

The Role of the Cooperative SME and Trade Service in Monitoring the Relocation Policy at the Food Court in Tegal City

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Abstract. The existence of the informal sector, especially street vendors, contributes significantly to employment in Indonesia and is an integral part of urban socio-economic dynamics. However, their presence often leads to relocation policies aimed at organizing urban spatial planning, as seen in Tegal City on January 18, 2025, which involved 124 vendors from 3 main roads. However, its implementation has caused various problems, such as a decrease in turnover of up to 80%, the selection of less strategic locations, and social conflict. This study aims to describe the role of the Cooperatives, SMEs, and Trade Office in overseeing the relocation policy from the proposal stage to implementation. The research method uses a descriptive qualitative approach from primary data through structured interviews with service members, field observations, documentation studies, and strengthened secondary data from scientific journals, Regional Regulations, Theses, and online news publications, which are then analyzed thematically using NVivo 12 Pro. The results show that the Cooperatives, SMEs, and Trade Office play the most dominant role as the main coordinator. Their involvement is reflected from the policy proposal stage, data collection, socialization, music entertainment organizers, aspiration absorption, provision and management of facilities, the formation of E-Retribution, as well as participating in collaboration, coordination, and evaluation with other related agencies. Although the institutional role is well implemented according to planning procedures and mechanisms, these achievements have not been fully commensurate with improvements in the economic welfare of street vendors in the food court. This study identifies the need for further studies that focus on the impact of relocation from the vendors' perspective.

Keywords: Relocation; Policy Monitoring, SME

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INTRODUCTION

The informal sector's global legitimacy stems from its significant contribution to employment and increased economic income for business owners (Hamidu, 2022). This sector is often chosen by people as a source of income amidst high unemployment rates (Deslian, 2025). According to the Central Statistics Agency (BPS), by August 2025, the number of unemployed in Indonesia reached 7.46 million, equivalent to 4.85% (BPS, 2025). High unemployment rates have led many people to rely on the informal sector for their income, which is economic activity in an informal business environment where jobs are often created independently without permanent contracts. According to analysis by Pranjul Bhandari, Chief Indonesia and India Economist at HSBC Global Research, the informal sector contributes 60% of employment and absorbs 55% of national consumption (Ayuningrum, 2025). Several types of workers in this sector, such as motorcycle taxi

drivers, domestic workers, farmers, daily laborers, fishermen, construction workers, and street vendors (PKL), are part of this sector. Its important role in the structure of the labor market in developing countries is also often a major supporter of overall employment dynamics (Hermawati et al., 2022).

In the context of street vendors in Tegal City, their existence is an inseparable part of the dynamics of economic and social growth (Statistik, 2025), Mochamad Samsudin as a Member of the Trade Sector, stated that "the number of street vendors in Tegal City is approximately 1500" (Interview, January 14, 2026). According to Tegal City Regional Regulation Number 3 of 2008, street vendors are an informal business sector carried out in an effort to earn a living to meet the daily needs of the community. However, urban spatial planning and efforts to maintain the beauty, cleanliness of the environment, security and urban aesthetics often result in relocation policies (Tegal, 2008) which are defined as the process of rearranging old selling locations by moving them to new locations or places for certain reasons (Farida, 2022). Efforts to organize and empower them must also be carried out appropriately so as not to cause problems in city and environmental governance, with the hope of having a positive impact on all parties. However, previous research by Nurya et al. (2024) stated that relocation policies that are not comprehensively planned can cause a decrease in income, harm street vendors, become a source of disappointment and dissatisfaction, and face challenges or social conflicts that arise, such as distrust of the government.

The relocation of street vendors to the Jalan Melati Pujasera area (a one-stop food center) became an important phenomenon that occurred in early 2025 and was a strategic step taken by the Tegal City Government (Pemkot Tegal) in reorganizing the culinary area, as well as to improve public comfort and security, as an effort to organize and regulate areas that have experienced density or congestion due to the presence of street vendors on the main roads, thus disrupting the smoothness and order of traffic and causing congestion in the city area (Annisa et al., 2022).

