



# **STRATEGY FOR ARRANGEMENT OF STREET VENDORS (PKL) BY CIVIL SERVICE POLICE UNIT (SATPOL PP) IN SIMPANG EMPAT DISTRICT, TANAH BUMBU REGENCY**

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## **Abstract**

This study aims to analyze the strategy for organizing street vendors (PKL) by the Civil Service Police Unit (Satpol PP) in Simpang Empat District, Tanah Bumbu Regency, and to analyze the factors that hinder the arrangement of street vendors (PKL) by the Civil Service Police Unit (PKL). Satpol PP in Simpang Empat District, Tanah Bumbu Regency. This study uses a qualitative approach, because data analysis is presented verbally to obtain overall information. The use of qualitative methods in this research is intended to understand in depth about the strategies and obstacles in structuring street vendors by Satpol PP in Simpang Empat District, Tanah Bumbu Regency. Research results show that strategy for structuring street vendors in Simpang Empat District by Satpol PP seen from indicators of policy implementation according to George Edward III, which include: (1) Communication, Satpol PP as the executor of the Regional Regulations for Arrangement and Empowerment of PKL in Tanah Bumbu Regency, has carried out policy communication through socialization active by forming a special team to control street vendors who violate regional regulations or carry out their business activities in areas not designated for street vendors, such as on sidewalks, which is currently still happening; (2) Resources, the lack of personnel on duty in the field and the lack of available facilities, makes the implementation of activities less than optimal; (3) Disposition, the executor of the task of structuring street vendors from Satpol PP has a high commitment and a positive attitude in carrying out their duties, become an important asset in the implementation of street vendor management and empowerment policies; (4) The structure of the bureaucracy, the availability of SOPs in carrying out tasks, is a clear guide in carrying out tasks even though it is made simple, but does not make it difficult for field implementers in carrying out their duties of implementing the Regional Regulations on the Arrangement and Empowerment of Street Vendors in the field. Factors hindering the arrangement of street vendors by Satpol PP in Simpang Empat District, Tanah Bumbu Regency include: 1) There is no strategic location for street vendors to be disciplined, 2) Low awareness and understanding of street vendors regarding Perda/Perkada for structuring and empowering street vendors, 3) Lack of understanding of Satpol PP members on legal products (perda/perkada) related to street vendors, 4) lack of fleet both 4 wheels and 2 wheels for carrying out tasks in the field.

**Keywords:** Street Vendor Arrangement Strategy, Satpol PP, Street Vendors Empowerment, Tanah Bumbu District.

## INTRODUCTION

One of the government policies that has become a problem in Indonesia, especially in densely populated regencies/cities is controlling street vendors (PKL). The existence of street vendors is often a chore that is still unfinished in several districts/cities in Indonesia. Facing street vendors' problems requires a high commitment from the regional head to overcome them (Sari, 2012; Pulungan, 2016; Magdalena 2018).

Street vendors are a part of the informal sector whose development is very rapid, not only in developing countries but also in developed countries (Pauzi et al., 2021). The existence of street vendors is often associated with traffic jams or disturbances, slums, environmental problems, clutter, and even spoils the view of the city (Akbar, 2020). The counter point of view, allowing the existence of street vendors is the same as perpetuating poverty, expanding the space for crime. Street vendors can be said to be one source (Hidayati & Wahyono, 2013).

The existence of street vendors on the outskirts of public roads is a difficult problem to solve. Friction that often occurs between street vendors and field officers cannot be avoided. This is of course a major concern in order to create peace, order and comfort in the surrounding environment. Through regional regulations, it provides confirmation regarding road sections that are intended for the benefit of the general public for traffic.

Tanah Bumbu Regency is one of the regencies in South Kalimantan Province which has a high number of unemployed/job-seeking residents, namely 13,491 people in 2020, and as many as 13,353 people in 2021. Although it shows a decrease in 2021, namely 138 people, it still occupies ranked second in 13 existing Regencies/Cities.

According to Fatimah (2011), states that a large number of unemployed come from the poor, because getting a job requires a very large fee. Based on data from BPS Kalsel (2022), Tanah Bumbu Regency is in second place with the largest number of poor people after Banjarmasin City.

