



IMPLEMENTATION OF ARRANGEMENT AND GUIDANCE POLICY FOR STREET VENDORS POLICY: IMPROVING ADVANTAGE OF PROFITS

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Abstract:

The existence of street vendors is also expected to not damage or reduce the quality of the surrounding environment in order to create a spatial structure that maintains the physical and social environment ecosystem in Malang. The City Government of Malang does not see the existence of one-sided street vendors but rather classifies them in their arrangement and development as street vendors. The results of the study explained that street vendors followed the rules and regulations both set by the Brawijaya Museum and by the Kodam V / Braewijaya and the City Government of Malang. Street Vendors benefit from a very diverse income generation and hope that in the future it will improve, Street Vendors believe that if there is an increase in the serious Arrangement and Guidance both by the Museum Manager, Bintal Kodam V Brawijaya and by the Government of Malang City together with other parties involved, will get an increase in their income in doing business in the Brawijaya Museum.

Keywords: structuring policy, guiding street vendors, increasing profit earnings

1. Introduction

The problem of street vendors is a joint problem in Malang that must be resolved until it is no longer a problem that has negative implications but is rather positive. In this case, there needs to be coordination from the government of Malang City, the street vendors, and the general public who are in Malang. The coordination was realized with a dialogue that discussed the problems of the Street Vendors, how the arrangement and arrangement so that their presence in Malang could precisely support the growth of the City of Malang recognition.

The commitment of the City Government of Malang which considers that the existence of street vendors who are growing rapidly in Malang by the community in this case as street vendors can be used as one of the potential development and development

of the region or partners in various aspects of development both tourism, social economy and as one of the goals of developing street vendors and cooperatives. Therefore street vendors in Malang are being carried out on a consistent arrangement and guidance both by the government and by private sector partners in cooperation so as to create order and order, and their existence is not considered a source of problems for The City Government and the people of Malang City like the security and beauty of the city.

The City Government of Malang does not see the existence of one-sided street vendors but rather classifies them in their structuring and development as street vendors. There are several locations that are used by street vendors in Malang for their business activities, which have been rented in several areas. One of them is inside and around Malang Brawijaya Museum. The location is a strategic category and is desirable by many traders, bearing in mind that the Brawijaya Museum is an educational tourism site owned and managed by Binal Kodam V Brawijaya, which is visited by many students, students and other general public every Saturday and Sunday, holidays and days ordinary.

Especially on Sunday morning along with Car Free Day activities organized by the Malang City Government to coincide around the Brawijaya Museum, many street vendors filled the parking area and other places around the Brawijaya Museum Malang, to pursue and fulfill the CFD activities. The existence of street vendors around the Brawijaya Museum Complex is personally fostered and managed by Binal Kodam V / Brawijaya, therefore to be able to support each other and establish good cooperation between the Museum Managers of Brawijaya and the Actors of Street Vendors who are on the grounds of the Brawijaya Museum, Structuring is needed and Good coaching is well planned and implemented. In the medium and long term in terms of business development and structuring street vendors.

To support these activities, an in-depth study was conducted on the responses of the street vendors who in this study the researchers called because they were included in the category of street vendors in these locations in order to obtain data and information about their responses so that they became a reference in compiling and establishing a coaching model for them and the Statutes that can be accepted by them when they are determined and implemented later so that in the follow-up activities they will get full support from the members of the Street Vendors in Brawijaya Museum. The purpose of this study is to give an overview to the government of Malang City and Kodam V Brawijaya about the implications of the policies issued by the government based on the perception of street vendors in the Brawijaya Museum.

2. Malang city government policy concept towards street vendors

The policy implementation process should meet the principles of justice, equity, and humanity and if it does not work according to the requirements, Joko Widodo (2001) says that policies that are initially good will be bad and vice versa. The City Government of Malang has special policies for street vendors which are manifested in five categories, namely: 1. policy demands 2. policy decisions 3. policy statements 4. outputs 5. policy

impact (outcomes). The policies of guiding and structuring Street Vendors of the Malang City Government is included as a policy decision made by government officials namely the Malang city government which authorizes or gives direction and substance to public policy actions, by establishing a Regional Regulation and issuing a Mayor Decree and Malang City Circular.

