

ABSTRACT

This study aims to analyze the gross income of Micro, Small, and Medium Enterprises (MSMEs) in Bojongsoang Sub-District, Bandung Regency. The research employed a descriptive quantitative approach, with data collected through questionnaires distributed to MSME actors from various sectors such as culinary, services, and fashion. The collected data were analyzed using frequency distribution tables, class midpoints, and cumulative frequencies. The findings reveal that most MSMEs fall within the lower-middle income group, with a data distribution pattern that is positively skewed. This suggests that the majority of MSME incomes are below the average level. The culinary sector was identified as having the highest average income, followed by services and fashion. These results are expected to serve as input for stakeholders in formulating policies to support income improvement for MSMEs in the region.

Keywords: *MSMEs; gross income; Bojongsoang; income distribution; descriptive statistics.*