According to Mubarok (2012), the existence of street vendors has positive and negative sides. On the positive side, street vendors provide job opportunities for residents who are not absorbed in the formal sector by increasing the number of unemployed and at the same time street vendors provide goods at affordable prices for low-income people. While on the negative side, street vendors often cause traffic jams, damage the beauty of the city, trigger crime and other social inconveniences.

One of the regional work units that has the task of implementing policies, especially in the areas of peace and public order as well as community protection, is the Civil Service Police Unit (Satpol PP). The Satpol PP Unit based on Tanah Bumbu Regent Regulation Number 33 of 2017 concerning Duties, Functions, Job Descriptions and Work Procedures for Organizational Elements has the task of assisting the Regent in carrying out the preparation and implementation of regional policies in the areas of peace and public order and community protection.

Satpol PP in controlling street vendors often causes problems among the traders themselves. The existence of Satpol PP in the implementation of regional autonomy is really needed, especially as a motivator in ensuring the certainty of the implementation of regional regulations and their enforcement in society. Satpol PP very often faces various obstacles in carrying out their duties, especially in controlling street vendors which often lead to conflicts (clashes).

Based on observations made in Tanah Bumbu Regency on February 16 2022, especially in Simpang Empat District there were many street vendors who were in the sidewalk area and in front of shopping centers and in front of shops. Further observations made found approximately

20 street vendors scattered at the location points in front of the Sunday market, Simpang Empat road, in front of the Saturday market, Kodeco road, and Plajau road. The establishment of a central market by the local government did not completely eliminate the presence of street vendors. The presence of street vendors if not removed will cause problems. But on the other hand street vendors are citizens who also have the right to get a decent living. Based on these,

The control of street vendors in Simpang Empat District, Tanah Bumbu Regency by Satpol PP has not been resolved so far. There are still problems in implementing policies in the field. This Public Order Operation has never succeeded in stopping street vendors' activities. Every raid activity is carried out, when the officers have finished, the street vendors come and carry out activities as usual. Lack of awareness for street vendors and the lack of strict sanctions makes street vendors not deterred from carrying out their selling activities. Such is the persistence of the street vendors to maintain their livelihood. This resulted in more and more street vendors popping up in Simpang Empat District, Tanah Bumbu Regency.

Handling the street vendors problem is crucial at this time, especially for the local government of Tanah Bumbu Regency. The handling in question is not just evictions, but handling that has a more positive impact on many parties, namely the government, the community, and the street vendors themselves. In 2019 the control carried out by the enforcement officers on the location of the street vendors selling stalls triggered a demonstration by the street vendors at the Tanah Bumbu Regency DPRD (<https://obsesirakyat.com/2019/07/16/penertiban-location-lapak-jualan-picu-terjadinya-demo-pedagang-kaki-lima/>). Some of the facts above show that street vendors are still low in complying with the rules.

The results of Kollonel's research (2022), found that one of the inhibiting factors for the issuance of street vendors was the lack of human resources (HR) and the number of Satpol-PP personnel. It can be said that the number of human resources and Satpol-PP personnel in Tanah Bumbu Regency is still lacking. Based on data from the Satpol-PP HR of Tanah Bumbu Regency in 2022 there were 161 people, 56 people with ASN status, and as many as 105 people with Non ASN status, while there were 107 people in charge of trantibum and linmas fields and only 41 people who were in charge of securing the leadership, carried out patrol areas, carry out control, and activities in the field of linmas.

Factors that also hinder the performance of Satpol-PP carrying out their duties are inadequate facilities and infrastructure (Nugraha, 2022; Kurnia & Putri, 2019). Based on the results of observations, the facilities and infrastructure owned by Satpol PP in Tanah Bumbu Regency are still inadequate. Currently, the Satpol-PP of Tanah Bumbu Regency has only 2 (two) patrol cars and 1 (one) Paspamda car. In addition, there is still a minimum of equipment that supports self-security for Satpol-PP members in carrying out their duties. The lack of facilities and infrastructure owned, of course, has an impact on the quality of Satpol-PP performance.

