



SAMOTA CAR FREE DAY REVITALISES THE ECONOMY OF LOCAL MICRO, SMALL, AND MEDIUM ENTERPRISES (MSME) IN SUMBAWA DISTRICT

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Abstract

This study aims to determine the impact of Car Free Day Samota in supporting the welfare of micro-entrepreneurs. The type of research used in this study is descriptive research. The population in the study were all micro-entrepreneurs in the Samota car-free day. The number of samples in this study was 30 micro-entrepreneur respondents. Data analysis in this study was Paired sample t-test used to see if there was a significant difference between the two data groups. It should be emphasized here that the two data groups came from the same sample group. The calculation result of the t statistic value was 7.514 while the critical t value at the 5% significant level was 2.045. When compared between the t statistic and the critical t, it is known that $7.514 > 2.045$, so it can be seen that there is a significant difference between the net income or business profit of micro-entrepreneurs after the Car Free Day Samota program and before the Car Free Day Samota program. Based on the table above, it can also be seen that the t statistic value is 6.665 while the critical t value at the 5% significant level is 2.045. When comparing the t statistic with the critical t, it is known that $6.665 > 2.045$, so it can be seen that there is a significant difference between the turnover of micro-business actors after the Samota Car Free Day program and before the Samota Car Free Day program.

Keywords: *Car Free Day, Income UMKM*

INTRODUCTION

Given that one of the main objectives of economic development is to increase the production of goods and services and employment opportunities for the community, the implementation of economic development must involve all levels of society and government in taking regional development initiatives by using all available resource support and designing and building the regional economy (Sofyan, 2017).

Micro, small and medium enterprises are business units that can be formed independently and run by individuals or groups. Micro, small and medium enterprises are one of the supporting forces in the Indonesian economy and have a significant impact on the economic growth of a region (Sucahyo et al., 2023). Micro, small and medium enterprises (MSMEs) are one of the business units that play an important role in economic growth and development in Indonesia. The contribution of MSMEs to economic growth and development in Indonesia is unquestionable. The existence of MSMEs not only creates jobs for the community, but also becomes a locomotive in increasing community income, reducing unemployment, and strengthening the local economy (Kaswinata et al., 2023).

Salman Al-Farisi et al. (2022), quoting from the Department of Cooperatives, states that MSMEs have a strategic role in the Indonesian economy, namely as: 1) a major player in

economic activities in various sectors, 2) the largest provider of employment, 3) an important player in the development of local economic activities and community empowerment, 4) a creator of new markets and a source of innovation, and 5) its contribution in maintaining the balance of payments through export activities.

Meanwhile in Kabupaten Sumbawa, the MSME sector is one of the sectors whose development is a priority programme for the government in encouraging inclusive and sustainable economic growth. As one of the priority sectors of the regional economy, the number of MSMEs in Kabupaten Sumbawa has experienced positive developments from year to year. The following presents the number of MSMEs in Sumbawa Regency in 2020-2024 based on data from the Sumbawa Regency Office of Cooperatives, SMEs, Industry and Trade.

Table 1. Number of MSMEs in Sumbawa Regency 2020-2024

No	year	Number of MSMEs
1	2020	1.009
2	2021	3.598
3	2022	4.610
4	2023	5.376
5	2024	5.587

Source: Sumbawa Regency Cooperatives, SMEs, Industry and Trade Service, 2025

The increase in the number of MSMEs will certainly increase competition between MSMEs so that the government as a regulator is required to participate in helping MSMEs to continue to survive amid the competition faced. One important factor in advancing the MSME sector is support from the government. The government can provide various facilities such as financing, training, technology development, and market access (Firdausya & Ompusunggu, 2023).

Given the large contribution of MSMEs to the economy, MSMEs need to receive government attention and policies to develop their performance. MSME development must be carried out in a planned, structured and sustainable manner, with the direction of increasing productivity and competitiveness, and can continue to grow new, more resilient entrepreneurs so as to improve community welfare (Azalvi et al., 2024).

