

THE IMPLEMENTATION OF REGIONAL REGULATION EMPOWERMENT OF STREET VENDORS IN THE CENTRAL MARKET IN THE GORONTALO CITY

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Abstract

The research aimed: (1) to determine the implementation of regional regulation Number 2 of 2017 concerning the arrangement and empowerment of street vendors reviewed from: data collection of street vendors, empowerment of street vendors, as well as monitoring and evaluation of street vendors. (2) to find out the determination of the implementation of regional regulation Number 2 of 2017 reviewed from: communication, human resources, disposition, and bureaucratic structure. It applied a descriptive research method, and the research site was at Pasar Sentral of Gorontalo City. Data collection techniques were observation, interview, and documentation, which were further analyzed using qualitative data based on Miles and Huberman concept. The research finding revealed that the implementation of local regulation Number 2 of 2017 concerning the arrangement and empowerment of street vendors reviewed from data collection, empowerment, monitoring, and evaluation had not been optimal. From the data collection aspect regarding business legality was not in accordance with regional regulation, the empowerment of street vendors only covered the granting of access to business places and capital, and the assistance and supervision, which were the rights and obligations of street vendors were not implemented. Therefore, in dealing with those problems, then the determinant factor of the implementation of regional regulation number 2 of 2017 based on the theory of Edwards III reviewed from communication, human resources, disposition, bureaucratic structure, and community support also had not been implemented properly. From the human resources aspect, the engineering department had an employee shortage, while the disposition which was performed by the department had obstacles from the target group (street vendors), as well as lack of support from the community.

Keywords: Arrangement; Empowerment; Street Vendors.

1. INTRODUCTION

The presence of street vendors is truly inseparable from the development process of an area. This condition occurs in Gorontalo City. As the city continues to develop in many business fields, such as culinary, fashion, to even basic household needs, the street vendors also begin to increase. The increasing number of street vendors is shown by the utilization of the street side to peddle their goods.

Street vendor is a contributing factor to the cause of many city problems such as security issue, traffic order, and, more specifically, the city arrangement in support of realizing the neat and clean environment. In addition, street vendor is considered as an illegal and informal sector since they occupy public spaces that are incompatible with the goal of the city, which emphasizes on the neatness and cleanliness aspect. This leads to street vendors becoming the target of city government policies referring to relocation or eviction.

This has urged the local government to set policies concerning arrangement and empowerment of street vendors. The policy aims to create a neater and cleaner city and be able to empower street vendors with the entrepreneurial spirit of being more independent and being able to generate business opportunities, which eventually lead to the increase of economy

The urgency of the regional regulation No. 2 of 2017 is due to the increasing number of street vendors in the street sides in Gorontalo City that disrupt the normal flow of traffic, aesthetics, and cleanliness along with the function of urban infrastructure. The street vending practice is one of the democratic economies in informal sector that needs to be empowered through business improvement and developments in order to support growth.

Based on data obtained from the Department of Trade and Industry of Gorontalo City, central market of Gorontalo City is one of the locations with the most street vendor ratings, which reach up to 674 vendors. The following table describes the legal street vendors in the central market of Gorontalo City:

Table 1.1. Legal Street Vendors in central market of Gorontalo City.

No	Name of Location	Number of Street Vendor
1.	A Section	155
2.	E Section	48
3.	Fish Section	150
4.	C Yard	30
5.	A/D Yard	45
6.	F Yard	120
7.	BC Hallways	40
8.	D E Hallways	28
9.	Second Floor Vendors	44
10.	Setia Budi	14
	Total	674

(Source. Department of Trade and Industry of Gorontalo City. 2019)

The table illustrates that the total number of street vendors situated in the central market of Gorontalo City is 674. The high number of street vendors carries implications to the city structure that is far from neatness and cleanliness. On the other hand, the local government strives to create a safe, clean, and healthy environment that often disrupted by the presence of street vendors who try to make a living and fulfill their needs there.

Illegal street vendors are those who do not occupy the designated locations. Apart from the aforementioned locations, the others are considered illegal to be occupied. It is because street vendors tend to move in one place to another and perplex the Department of Trade and Industry to record their locations. In addition, the local government is unable to accommodate the spread of street vendors, resulting in the use of roadside, sidewalks, and above drains. This must remain a government's concern to provide proportional locations from the increasing number of street vendors every year.

