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Implementation of Street Vendor Arrangement Policy in the Taman Sari Area, Serang City

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Abstract

This research examines the implementation of the street vendor management policy. Taman Sari, Serang City. A descriptive qualitative method was used to collect data from the Office of Cooperatives, SMEs, Industry & Trade of Serang City. The findings show the government's efforts in relocating traders to more strategic locations, but there are obstacles such as the lack of facilities and infrastructure and suboptimal location changes. Nonetheless, the majority of merchants follow the government's guidelines because they feel it is beneficial for them. Inter-organizational coordination, effective use of resources, and the ability of implementing agents are key in achieving successful policy implementation. The findings of this study shed light on the difficulties encountered in implementing the street vendor arrangement policy and highlight the necessity of inter-organizational collaboration and effective resource management. In conclusion, to achieve policy objectives effectively, joint efforts from various parties are needed to overcome the obstacles that arise during the implementation process.

Keyword:
implementation; structuring; street vendors; relocation

1. Introduction

Policy implementation is the most important component beyond the preparation of policy formulation. If a policy that has been planned is not implemented, then the policy will only be an aspiration or good intention. The process is the output and also the final result that is a measure to assess whether the policy is carried out successfully or not, such as whether or not a goal has been achieved. This definition is closely related to what has been mentioned earlier by Grindle (1980:5). Implementation decisions are often in the form of legislation, namely laws, but it is also possible in the form of decisions and orders issued by significant executive or judicial organizations. Usually, the Decree states the problems to be solved, the goals and objectives to be achieved, and provides several methods in managing the course of an implementation (Agustino, 2016).

The community carries out its activities in the City Center where the majority of people think that the city can provide security in terms of finding a livelihood, so that many people urbanize. However, job opportunities in urban areas are few because in modern times they become machines as a substitute for human resources as labor. There are job opportunities in this narrow city, urbanized villagers are not able to meet the needs of work requirements because

they do not have enough provisions (enough education and skills) so they do anything, such as embracing the informal sector as a form of all efforts from the community to get what is needed in their lives (Evita, 2013).

In connection with population growth, the informal sector has sprung up in urban areas due to a lack of support and attention from the government. The informal sector is seen by the community as a solution to the problem of lack of job opportunities in urban areas. At the same time, the informal sector can be used as a means of talent development among local entrepreneurs (Wahyu et al., 2012).

A job that often gets a negative view from the public is the profession of street vendor. A trader is someone who trades goods/services with the aim of making a profit. While Sidewalk is an activity that is carried out in a place that is not settled. The roadside is a place for these activities such as where people walk, public facilities, parks, any place that has many visitors. A street vendor (PKL) is someone who sells on the side of the road and does not have a permanent location. The name "street vendor" often refers to merchants who use carts, according to some interpretations. This word is generally interpreted as the five legs of a trader. What is meant by five legs is consisting of two legs and three "Bondan legs" (actually 2 wheels totaling 2 and 1 support or all three are wheels). But more precisely there are three wheels (or one support leg totaling 1 and 2 wheels), therefore street vendors are nicknamed street vendors. In addition, some people mistakenly interpret street vendors as traders who sell their goods on the side of the road or sidewalk or goods on the side of the road or sidewalk as wide as five feet (Ismanidar & Usman, 2016).

Table 1
Recapitulation Of Serang City Merchant Data

No	Market Name	Number Of Stall	Number of LOS	Number Of Street Vendors (PKL)	Number Of Merchant		
					Stall	LOS	PKL
1	PASAR RAU	3814	760	8	2081	760	8
2	SERANG PLAZA/ LAMA	256	98	271	104	7	271
3	KEPANDEAN	347	44	0	216	44	0
4	KARANGANTU	79	54	9	64	54	9
5	BANTEN	414	0	0	323	0	0
6	KALODRAN	220	60	18	180	60	18
7	TAMAN SARI	54	0	40	54	0	40
Jumlah		**5184**	**1016**	**346**	**3022**	**925**	**346**
Total			**6542**			**4289**	

Source: DinkopUKMperindag

The data above is traders in the city of Serang who are inseparable from the existence of street vendors. There are many street vendors in Serang City, especially in the Taman Sari area which is near Serang Station which is a problem at this time. Taman Sari street vendors are one of the largest contributors to waste in the city of Serang which is a special concern and must be overcome by the local government of Serang City. In the area there is also an irrigation stream on the edge, then the land has been rented by PT KAI and then a kiosk was built by someone without the knowledge of the local government, so it can be said that the irrigation flow is disrupted. With the existence of street vendors, the area in Taman Sari has also become a slum and a pile of garbage.