Previous research discussing the Satpol-PP strategy in controlling street vendors in Padang City by Firmanda & Adnan (2021), showed that the strategy used was problem formulation, policy formulation, policy recommendations, and policy implementation which was quite well implemented during the Covid-19 pandemic. 19, but there are still many street vendors who do not comply with the rules due to a lack of awareness and low human resources for most street vendors. Research conducted by Mashudi et al. (2014), explained that the priority strategies in structuring street vendors on Jalan Dewi Sartika Bogor City were: 1) reviewing street vendor

policies, 2) increasing government and street vendor partnerships, facilitating business space and business safety, and optimizing city infrastructure and facilities.

The difference between this research and previous research is in terms of location and research object. Based on the background above, the researcher is interested in raising the title "Strategic Arrangement of Street Vendors (PKL) by Civil Service Police Unit (Satpol PP) in Simpang Empat District, Tanah Bumbu Regency".

## **RESEARCH METHODS**

### **Types of Research**

The research approach used in this study is a qualitative approach. The use of this approach, because the data will be presented verbally to obtain overall information. The use of this approach is also intended to understand in depth the strategies and factors that hinder the arrangement of street vendors by the Satpol PP of Tanah Bumbu Regency in Simpang Empat District, Tanah Bumbu Regency.

The type of research used in this research is descriptive qualitative. According to Sugiyono (2010), descriptive method is research that describes or describes the state of the object being studied as it is according to the situation and conditions when the research was conducted.

### **Research Sites**

The research location was conducted in Simpang Empat District, Tanah Bumbu Regency with an administrative map as shown in Figure 1. The reasons for choosing this location were:

- a. Researchers know the research locations,
- b. The research location is close to the researcher's residence,
- c. Researchers know certain informants, so they can easily obtain the required data.

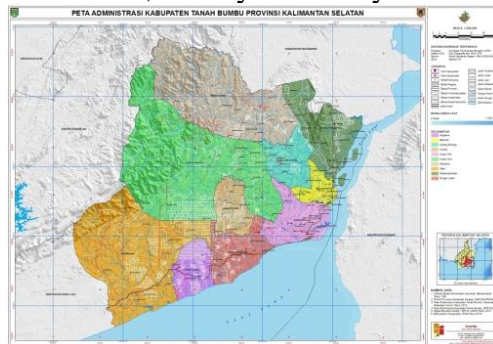


Figure 1. Administrative Map of Tanah Bumbu Regency

### **Research Subject**

According to Sugiyono (2009), qualitative research does not use the terms population and sample, but research subjects, namely as informants or participants. The subjects of this study were the Civil Service Police Unit (Satpol PP) of Tanah Bumbu Regency, Street Vendors (PKL), and the Department of Trade and Industry (Disdagri) of Tanah Bumbu Regency. As a triangulation, researchers utilized the Head of Satpol PP, Head of Trantibum and Linmas Section, Head of Trantibum Section, Team Commander, Street Vendors (PKL), Head of the Tanah Bumbu District Trade and Industry Service (Disdagri), and community leaders. The selection of research subjects was carried out by selecting several street vendors in several locations in Simpang Empat District so that the research results were more representative.

### **Data Collection Technique**

Data collection was carried out in two stages including interviews and documentation. Interviews are used as a data collection technique if you want to do a preliminary study to find problems that must be studied, and also if the researcher wants to know things from respondents that will be more in-depth and the number of respondents is small/small. Then documentation is carried out in research to take the members' activities in trantibum and linmas organizing.

### **Data Analysis**

The qualitative analysis used in this study is the Miles and Huberman model which consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and drawing conclusions or verification (Miles & Huberman, 2009).

- 1) Data reduction: selection process, focusing on simplification, abstraction, and transformation of raw data that emerges from written records in the field. This data reduction takes place continuously during the implementation of qualitative research.
- 2) Data presentation: a major means of valid qualitative analysis include: various types of matrices, graphs, networks and charts.
- 3) Conclusions drawn: conclusions are verified during the qualitative research. The verification may be as brief as a retrospective that went through the researcher's mind during writing, a review of the field notes. In short, the meanings that emerge from other data must be tested for their correctness and suitability. The final conclusion does not only occur in the data collection process, but needs to be verified so that it can be truly accounted for.

## **RESULTS AND DISCUSSION**

### **Research Result**

After the researchers conducted research in Simpang Empat District, Tanah Bumbu Regency using observation, documentation and interview methods, the results of the research findings can be presented as follows.