Below are the lists of the number of street vendors in the years of 2015 to 2019:

No	Period	Street Vendors in 2015	Street Vendors in 2016	Street Vendors in 2017	Street Vendors in 2018	Street Vendors in 2019
1.	The 1 st Quarter	16	18	22	22	49
2.	The 2 nd Quarter	15	15	22	59	60
3.	The 3 rd Quarter	20	17	19	32	74
4.	The 4 th Quarter	29	31	41	65	
	Total Number of Street Vendors	80	81	104	178	183

(Source. Municipal Police, 2019)

The table shows that the numbers of illegal street vendors who have no license from the Department of Trade undergo an increase every year. This is due to the economic demands, affecting many street vendors choose not to occupy the locations provided. As a result, it affects the city structure that is far from cleanliness and neatness. On the other hand, the local government strives to create a safe, clean, and healthy environment that often disrupted by the presence of street vendors who try to make a living and fulfill their needs.

Based on these issues, the implementation of regional regulation No. 2 of 2017 concerning arrangement and empowerment of street vendors is poorly implemented. The problem's complexity associated with street vendors intrigue the researcher to conduct a research entitled "The Implementation of Regional Regulation Concerning The Arrangement and Empowerment of Street Vendors At Central Market of Gorontalo City."

Based on the research context, the research focus and sub focus are as follows:

1. The implementation of regional regulation No. 2 of 2017 concerning arrangement and empowerment of street vendors with sub focus on how to implement the regulation are examined from the following aspects:
 - a. Street Vendors Data Collection
 - b. Street Vendors Arrangement
 - c. Street Vendors Empowerment
 - d. Street Vendors Supervision and Evaluation
2. The determination from the implementation of regional regulation No. 2 of 2017 concerning arrangement and empowerment of street vendors with sub focus on how the determination from the implementation are examined from the following aspects:

- a. Communication
- b. Resources
- c. Disposition
- d. Bureaucratic Structure

2. RESEARCH METHODOLOGY

Research Setting and Timeline

This research was conducted in the Central Market of GorontaloCity as it is one of the centers of street vendors. In addition, the site was chosen due to the street vending practice that often resulted in a dirty and smelly environment as well as the various types sold from daily items, convection to even basic needs. The research timeline was started from the process of conducting the research proposal to doing the thesis. The research applies a qualitative approach. The method uses descriptive qualitative. This research implements a qualitative method. It is a method used to examine the natural conditions of the objects, in which the researcher is as the key instrument (Moleong, 2002;4)

The data used as a means of analysis is sourced from data in the research site. It is the historical data of policy implementation for regional regulation No. 2 of 2017 concerning the cleaner and more organized city as well as creating more independent entrepreneurship in support of the family economy. The data required in this study are primary and secondary data. The methods and procedures of data collection used in this research are observation, interview, and documentation.

3. FINDINGS AND DISCUSSION

The Implementation Process of Regional Regulation Number 2 of 2017 Concerning Arrangement and Empowerment of Street Vendors

The urban growth and development is an implication of population distribution in GorontaloCity, which is indicated by the increasing number of informal business sector, the street vendors, who relatively offer affordable prices to meet the lower-middle people's economy. Hence, this must become a government's concern since the practice has become one of the productive business sectors that is able to reduce unemployment and improve the urban economy.

a. Data collection of Street Vendor

The data collection of street vendors is divided into the legal street vendors, which assigned to the Department of Trade and Industry of GorontaloCity and the illegal street vendors, which become the responsibility of the Municipal Police Unit of GorontaloCity. Unfortunately, the data collection process that covers the business legality and the total number of street vendors has not been fully actualized in accordance with the regional regulation concerning arrangement and empowerment of street vendors. Therefore, it is important for the departments to improve the work performance through conducting continuous data collection and reviewing the principle license (SIP) that presented as the basis of their business legality.

b. Arrangement of Street Vendor

The policy on street vendor arrangement in the Central Market of GorontaloCity affirms the regional regulation Number 2 of 2017 concerning street vendor arrangement and empowerment. The arrangement based on business types has been conducted by the government. Yet, there are still great ranges of street vendors do the practice outside, resulting in an unorganized location.

Based on findings of Yayat Sujatna(2018), the policy implementation of street vendors' arrangement is important, even more important than to develop the policy itself. Hence, the way to achieve the policy's objectives in this research is through the implementation.

Furthermore, the arrangement of illegal street vendors conducted by the Municipal Police Unit is through providing some alternative locations. This is intended to create the city structure in accordance with the goals set in the regulations. Besides, the Municipal Police will continue to monitor those who have been moved to the predetermined location, and if there are indications of street vendors inflicting congestion as well as disrupting aesthetics of the city, the sanctions will be given in the form of providing explanations, understandings, and warnings. However, if they continue doing the same thing, they will be given a Letter of Reprimand 2. Lastly, if it does not work out, demolition and confiscation based on the administrative procedure will be applied.

c. Empowerment of Street Vendor

Providing capital as a way to empower street vendors has been implemented by establishing cooperation with the State-owned pawnshop located in the Central Market of GorontaloCity. However, access to capital seems uneven, which only depends on the street vendors themselves. It is not all-embracing or not voluntarily, considering the level of return or repayment of each street vendor.