The relocation was marked by a parade to accompany the relocation of the old sales location to the new location, led by the Acting Mayor of Tegal, Agus Dwi Sulistyantono, with the theme "Moving House PKL, Beautiful Tegal City, More Exciting Culinary" to the Jalan Melati Food Court. This relocation is expected to create a more orderly, safe, comfortable, and productive business environment and increase the appeal of the culinary center, which is popular among the people of Tegal City and its surroundings. However, relocation policies often face various challenges and problems that arise as significant economic and social impacts for traders (Tresno

Setiadi, 2025). The problems and challenges that arise are that many street vendors complain that their sales turnover has dropped drastically after being relocated to the Pujasera due to the lack of buyers, the narrow selling location which gives a dirty impression, the mandatory fees charged to traders every day are relatively expensive and burdensome. In addition, other complaints are related to the uncomfortable condition of the Pujasera because it is close to the Melati Integrated Waste Management Site (TPST) which causes an unpleasant odor that disturbs the comfort of the activities of traders and visitors. As a result, many street vendors are forced to stop selling (close down) because they run out of capital to sell and the average turnover drops from 50% to 80%. due to several conditions and problems that arise, there is a decrease in the number of active street vendors who have been relocated, because some decided not to continue their business, moved to a more strategic location, and closed temporarily because they ran out of capital for business (Syahmadani, 2025).

After 4 months of selling at the Pujasera, a new problem emerged on Sunday, May 11, 2025, as many as 45 Pujasera street vendors pushed their respective carts and insisted on selling again in the R.A Kartini Street area. This action was carried out as a form of disappointment for the street vendors who experienced a significant decline in turnover to the point of running out of capital in the last 4 months after being relocated. In the process of this forced return, there was tension and physical fighting between several street vendors and the Satpol PP, who were tasked with regulating the location, to maintain and implement the sterilization policy of the area. Furthermore, several street vendors were involved in actions that caused disturbances and other unrest, raising concerns about the potential for further provocation and the possibility of a recurrence of similar incidents, there are regulations prohibiting the related street vendors from returning to sell at the Pujasera in order to create a peaceful, orderly, safe environment and stability of conducive business activities. This action occurred because of the relocation policy that had been implemented, but had a detrimental, burdensome, and disappointing impact on street vendors (Mujiarto, 2025).

The latest data obtained in December 2025 shows a decrease in the number of active vendors selling in the Food Court to 45. As one of the Regional Apparatus Organizations (OPD) in Tegal City, the Office of Cooperatives, SMEs, and Trade plays a crucial role in overseeing the relocation process in the Food Court area. Its role extends beyond administrative data collection to include facilitation, supervision, guidance, and policy evaluation. Previous studies at the same research location by Nurohman & Rahmanto, 2025) have examined policy implementation reviewed through Regional Regulations using the Van Meter and Van Horn policy implementation

concept. Several other studies on similar topics, such as those conducted by Sudariyanto & Manggalou (2024), Anjasmari & Hasna (2023), Nurya et al. (2024), and (Eko Purnomo (2024) focus more on analyzing the implementation of relocation policies, the effectiveness of street vendor regulation, the impact of relocation policies, and evaluating street vendor regulation policies. Although previous research has examined several aspects related to similar topics such as street vendor relocation, there is still a research gap in previous research because it has not examined in depth the role of the Department in implementing the policy oversight function.