#### **1. Strategy for arrangement of street vendors (PKL) by civil service police unit (Satpol PP) in Simpang Empat District, Tanah Bumbu Regency**

The strategy for structuring street vendors in this study uses policy implementation indicators from the theory of George Edward III (1980) in his book Purwanto & Sulistyastuti (2012), Implementation of Public Policy (2015), which include: 1) Communication, 2) Resources, 3) Disposition (Disposition), 4) Bureaucratic Structure (Bureaucratic Structure).

##### **a. Communication**

Communication in a public policy is not just outreach to inform the public that there is a new policy, but also involves the community in preparing the policy. The communication indicators used in this study include: 1) Transmission, 2) Clarity, and 3) Consistency.

##### **1) Transmission**

Good communication channels will also produce good implementation in solving problems. The arrangement of street vendors in Simpang Empat District, Tanah Bumbu Regency, of course, requires good communication between the executors, namely Satpol-PP or agencies related to street vendors, but miscommunication often occurs, so it doesn't work properly.



Figure 2. Socialization of Regional Regulations on the Management and Empowerment of Street Vendors (Source: Documentation of Satpol PP, Tanah Bumbu Regency, 2022)

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"Satpol-PP has formed a special effective team for the socialization of Tanah Bumbu Regency Regional Regulation Number 19 of 2017 concerning the Arrangement and Empowerment of Street Vendors and Tanah Bumbu Regency Regional Regulation Number 09 of 2018 regarding Public Order and Peace" (Interview 5 October 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"Yes, we have conducted outreach to street vendors regarding the prohibition to trade on sidewalks, a special team has been formed in the context of implementing the relevant regional regulations" (Interview, 5 October 2022)*

Based on interviews with the Team Commander for Trantibum and Linmas, namely Mr. Sapriansyah, said that:

*"The Trantibum and Linmas divisions have carried out their duties, both socializing and controlling street vendors who trade on the sidewalks, especially in Simpang Empat District, Tanah Bumbu Regency." (Interview October 5, 2022)*

Based on an interview with the Head of Trade Facilities and Infrastructure at the Department of Trade and Industry, namely Mr. Dedy Bodin, SE, MM, said that:

*"Our party has conducted outreach to the street vendors, especially those who trade on the sidewalk in front of the Central Commercial Market Prostrates, which is our territory, the rest is beyond our responsibility" (Interview, 6 October 2022)*

From the results of the information that the researchers obtained, both the Satpol PP and the Tanah Bumbu District Office of Home Affairs had carried out socialization before the

enforcement was carried out according to existing standards. Implementation of socialization to street vendors who sell on the sidewalk aims to ensure that local regulations on structuring and empowering street vendors and local regulations on public order and tranquility are implemented properly.



Figure 3. Interview with seasonal fruit street vendors in front of the Central Commercial Market Prostrating (Source: Personal Documentation, 2022)

Based on interviews with several traders in the Simpang Empat District area, said that:

*"Yes, I have received socialization from the Satpol PP regarding the ban on selling on the sidewalk, but because it was difficult to find a place to sell, I had to violate the rule" (Interview with street vendor Mr. Parman, 24 November 2022 at 08.03 WITA)*

*"We have received socialization from the Satpol PP team on duty, because it is difficult to find strategic places to sell, so we continue to sell on the sidewalks" (Interview with PKL Mr. Fahrul, November 24, 2022 at 08.34 WITA)*



Figure 4. Interview with street vendors selling on the sidewalk (Source: Personal Documentation, 2022)

The results of interviews with street vendors in the Simpang Empat District area of Tanah Bumbu Regency, showed that they had received socialization regarding the ban on selling on sidewalks from the Satpol PP, but due to the difficulty in getting strategic selling locations, they were forced to trade on sidewalks or areas where prohibited by the government.

## 2) Clarity

One of the important factors in the implementation of a policy if it is to be carried out as it should be is clarity regarding implementation instructions. Unclarity in communication to create confusion about what executors should do.

