



The Impact of Ramadan on the Income of Micro, Small, and Medium Enterprises (MSMEs) in Batang Kuis District

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ABSTRACT

This study analyzes the impact of the Ramadan month on the income of Micro, Small, and Medium Enterprises in Batang Kuis District. The research employs a quantitative approach using surveys and interviews with MSME actors to compare their income before, during, and after Ramadan. The results reveal a significant increase in MSME income by approximately 63.4% during Ramadan, driven by shifts in consumption patterns, increased demand for Ramadan-specific products, and strategic business adaptations such as product diversification and adjusted operating hours. The study also discusses the challenges faced by MSMEs, including limited capital and digital marketing access, which affect their ability to fully optimize income growth during this period. The findings suggest that Ramadan serves as a critical opportunity for MSMEs to enhance their economic performance, provided they implement effective strategies and receive adequate support.

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INTRODUCTION

Ramadan is a period eagerly anticipated by Muslims around the world due to its profound spiritual and social significance. During this month, Muslims not only intensify their religious practices but also make adjustments in various aspects of life, including consumption patterns and economic activities. These changes in consumption behavior create both opportunities and challenges for micro, small, and medium enterprises (MSMEs), particularly in terms of increasing their income during this holy month (Wahyudi, 2023).

The income of MSMEs during Ramadan demonstrates different dynamics compared to other months. Income refers to the total amount of money earned by entrepreneurs within a specific period. During Ramadan, consumption patterns shift, leading to higher expenditures for iftar, suhoor, and preparations

for Eid al-Fitr. This phenomenon provides MSMEs with opportunities to increase their sales through products tailored to Ramadan traditions.

These consumption changes can be seen in the shifting timing of meals concentrated at suhoor and iftar, the variation in product types consumed, and the intensified shopping activities before Eid. Such conditions create promising business opportunities for MSMEs in Batang Kuis District, where the community is characterized by religious, ethnic, and economic diversity. This diversity results in highly dynamic consumption patterns during Ramadan (Amelia, 2024).

Ramadan also brings both challenges and opportunities. On one hand, the demand for specific products such as traditional iftar foods, dates, Islamic clothing, and Eid necessities increases significantly. On the other hand, MSMEs must adapt to changes in schedules and traditions during Ramadan to fully capitalize on this momentum. The transformation in consumer behavior requires effective business strategies to manage the surge in demand. From an Islamic economic perspective, consumption during Ramadan is not merely about fulfilling material needs but must also be grounded in the principle of *maslahah*—ensuring benefit while avoiding wastefulness (*israf*). Islam emphasizes the use of lawful, wholesome, and beneficial goods while discouraging excessive spending. This principle provides MSMEs with a balanced approach to managing their businesses, aligning profitability with sustainability.

MSMEs in Batang Kuis District hold substantial potential to maximize their income during Ramadan. Enterprises in the culinary, fashion, and essential goods sectors show significant increases in demand. The diversity of MSMEs combined with the strong religious atmosphere in the region provides a solid foundation for developing businesses and enhancing community welfare through increased income during Ramadan (Widyani, 2023).

This study focuses on analyzing the impact of Ramadan on MSME income in Batang Kuis District. Its objective is to provide empirical insights into how Ramadan influences MSME performance, the factors affecting income, and the strategies adopted by entrepreneurs to optimize earnings during the Ramadan period. A quantitative method is employed to obtain valid and objective data.

The research questions include: how does Ramadan affect MSME income in Batang Kuis compared to other months, and do MSME activities during Ramadan influence community income in the district? This study is highly relevant as it provides policy recommendations and business strategies for MSME actors in the area. Previous studies have shown a significant impact of economic activities during Ramadan on microenterprise income in other regions, but specific research in Batang Kuis remains limited. Therefore, this study aims to fill the gap by offering both theoretical contributions for academia and practical implications for MSME actors and local government in managing the economic potential of Ramadan (Nurmayani, 2025).

Accordingly, this research also seeks to provide insights into effective business strategies during Ramadan to improve MSME income and community welfare. The implementation of the findings is expected to support policy

planning that fosters MSME development during the holy month and strengthens the contribution of MSMEs to the local economy.

RESEARCH METHODE

The research method employed in this study is a quantitative approach with a descriptive and comparative research design. The study focuses on analyzing the impact of Ramadan on the income of micro, small, and medium enterprises (MSMEs) in Batang Kuis District, Deli Serdang Regency. Data collection was carried out through a survey technique using questionnaires distributed to MSME actors through simple random sampling, with a total sample of 90 respondents drawn from a population of 812 MSMEs. In addition to surveys, data collection also involved interviews, observations, and documentation to obtain more in-depth information regarding the conditions and strategies of MSME actors during Ramadan. Instrument validity and reliability tests were conducted using SPSS to ensure the accuracy and consistency of the collected data.

Data analysis was conducted using descriptive statistical techniques to illustrate the conditions and characteristics of the respondents, as well as comparative analysis to compare MSME income before, during, and after Ramadan. Hypothesis testing was performed using paired t-tests to determine the significance of income differences across these periods. Furthermore, simple linear regression analysis was employed to examine the effect of Ramadan on MSME income. Normality tests, heteroscedasticity tests, and the coefficient of determination tests were also applied to ensure the validity of the statistical model used. This approach was chosen to provide valid and accountable empirical findings regarding the effects of Ramadan on MSME income in Batang Kuis District (Sugiyono, 2018).