This gap is crucial considering that the success of relocation depends not only on policy formulation but also on the monitoring and guidance mechanisms implemented by the relevant institutions. Therefore, there is an element of novelty in this new study because it seeks to specifically describe the strategic roles of institutions that are involved and the functions of the roles carried out, so that this study has a different focus from previous studies. The research question is how Cooperatives, SMEs, and Trade Institutions can play a role in overseeing the relocation policy at the Tegal City Food Court, reviewed from the aspects of institutional roles, implemented strategies, and operational steps taken to achieve the planned urban governance goals, as well as maintaining the sustainability and continuity of the traders' businesses. This study aims to qualitatively describe the Role of Cooperatives, SMEs, and Trade Institutions in supervising the Relocation Policy of Street Vendors at the Food Court, which will discuss the roles, strategies, steps taken in the supervision process carried out from the proposal stage to policy implementation, and the involvement and collaboration of other Regional Apparatus Organizations in the relocation process and the sustainability of policy implementation. In this study, the author uses Soerjono Soekanto's (2002) Role Theory which is used to help describe complex service roles, measure or classify the level of contribution and explain the actual function of an organization (Ginting et al., 2022).

METHODS

This study employed a descriptive approach, which was then analyzed using qualitative methods to gain in-depth knowledge of the symptoms, phenomena, problems, and facts that can only be revealed through in-depth observational analysis conducted by the author (Putri et al., 2024). Two data collection techniques were used: first, primary data was collected through direct interviews with Mochamad Samsudin and Galih Aditya Yuniar, members of the Trade Division of the Tegal City Cooperatives, SMEs, and Trade Office, observation (direct observation at the research location), and documentation studies. Second, secondary data was collected through various factual and reliable sources, such as scientific journals, Tegal City Regional Regulations,

official government websites, theses, online news publications, and other literature. Various techniques were used during this process, including observing, taking notes, asking questions, and searching for information related to the research topic. The data obtained was then analyzed thematically using NVivo 12 Pro as a research tool. This process grouped the findings into specific categories so that the relationship between the empirical data and the theory used could be systematically demonstrated (Salsabilla Nathania DP, 2023).

RESULTS AND DISCUSSION

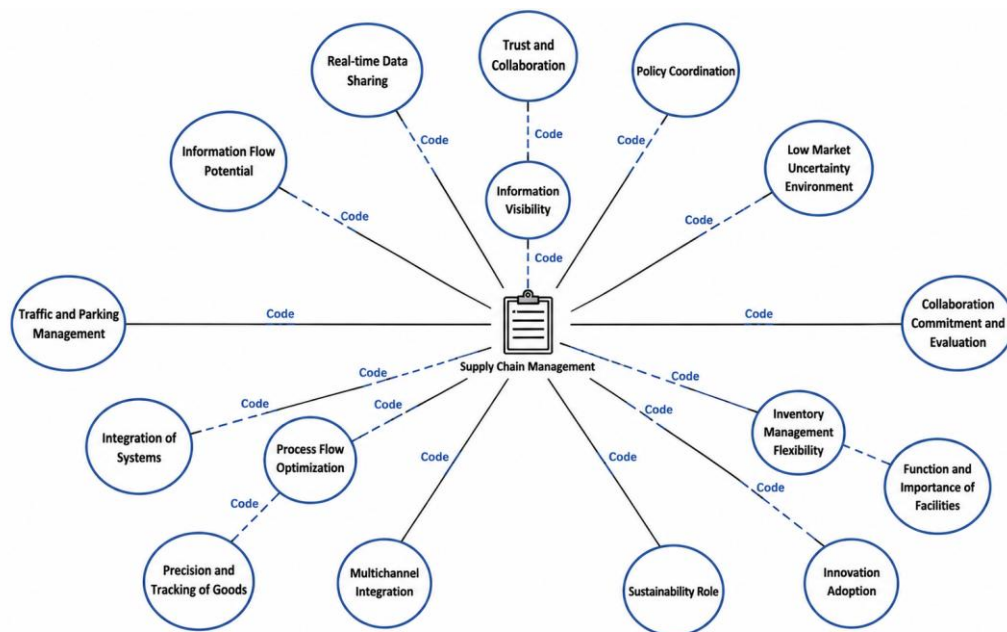
The Street Vendor Relocation Policy is a regulation created and established by the Tegal City Government to reorganize vendor locations by providing or facilitating new locations (Syafira, 2023). The selection of the Food Court on Jalan Melati as the new location provides an opportunity for street vendors to continue operating their businesses with more appropriate and organized facilities, including access to electricity, free Wi-Fi, decorative lighting, seating, a prayer room (musala), restrooms, and other supporting facilities. This process involves not only the physical relocation of the vendor location but also involves organizing, empowering, or coaching businesses to adapt to the new location and re-registering street vendors (Ningsih, 2022). The following is a profile of the latest street vendor locations after the relocation.