The government can take on various roles in developing MSMEs, including the roles of coordinator, facilitator, stimulator, and entrepreneur. As a coordinator, the government coordinates various stakeholders in MSME development, such as local governments, businesses, and local communities. As a facilitator, the government facilitates MSME development by providing infrastructure, promotion, and policy support. As a stimulator, the government encourages and creates stimulation for communities to engage in tourism development, for example by providing training or capital assistance. The government can also act as an entrepreneur in developing MSMEs and providing MSME services that support local economic growth.

One of the central or local government programmes to support the sustainability of MSMEs is to hold a Car Free Day event (CNBC Indonesia, 2022). Car free day is an activity carried out in several cities around the world where certain streets are closed to motorised vehicles on certain days, usually on Sundays or weekends. The purpose of Car Free Day is to reduce air pollution, increase environmental awareness, encourage a healthy lifestyle by walking or cycling, promote public transport and improve the economy of MSME players (Sucahyo et al., 2023). Car Free Day can be an opportunity for MSMEs to increase sales, build community relations, and expand their reach among the local community. From an economic perspective, CFDs have become an informal incubator for many MSMEs. Many small entrepreneurs have started their businesses by selling at CFDs, capitalising on the relatively low rental costs and direct access to potential consumers.

Basically, various policies have been issued by the Sumbawa Regency Government to maintain the sustainability of MSMEs, including by conducting various programmes that function to develop existing MSMEs. One concrete example of government support for the development of MSMEs in Sumbawa Regency is the implementation of the Samota Car Free Day (CFD) activity. The Samota Car Free Day activity in Sumbawa began to be routinely carried out every week since 3 July 2022, located on Jalan Lintas Samota, Sumbawa Regency. Car Free Day in Sumbawa has been held approximately 65 times or 65 weeks, and is held on every weekend or Sunday. Fakhurrizki, Chair of the Sumbawa MSME Forum, revealed that one of the ways the Sumbawa Regency government supports the sustainability of MSMEs is with the car free day event (Cahyani & Suarantalla, 2024). Based on data collected from the Samota CFD activity manager in 2025, the number of MSMEs participating in the Samota CFD Programme each week is presented in the following table.

Table 2. Number of MSMEs in CFD Samota

No	MSMEs Category	Amount
1	Culinary	56
2	Fashion	17
3	Handicrafts	15
4	Children's Toys	7
5	Ornamental Plants	5
Total		100

Source: Sumbawa Regency Cooperatives, SMEs, Industry and Trade Service, 2025

The data presented in the table above shows that many MSME players in Sumbawa Regency took advantage of this opportunity to sell, ranging from culinary products, fashion, handicrafts, children's toys, and ornamental plants. The large number of visitors who came made the Samota CFD programme an effective promotional tool for MSME players to introduce their products to consumers so that it can help MSMEs expand their market reach.

In addition, the Samota CFD programme is also a forum that brings together MSME players with potential consumers, providing opportunities for MSME players to interact directly with consumers and build closer relationships with customers. Thus, the presence of CFD

Samota is expected to have a positive impact on MSMEs, such as an increase in sales volume, expansion of marketing networks, and wider product promotion so that it will ultimately be able to improve the economy of MSME players in Sumbawa Regency.

Car Free Day Samota is also introduced by influencers to all people in Sumbawa Regency by utilising social media marketing and electronic word of mouth (one of them is Ig: Semaras Sia). Social media marketing is used by influencers to convey what programmes are available at Car Free Day Samota (Fakhrurrizki, 2023). For consumers who want to get more information from people who have visited before, they use electronic word of mouth on social media to exchange information on various aspects of the car free day, both in terms of what products are marketed to the features available. One of the features used by MSMEs at Samota Car Free Day is digital payment. As is known, nowadays everything has changed from manual to digitalisation. Digitalisation of payments is currently increasingly widespread and increasing (CNBC Indonesia). This is what is utilised by MSMEs at Car Free Day Samota.

One indicator that is often used as a benchmark to assess the performance of a business is business income or business turnover. Revenue accounting theory in the classical perspective states that business revenue is the result of economic transactions that can be reliably measured and recognised when economic benefits transfer, not just when cash is received (Petković et al., 2024). Given that the main objective of company activities is to generate profits or net income, increasing business turnover is one way to achieve this goal. Business turnover has an important meaning for every company, because the position of business turnover can reveal the success or failure of a business. The greater the sales volume generated by a company, the greater its business turnover, and the greater the possibility of profit that can be obtained by the company. This indicates the success of a business in carrying out its business activities, but conversely, the lower the sales volume indicates the failure of a business in managing its business. Therefore, sales volume is the main goal of making a profit and achieving sales targets in every company that can ensure the survival of the company (Haryanto et al., 2022).