In accordance with the Serang City Regional Regulation No. 4 of 2014 concerning the Structuring and Empowerment of Street Vendors. That the place must be overcome, along with the completion of development in the Kepandean area, the area around the sari garden must be cleaned and relocated, the goal is to create an orderly, clean and neat environment without causing negative impacts and achieving mutual comfort. The government has collaborated with several agencies, one of which is Satpol PP, which of course in Serang City has a role every morning in carrying out control duties in the Taman Sari area. Often the traders are difficult to commemorate so that many of their merchandise has been confiscated

by the Satpol PP and received a verbal reprimand. Therefore, the author wrote a paper to find out how far and compliant the people of Serang City are in an effort to establish street vendor arrangements as a policy in the Taman Sari area.

2. Literature Review

Public Administration

According to Marshall Dimock and Gladys Ogden Dimock, public administration is the process of achieving political goals. However, public administration encompasses more than just the tactics and methodical implementation of programs; Public administration also involves public policy. In the modern world, the bureaucracy serves as the main policymaker in government (Syafri, 2012). According to Wilson (1887), the purpose of the Administrative Study is to create a government function that is right on target, and the way to implement these functions is with maximum efficiency (Slomski, 2022).

Policy Implementation

Policy implementation is basically a method to ensure that the objectives of a policy can be met. Public policy is implemented with two choices as a decision: the policy is implemented directly in the form of a program or develops the public policy as a derivative of the policy (Nugroho, 2003).

Policy Implementation Model

The hypothesis in the research carried out is the hypothesis of G. Shabbir Cheema and Dennis A. Rondinelli. Several elements have a significant impact on the policies implemented. These aspects are environmental conditions, relationships between organizations, organizational resources, and the characteristics and capabilities of implementing agents.

The socio-cultural environment and the objectives of the implemented policies have a great impact on the implementation of the program. Furthermore, the relationship between organizations related to implementing a policy requires a cooperation involving an organization by coordinating between the parties involved and also building communication in each institution to ensure proper implementation. Next, the most important thing in implementing the policy in question is human resources and in addition to human aspects.

In relation to the characteristics and abilities of the implementing agent, it displays the attitude and behavior of employees including the structure of the bureaucracy, conventions, and various interactions that occur within the bureaucracy which can all affect the execution of policies (Amaliasari, 2021).

3. Methodology of Research

The descriptive method is used in research combined with a qualitative approach, where in the research there is an explanation with data based on observations. The goal is to strengthen and strengthen theories as well as collect information about current situations by creating descriptive data in the form of oral or written, and Dinkopukmperindag is involved in the field of resources that are carried out to observe the activities of each individual based on available facts. This theory is attributed to G. Shabbir Cheema and Dennis A. Rondinelli.

According to John W. Creswell, qualitative research methodologies seek to investigate and understand the meaning given to social or humanitarian issues by various people or groups.

This concept explains that the purpose of the research is to provide information in the form of a description and analysis of the problem using factors that determine the implementation of the policy (Kebijakan et al., 2023).

4. Result and Discussion

The number of street vendor points in the city of Serang, especially in the Taman Sari area, Serang city is one of the special concerns of the government in the local area. The existence of street vendors in the area is still not said to be good and of good quality, there are a number of traders in the area such as decorative fish, petshops, and animals.

The street vendors who have been provided by PT KAI have had an impact such as the accumulation of garbage in the area and disrupting the course of irrigation. The government has made efforts by relocating the traders to a better place, but there are differences in areas that are not strategic enough so that the traders return to their origins, namely the Taman Sari area. The local government of Serang City is again trying to make the relocation place a more strategic place to sell. It can be said that in the implementation of this policy is still not completely successful but still waiting for the place until the relocation place is ready to be used until now, the merchant community is still fairly obedient to the government because they are also subject to the government that is ordered.

a. Environmental Conditions

According to G. Shabbir Cheema and Dennis A. Rondinelli, the socio-cultural environment and the recipients of program policies have a great impact on program implementation. The environmental condition in this policy is that the local government issued a policy, namely the Serang City Regional Regulation Number 4 of 2014 which will be implemented by people who sell in the Taman Sari area. The main purpose of this policy is to discipline all street vendors so that an orderly and neat environment is created. There are a lot of street vendors in Taman Sari, more precisely on the edge of the railway tracks, the establishment of the kiosk next to the train is land leased by PT KAI then the land was built by someone then leased back by the community without the knowledge of the central government.