Pictures 1. The food court area a culinary destination in Tegal City

Source: Research documentation, 2025

The following are some of the roles of the Tegal City Cooperatives, SMEs and Trade Service as an OPD that has a strategic role in relocation as reviewed through Role Theory according to Soerjono Soekanto (2002) which states that roles are divided into 3, namely active roles, participatory roles and passive roles, which can be explained as follows (Noviona et al., 2024).



Pictures 2. Role classification based on theory
Source: Data processed by the author using NVivo 12 Pro, 2026

The figure shows the relationship pattern between the three aspects, demonstrating the link between theory and tasks and responsibilities analyzed according to information obtained by the author through structured interviews, utilizing the Project Map in the NVivo 12 Pro application as a technical instrument for categorizing and thematic mapping to obtain a comprehensive understanding of the topic being studied. The concept of role encompasses the dynamic aspects of a person's position or level within a system. When someone carries out their authority and duties correctly, it is seen as effective role implementation. In an organizational environment, each individual has various characteristics that influence and shape how they carry out the work, functions, and obligations established by the organization itself. A role can also be defined as a model of action of someone who occupies a specific position or title that is said to be able to create a beneficial influence or contribute to resolving a social challenge. Therefore, when street vendors expect specific roles from individuals or agencies, a comprehensive understanding is key to the dominant social expectations and norms so that these expectations can be met, thereby contributing to the progress and development of culinary centers that are concrete and sustainable.

1. Active Role

Refers to the function of an individual or group that actively carries out their responsibilities within an organization. This can be reflected, observed, and measured through their presence and contribution to organizational development and their participation in government policies.

Soekanto views active role as a form of intensive involvement encompassing various domains within an organization or social group. Some active roles in overseeing relocation policies are as follows:

Relocation Policy Proposal. Before the policy is legally established at the Pujasera, a policy proposal must be made, underpinning the need for relocation. There is also a lengthy preparation, design, and planning process, carried out not only by the Government and the Tegal City DPRD as working partners, but also by collaborating with Regional Apparatus Organizations (OPD) within Tegal City to develop an in-depth planning concept. The proposed street vendor relocation policy was first proposed by the Head of the Cooperatives, SMEs, and Trade Office to the Chairperson of Commission II of the Tegal City DPRD in 2022 with several objectives such as order, arranging selling areas to more strategic locations, reducing congestion, empowering street vendors, beautifying protocol areas and maintaining security and comfort for traders and visitors to avoid things that endanger safety due to their location on main roads. The proposal received initial legitimacy which was then approved in DPRD Decree (SK) Number 10 of 2022, thus opening up space for further discussion. The Chairperson of Commission II stated that the proposal could be achieved through the Budget Agency, a budget proposal of IDR 200 million for relocation was also resubmitted in 2023 through the General Policy of the Regional Budget (KUA) and the Temporary Budget Ceiling Priority (PPAS) (Adithya, 2023). However, there are obstacles in the Regional Regulation that regulates the Arrangement and Empowerment of Street Vendors, so that the Tegal City Government considers that the PKL relocation policy is formally regulated in Tegal City Regional Regulation Number 9 of 2018 concerning the Implementation of Public Order and Public Peace, which is used as a legal basis for implementing the PKL relocation policy in Pujasera and becomes the basis for the Tegal City Government in regulating informal business locations or places and prohibiting business activities in a public area that are not appropriate (Nurohman & Rahmanto, 2025).