Based on the explanation above, it is important to conduct further research by raising the title 'Car Free Day Samota Revives the Economy of Local MSME Actors in Sumbawa Regency'. This is necessary to explore the impact of Samota Car Free Day in supporting the welfare of MSME actors (measured by net income and business turnover) so that the results of this study can be used as a consideration in formulating policies for car free day management and MSME development in Sumbawa Regency.

LITERATURE REVIEW

Business Income Concept

A profit or profit earned by a company that directly or indirectly affects the progress of the company itself is said to be revenue. Revenue is also said to be the profit earned by a company where the profit is calculated based on the capital issued by a company and the amount of revenue earned after buying and selling activities.

There are many definitions of income itself but until now no one has defined income in general so that income has different meanings. The definition of income according to FASB quoted by Sofyan Syafri Harahap (1999: 113) is: The inflow or relationship of the value of the company's assets, or the fulfilment of the company's obligations, or income during a certain period, or the delivery or manufacture of goods, the provision of services, or any other activity that is the main continuity of the company.

From the description above, it can be said that revenue is the entry of assets due to the company's main activities. In connection with the above understanding Statement of Financial Accounting Concept No. 6 as quoted by. Jay M. Smith and K. Fred Skousen (1996: 123) define revenue as follows:

Revenue is an inflow or other addition to the assets of an entity or settlement of its liabilities or a combination of both derived from the delivery or production of goods, the provision of services or other activities that constitute the main operations or continuing core operations of an entity. Revenue is one of the fundamental aspects in the world of business and finance. In this context, revenue is not just a number that appears in the financial statements, but also reflects the health and sustainability of an entity. Revenue can be defined as inflows or other additions to an entity's assets, resulting from the delivery or production of goods, provision of services, or other activities that constitute the primary or core continuing operations of an entity. To better understand this concept, let's delve deeper into each of the elements that make up revenue.

Sources of Business Income

There are several sources of income for goods and services companies, but each income owned by a company has a different source such as whether or not the company needs to decide between income activities, operating capital, profits and losses. Activities that generate income are defined as efforts made by a person or company, be it the sale of goods or services in satisfying consumer tastes (Sofyan Syafri Harahap, 1999: 115). Meanwhile, profit is the profit owned by a person or service which is the result of the sale of goods and services that have been separated from the capital or efforts made by the company. Pendaatan is very influential on the gross increase or assets owned by the company, revenue is cash flow into the company's cash which greatly affects the company's future for the next period. So the source of revenue owned by the company depends on the company's efforts or activities in serving consumers, the better the service provided by the company, the higher the revenue owned by the company itself.

Sales Turnover

Turnover is an absorption of the Dutch language, which means the total amount of sales of a company (organisation, law) in a certain period and consists of two components, price and quantity sold. Chaniago (1998) provides an opinion on sales turnover is the total amount of revenue obtained from the sale of a good/service within a certain period of time. Swastha (2017)

defines sales turnover as the accumulation of sales activities of a product of goods and services calculated as a whole over a certain period of time continuously or in one accounting process.

The definition of sales turnover according to the Indonesian dictionary (2000: 626), is the amount of sales (merchandise), sales turnover is the total amount of sales of goods / services from the company's profit and loss statement (operating statement) during a certain sales period. From the above definition, it can be stated that what is meant by sales turnover is the total amount of goods and services calculated based on the total net profit from the company's profit and loss statement (operating statement) during a selling period.

From the above definition, it can be concluded that sales turnover is the total amount of sales of goods/services within a certain period of time, which is calculated based on the amount of money earned. Increasing sales turnover is a big challenge for business people because the success or failure of a business is largely determined by how many products sell in the market. For that, a special strategy is needed in achieving it.

Empirical study

Previous studies are taken into consideration and reference for the author in conducting this research. Some previous studies that have been conducted regarding the problems to be studied are as follows.