The empowerment which encompasses training, guidance, and assistance as the rights and obligations of street vendors in order to improve their entrepreneurial spirit along with the increase of income has not been

implemented by the local government. As a result, the number of street vendors in convection sector underwent a decrease; even many of them were out of business due to the many competitors who offer lower prices. This also affects consumers' desire to come and visit the market. These findings are in line with TrisiUtami (2010). She argued that in conventional definition, income generally underlies the community empowerment in eradicating poverty.

d. Supervision and Evaluation of Street Vendors

The implementation of supervision and evaluation to both legal and illegal street vendors have been conducted and in accordance with the regional regulation Number 2 of 2017. The supervision and evaluation cover the license and facilities (either changing the existing structure or not). The Department of Public Works in Spatial Planning conducts the supervision and evaluation that deal with the use of drainage (selling above drains). Meanwhile, the supervision and evaluation conducted by the Municipal Police are related to controlling the practice in the roadside, sidewalks, and above drains

The supervision and evaluation conducted by the Department are in accordance with the Regional Regulation Number 2 of 2017 concerning arrangement and empowerment of street vendors, in which the regulations are related to the prohibition of selling practice in public space – not the designated locations.

Determination of the Implementation of Regional Regulation Number 2 of 2017 Concerning Street Vendors' Arrangement and Empowerment

Based on the findings, it is found that determination of the implementation of the Regional Regulation Number 2 of 2017 concerning street vendors' arrangement and empowerment consists of 5 factors, namely, communication, human resource, disposition, bureaucratic structure, and community support.

4. CONCLUSION AND SUGGESTION

In accordance with the findings and discussions in the previous chapter, the following conclusions are drawn:

1. The implementation of Regional Regulation Number 2 of 2017 concerning street vendors' arrangement and empowerment in Gorontalo City is examined from the following aspects:
 - a. The data collection of street vendors, the data collection is divided into 2 parts, namely, the legal street vendors and the illegal street vendors. The department of Trade and Industry of Gorontalo City is responsible for the legal street vendors, whereas the Municipal Police Unit takes charge of the illegal ones. In addition, the legality i.e., the principle license (SIP) is found incompatible with Regional Regulation Number 2 of 2017.
 - b. The arrangement of street vendors is based on the business type, even though many of them still do not comply with the regulations.
 - c. The empowerment of street vendors is not yet compatible with the goals set in the Regional Regulation Number 2 of 2017. It is indicated by the provision of the location to only legal street vendors and the establishment of cooperation with the State-owned pawnshop located in the Central Market of Gorontalo City. Meanwhile, the access to have guidance, assistance, and training from the Department of Trade and Industry of Gorontalo City has not been fully implemented.
 - d. The supervision and evaluation conducted by the Department of Trade and Industry have been well-conducted. However, in terms of business expansion, it has not become a concern yet.
2. The successful determination of the implementation of Regional Regulation Number 2 of 2017 concerning Arrangement and Empowerment is examined by communication, resource, disposition, bureaucratic structure, and community support. The communication that has been established by several institutions is considered good; it is indicated by the community outreach program conducted by the Department to the street vendors in terms of the regulation-related description, goals and targets, and reason for the issuance of the regulation. Furthermore, human resource is quite low in employees' quality and quantity as well as the inadequate facilities. The implementer's attitude towards the policy is indifferent and apathetic, as well as the implementation that seemingly in contrast with the regulation. The performance and responsibility of the bureaucratic structure are good, but sometimes, they are not based on the SOP. The support from the community related to the implementation of the regulation is lack. It is due to the absence of relocation as an alternative solution to improve the illegal street vendors' income in Gorontalo City.

Based on the previous findings and conclusions, the following suggestions are provided:

1. Reducing the number of street vendors peddling in public spaces, the government should provide new locations, which are more strategic and profitable; in order, the arrangement can generate output to both government and street vendors.
2. The licensing requirements should refer to the policy content of the Regional Regulation Number 2 of 2017 concerning Arrangement and Empowerment of Street Vendors
3. The government should provide guidance and assistance to empower the street vendors in order to become better entrepreneurs in accordance with the objective put in the Regional Regulation Number 2 of 2017.

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