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"What we convey is quite clear according to procedures and regional regulations, regarding the prohibition of selling in public spaces that are not designated for street vendor locations"(Interview on October 5, 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"We carry out the duties of the leadership according to the procedures and rules that apply, in our opinion, what has been conveyed to the street vendors is quite clear, that street vendors are prohibited from selling on sidewalks or other public spaces that are not intended for the location of selling street vendors" (Interview 5th October 2022)*

Based on interviews with the Team Commander for Trantibum and Linmas, namely Mr. Sapriansyah, said that:

*"We have carried out both the socialization and the implementation of controlling street vendors who violate regional regulations according to the procedure, we clearly conveyed the prohibition for street vendors" (Interview, 5 October 2022)*

Further interviews with the Head of Trade Facilities and Infrastructure at the Department of Trade and Industry, namely Mr. Dedy Bodin, SE, MM, said that:

*"We always convey clearly regarding the prohibition of selling on the sidewalk in the Central Commercial Market Area Bersujud, new or old street vendors are still violating it" (Interview, 6 October 2022)*

From the results of the information that the researchers obtained, both the Satpol PP and the Tanah Bumbu District Office of Home Affairs had clearly communicated the prohibition on selling in public space areas that were not designated for selling locations for street vendors.





Figure 5. Interview with a street vendor on Jl. Kodeco (Source: Personal Documentation, 2022)

Furthermore, based on interviews with street vendors who sell on sidewalks or public space areas that are not designated for selling locations, street vendors say that:

*"The socialization carried out by the Satpol-PP regarding the ban on selling on the sidewalks is very clear, we also understand that, but because there is no place for us to go back to selling on the sidewalks" (Interview with street vendors, Mr. Parman and Mr. Fahrul, 24 November 2022)*

From the information obtained from the street vendors regarding the implementation of socialization by the Satpol PP regarding the prohibition of selling in public space areas that are not designated for selling locations for street vendors, according to them, the information conveyed was clear enough.

### 3) Consistency

Policy implementation will be effective if implemented consistently and clearly. Consistency in this study is related to the attitude and response of the implementing apparatus.

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"The activities have been carried out consistently, although the implementation has not been optimal in the field, we have created a program of ongoing street vendor control activities involving the support of other SKPDs"(Interview on October 5, 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"The implementation of controlling street vendors in Simpang Empat District is carried out consistently so that this problem can be resolved, as executors we are scheduled to carry out supervision" (Interview on 5 October 2022)*

Based on interviews with the Team Commander for Trantibum and Linmas, namely Mr. Sapriansyah, said that:

*"As executors of the duties of the leadership, we carry out our duties consistently so that activities run according to the goals or expectations" (Interview on 5 October 2022)*

From the results of the information that researchers obtained, Satpol PP has carried out its duties consistently, even though its implementation has not been effective in the field due to various kinds of obstacles or obstacles.

b. Resources

Resources are one of the important factors in implementing a policy, these resources include adequacy and qualifications. George Edward III (1980) resource indicators include personnel and facilities.

1) Personnel

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"The Satpol PP of Tanah Bumbu Regency currently has 161 members consisting of 56 ASNs and 105 non ASNs, while those in charge of trantibum and linmas are 107 members, and only 41 people are on duty in the field".(Interview on October 5, 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"Insufficient field personnel on duty, there needs to be additional field personnel and increased expertise" (Interview on 5 October 2022)*

Based on interviews with the Team Commander for Trantibum and Linmas, namely Mr. Sapriansyah, said that:

*"There needs to be an increase in both the number and quality of personnel on duty in the field, especially with regard to controlling street vendors" (Interview on 5 October 2022)*

From the results of the information the researchers obtained, Satpol PP has field personnel as many as 41 people out of a total of 161 people. The results of the interviews show that the number is still lacking, there needs to be an increase in both quantity and quality.

2) Facility

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"Currently Satpol PP has 2 patrol cars, 1 Paspamda car, 2 Dalmas trucks, 4 2-wheeled units to support the activities of members in their activities" (Interview on 5 October 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"Facilities for street vendor control activities are still lacking, because not all 4-wheeled and 2-wheeled vehicle units are intended for street vendor control activities, so an additional fleet is needed to expedite field activities" (Interview on 5 October 2022)*

From the results of the information that researchers obtained, the facilities and infrastructure owned by Satpol PP are currently lacking, so that it becomes an obstacle in field activities, especially controlling street vendors in Simpang Empat District, which is quite far from the Satpol PP office.

c. Disposition

The disposition indicators used in this study used the disposition indicators of George Edward III (1980) which included: commitment and positive attitude.