The Serang City Office of SMEs (DinkopUKMperindag) made instructions to be implemented and socialized to the people of the Taman Sari area to relocate the trading place to Kepandean, because their trading place has disturbed in addition to being a dirty area, one of which is interfering with the course of irrigation which should be on the edge of the irrigation there is no land but there is land that was made without the knowledge of the government. In this condition, the local government relocated to the Kepandean area, but based on the results of local interviews, several traders have moved to the Kepandean area, but the area is not strategic enough to do trade so that the turnover obtained by the traders decreases, therefore the traders move places again.

Table 2
Types of Trade in Taman Sari Area

No.	Types of Trades	Sum
1	Ornamental Fish	28
2	Petshop	9
3	Animal	3
Total		**40**

Source: DinkopUKMperindag

The data above is the traders who fill the stalls in the Taman Sari neighborhood in the city of Serang. However, the local government is currently developing and providing more adequate facilities so that a strategic environment is created for Taman Sari traders in the Kepandean area to support the implementation of street vendor arrangement policies. Through adequate environmental conditions, orderly environmental conditions are created. Based on the results of the interviews, so far if the government orders the community to relocate to the district, the community will follow the government's rules.

Based on previous research, according to Eka Evita et al. on this aspect, environmental conditions are caused by external conditions that direct street vendors to move to the market as the right and strategic place so that the policy runs effectively and creates orderly and orderly environmental conditions (Grenada, 2017).

b. Inter-Organizational Relations

According to G. Shabbir Cheema and Dennis A. Rondinelli Cooperation between organizations is necessary to implement certain policies, which require coordination and communication between institutions to ensure proper implementation. For organizational relationships, this includes how the relationship between policy makers and other organizations interacts. In order to achieve a smooth relationship, good communication is created to achieve good information and avoid problems that will interfere with the implementation process of a policy.

The relationship between organizations that is established in the implementation of street vendor arrangements in the Taman Sari area can be said to be well coordinated with each other. The agencies that collaborate are related to the DinkopUKMPerindag to work together by the Serang City Satpol PP, Dishub and the surrounding community to achieve the goals that have been set together and agreed upon by various parties.

Table 3
Recapitulation of Violations and Evidence by Satpol PP

No	Day/ Date	Resources	Violated Regional Regulations/Perkada	Types of Activities	Number of Violations		Location	Satpol PP	Amount of Evidence
					Verbal Reprimand	Confiscation			
1	Wednesday, 3 Mei 2023	Satpol PP	Perda Kota Serang Nomor 10 Tahun 2010 Tentang Ketertiban, Kebersihan dan Keindahan.	PKL	30	9	Taman Sari Kota Serang	50 People	2 Carts, 5 seats, 2 tables
2	Senin, 21 Agustus 2023	Satpol PP	Perda Nomor 12 Tahun 2020 Tentang Ketenteraman, Ketertiban Umum dan Perlindungan Masyarakat	PKL	20	5	Taman Sari Kota Serang	26 People	5 Tables

Source: Satpol PP Serang City

In this case, DinkopUKMPerindag made a good structuring system and communicated to traders and the community around the Taman Sari area, then assisted by the Serang City Satpol PP so that the process regarding structuring could be arranged neatly and directed without any misunderstandings.

To ensure the successful implementation of the policy of structuring and empowering street vendors (PKL), key entities must coordinate and collaborate. This partnership is expected to encourage cooperative efforts that contribute to the success of the policy. The following organizations play an active role in the implementation of this street vendor structuring and empowerment policy: Bappeda, Small and Medium Enterprises, Cooperatives, Trade and Industry Service (Diskumindag), Pamong Praja Police Unit (Satpol PP) and Transportation Service (Dishub). Each entity has a different role: Bappeda is responsible for policy planning, Diskumindag supervises street vendor trade operations, Dishub manages parking and road management, and Satpol PP enforces local regulations. Satpol PP has the authority to take action against street vendors (Yonan Bastiar, 2022).

c. Resources

According to G. Shabbir Cheema and Dennis A. Rondinelli, the most important part in implementing the policy in question is human resources and non-human resources. The resources owned need to be optimized in the implementation of the relocation of Taman Sari to the Kepandean Market, where there are human and non-human resources.

