

ABSTRACT

Novitasari, 2024. *"EcoNomic Potential in Pancasila Field in Improving the Welfare of Street Vendor Families in Palopo City."* Sharia EcoNomics Study Program Thesis, Faculty of EcoNomics and Islamic Business, Palopo State Islamic Institute. Supervised by **Agung Zulkarnain Alang**.

This thesis discusses the ecoNomic potential of the Pancasila Field in improving the welfare of street vendor families in Palopo City. This research aims to determine the potential in the Pancasila field in improving family welfare in the city of Palopo.

This type of research is qualitative research using field research with the aim of obtaining various data and information. The purpose of this research is searching for data and information in the field to find out how income improves the welfare of street vendor families in the Pancasila field of Palopo city. Collection techniques The data in this research uses observation, interviews and documentation. The location of this research is in the Pancasila field, Palopo city.

Based on the results of the research, it shows that there has been a lot of increase in income in the Pancasila field and that has overcome the income in the Pancasila field in the city of Palopo. Apart from that, it was also found that several street vendors (PKL) were able to employ other people as employees, and these employees were their own family. So, this can strengthen the role of improving family welfare for street vendors (PKL). The family's food needs can be met through business as a Street Vendor (PKL) because the income earned can meet the family's daily food needs. Clothing and food are also helped by the street vendor business run by the people of Pancasila. The role of street vendors (PKL) in terms of health is also very helpful in terms of their income as an effort to fulfill health needs. Street vendors (PKL) can help meet children's educational needs.

Keywords: Economic Potential, Street Vendors, Welfare