In Perda no. 2 of 2012 Chapter I article 1 number 13 states that the Street Vendors Block is the location/selling area for street vendors that have been grouped based on the type of business and the time that has been determined for sale. Based on Malang City Regulation Number 1 of 2000 concerning the Arrangement and Guidance of Street Vendors, every Street Vendor is prohibited from conducting business activities on roads, sidewalks, green lanes or public facilities except for those designated by the Mayor of Malang. In the case of Structuring and Guiding Street Vendors in Malang City, Malang City Government does several things including Social intervention. what is meant here is to organize street vendors by making a street vendor area and pockets of street vendors. By registering, formalize the status of street vendors and business placement. So that with the formal status the existence of the street vendors automatically gets protection from the city government of Malang and has legal certainty.

Coaching and empowerment that aims to provide skills to street vendors better understanding about the type of business they run so as not to lose money. In accordance with Malang City Regulation Number 02 of 2012 concerning Public Order and the Environment and Malang Mayor Decree Number 188.45 / 236 /35.73.112/2016 concerning Determination of Place or Location of Foot Traders' Business activities that have the purpose of structuring, fostering, empowering, controlling and controlling Street vendors. Management of street vendors at the same time to ensure street vendors to improve welfare, maintain public order and cleanliness of the environment.

Law enforcement, the firmness in the enforcement of this regional regulation, is enhanced by continuing to carry out enforcement together with the Malang City Civil Service Police Unit as a local law enforcement officer together with related parties namely the Transportation Office as the party that handles parking and the side ranks which assist in the enforcement. Socialization is a form of efforts to disseminate information to the public or the wider community. intended to be able to receive and understand the contents of the information. not only formal programs, programs related to the wider community can also be socialized. As was the case with the Malang City Satpol PP concerning Perda no. 2 of 2012 concerning public order and the environment, which regulates street vendors.

3. Community Perception

An assessment of the visual aspects of an area on the shape of a city is the result of interaction between the community and the city environment, namely human perception of the character of space-related to natural aspects. This perception arises due to the interaction between the observer and the object which is influenced by the distance of

observation in space (Hary Launce Garnham, 1985). Public open space (public space) in a city design plays an important role in providing a "*sense of social life*" (sense of public space) for the city community as a place to meet, look at and talk (Clare Cooper Marcus). Furthermore, Marcus gives limits about what is called the public open space, namely: 1) places that are owned by the public and can be accessed by the public, including parks in a neighborhood, city parks and some parts of the downtown plaza. 2) the place is owned by a certain group of people but is publicly accessible, including campus parks, private building parks and others. 3) the place is owned by a certain group of people and can only be accessed by certain groups, including a park in a care and rehabilitation center that is only reserved for health workers and patients.

According to Sugeng Gunadi, the problem that often occurs in the development of cities in modern times which is motivated by the rapid growth of the population of the city is the displacement of most, both green open space or outside space, because of the concept of modern city development that places business interests and the upper-class commercial above the interests of the lower middle class or the general public under the pretext of having high economic value, consequently the city increasingly lacks open space which is important for the social life of the people as well as the growth of the soul and soul of the city dwellers especially the young generation of the nation.

4. Discussion

About policy implementation and traders' perception; in this case, the authors interviewed those who were appointed as resource persons in this study. However, the author also circulates a simple questionnaire to complete and support the interviews conducted, to a total of 99 traders who have been designated as official traders in fostering Bintal Dam V Brawijaya who trade in the Brawijaya Museum Environment. The purpose of this interview is to find out their perceptions of the structuring and coaching plans that will be applied to traders in the Museum as well as to find out whether the structuring and coaching that will be carried out intensively towards increasing revenue is based on their perceptions as well so that it can be used as a reference to the plan which will be enforced by Bintal Dam V Brawijaya in collaboration with related agencies and institutions. Before this research was conducted, counseling was held as a preliminary action on the Community Service Program Activities that will be carried out by the author, the material of which is a detailed arrangement and coaching plan that will be carried out more intensively than before involving various interested parties.

