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Evaluation of Street Vendor Structuring Policy in Sidoarjo Regency

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Annotation: Street Vendors are the activities of traders in buying and selling in a place that should not be used for selling. Street Vendors' activities include unlawful activities (illegal) because the area used is not its function. However, these activities are essential in the economic system because they can save the economic crisis. This study applies a qualitative descriptive approach and aims to describe the results of the evaluation of Street Vendors' structuring policies in the Sidoarjo Regency, especially in the Gajah Mada Sidoarjo Culinary Center. The result of this study is that the relocation of policies implemented in effectiveness indicators still needs to be more optimal, efficiency indicators show quite efficient, adequacy and equity indicators run well, responsiveness indicators also run well, and accuracy indicators have negative and positive impacts.

Keywords: Street Vendors, Evaluation Relocation policy, Merchant.

A. Introduction

In Indonesia, street vendors can be found in every area. Usually, they are located between shops and sidewalks. Street vendors are traders buying and selling in a place that should not be used for selling, for example, on the side of the highway, pedestrians, and shop yards (Riko et al., 2016). Street vendors are an economic activity outside the rules governing order in the sector. Street vendor's activities include activities that violate the law (illegal) because the area used is not its function, so the surrounding community feels disturbed; for example, street vendors make pedestrians and public roads places to trade, do pamphlet installation carelessly, dispose of garbage out of place and cross it walk arbitrarily. People with high purchasing power compete with each other in selling basic daily necessities to maintain their lives. The community can make efforts by becoming street vendors, which are economic activities carried out by tiny people. (Safitri & Sukmana, 2020).

Street vendors' activities are essential in the economic system because they can save the economic crisis and encourage the community by providing economic products, especially for middle and lower-class groups. Some factors that encourage people to become street vendors include financial matters, limited job vacancies, and urbanization. Street vendors' activities have significant economic potential and should be considered because they can create many jobs and provide a container for living necessities for the community. One of the abilities to develop regional development is through street vendor activities. If this street vendor business can be raised properly and correctly, it can significantly impact economic activities and the peace of life of the community.

With the increasing number of street vendors, there are concerns that this will add to the problems in urban areas. Almost every district or city faces conflicts related to the existence of street vendors. Some conflicts occur the same, such as problems of order, congestion, cleanliness, and spatial arrangement. Street vendors use road facilities to trade and promote their products, which is considered against the rules because they occupy public areas and must be kept clean, beautiful, and neat. Not only that, but the presence of street vendors also disrupted order and made the surrounding environment shabby. They also disrupt traffic and interfere with pedestrian authority.

Street vendors are often found in places that many people visit, such as tourist attractions, which eliminate environmental sewers and increase the risk of crime. Street vendors have become a widely discussed issue, especially related to urban space governance. Only now, conflicts related to street vendors and urban spatial planning efforts by local governments are still problems that still need to be fully resolved (Shinta & Aji; Tri Ahmad, 2021).

Street vendors are an asset that is currently one of the classic problems that often occur in big cities and cannot be found at the solution's root. This is due to policy issues carried out by the local government without being accompanied by the relocation of street vendors. The regulation of street vendors is a problem that is often faced in various cities and has become a classic problem, especially in the field of urban spatial planning. On the one hand, it is essential to bring order to street vendors because it is a classic problem that often occurs in big cities and has yet to find a solution. On the other hand, social problems arise due to the existence of street vendors, such as a lack of public order and public peace.

Sidoarjo Regency, which is one of the economic centers in East Java Province, has a large number of street vendors. For example, based on data from the Department of Industry and Trade in 2020, 360 street vendors in Sidoarjo Regency are located on Majapahit and Gajah Mada streets. Each district or city in East Java has various regulations in implementing policies related to street vendors by the Presidential Regulation governing the coordination and empowerment of street vendors, namely Presidential Regulation No. 125 of 2012. The Minister of Home Affairs sets this regulation in coordination with the heads of relevant non-ministerial government institutions. The Sidoarjo Government also seeks to deal with the problem of structuring street vendors and controlling the function of highways on Gajah Mada Street, Sisingamangaraja Street, and Raden Patah Street by relocating Street vendors groups along these roads to areas that have been built and approved by the Sidoarjo Regency Government.

Based on Sidoarjo Regent Regulation Number 84 of 2017, the Regional Head notified the Industry and Trade Office in collaboration with the Civil Service police unit to prioritize the relocation of street vendors along Gajah Mada Street, Sisingamangaraja Street, and Raden Patah Street to the Gajah Mada Culinary Center. This relocation is planned to be realized in early 2019. The purpose of the relocation carried out by the Sidoarjo Regency Government is to regulate road traffic and create a comfortable environment for merchants and consumers in transacting. This relocation was done through Sidoarjo Regency government agencies and had social consequences for companies engaged in roads and the surrounding environment. This can be strengthened by data regarding the relocation of street vendors that the Sidoarjo Regency Government has carried out.