RESULT AND DISCUSSION

The Impact of Ramadan on MSME Income in Batang Kuis District

The findings of this study reveal that Ramadan has a significant positive impact on the income of micro, small, and medium enterprises (MSMEs) in Batang Kuis District. Based on data analysis from 90 MSME respondents, there was an average income increase of 63.4% during Ramadan compared to regular months. This increase was primarily driven by a surge in consumer demand for Ramadan-specific products such as *takjil* snacks, iftar meals, refreshing beverages, Islamic clothing, and other festive necessities.

The momentum of Ramadan creates unique economic opportunities for MSME actors. The shift in community consumption patterns, particularly concentrated around suhoor and iftar, encourages MSMEs to adjust their operating hours and production intensity. Many entrepreneurs developed special Ramadan products as part of their diversification strategies, which enhanced product attractiveness in the marketplace (Anwar, 2023).

Social and cultural networks associated with Ramadan also play a vital role in strengthening MSME economic activities. Traditions such as charity, zakat, and communal cooperation enhance social solidarity, which in turn contributes to increased local economic transactions. This social cohesion

expands MSMEs' market reach through word-of-mouth promotion and strong community recommendations. Moreover, product innovation emerged as a crucial factor in boosting MSME income. Many MSMEs introduced new variations of traditional Ramadan products—whether in flavor or packaging—that appealed to consumer preferences. MSME actors also increasingly utilized digital technology for marketing, including social media platforms and community bazaars (RI, 2008).

Adjustments in business operating hours also had a significant effect. By extending business hours in the evening and at night before iftar, MSMEs were able to boost sales volumes, as consumers tend to shop more actively during these periods. This operational flexibility allowed MSMEs to optimize their working hours and available resources. Ramadan thus not only increased MSME income quantitatively but also encouraged business capacity development and strengthened their position in the local economic ecosystem of Batang Kuis District. This demonstrates that Ramadan is a strategic momentum that should be maximized by MSME actors through market insights and innovative business practices (Jurnal Ummat, 2024).

Supporting and Inhibiting Factors in MSME Income Growth During Ramadan

The main supporting factor in MSME income growth during Ramadan is the sharp increase in consumer demand driven by specific Ramadan consumption needs and Eid preparations. This period generates significant opportunities to increase sales, particularly in the culinary sector, Muslim fashion, and essential goods. Many MSME actors adopted community-based promotional strategies to expand their market reach (Harliadi, 2023).

Social and cultural support in Batang Kuis District also contributed to income growth. Strong Ramadan traditions and active community participation in religious and social activities further strengthened MSME product marketing networks. The use of social media and Ramadan bazaars became effective platforms for enhancing product visibility and expanding sales markets. However, several inhibiting factors were also identified. One of the main constraints is limited working capital, which restricts MSMEs' ability to scale up production and diversify products in response to soaring demand. This financial limitation made it difficult for some entrepreneurs to manage raw material supplies and optimize business operations (Jurnal Pahlawan, 2024).

Limited access to digital technology and marketing information remains another significant challenge. Many MSMEs have yet to fully utilize digital platforms due to insufficient knowledge and a lack of human resources with adequate technological expertise. This limitation restricts their ability to expand beyond local community markets (Jurnal YRPIPNU, 2024).

Increasing competition also emerged as a major barrier. During Ramadan, a large number of entrepreneurs intensify their business activities, resulting in fierce competition for consumer attention. MSMEs must therefore compete not only in terms of product quality but also pricing and customer service to remain

attractive to consumers. External factors such as macroeconomic conditions, pandemic-related disruptions, and government regulations also affect MSME performance during Ramadan. Economic uncertainty and social restrictions, when imposed, may hinder trading activities and business development (Akmami, 2023).

Therefore, understanding and managing these supporting and inhibiting factors is crucial for MSME actors to maximize income potential during Ramadan. Support from government agencies, financial institutions, and business communities is essential to overcome capital and technological barriers while strengthening MSMEs' competitiveness, enabling them to grow and contribute more effectively to the local economy of Batang Kuis District.

CONCLUSION

Ramadan has a significant positive impact on increasing the income of micro, small, and medium enterprises (MSMEs) in Batang Kuis District. This increase occurs due to shifts in community consumption patterns, which are more concentrated during *suhoor* and *iftar*, as well as the growing demand for Ramadan-specific products such as food, beverages, Islamic clothing, and Eid-related necessities. MSME actors successfully capitalized on this momentum by implementing various strategies, including product diversification, adjustments in operating hours, and effective community-based marketing. This phenomenon demonstrates that Ramadan represents a strategic opportunity to enhance the welfare of MSME actors while simultaneously fostering local economic growth.

However, the income growth during Ramadan is also accompanied by several challenges, such as limited access to working capital, insufficient utilization of digital marketing technologies, and increasingly intense competition. These challenges must be addressed to enable MSMEs to fully optimize their business potential during the Ramadan period. Support from multiple stakeholders—including government institutions, financial organizations, and business communities—is crucial to overcoming these barriers and ensuring sustainable MSME growth. With proper management and strategic approaches, MSMEs in Batang Kuis District can continue to expand and make significant contributions to regional economic development.

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