Trader Data Collection. The systematic data collection process is carried out through the Trade Sector, which carries out administrative functions to conduct comprehensive data collection on street vendors in three busy street areas for street vendor activities. Based on the data at table 1, the total number of traders from the 3 roads that had been designated as the target locations for the program before the relocation was 142, but after the official relocation, the number decreased to 124 traders who participated in the initial relocation process on January 18, 2025. All three are roads that have been designated as target locations for the relocation program. This activity has also begun since 2024 with the implementation of a sustainable mechanism that is

divided into two important stages, in the pre-relocation stage the activity is focused on a comprehensive identification process which includes collecting basic information in the form of the identity of the business capital owner, the identity of the business actor who runs the trade, the domicile of the trader's residence, the name of the business being operated, and geographical information regarding the initial location of the selling place before the program is implemented. After the business location relocation process is carried out, the data collection activity enters the post-relocation phase with a more specific data collection orientation related to operational conditions at the new business location. The data inventoried at this stage includes the identities of vendors who have moved into the relocation area, the type of business each vendor sells, their current address, and a structured stall numbering system. This phased data collection is designed to produce an accurate and comprehensive database to support the successful implementation of the relocation policy and facilitate monitoring and evaluation mechanisms for the sustainability of street vendors' economic activities.

Table 1.
Street Vendor Data from the three Street Areas before relocation

Street Vendor Data	Amount
R.A. Kartini Street	98
Minister Supeno Street	31
KH. Ahmad Dahlan Street	13
Total Number	142

Source: Tegal City Cooperatives SMEs and Trade Service, 2025

Policy socialization, carried out through a humanist approach that conveys that the Tegal City Government is present to facilitate needs, protect the sustainability of business rights and not only carry out evictions. The approach through communication is also implemented in a participatory, dialogical and empowerment-oriented manner, in which the government emphasizes its commitment to providing decent, orderly, and equitable business spaces, while explaining the objectives of the relocation policy as part of efforts to organize a more orderly, inclusive and sustainable urban spatial plan. The socialization also includes technical explanations regarding the relocation procedures and the relocation implementation schedule that are conveyed systematically and transparently, the placement mechanism, and the readiness of facilities at the new location so that street vendors can prepare optimally. In addition to procedural aspects, the Office also emphasizes the benefits of relocation, especially the opportunity to increase income supported by the new selling location which is considered more strategic, organized, and legal (having legal certainty for street vendors in carrying out economic activities).

This approach serves to build shared understanding, reduce the potential for future conflict, and foster trust in the government. This socialization cannot be separated from the involvement of other stakeholders such as other related agencies, the Tegal City DPRD, street vendor representatives and community leaders who are an important part of the socialization, with the hope of being able to create trader welfare through increasing the income earned, as well as supporting orderly governance and the creation of visual beauty (aesthetics) of the city (D. Putri et al., 2025).

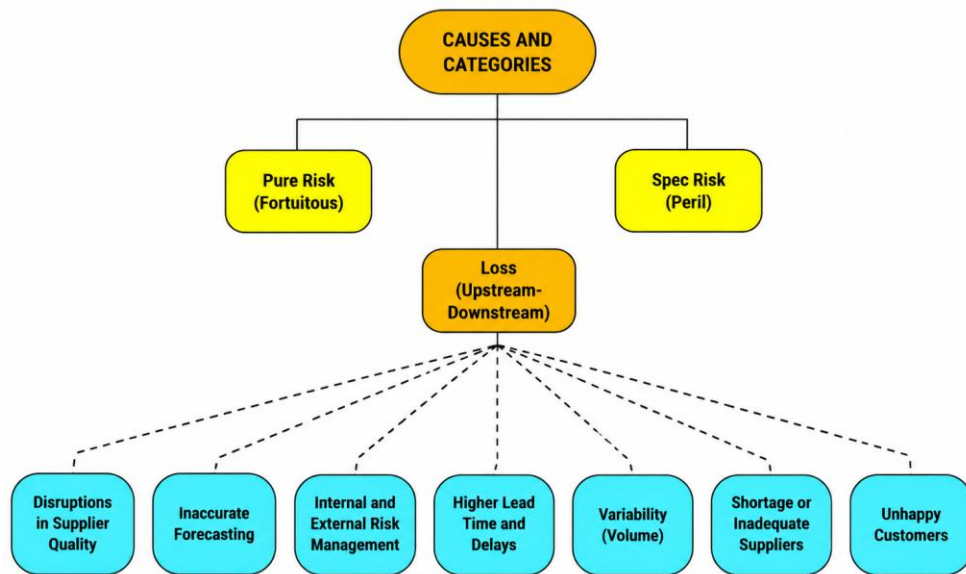
Live Music Entertainment Organizer. The implementation of live music performances was initiated as a strategy to attract the attention of people passing through the Jalan Melati area to be interested in stopping by and visiting the food court area. The concept of this organization is oriented towards increasing the attractiveness of street vendors' businesses, with another goal of enlivening the atmosphere of the environment. The increased enthusiasm of visitors who come is expected to have positive implications for increasing business turnover and bring special joy to traders who depend on their livelihoods in the location. The implementation of these music performances is held routinely every Saturday night, although the implementation takes into account situational aspects related to weather conditions around the food court area. The implementation of this program involves active participation and direct concrete contributions from Department Employees in the operationalization of activities. The main hope of this program is the realization of a busy food court area, which will ultimately be able to increase the economic income of street vendors in the area.