According to data from Disperindag Sidoarjo 2022, 85 street vendors were successfully relocated in 2019 from three main roads, namely Gajah Mada Street, Sisingamangaraja Street, and Raden Patah Street. In 2020, the Sidoarjo Regency Government relocated around 55 street vendors, which increased to 60 street vendors in 2021. In 2022, as many as 4 street vendors were successfully relocated to the Gajah Mada Culinary Center in the last year. Through this relocation policy, the Sidoarjo Regency Government hopes to regulate road traffic and create a comfortable environment for traders and customers to transact (Jainuri & Hendra Sukmana, 2022).

The Sidoarjo government has made many efforts to maintain order in the city by regulating the presence of street vendors. However, there are still frequent cases of relocation of street vendors, most of whom walk in big cities, and this often triggers clashes between the Civil Service Police Unit (government) and street vendors. The Sidoarjo government has tried to relocate street vendors. However, only a few traders have been relocated because the government only wants to give places

to traders with genuine identities. However, policies like this cause conflict because street vendors feel discriminated against. The policy implemented by the Sidoarjo Government is to make it easier for Sidoarjo natives to participate in trade activities. (Ramadhan, 2020).

However, every policy implemented has results that must be evaluated periodically (Cintatya, 2014). Evaluation of the relocation policy of street vendors in the Gajah Mada Sidoarjo Culinary Center is critical to evaluate the success of its implementation and find the impact that can affect its effectiveness. Several evaluations need to be considered when assessing this policy. This evaluation of the relocation process and its effect on merchants and communities include the level of merchant satisfaction with the services and products offered by street vendors, the level of merchant compliance with laws and regulations, and changes in merchant income before and after relocation. In addition, the evaluation must consider the facilities and infrastructure of the Gajah Mada Sidoarjo Culinary Center. Is the current infrastructure sufficient to support the trading activities of street vendors? Are there any barriers for street vendors when using the facilities provided? Then, cleanliness, safety, and traffic management should be part of the evaluation. No less important, the evaluation must also involve traders, the community, and other related parties actively. A participatory approach can help improve the relocation policy of street vendors in the Gajah Mada Sidoarjo Culinary Center by collecting input, feedback, and suggestions. A deeper understanding of the success rate and constraints in implementing the policy will be achieved by conducting a comprehensive review of the street vendor relocation policy at the Gajah Mada Sidoarjo Culinary Center. The results of this evaluation can be the basis for local governments and relevant stakeholders to improve the effectiveness of street vendor relocation policies so that they can provide maximum benefits for traders, communities, and industry progress (Suneth et al., 2016).

Over time, it can be seen that the relocation policy implemented by the Sidoarjo Regency Government at the Gajah Mada Street Vendor Center still needs to be improved, as seen from the decrease in the number of visitors experienced by traders over time. At the beginning of its realization, the Gajah Mada Street Vendor Center was crowded, but the situation began to be quiet in just one year. One of the traders pointed out that this was due to the management change from the Disperindag Office to the Economic Office, which also brought a new policy that was considered burdensome for street vendors. One of these policies is an increase in the rental rate of the Gajah Mada Street vendor Culinary Center, which was initially accessible for a fee of 10,000 per day for waste management, but has now increased to 300,000. The merchants also have to bear the cost of electricity by themselves, and they still raise many other grievances. Unsurprisingly, many traders go in and out, and other parties want to rent the place because their income differs from the expected target (Kusuma, 2016). Suppose the situation continues to be quiet like this. In that case, private parties with potential personal interests will likely take over the Gajah Mada Street Vendor Center. In addition, several other processes have an impact on merchant income and promotion; it can be seen that the infrastructure needs to be better maintained, trading places are irregular, and marketing costs for the center are still high. In the past, various events were often held to enliven the Gajah Mada Culinary Center, but now these events are never held again. There is also live music as entertainment for visitors, which used to be free but is now charged.

The evaluation in this study focused on the policy of Street vendors in Sidoarjo Regency, especially in the Gajah Mada Sidoarjo Culinary Center. The purpose of this study is to describe the policy evaluation results using the theory proposed by Dunn (2003: 429). Dunn provides various benchmarks for policy recommendations that are by policy evaluation, including (a) Effectiveness; (b) Efficiency; (c) Satisfaction; (d) Justice; (e) Responsiveness; and (f) Conformity (Batlajeri, 2019). Theoretically, this research can inform the Sidoarjo Regency government about the

obstacles still faced in implementing the Street vendors Structuring policy at the Gajah Mada Sidoarjo Culinary Center. In addition, this research can also share suggestions to solve problems that occur during the policy implementation mechanism. In practice, the advantage is to provide views and information on the implementation of the street vendor arrangement in Sidoarjo Regency and evaluate the implementation of policies to achieve the goals set in the policies in each city.