1) Commitment

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"Satpol-PP of Tanah Bumbu Regency has a high commitment in carrying out their duties by controlling street vendors to create obedience for street vendors to existing regional regulations" (Interview on 5 October 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"We, as executors of regional regulations, are of course highly committed to carrying out our duties, even though in the field we experienced direct clashes with the community, especially street vendors" (Interview, 5 October 2022)*

2) Positive attitude

Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"As our leaders, convey to the executors, especially in the trantibum and linmas fields, to put forward a positive attitude in carrying out their duties, and avoid direct conflicts that lead to clashes" (Interview on 5 October 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"the leadership always gives directions to us as executors of trantibum and linmas to always think positively in carrying out tasks in the field so that there are no clashes with residents, especially street vendors" (Interview on 5 October 2022)*

From the information the researchers obtained, the Satpol PP of Tanah Bumbu Regency has a high commitment in carrying out their duties, especially in structuring street vendors in the Simpang Empat District area to create comfort, especially for people who use the sidewalks. Satpol PP also carries out the task of maintaining a positive attitude so that activities run smoothly and avoid clashes.

d. Bureaucratic structure

The bureaucratic structure indicator used in this study uses George Edward III's (1980) bureaucratic structure indicator, namely Standard Operating Procedures (SOP). Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"We already have SOPs for carrying out tasks, especially controlling street vendors in Tanah Bumbu Regency. The teams on duty in the field always use the SOP" (Interview on 5 October 2022)*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"In carrying out field assignments, we are always based on existing SOPs, so that street vendor control activities run smoothly" (Interview on 5 October 2022)*

From the information the researchers obtained, the Satpol PP of Tanah Bumbu Regency carried out their duties based on existing SOPs so that activities ran smoothly, and avoided conflicts that led to clashes with street vendors.

## **2. Factors hampering the arrangement of street vendors (PKL) by civil service police unit (Satpol PP) in Simpang Empat District, Tanah Bumbu Regency**

Several inhibiting factors were found in carrying out the task of structuring street vendors in Simpang Empat District by the Satpol PP of Tanah Bumbu Regency. Based on the results of an interview with the Secretary of the Satpol PP of Tanah Bumbu Regency, namely Mr. M. Arif Rahman Hakim, M.Sos said that:

*"Several factors that hindered us in carrying out our duties were: 1) the place provided by the Tanah Bumbu Regency government for street vendors was considered less strategic, 2) the type of street vendors' business that we regulated was seasonal, 3) the street vendors' awareness and understanding of existing regulations were lacking, 4) the level of education and expertise of Satpol PP members is not evenly distributed, 5) there is a lack of fleets to carry out policing activities" (Interview on 5 October 2022).*

Based on interviews with the Head of Trantibum and Linmas, namely Mr. Abdul Rahim, S.ST, said that:

*"Factors that hinder us from carrying out our duties are: there is no clarity regarding the places provided for the street vendors that we discipline, the street vendors' self-awareness is still low towards regional regulations, and the lack of understanding of Satpol PP members regarding legal products (regulated regulations)".(Interview October 5, 2022).*

Based on interviews with the Team Commander for Trantibum and Linmas, namely Mr. Sapriansyah, said that:

*"Factors that hinder us from carrying out the task of structuring street vendors are that there is no place or strategic location to move street vendors who violate regional regulations, lack of awareness of street vendors, and a lack of vehicles, especially to carry out special tasks of coaching, supervision and counseling on local regulations/perkada" (Interview dated October 5, 2022).*

From the information the researchers obtained, the factors that became obstacles in structuring street vendors in Simpang Empat District included: 1) There was no strategic location for street vendors to be disciplined, 2) Low awareness and understanding of street vendors regarding Perda/Perkada for structuring and coaching street vendors, 3) Lack of understanding of

Satpol PP members regarding legal products (perda/perkada) related to street vendors, 4) lack of fleets, both 4-wheeled and 2-wheeled, to carry out tasks in the field.