2. Participatory Role

This refers to an organization's involvement in various activities, particularly in the planning and implementation stages, that directly support the achievement of sustainable development goals (Pratama et al., 2019). Some participatory roles undertaken as a form of responsibility and support in implementing relocation policies include:

Collaboration, Coordination, and Evaluation. Involvement between government agencies is a key element in policy implementation, involving collaboration between the executive, legislative, and various Regional Apparatus Organizations that have functional links in the operationalization of the informal sector business relocation program. This involvement represents the implementation of collaborative governance principles to optimize the achievement of policy objectives by involving the participation of various stakeholders. Galih Aditya Yuniar (Interview, December 9, 2025) mentioned the involvement of several government agencies in the

process of implementing the relocation policy. This statement was then visualized in a chart using the Mind Map feature, as follows.



Pictures 3. Structure of Government Institutions that play a role in relocation

Source: Data processed by the author using NVivo 12 Pro, 2026

Participation within this collaborative governance framework includes various parties with specific roles according to their respective capacities and authorities. This approach also aligns with the coordination principle in Henri Fayol's management theory (Husaini, 2016:487), which refers to the division of tasks and optimization of human resources to achieve jointly planned goals. The coordination function requires alignment of each step so that all organizational activities can be directed in an integrated manner. The coordination and evaluation process continues to this day, starting from the planning stage before the relocation and continuing through the implementation phase. In the pre-relocation phase, coordination and evaluation focused on determining an adequate location for the Food Court, taking into account the availability of supporting facilities and various other supporting aspects, including technical preparations for the relocation and ensuring the safety of street vendors after the relocation. In the post-relocation phase, the evaluation focused on infrastructure, ensuring optimal maintenance, including the cleanliness of restrooms, prayer rooms, waste disposal areas, vendor washing areas, seating availability, and the continued functioning of decorative lighting throughout the food court area during sales activities. This involvement was designed to ensure that all technical, social, and economic aspects of the relocation process were comprehensively addressed through a clear division of roles and responsibilities (Sitepu & Maulana, 2021).

Provision and Management of Facilities. In the implementation of infrastructure management, the Youth, Sports, and Tourism Agency plays a role as an institution that provides its land assets for allocation. The determination of this land function is based on the recommendation of Commission II which designates the area as a culinary area utilized by informal business actors, Street Vendors, as a productive economic space. According to Galih Aditya Yuniar, "the initial budget for the management of the food court facility was around 200 million rupiah sourced from the Tegal City DPRD which was then handed over for management to the Cooperatives, SMEs, and Trade Agency which is responsible for providing and managing facilities including visitor seating, places of worship, toilets, decorative lighting, vendor washing areas, and equalizing road paving." (Interview, December 9, 2025). In this provision, the Public Works and Public Housing Agency also assists in carrying out the construction and improvement of facilities including drainage revitalization and land filling carried out for optimal land surface elevation to create smooth mobility in accordance with the Detailed Spatial Plan (RDTR) which focuses on urban aesthetics and flood prevention efforts.