B. Method

This study applies a qualitative descriptive method to evaluate Street vendors' relocation policy in the Gajah Mada Sidoarjo Culinary Center. The focus of this research uses William N. Dunn's policy evaluation theory. The use of the theory is based on the suitability of the concept, so the theory of policy evaluation is very relevant to assess the extent of the success of the policy in structuring street vendors. The goal is to determine whether the policy has achieved results in accordance with expectations from the government, traders, and the public or is still far from the desired target.

In evaluating policy success, Dunn developed several evaluation indicators, which include: (a) Effectiveness, (b) Efficiency, (c) Adequacy, (d) Equity, (e) Responsiveness, and (f) Accuracy. Data collection methods in this study include observation, interviews, and documentation. The approach used is a qualitative method with the use of purposive techniques in the selection of informants, namely those who are directly involved in the problem of street vendors in Sidoarjo. Research data were obtained through in-depth interviews and documentation studies.

C. Results and Discussion

Street vendors are community economic activities involving trade transactions using means that can or cannot move. They rely on city facilities, social infrastructure, public facilities, as well as land and buildings owned by the government to run their businesses (Yetty Sarjono, 2005). In an effort to regulate, move, tidy up, and eliminate the location of street vendors, the Sidoarjo Government implemented relocation measures by establishing the target location. Policy evaluation actions on the relocation of street vendors are a crucial step taken by the government as a significant part (Musdalifah, 2012). Evaluation of this policy is essential so that the government can assess the extent to which the Street vendors are structuring a policy that has been implemented, whether it has achieved the expected results or still has not achieved the goals desired by the government and traders (Muhammadi, 2016). In evaluating the success of a policy, it is necessary to develop a number of evaluation indicators as described by Dunn, including (a) Effectiveness; (b) Efficiency; (c) Satisfaction; (d) Justice; (e) Responsiveness; and (f) Conformity.

Policy Evaluation of Street vendors in terms of Effectiveness, Efficiency, Satisfaction, Fairness, Responsiveness, and Suitability.

1. Effectiveness

Effectiveness is an alternative to achieving the expected results of an action. Effectiveness also relates to technical rationale, which is always measured by its service or monetary value. When viewed from the effectiveness of the relocation of Street vendors to the Gajah Mada Sidoarjo Street Trader Center, policy evaluation has yet to reach an adequate level of effectiveness because there are still many problems related to the structuring policy. Although the Street vendors structuring program in Sidoarjo has been implemented optimally and purposefully, there still needs to be more accurate targets. The reason is that the Sidoarjo government's policy is only to move street vendors who are originally domiciled in Sidoarjo so that Street vendors without Sidoarjo's original ID card cannot occupy the relocation place that has been provided. In addition, the lack of effectiveness of

structuring policies is also influenced by limited land owned by the Sidoarjo Government, so Street vendors get a suitable location to sell..

2. Efficiency

Efficiency refers to the amount of effort required to increase the level of effectiveness of a particular thing. Efficiency is measured based on how well the implemented policy achieves the objectives set. When viewed from the efficiency of the relocation of street vendors carried out by the government, policy evaluation could be more efficient regarding adequate facilities and infrastructure. It can be seen from the policy that only transfers street vendors who have original Sidoarjo ID cards, without considering street vendors who come from outside Sidoarjo.

3. Adequacy

Adequacy is a strong relationship between the policies made and the results achieved. Adequacy can be measured based on the performance of parties involved in the relocation of Street vendors. The performance of the parties involved in structuring the Street vendors in Sidoarjo could have been better. The Sidoarjo government took steps gradually to deal with this problem, starting by socializing with street vendors. In socializing this, the government seeks to form a special team tasked with fostering street vendors. This team is tasked with finding new land they can occupy and finding the right solution for the common good. However, when the decision to relocate to the Gajah Mada Sidoarjo Street Trader Center was taken, the government should have considered the long-term impact. Traders also feel this after a year has passed since being relocated to the Gajah Mada Sidoarjo Street Vendor Center; traders have experienced a decline in profits due to the lack of buyers who come. The Sidoarjo government needs to have adequate and suitable land to be used by street vendors as a place to trade. Therefore, many street vendors often go in and out of the Gajah Mada Sidoarjo Street Vendor Center, which is still empty of buyers. As a result, many street vendors look for other places that are not allowed, such as using street facilities around housing, such as Taman Pinang Housing, Sidoarjo Square, and other places.