## **Discussion**

### **1. Strategy arrangement of street vendors (PKL) by civil service police unit (Satpol PP) in Simpang Empat District, Tanah Bumbu Regency**

#### **a. Communication**

From the results of interviews and field observations, it was found that the Satpol PP of Tanah Bumbu Regency had conducted outreach to street vendors in Simpang Empat District regarding the prohibition of selling on the sidewalk. Socialization of the Regional Regulations on the Arrangement and Empowerment of street vendors is carried out by means of good communication before controlling street vendors who violate it, the aim is to avoid conflicts or clashes with street vendors.

Communication is a benchmark in the implementation of a policy in the form of regulations, how far the information is conveyed clearly. According to Edward (1980) in Purwanto & Sulistyastuti (2015), there are three important things that must be considered in the communication process, namely: transmission, clarity and consistency.

Satpol PP, in this case, has carried out clear and consistent communication (transmission) related to the Regional Regulation on the Arrangement and Empowerment of Street Vendors. However, it can be said that currently the Satpol PP is only limited to the socialization of regional regulations, it has not yet reached the realm of structuring street vendors. This is because there has been no follow-up by other SKPDs such as the Tanah Bumbu District Trade and Industry Office (Disdagri) which has provided land in the prostrate commercial center market for street vendors around its area, not yet covering street vendors in Simpang Empat District as a whole.

From the explanation above, it can be concluded that the main indicator of public policy implementation is communication between Satpol PP and street vendors in Simpang Empat sub-district, Disdagri and street vendors around the Bersujud Commercial Central Market. Communication was only limited to the socialization of the ban on selling in areas that were not designated for selling according to local regulations, but had not yet reached the stages of further structuring and coaching.

According to Fatimah (2021) in the 12th Series of Policy Analyst virtual Public Lecture, said that:

*“Policy communication by the government is important for policy implementation. No matter how good the policies that have been formulated by the government will not be successful without the support of good and effective policy communication. Building public trust is one of the most important agendas at the moment.”* (<https://lan.go.id/?p=6315>)

According to El Anshori & Karyana (2012); Nugroho (2013); Posangi et al. (2020), public policy will be implemented properly and effectively if there is effective communication between implementers and stakeholders/the general public. Further, Dinar (2017); Noviyanti (2018) said that the higher the knowledge and understanding of policies both in the form of regulations, the lower the level of rejection and confusion in applying these policies in the real world.

The importance of clarity in the delivery of the communication message conveyed will encourage wrong interpretation, perhaps even contrary to the initial message. The results of the research as described above show that the prohibition on selling in areas not designated for street

vendors has been clearly and consistently communicated or socialized to street vendors, especially in the Simpang Empat District area.

**b. Resource**

From the results of interviews and field observations, it was obtained that Satpol PP has 41 field personnel out of a total of 161 people. The number of field personnel implementing regional regulations as many as 41 people is considered insufficient, plus the lack of facilities such as 2 and 4 wheel motorbikes that are available are very limited. According to Edward III, in Nugroho (2013), a large number of implementers does not automatically encourage successful implementation, if they do not have adequate skills, but on the other hand, a lack of skilled personnel will hinder the implementation of the policy.

The results of the interviews show that the number of personnel on duty in the field, seen from the number and skills, is not evenly distributed. There needs to be personnel support both in quantity and quality so that the implementation of tasks runs smoothly. According to Edward III, in Winarno (2007) said that without resources, a policy will only become a document on paper, meaning that policy implementation will not be effective if there is a lack of resources, both human resources and supporting facilities.

In line with what was conveyed by Yalia (2014), resources are a key factor for the effectiveness of policy implementation, whatever the name. Without adequate resources, it is impossible for a policy to be implemented properly. Yalia further said that the important resources in policy implementation include: implementing staff, an adequate number, experienced and skilled, especially in the field of structuring and empowering street vendors.

**c. Disposition**

From the results of interviews and field observations, it was obtained an illustration that the disposition or attitude of the executors in carrying out their duties, namely Satpol PP, had a high commitment and positive thinking in implementing the policy of structuring and empowering street vendors in Simpang Empat District. The disposition factor is related to responsiveness which is manifested as the attitude and behavior of the executors who show that the executors, in this case members of the Satpol PP in the field of trantibum and linmas, comply in implementing policies, clear division of tasks for each personnel, incentives in the form of awards given to executors in the field.