1. Yacobin Bulu, Yohana Sel, Gabriela Sakera and Yohanes Lian (2024) on the Impact of Car Free Day on the Income of Culinary MSMEs in Kupang City: Opportunities and Challenges. This study aims to analyse the potential and challenges faced by MSME players during the CFD event. This research uses a descriptive qualitative method, data collected through interviews with culinary MSME players and studied using SWOT analysis. The results of this study show that CFD has a significant positive impact on the income of culinary MSMEs in Kupang City. The findings of this study emphasise the importance of optimising the utilisation of CFD events to improve interactions with consumers and expand markets, thereby benefiting the growth of MSMEs.
2. Verien Oktasia Wulandari, Ruth Haryati Purba, Muhammad Rio Fernanda Setiawan, Dodi Setiawan (2024) on Identifying the Impact of CFD on MSME Economic Growth in the Yos Sudarso Area of Palangka Raya City. This study aims to identify the impact of CFD activities on the economic growth of MSMEs in the Yos Sudarso area of Palangka Raya City. This research uses a descriptive qualitative approach, data collection using interviews with MSME actors, and assessment is carried out using Miles and Huberman qualitative analysis techniques. The results showed that CFD activities in Yos Sudarso provide opportunities for MSMEs to increase economic growth and help increase income for MSME players. Therefore, the sustainability of this CFD activity must be maintained to improve the welfare of the community.
3. M. Hasan Syaifur Rizal and Mohamad Zahrudin Sahri (2024) on the Role of Car Free Day as a Strategy for Improving Micro, Small and Medium Enterprises (MSMEs) in Mojokerto. This study aims to analyse the role of CFD in increasing the income of MSME players in

Mojokerto. This research is a type of qualitative research with a descriptive approach. In collecting data, this research uses observation and interviews with MSME players who operate on Car Free Day activities in the Mojokerto area. The results showed that CFD activities can double the income of MSME players and street vendors compared to operating outside these activities. This increase in income occurs due to crowded visitors in CFD activities. Therefore, the sustainability of CFD activities must be maintained to improve the welfare of the community.

RESEARCH METHODS

The type of research used in this research is descriptive research. Descriptive research is research that seeks to describe the object of research completely, so that the state or condition of the object is clear. Descriptive research aims to describe or describe precisely something that is happening and taking place in the research. The reason researchers use this research method is the nature of the problem to be studied, where this research seeks to identify the impact of Samota Car Free Day in supporting the welfare of micro-business actors who are used as problems in this study. The types of data needed in this research are primary data and secondary data. Secondary data includes the profile of Sumbawa Regency and other data that supports this research. Primary data includes data from questionnaires obtained from research respondents related to research problems. The population in the study were all micro-business actors who carried out business activities at the Samota Car Free Day. The number of samples in this study amounted to 30 respondents of micro business actors who run businesses at Car Free Day Samota. Data analysis in this study is Paired Sample t-Test used to see if there is a significant difference between the two data groups. It should be emphasised here that the two groups of data come from the same sample group.

RESULTS AND DISCUSSION

Analysis of the Impact of Samota Car Free Day on the Welfare of Micro Business Actors based on Net Income or Business Profit

Car Free Day Samota is not only a place for the community to exercise and recreate, but also serves as a market for some micro-entrepreneurs in Kabupaten Sumbawa. Samota Car Free Day has become a meeting place between producers (sellers), in this case micro business actors and consumers (buyers) in order to conduct buying and selling transactions of various products produced. This will have an impact on the welfare of micro-entrepreneurs. The following is an estimation of the increase in net income or business profit of micro businesses as a result of the Samota Car Free Day through the Paired Sample t-Test.

