

Implementation of Structuring and Empowering Street Vendors on Ahmad Yani, Sukabumi City

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Abstract. The increasing number of street vendors (PKL) on Jalan Ahmad Yani, Sukabumi City, has caused problems in the use of sidewalks and public spaces, which has an impact on traffic congestion and declining order in urban areas. This study aims to analyze the implementation of policies for structuring and empowering Street Vendors based on the theory of policy implementation using a policy implementation theory framework that encompasses four dimensions: communication, resources, disposition, and bureaucratic structure. This study uses a qualitative method with a descriptive approach. The data collection technique was carried out through observation, interviews, and documentation involving the Sukabumi City Cooperatives, Micro Enterprises, Industry and Trade Office, the Sukabumi City Pamong Praja Police Unit, and street vendors on Jalan Ahmad Yani. Data analysis uses the Miles and Huberman model, which includes data reduction, data presentation, and conclusions drawn. The results of the study show that the implementation of the policy has been carried out through socialization, coaching, supervision, and control activities. However, the implementation has not been running optimally because there are still limited resources, low street vendor compliance, inadequate relocation locations, and inconsistent supervision. This study concludes that the implementation of street vendor structuring policies requires strengthening inter-agency coordination, continuous supervision, and the provision of strategic relocation locations to create a balance between urban order and community economic sustainability.

Keywords: Policy Implementation; Street Vendors; Urban Planning

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INTRODUCTION

Street vendors (PKL) are part of the informal sector that has an important role in supporting the economy of urban communities, especially for the lower middle economic group. The existence of street vendors can create jobs with relatively small capital and provide easy economic access for the community. In various big cities and developing cities in Indonesia, street vendor activities are a phenomenon that cannot be separated from the dynamics of urban development. However, the existence of street vendors also often raises urban spatial planning problems, especially when trading activities are carried out on sidewalks, road shoulders, and other public spaces that are not in accordance with their designation. This condition has an impact on the disruption of the function of public facilities, increased traffic density, and decreased aesthetics of urban areas (Makmuri, 2018; Hanum & Juwita, 2022).

This phenomenon also occurs in Sukabumi City, as one of the cities with a fairly high level of economic activity and community mobility. Based on data from the Central Statistics Agency of

Sukabumi City in 2024, the population of Sukabumi City will reach 360,644 people with an average density level of 7,465 people/km².

Based on preliminary data, Cikole and Citamiang Districts are the areas with the highest population density in Sukabumi City. The high population density has an impact on increasing social and economic activities of the community in public spaces, including the development of street vendor activities (PKL) in strategic urban areas. One of these strategic areas is located on Jalan Ahmad Yani, which is the center of trade and services in Sukabumi City. This area has a high level of community mobility, so it is a potential location for street vendors to carry out their business activities. The high number of street vendors on Jalan Ahmad Yani can be seen in the following data. Meanwhile, in 2023, the number of street vendors on Jalan Ahmad Yani was recorded at 119 traders. The number of street vendors on Jalan Ahmad Yani has increased in recent years. This condition causes the use of sidewalks and road shoulders as places to sell to increase, resulting in the disruption of the function of public spaces, traffic congestion, and declining aesthetics of the downtown area. Therefore, the Sukabumi City Government has established a policy for structuring and empowering street vendors through Sukabumi City Regional Regulation Number 10 of 2013 concerning the Arrangement and Empowerment of Street Vendors.

In its implementation, the local government through the Office of Cooperatives, Micro Enterprises, Industry and Trade (Diskumindag) and the Pamong Praja Police Unit (Satpol PP) carried out various structuring efforts such as socialization, coaching, supervision, and control of street vendors who sell on the sidewalks and shoulder of the road. However, the implementation of these policies has not been fully optimal (Bastiar et al., 2022). Street vendors were still found selling on the sidewalk after the control. In addition, the relocation location, which is considered less strategic, causes some traders to choose to sell again in the Jalan Ahmad Yani area.

Research on the arrangement and relocation of street vendors has been carried out in the past. Research conducted by Pasciana et al. shows that the street vendor relocation policy in Garut City has not been effective because traders have returned to sell in their original locations due to less strategic relocation locations and a lack of supporting facilities. Another study by Zalvia shows that the implementation of the street vendor arrangement policy in the Purus Beach Area, Padang City, has not been effective due to weak coordination, limited facilities, and low participation of traders. In addition, Maulida's research explained that the street vendor relocation strategy in Sukabumi City is not optimal because coordination between agencies is still not well integrated. Meanwhile, Bastiar's research shows that the implementation of Regional Regulation

Number 10 of 2013 concerning the Arrangement and Empowerment of street vendors in Sukabumi City has not been able to realize optimal orderly and beautiful city conditions (Pasciana et al., 2019).

Based on the previous research, most of the research still focuses on the effectiveness of relocation, structuring strategies, and obstacles to policy implementation in general. However, previous research has not specifically examined the implementation of the policy of structuring and empowering street vendors on Jalan Ahmad Yani based on the theoretical perspective of George C. Edward III's policy implementation theory which includes aspects of communication, resources, disposition, and bureaucratic structure (George, 2021). In addition, previous research has also not examined in depth the relationship between policy implementation and the empirical conditions of the arrangement of the city center area on Jalan Ahmad Yani as one of the centers of economic activity in Sukabumi City.