Human Resources

DinkopUKMPerindag menjadi sumber daya manusia yang dioptimalkan untuk dapat menjalankan segala tahapan proses relokasi Taman Sari ke Pasar Kepandean. Tentunya melibatkan sumber daya manusia lainnya dari Dinas lingkungan untuk mendukung alur proses relokasi. Sumber daya manusia dalam pelaksanaan Perda No.4 tahun 2014 tentang Penataan dan Pemberdayaan Pedagang Kaki Lima disediakan oleh beberapa pihak terkait, antara lain Disperindag Kota Serang sebagai pelaksana dan berkoordinasi untuk penertiban dengan SATPOL PP Kota Serang serta masyarakat dan paguyuban PKL kota serang. Setiap pihak berperan untuk fungsi dan tugas masing-masing. Menurut hasil wawancara peneliti, Pasar Kepandean merupakan lokasi yang sesuai dengan norma-norma Perda Nomor 04 Tahun 2014 tentang Penataan dan Pemberdayaan PKL. Sumber daya manusia tidak hanya untuk melakukan relokasi, namun juga dilakukannya pengawasan serta binaan dari pihak DINKOPUKMPERINDAG terhadap masyarakat dengan melakukan sosialisasi dan diskusi serta bimbingan setelah dipindahkan.

Non-Human

The available non-human resources are in the form of budgets and facilities and infrastructure. The budget of 2,901 M is intended to relocate Taman Sari to the Kepandean Market which includes the construction of buildings, tents, prayer rooms, toilets, all facilities and correspondence that need to be made for street vendors who have not been fostered in accordance with what is planned in its implementation. Furthermore, Dinkopukmperindag emphasized that facilities and infrastructure have been provided for street vendors and ensure that they do not trade in places that are not intended for trading in accordance with Regional Regulation No. 4 of 2014.

There are conflicting claims from street vendors who state that the infrastructure by Dinkopukmperindag is not enough because many of the street vendors themselves decided to return to selling in the corner of the Royal Market Area of Serang City because they consider the location provided by the Serang City government not strategic enough and can accommodate all traders.

Previous research that was used as a comparison by the researcher was research conducted by Faruq Al Fayyadl and Tirton Nefianto (2022), namely the Implementation of "Structuring and Empowering Policies for Street Vendors in the Royal Market Area, Serang City". In Faruq and Tirton's research, there is a statement on sub-aspect resources, namely human resources, budget resources, and facilities and infrastructure resources

d. Characteristics and Capabilities of Executing Agents

According to G. Shabbir Cheema and Dennis A. Rondinelli Characteristics and abilities of executing agents What is referred to here is that the attitude and behavior of employees consists of bureaucratic structures, conventions, as well as the flow of interaction in the bureaucracy that occurs. all of which can have an impact on the course of policy. In this case, the implementing agents in question include the DinkopUKMperidag, Satpol PP and the community, especially street vendors in the Taman Sari area, Serang City.

Based on the statement of the DinkopUKMperidag, the Taman Sari area is one of the areas that will be relocated to the Kepandean and Diponegoro areas. In the planning process, DinkopUKMperidag as the policy implementer monitors, directs, and educates street vendors involved, so that there is no misunderstanding between the government and the community. Then the ability of Satpol PP, which is one of the bureaucratic parties in coordinating the environment, is also very necessary so that the condition of the area remains safe and orderly. Satpol PP also conducts supervision by visiting the location periodically in the morning and monitoring street vendors who are selling.

Then, based on the results of the interview, street vendors in the Taman Sari area already knew and the majority agreed with the statement about the relocation that would be carried out. However, they did not have many complaints and complaints about the relocation. Instead, they choose to obey the government because they believe that the government has planned the best for them. Although, it may have an impact on their economic income which will be different if it has been relocated.

In the previous study, conducted by Irfan and his colleagues stated that the implementing agents carried out their main duties and functions in accordance with the existing standard operating procedures (SOPs), for the implementation of the policy of structuring street vendors who still live to sell in the Taman Sari area. This is proven, when carrying out the control process, preceded by a notification of the street vendors involved, then the signing of a statement letter until the street vendors can be approved (Irfan et al., 2018).

5. Conclusion

Based on the findings of field studies, the implementation of the regulations on street vendor arrangement has not fully run well or optimally. In the process of communication between policy implementers, information about the arrangement to traders has been provided in complete along with circulars, but the place that will be used by traders in this relocation process has not been fully completed, so that some traders who have moved to the area have not received equal benefits as in the previous area so that street vendors return to their origin of selling due to their turnover. Efforts made by the government are currently building the Kepandean area to become a more strategic area to sell, but until now the construction is still ongoing and Taman Sari is still occupied by street vendors. So until now, the implementation of the arrangement of street vendors has been running but has not been optimal until the construction of a place for relocation is ready to be used.

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