4.1 Perception of Planning Arrangement

The arrangement intended here is the placement of traders in the complex and environment of the Brawijaya Museum grouped according to the group of goods being sold. In structuring the merchant group concept, setting up tents, scheduling event activities, merchant uniforms, payment of fees, health insurance and cleaning of kiosks.

Following the traders' perception of the structuring activities as mentioned above are as follows in the diagram:

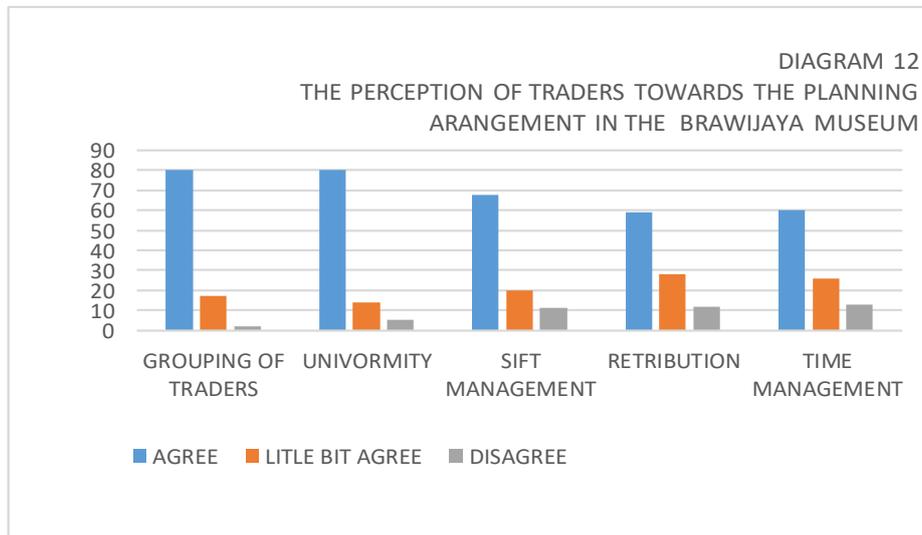


Figure 1: The Perception of Traders towards the Planning Arrangement in the Brawijaya Museum

4.2 Perception of Coaching Plans

Guidance, in this case, is understood as guidance that has been done by Bintal Dam V to traders, but in the future what will be done will be grouped into three guiding groups that must be followed by traders, namely Internal Coaching by Bintal Dam V Brawijaya, which includes concerning cooperation, cohesiveness, harmony, prosperity among traders as well as mentoring and character of traders which includes honesty, Halal, hygiene and health. Besides that, as the museum manager, there are development funds that are applied to traders who are intended as funds for cleaning, drinking water, electricity, security and so on. Based on interviews conducted can be obtained data from 99 traders of coaching as mentioned above perception as follows:

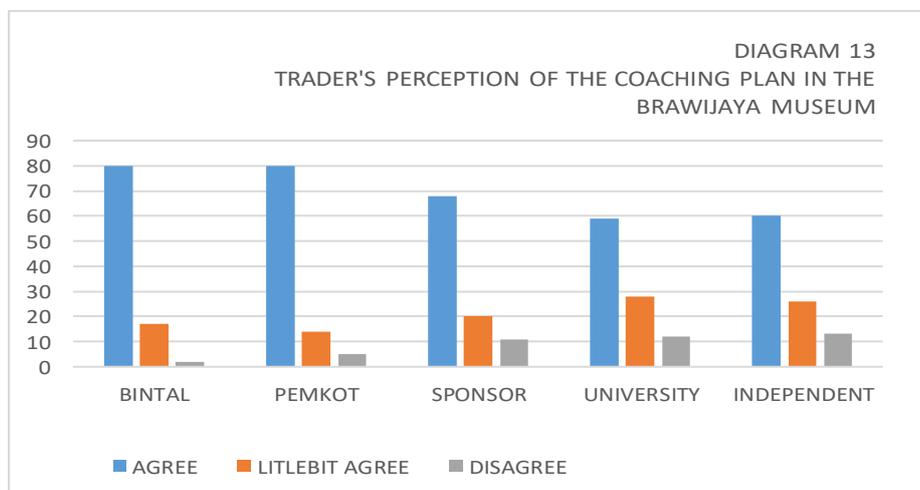


Figure 2: Traders Perception of the Coaching Plan in the Brawijaya Museum

Traders' perceptions on the effect of the implementation of the policy of structuring and guiding street vendors to increase earnings.

From a number of Merchant Groups, it is the Food and Beverage Group which conveys that its income gains benefit even though there is not always a lot of aliases. then rice traders and others, for example, know eggs, meatballs, tofu, rice cakes, etc. in the group, as a whole they say they have never suffered losses even though they do not always make a profit or profit. Traders' group of souvenirs and toys for the whole children never lose when calculated on the margin they apply in trading, but the profits derived are still far from the proper target that is feasible to be used as living expenses with their families daily. In a sense, they are always in profit but have not met their basic needs. Because the basic understanding of the income for them is diverse so that it is not biased, then what can be displayed in this study is only the basic drawings as described above and cannot be displayed in the form of diagram drawings. When asked whether their income is sufficient to meet the basic needs of themselves and their families. then we can get a picture that their perception of the adequacy of the income obtained is known as in the following diagram:

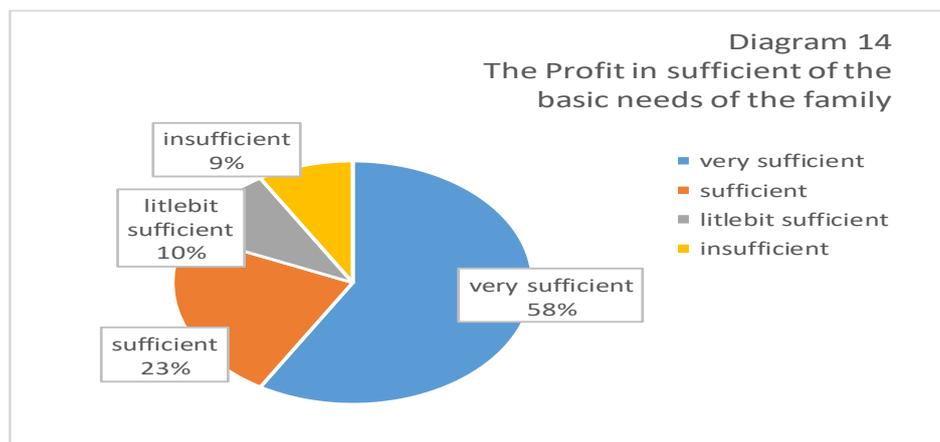


Figure 3: Adequacy of income for basic family needs

5. Conclusion

From the description, as conveyed in the discussion, the following conclusions and conclusions are obtained: (a) The Street Vendors in the Brawijaya Museum have been conducting their business activities for at least 1 (one) year and always following the rules and provisions both set by the Brawijaya Museum and by Bintal Kodam V / Brawijaya and the City Government of Malang (b) During their business activities in the Museum Environment, they follow all the stipulated rules including the fostering of special guidance both organized by Bintal Kodam V Brawijaya and from external parties (c) During conducting the business of the traders also benefits from the income that is very diverse and hopes that in the future it will increase so that the bias to meet basic needs with the family (d) Traders believe that if there is an increase in the serious arrangement

and guidance both by the Museum Manager, Bintal Kodam V Brawijaya or by the Government of Malang City together with other parties involved, will get an increase in their income in doing business in the Brawijaya Museum.

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