Based on the research gap, the novelty in this study lies in the analysis of the implementation of the policy of structuring and empowering street vendors on Jalan Ahmad Yani using the theoretical approach of George C. Edward III's policy implementation theory with a focus on four main dimensions, namely communication, resources, disposition, and bureaucratic structure. This study also emphasizes the empirical conditions of policy implementation in strategic urban areas that have a high level of economic activity and street vendor density.

Thus, the formulation of the problem in this study is how to implement the policy of structuring and empowering Street Vendors (PKL) on Jalan Ahmad Yani, Sukabumi City, based on aspects of communication, resources, disposition, and bureaucratic structure. The purpose of this study is to analyze the implementation of policies for structuring and empowering Street Vendors (PKL) on Ahmad Yani Street, Sukabumi City, based on the policy implementation theory of George C. Edward III

METHODS

This study uses a qualitative method with a descriptive approach to understand the implementation of policies for structuring and empowering Street Vendors (PKL) on Jalan Ahmad Yani, Sukabumi City based on empirical conditions in the field (Creswell, 2018; Sugiyono, 2017). The research was carried out in the Jalan Ahmad Yani area as well as in related agencies, namely the Sukabumi City Cooperatives, Micro Enterprises, Industry and Trade Office and the Sukabumi City Pamong Praja Police Unit. The determination of informants uses purposive sampling techniques by involving the Diskumindag, Satpol PP, and Street Vendors (PKL) who are considered to have direct involvement in the implementation of street vendor structuring policies.

Data collection techniques are carried out through observation, in-depth interviews, and documentation to obtain data related to street vendor conditions, policy implementation, and research supporting documents (Sugiyono, 2017). Data analysis uses the Miles and Huberman model, which includes data reduction, data presentation, and conclusions drawn. The validity of the data is tested through source triangulation and triangulation techniques by comparing the results of interviews, observations, and documentation so that the research data is more credible and can be scientifically accounted for (Miles Huberman, Dull & Reinhardt, 2014).

RESULTS AND DISCUSSION

The implementation of the policy of structuring and empowering Street Vendors (PKL) on Jalan Ahmad Yani, Sukabumi City, is one of the local government's efforts to create public order, environmental comfort, and the use of public space in accordance with its intended function. This policy is implemented by the Sukabumi City Cooperatives, Micro Enterprises, Industry and Trade Office (Diskumindag), together with the Pamong Praja Police Unit (Satpol PP) as an agency that has the authority to supervise and enforce local regulations. In its implementation, the street vendor arrangement policy is not only aimed at maintaining urban order, but also pays attention to the economic sustainability of small communities that depend on income from trading activities.

Based on the results of observations in the field, the existence of street vendors in the Jalan Ahmad Yani area still dominates the sidewalk and shoulder area. Trading activities carried out at these locations cause disruption of the functioning of public facilities, especially for pedestrians and road users. This condition shows that the implementation of the street vendor arrangement policy has not been fully optimal. Even though the government has carried out regular supervision and control, some street vendors still sell in prohibited locations because they are considered to have higher economic potential than the relocation locations provided by the government.

To analyze the implementation of policies for structuring and empowering street vendors on Jalan Ahmad Yani, Sukabumi City, this study uses George C. Edward III's policy implementation theory which includes four main indicators, namely communication, resources, disposition, and bureaucratic structure (George, 2021). The four indicators are used to see the extent to which street vendor structuring policies can be implemented effectively in the field.

Communication

Communication is an important factor in policy implementation because it is related to the process of delivering policy information to policy implementers and target groups. Based on the results of an interview with Informant 1 from the Sukabumi City Diskumindag, the local

government has conducted socialization to street vendors regarding the rules for structuring and prohibiting the use of sidewalks as a place to sell. Socialization is carried out through a direct approach to traders and the delivery of information about the importance of maintaining order and cleanliness of the environment.

The results of the study show that communication between the government and street vendors has been carried out regularly, but the effectiveness of information delivery has not been fully optimal. There are still several street vendors who continue to sell in prohibited areas even though they have received socialization and warnings from the government. This shows that the understanding and awareness of some traders towards the restructuring policy is still low. In addition, the results of interviews with several street vendors show that they understand the existence of government regulations related to the prohibition of selling on sidewalks and shoulder roads. However, economic conditions and the need to make a living are the main reasons for traders to stay in the location. This situation shows that policy communication has not been able to completely change the behavior of policy target groups. In George C. Edward III's theory, it is explained that effective communication must have clarity, consistency, and continuity so that policy objectives can be understood and implemented properly by the target group (George, 2021).

