading, and service business. Interview was to capture a depth view concerning production, and to gain the understanding, competency, and motivation applied by street trader to obtain profit.*

*Research findings show that street traders have unique conception of profit built from understandings and experiences during their long-term operation. Traders have their own characteristic in their process of cost, volume, and profit analysis. Result of this research also shows some social aspects influencing operating analysis of street traders.*

*Keywords: Cost-Volume-Profit Analysis, Conception of Profit, Street Traders.*