According to Winarno (2007), said that if the implementers have a good attitude towards a certain policy, in this case there is support, then the process of implementing a policy becomes easier. In line with what was conveyed by Daniah & Apriani (2018), said that the attitude of executors who carry out tasks without coercion is a success in implementing a policy, and vice versa if the attitude of policy implementers does not agree in seeing the substance of a policy, which is different from their views.

**d. Bureaucratic structure**

From the results of interviews and field observations, it was obtained an illustration that the executors tasked with implementing the policy of structuring and empowering street vendors by Satpol PP carried out their duties based on existing SOPs. A bureaucracy consciously or unconsciously chooses organizational forms for collective agreements in the context of problem solving. According to Daniah & Apriani (2018); Bahtiar & Santoso (2017), the existence of

SOPs or implementation instructions, even though they are made simple, will not make it difficult for implementers to implement a policy.

According to Yalia (2014), the bureaucratic structure factor is related to the division of labor, authority and responsibility which will affect the achievement of policy objectives. The results of the interviews show that SOPs have been attempted so that the implementation of programs can be carried out without complicated procedures and adapted to existing sources and the uniformity of the actions of the executors.

Yalia further (2014); Sutanto (2017), said that the existence of an SOP, which clarifies the duties and responsibilities of each implementing personnel, will minimize the emergence of coordination obstacles with other SKPDs implementing related programs. Implementation is not as easy as imagined, of course there must be obstacles faced, both internal and external.

## **2. Factors hampering the arrangement of street vendors (PKL) by civil service police unit (Satpol PP) in Simpang Empat District, Tanah Bumbu Regency**

From the results of interviews and field observations, it was obtained an illustration that the inhibiting factors for the strategy for structuring street vendors in Simpang Empat District by Satpol PP included: 1) There is no strategic location for street vendors to be disciplined, 2) Low awareness and understanding of street vendors regarding Perda/Perkada for structuring and empowering street vendors, 3) Lack of understanding of Satpol PP members regarding legal products (perda/perkada) related to street vendors, 4) lack of fleets, both 4-wheeled and 2-wheeled, for carrying out tasks in the field.

Strategic location selection in running a business is an important factor. According to Magdalena (2018), choosing the right location will affect business growth in the future. In line with Fitriyani et al. (2018); Mardhiyah & Safrin (2021), which states that one of the keys to success in business is choosing the right location. The location selection for street vendors in Simpang Empat District was based on Losch & Weber's (1997) location theory, where consumers prefer seller locations that are close and easy to access, one of which is on the side of the road without having to park and walk to make transactions.

## **CONCLUSION**

The results showed that the strategy for structuring PKL in Simpang Empat District by Satpol PP was seen from indicators of policy implementation according to George Edward III, which included: (1) Communication, Satpol PP as implementing the Regional Regulations for the Arrangement and Empowerment of PKL in Tanah Bumbu Regency, had communicated policy through active socialization by forming a special team to control street vendors who violate regional regulations or carry out their business activities in areas not designated for street vendors such as on sidewalks which is currently still happening; (2) Resources, the lack of personnel on duty in the field and the lack of available facilities, makes the implementation of activities less than optimal; (3) Disposition, the executor of the task of structuring street vendors from Satpol PP has a high commitment and a positive attitude in carrying out their duties, become an important asset in the implementation of street vendor management and empowerment policies; (4) The structure of the bureaucracy, the availability of SOPs in carrying out tasks, is a clear guide in carrying out tasks even though it is made simple, but does not make it difficult for field implementers in carrying out their duties of implementing the Regional Regulations on the Arrangement and Empowerment of Street Vendors in the field. Factors hindering the arrangement of street vendors by Satpol PP in Simpang Empat District, Tanah

Bumbu Regency, among others There are no strategic locations available for street vendors to be disciplined, Low awareness and understanding of street vendors regarding Perda/Perkada for structuring and empowering street vendors, Lack of understanding of Satpol PP members on legal products (perda/perkada) related to street vendors, lack of fleets, both 4-wheeled and 2-wheeled for carrying out tasks in the field.

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