Resources

The success of policy implementation is also influenced by the availability of resources, both human resources, budgets, facilities, and policy implementation authority. Based on the results of the research, the Diskumindag and Satpol PP of Sukabumi City have had a division of duties in the implementation of the street vendor structuring policy. Diskumindag plays a role in fostering and collecting data on street vendors, while Satpol PP is tasked with supervising and regulating in the field. However, the results of the study show that there are still limited resources in the implementation of the policy. The number of supervisory officers is considered not to be fully proportional to the number of street vendor activities in the Jalan Ahmad Yani area. This condition causes supervision not to be carried out optimally at all times. In addition, the limited relocation facilities for street vendors are one of the main obstacles to the implementation of the policy.

Based on the results of interviews with traders, most street vendors feel that the available relocation locations are less strategic and empty of buyers, so they prefer to return to selling in the Jalan Ahmad Yani area. This shows that resources in the form of providing adequate business premises have not been able to support the implementation of policies optimally. In

George C. Edward III's theory, it is explained that limited resources can hinder the implementation of policies even though communication has been done well (George, 2021).

Disposition

Disposition is related to the attitude, commitment, and willingness of policy implementers in carrying out policies that have been set. Based on the results of interviews with Informant 2 from the Sukabumi City Satpol PP, policy implementation officers have tried to carry out control tasks in a persuasive and humane manner. The approach taken is not directly in the form of repressive actions, but through reprimands and appeals to street vendors to comply with the applicable rules.

The results of the study show that the implementing apparatus has a commitment to create order in the Jalan Ahmad Yani area. However, in its implementation, officers often face a dilemma between enforcing rules and considering the economic conditions of small traders. Therefore, a persuasive approach is preferred so as not to cause conflicts between the government and the community. On the other hand, the disposition of the policy target group, namely street vendors, still shows a low level of compliance. Some traders continue to sell in prohibited areas after the control activities are completed. This shows that the success of policy implementation is not only influenced by the attitude of policy implementers, but also influenced by the attitude and response of the community as the object of policy.

Bureaucratic Structure

The bureaucratic structure is related to the work mechanism, division of tasks, and coordination between agencies in the implementation of policies. Based on the results of the study, the implementation of the street vendor arrangement policy in Sukabumi City involves coordination between the Diskumindag and Satpol PP. Diskumindag is responsible for fostering and empowering street vendors, while Satpol PP carries out the function of supervision and enforcement of regional regulations.

The results of the study show that coordination between agencies has been carried out through joint supervision activities and periodic control in the Jalan Ahmad Yani area. However, policy implementation still faces obstacles in maintaining the consistency of supervision in the field. After the control activities were carried out, street vendors were still found who returned to sell in the same location. This condition shows that continuous supervision still needs to be improved. In addition, the policy implementation procedure refers to local government regulations related to public order and the arrangement of street vendors. However, implementation in the field has not been fully effective due to the economic factors of the community and the limited

relocation of places that support street vendor business activities. In George C. Edward III's theory, it is explained that a good bureaucratic structure must be able to create effective coordination and clear work mechanisms so that policy goals can be achieved optimally (George, 2021).

Based on the results of research and discussion using the policy implementation theory of George C. Edward III, it can be seen that the implementation of the policy of structuring and empowering street vendors on Jalan Ahmad Yani, Sukabumi City, has been carried out through socialization, supervision, coaching, and control activities. However, the implementation has not been optimally carried out because there are still obstacles in the communication aspect, limited resources, low compliance of some street vendors, and not optimal continuous supervision. Therefore, it is necessary to improve coordination between agencies, provide more strategic relocation locations, and implement more effective empowerment approaches so that policy implementation can run more optimally and be able to create a balance between urban order and economic sustainability of small communities.

CONCLUSION

The implementation of the policy of structuring and empowering Street Vendors (PKL) on Jalan Ahmad Yani, Sukabumi City, has been carried out through socialization, coaching, supervision, and control activities by the local government, yet has not been running optimally as street vendors are still found using sidewalks and road shoulders as places to sell. Reviewed through the policy implementation theory of George C. Edward III, the communication aspect has been implemented through socialization and delivery of rules to street vendors, although it has not been fully able to increase traders' compliance; the resource aspect is constrained by the limited number of supervisory officers and the unavailability of strategic relocation locations; the disposition aspect shows a persuasive commitment from the implementing apparatus, yet is faced with low compliance among some street vendors; and the bureaucratic structure aspect requires improved coordination and more consistent and sustainable supervision (George, 2021). Thus, the successful implementation of this policy does not only depend on law enforcement, but is also influenced by the social and economic conditions of traders, so that a balance is needed between urban planning efforts and community economic empowerment. Therefore, the Sukabumi City Government needs to increase the effectiveness of policy socialization through a more communicative and sustainable approach, provide more strategic relocation locations, strengthen coordination between Diskumindag and Satpol PP, and improve empowerment programs such as business development and economic assistance so that street vendor

structuring policies are not only regulation-oriented, but also capable of improving the welfare of street vendors. For further research, it is hoped that studies on the implementation of street vendor structuring policies can be developed using other approaches or theories, and expand the research focus on aspects of economic empowerment and community participation in supporting the success of urban area planning policies.

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