Aspiration Absorption. Implemented using two main mechanisms: regular audiences with street vendors or their representatives, and weekly monitoring conducted by visiting department officers. Audiences are held two to three times per year, adjusted to the urgency and needs of emerging issues, facilitating direct dialogue between policymakers and street vendor associations to identify operational complaints, challenges, or issues of concern, and development aspirations. A hearing was also held on July 2, 2025, at the Office of Cooperatives, SMEs, and Trade, led by the Head of Department, Secretary, and Head of Division, with representatives of the Pujasera Street Vendor Association invited to share their aspirations. Meanwhile, weekly surveys are conducted through regular officer visits to the Food Court, where direct interaction with vendors is used to record complaints regarding sales obstacles, limited access to infrastructure or facilities, clarity regarding inactive vendor stalls, and other competitive dynamics with street vendors selling outside the Food Court. In addition to the office, a street vendor hearing was also held at Commission II of the Tegal City DPRD on March 26, 2025. Both approaches were proactive and adaptive, facilitating the absorption of aspirations outside of the formal hearing schedule through flexible weekly monitoring and generating a responsive flow of information that is contextualized to the latest phenomena in the field. Substantial benefits include reducing the potential for social conflict and strengthening the Agency's responsibility to monitor and supervise the development of street vendors after relocation (Syahmadani, 2025a).

Formation of E-Retribution. The development of the E-Retribution system is a strategic initiative by the Cooperatives, SMEs, and Trade Service, which, in the design and creation process, collaborated with Bank Jateng. This step reflects the institutional commitment to the digitalization of the Pujasera street vendor retribution payment mechanism, which is moving from the transition of conventional cash payment methods to electronic ones that require the provision of digital transaction cards for each vendor and will later be issued by Bank Jateng. Pujasera's status as an iconic culinary center reinforces the need for a modern and efficient retribution administration system. Mochamad Samsudin said, "Until January 2026, the coordination stage with Bank Jateng and the Regional Finance Agency (BAKEUDA) of Tegal City is still ongoing and focuses on accelerating the transformation of collection procedures from a manual system to a digital system (Using an E-Retribution card) that is accountable and transparent" (*Interview, January 14, 2026*). However, the prospect of this operationalization faces challenges in the form of low levels of ownership of mobile banking services among Pujasera vendors. This issue of financial technology accessibility requires a strategic response from Bank Jateng, the program sponsor responsible for designing a digital capacity building mechanism for businesses. This intervention is crucial to ensuring equitable adoption of E-Retribution and avoiding technological limitations that are ineffective in improving the effectiveness of retribution collection (Khairat & Lanin, 2024).

3. Passive Role

It is a form of participation by group or organization members characterized by a passive attitude and conscious self-restraint, where this aims to provide space for other functions and roles to take advantage of opportunities optimally in order to achieve the smooth dynamics of the group as a whole. This behavior reflects an awareness of the importance of proportional role distribution, so that each part of the group structure can carry out its function without overlapping, which ultimately contributes to the effectiveness of collective performance (Noviona et al., 2024). From this definition, 4 aspects are included in the classification of passive roles, namely:

Hygiene Management. One of the responsibilities of the Environmental Agency (DLH) in managing waste and domestic waste from intensive culinary activities, as reflected in the function of the Cleanliness and Green Open Space Management Sector, which includes planning, development, maintenance, and evaluation to maintain cleanliness sustainably. Furthermore, DLH is the agency that regulates management related to environmental cleanliness in the Pujasera Area by conducting waste management, supervision and guidance of waste to PKL and monitoring the quality of environmental cleanliness (Rosyida, 2024).