Table 3

Paired Samples Statistics Results Net Income or Business Profit of Micro-Business Actors on Car Free Day Samota

<i>Paired Samples Statistics</i>				
	Mean	N	Std. Deviation	Std. Error Mean

Pair 1	Laba Sesudah	910000.00	30	640635.460	116963.498
	Laba Sebelum	550000.00	30	457881.177	83597.283

Source: Processed Primary Data, 2025

From the estimation results using the Paired Sample t-Test, it is obtained that the average net income or business profit of micro business actors before the Samota Car Free Day was Rp.550,000, - while after the Samota Car Free Day, the net income or business profit of micro business actors increased to Rp.910,000, -. Furthermore, to find out whether the increase in net income or business profit is significant or not, the significance test is carried out as follows

Table 4 Paired Sample T-Test Results Table of Net Income or Business Profit of MSME Actors

Paired Samples Test							
		Paired Differences			t	D f	Sig. (2- tailed)
		Mean	95% Confidence Interval of the Difference				
			Lower	Upper			
Pair 1	Profit After - Profit Before	360000.00 0	262012.31 8	457987.68 2	7.514	29	0.000

Source: Processed Primary Data, 2025

Table shows the difference in net income or business profit of micro business actors after and before the Samota car free day. The average difference is Rp.360,000, - with the lowest difference of Rp.262,012, - and the highest difference of Rp.457,987,-

Based on the table above, it can also be seen that the statistical t value is 7.514 while the critical t value at the 5% level of significance is 2.045. When compared between t statistics and t critical, it is known that $7.514 > 2.045$, so it can be seen that there is a significant difference between the net income or business profits of MSME actors during the Samota Car Free Day and outside the Samota Car Free Day. The existence of Car Free Day Samota directly brings positive changes to MSME actors. Thus, it can be concluded that the existence of Car Free Day Samota has a significant impact on improving the welfare of MSME actors in Sumbawa Regency.

Analysis of the Impact of Samota Car Free Day on the Welfare of Micro Business Actors based on Business Turnover

Besides helping to increase net income or business profit, Samota Car Free Day also plays a role in increasing business turnover for micro-entrepreneurs. The increase in business turnover is due to increased demand for products produced by micro business actors so that production volumes also increase. The following is an estimation of the increase in business turnover of micro businesses as a result of the Samota Car Free Day through the Paired Sample T Test.

Table 5 Paired Samples Statistics Results of MSME Business Turnover

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Omzet After	1163333.33	30	690194.042	126011.615

	Omzet Before	756666.67	30	485608.991	88659.666
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Source: Processed Primary Data, 2025

From the estimation results using the Paired Sample T Test (Two Sample Paired Test), it was obtained that the average business turnover of micro business actors before the Samota Car Free Day was Rp.756,666, - while after the Samota Car Free Day, the business turnover of micro business actors increased to Rp.1,163,333, -. Furthermore, to find out whether the increase in business turnover is significant or not, the significance test is carried out as follows.

Table 6 Results of the Paired Sample T-Test (Two-Sample Paired Test) of MSME Business Turnover

Paired Samples Test							
		Paired Differences			t	df	Sig. (2-tailed)
		Mean	95%Confidence Interval of the Difference				
			Lower	Upper			
Pair 1	Turnover After-Turnover Before	406666.667	281880.749	531452.585	6.665	29	0.000

Source: Processed Primary Data, 2025

Table shows the difference in business turnover of micro business actors after and before the Samota car free day. The average difference is Rp.406,666, - with the lowest difference of Rp.281,880, - and the highest difference of Rp.531,452,-

Based on the table above, it can also be seen that the statistical t value is 6.665 while the critical t value at the 5% level of significance is 2.045. When compared between t statistics and t critical, it is known that $6.665 > 2.045$, so it can be seen that there is a significant difference between the business turnover of micro business actors after the Samota Car Free Day programme and before the Samota Car Free Day. The existence of Car Free Day Samota directly brings positive changes in the business turnover of micro business actors. Thus, it can be concluded that the existence of Car Free Day Samota has a significant impact on improving the welfare of micro business actors in Kabupaten Sumbawa.

CONCLUSION

The results show that Samota's Car Free Day (CFD) activities have a significant positive impact on the welfare of micro-entrepreneurs in the Samota CFD area, both from the economic, operational, and product promotion aspects. In general, businesses view CFD as a strategic opportunity to expand their market, increase their income, and build direct relationships with consumers. Positive Economic Impacts include: An increase in sales volume and profits during CFD activities, Earnings from sales during CFD are higher than normal days, Production capacity is increased specifically to meet the surge in demand during CFD.

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