4. Equitable

Equity is a policy that fairly distributes consequences (e.g., financially) or effort (e.g., financial costs). Equality means achieving a balance in giving traders the rights they should have. The measure of equity can be seen in the government somewhat giving rights to Street vendors. Policies made by the government must be consistent and by the initial objectives. It is essential to ensure that the policies made by the government are by the provisions of their implementation and do not undergo changes that conflict with the established rules. In running their business and serving consumers, traders feel uncomfortable with the shabby and irregular conditions along Gajah Mada Street, Sisingamangaraja Street, and Raden Patah Street. However, when they were relocated to the Gajah Mada Sidoarjo Street Vendor Center, a safe and comfortable place, they felt calmer and more secure. Better conditions at the Gajah Mada Sidoarjo Street Vendor Center also positively impact the merchant economy. Income is the most critical component in a trading system for traders, as their ultimate goal is to earn good profits, no matter the form of trading they make. The same goes for relocated street vendors. Their main hope with the relocation is an increase in income in a new place that can even exceed their income when trading along Gajah Mada Street, Sisingamangaraja Street, and Raden Patah Street.

5. Responsivitas

Responsiveness is a responsible response to the recipient of the service. Communities, governments, and street vendors are considered responsible if they have a responsiveness or a high

level of response to the policies carried out so that the structuring of policies can be evaluated according to their needs. After interviewing someone around the Gajah Mada Sidoarjo Street Vendor Center, it was seen that some Street vendors had enough of the relocation policy. The responsiveness of the community can now easily buy food and drinks at the relocation site in an orderly manner. The government responds and strives to provide adequate facilities so that Street vendors and the surrounding community feel fulfilled.

6. Accuracy

In evaluating the Street Vendor's relocation policy, some consequences affect all parties involved in the policy. These consequences are taken into consideration for conducting policy evaluations. Accuracy in policy evaluation can be seen from the impact felt by all relevant parties. Positive impact refers to the expected outcome of a policy that provides significant benefits. Meanwhile, negative appearance refers to impacts that did not provide previously desired benefits. The effect of the Street vendor's relocation policy in Sidoarjo has two sides. Some communities are excited about the policy. However, there was increasingly fierce competition between traders after being relocated to the Gajah Mada Sidoarjo Street Vendor Center. Competition is between local traders and seasonal traders who come and go every day to sell. Relocation from Jalan Gajah Mada, Jalan Sisingamangaraja, and Jalan Raden Patah to Sentra Street vendors Gajah Mada Sidoarjo needs to be more organized. There are many problems that need to be fixed by the government, such as electricity problems, the promotion of the Gajah Mada Sidoarjo Street Vendor Center to the general public, fees that need to be lowered, and improvements in facilities and infrastructure by the government.

D. Conclusion

The evaluation of the Street vendor relocation policy is a crucial step taken by the government, especially in Sidoarjo Regency, where many Street vendors still need to be successfully relocated. This evaluation is needed to understand the extent to which the policy is implemented in accordance with the desired objectives or faces various problems. In terms of effectiveness, the implementation of the Street vendor policy in the Gajah Mada Sidoarjo Street Trader Center is still not optimal because there are problems related to compliance in the structuring process. However, in terms of efficiency, implementing the street vendor relocation policy in the Gajah Mada Sidoarjo Street Trader Center is quite efficient, even though some aspects are still not optimal. In terms of adequacy, the street vendors policy at the Gajah Mada Sidoarjo Street Trader Center shows good performance from related parties in dealing with Street vendors. Meanwhile, in terms of equity, the relocation policy of Street vendors in the Gajah Mada Sidoarjo Street Trader Center has been well implemented.

The government has tried to ensure justice for the entire community, especially the Street vendors. Judging from responsiveness, there is a high level of response from the public, responsible parties, and traders. This opens up opportunities to receive feedback in the form of complaints and aspirations from the public and traders so that policies can be evaluated effectively to achieve the objectives that have been set when the policy was made. In terms of the accuracy of the street vendor relocation policy in the Gajah Mada Sidoarjo Street Vendor Center, there are positive and negative impacts. The community is satisfied with this relocation policy because it no longer disturbs the comfort of public road users and does not cause environmental pollution. However, some communities complain about the lack of facilities and infrastructure for buyers or visitors. Traders are experiencing declining revenues and intensifying competition between fellow traders. The impact for the government is the creation of a clean, safe, and comfortable environment, and

there is no presence of traders after the relocation. However, the government is also responsible for continuing to supervise and provide the infrastructure needed by street vendors and the community.

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