Provision and Handling of Wi-Fi. Carried out by the Communication and Informatics Agency (Diskominfo), which carries out the function of presenting and providing free WiFi internet network facilities at no cost to street vendors and the visiting public. The provision of this wireless internet access infrastructure serves as a driver in encouraging the operationalization of digital platform-based trade, thereby increasing the dynamics of the creative economy in the region. The implementation of this public wifi connectivity service reflects the City Government's commitment to building a digital infrastructure that supports the modernization of transaction systems and ease of service for traders who provide their sales online, for example on shopeefood, gofood and so on, as well as to facilitate digital transformation for traders in public spaces towards a more innovative and inclusive trading system.

Regulation of Traders. Implemented by the Public Order Agency (Satpol PP) as a Regional Apparatus Organization that carries out the functions and accountability of the order enforcement framework in trade activities in the informal sector. This institution has structural authority that has been regulated in regional regulations to provide guidance, supervision, and handling actions against trade practices that are not in accordance with city spatial planning policies. One of its involvements is also seen in handling situations of social tension or conflict in the form of a street vendor movement that attempted to reoccupy trading locations on Jalan RA Kartini, which occurred in May 2025. Its role accommodates aspects of security and order through preventive and repressive approaches. The regulatory function of the institution is carried out responsively through public order control mechanisms that include conflict mediation, enforcement of trade zoning regulations, and maintaining the stability of public space governance. Its presence can be said to maintain a balance between the economic rights of traders and the interests of orderly and sustainable city spatial planning (Yofferson et al., 2024).

Traffic and Parking Management. In line with the policy of relocating street vendors from three roads, the Transportation Agency also implemented traffic flow changes three days before the relocation of street vendors. This strategy was launched through an official trial on January 15, 2025, by implementing one-way lanes on Jalan RA Kartini and Jalan Menteri Supeno, with vehicle movement from east to west. Meanwhile, Jalan KH. Ahmad Dahlan maintained a two-way lane to maintain connectivity and accessibility between urban areas. This management is based on the principles of traffic engineering management. In addition to implementing traffic flow engineering, additional functions carried out include regulating vehicle parking zones in the Pujasera area to avoid illegal parking that can disrupt the smooth flow of traffic, as well as providing lighting on the highway and part of the wall at Yos Sudarso Stadium located right next

to the food court, this authority is carried out through public street lighting (PJU) to improve safety and comfort aspects for road users and visitors, especially at night.

CONCLUSION

The role of the Cooperatives, SMEs, and Trade Office shows a relatively optimal and dominant policy monitoring performance in monitoring the relocation process of street vendors to the Pujasera Area, both at the policy formulation stage, field implementation, and post-relocation evaluation. The success of the implementation of this role, as explained through the theoretical framework of Soerjono Soekanto's role, is inseparable from the collaboration and coordination involving 7 Regional Apparatus Organizations with a clear division of tasks and responsibilities, where the Cooperatives, SMEs, and Trade Office acts as the main coordinator, while other agencies act as technical supporters according to their respective authorities and duties. This reflects the application of the principle of collaborative governance in managing the informal sector in urban areas. However, previous research conducted by Nurohman & Rahmanto (2025) identified that the relocation policy at the Food Court (Pujasera) has not been successful in improving the economic welfare of vendors, as evidenced by a decrease in vendor turnover after relocation and a decrease in the number of active vendors. This was caused by several factors, including ineffective communication, the location being less strategic due to its proximity to the Integrated Waste Management Site (TPST), the weak commitment of the implementing agency (Tegal City Government) in following up on recommendations from the Tegal City Council (DPRD) and complaints from street vendors, as well as changes in consumer visiting behavior caused by traffic management and the new spatial design of the area. The implementation of this policy was deemed to emphasize regulatory factors rather than vendor economic empowerment. Therefore, although various institutional roles have been implemented well in accordance with planning procedures and mechanisms, this cannot be used as a sole indicator of policy success. This condition indicates that administrative and institutional success in terms of structure and working mechanisms does not always directly correlate with success in improving vendor economic welfare. Therefore, this study recommends further studies that examine the impacts after relocation from the perspective of street vendors.

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