Original Research Article

City Arrangement through Street Vendors Development

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Abstract: The problem of street vendors (PKL) needs to be addressed to organize the city development process, so the Blitar City Government considers efforts to organize and develop street vendors as a solution that can benefit all parties. This study aims to analyze and describe the extent to which street vendors (PKL) are regulated as a strategy in urban planning and fostering micro-enterprises in Blitar City through Blitar Mayor Regulation Number 43 of 2018. This research was carried out in Blitar City at the Department of Industry and Trade City of Blitar. The method used in this study is an inductive qualitative descriptive research method. The data collection techniques used by researchers in this study were questionnaires, observation, and documentation. Based on the data obtained from the results of research on evaluating the policy of Mayor Regulation Number 43 of 2018 concerning Guidelines for the Implementation of Blitar City Regional Regulation Number 10 of 2008 concerning the Arrangement and Development of Street Vendors, the results of this study are that regulations have been effective and efficient marked by the achievement of structuring goals, improving the quality of urban planning, availability of funds, and human resources as executors and time so that it can be appropriately implemented. This policy has also been right on target with the desired goals marked by accuracy in selecting activity targets and alternative spaces and the accuracy of functions in revitalizing public facilities and infrastructure functions.

Keywords: City Planning, Development, Street Vendors.

1. INTRODUCTION

Urban areas are population centres and various types of economic management, government administration and social activities, development or growth centres, trade centres or distribution service nodes, and eyes and ears in regional development. Multi-sectoral, multi-dimensional and multi-aspect urban development requires a comprehensive, participatory, integrated, sustainable, spatial and harmonious approach. Urban development aims to carry out quality urban governance, create livable living areas and increase community productivity and creativity by implementing effective and efficient urban development that leads to dynamic urban spatial planning.

Urban economic growth cannot be separated from the formal and informal sectors, which is illustrated by the significant growth between the increase in population followed by the rapid growth of the informal sector in urban areas compared to the formal sector. The informal sector is seen as a dichotomy with the formal sector, so it is often seen as unfavourable. Street vendors (PKL) are an attractive informal sector whose presence is often seen as a source of urban spatial problems that still exist to fill empty spaces in urban areas. Street vendors' problems are often associated with their presence in public facilities such as roads and sidewalks, so they become one of the factors hindering traffic. Other public facilities used are sidewalks or pedestrian paths, causing inconvenience and even endangering pedestrians. The condition of street vendors also often pollutes public areas. This is certainly not a rare picture but a condition that occurs in almost all urban areas in Indonesia. These circumstances served as the basis for the Blitar City Government's development of a street vendor arrangement pattern, which was then outlined in a Blitar Mayor Regulation Decree Number 43 of 2018 concerning Guidelines for the Implementation of Blitar City Regional Regulation Number 10 of 2008 concerning Arrangement and Development of Street Vendors. The City of Blitar has addressed which public facilities can be used and which are prohibited as a place of business for street vendors, be it their location, terms of time, or which side of the road is allowed to

trade, so that there is a balance between the need for space between public facilities and street vendors.

The Blitar City Government views efforts to organize and promote street vendors as a solution that can benefit all parties. The issue of street vendors (PKL) needs to be addressed as an attempt to organize the city development process. With this legislation, potential information may also be gathered to control and manage street sellers in Blitar City, enhancing public welfare and promoting the expansion of companies in specific roadside places. This study aims to evaluate and characterize the degree to which street vendors (PKL) are governed by Blitar Mayor Regulation 43 of 2018 as an approach to urban planning and supporting microbusinesses in Blitar City. Hopefully, this research will contribute ideas or input to the development of public administration science in understanding policy evaluation studies on the Regulation of Street Vendors (PKL) as a strategy in urban planning and fostering micro-enterprises. It is also anticipated that it will be able to provide input to related parties, including the Blitar City Government, in implementing the Regulation of Street Vendors Lima (PKL) as a strategy in urban planning and fostering micro-enterprises.

2. THEORETICAL BASIS

Numerous specialists define the definition of policy. Ealau and Prewitt (in (Suharto, 2010: 7) define policy as a regulation that is consistently followed by both those who follow it and those who follow it and that it is enforced. A hierarchy of national, regional, and local policies, including statutory regulations, government regulations, presidential regulations, ministerial regulations, regional/provincial government decisions, governor's decisions, district/city regional decisions, and regent/mayor decisions, make up public policy. A program or policy that affects the indicators used can be evaluated using a variety of approaches, including one based on a referenced value system, one based on evaluation criteria, and another based on evaluation criteria composed of six criteria: effectiveness, efficiency, adequacy, adequacy, responsiveness, and usability. As defined by Wawoerontoe 1995, street vendors are people who walk around and provide or sell goods and services.

The definition of a sidewalk, which used to measure 5 feet (5 feet = 1.5 meters), is where the term "sidewalk" comes from. Street vendors are frequently present in congested areas like city centres, trade centres, recreation centres, entertainment venues, and so forth (Ardiyanto, 1998). Therefore, street vendors are all types of profitable jobs, including trading along public roadways or in locations not designed for commercial activity. The issue of dealing with street sellers cannot be resolved solely by eviction or relocation. Along with dealing the problem of dealing with street vendors' resistance to efforts to reorganize urban areas, the government also has the challenge of finding new locations that satisfy the criteria as new locations for street vendors' activities.

The employment, income distribution, and welfare of the general population can all be significantly improved by street sellers. Small business owners have a great potential to strengthen their community's economy by operating in an open, transparent, just, and democratic economy and making a respectable contribution to the regional economy through trade if the positive potential is well developed. The fourth amendment to Blitar Mayor Regulation Number 3 of 2009 concerning Guidelines for Implementing Blitar City Regional Regulation Number 10 of 2008 about Arrangement and Development of Street Vendors is Blitar Mayor Regulation Number 43 of 2018. By using specific sections of the city's roads, this law mandates that the development and placement of street vendors in the City of Blitar be accomplished through an area zoning scheme.

3. RESEARCH METHOD
3.1 Research Design
A qualitative descriptive research approach, which is inductive and frequently utilized in studies of communities, groups, individuals, and even social institutions, was used in this study. With the hope that in the future, it will be known how much the arrangement of street vendors is carried out by Blitar Mayor Regulation Number 43 of 2018 and whether the guidance that has been carried out is by the desired objectives in the Mayor Regulation Blitar Number 43 of 2018, it is the goal of this method to provide a broad and detailed description of an event.

3.2 Research Scope
The scope of this research is on the process of implementing the regulation of street vendors (PKL) as a strategy in urban planning and micro-enterprise development which includes mechanisms, budgets, suitability of targets, fulfilment of performance targets, as well as evaluating the success of policies on arrangement and development of street vendors (PKL).

3.3 Types and Sources of Data
This study uses primary data and secondary data. Primary data is data the researcher obtained or collected directly from the first source or where the research object was carried out. This data source can be research subjects or respondents from observation and questionnaire filling. This study's data sources were respondents and executors from the Blitar City Industry and Commerce Office. Secondary data is data that does not provide data directly to data collectors or data received through books, journals, various literature or the internet related to research.

3.4 Data Collection Techniques

Questionnaires, observation, and documentation were used to gather the data for this study. The questionnaire method is a means of gathering data that involves posing several written statements or questions to respondents. To get a clear image of the condition of the research object, observation, also known as direct observation, is a data collection activity carried out by direct research on the ambient circumstances of the research object. Data already included in document records, such as implementation reports, pictures, and activity monitoring, can be gathered through documentation.

3.5 Data Analysis Techniques

Qualitative data analysis is carried out if the empirical data obtained is qualitative in the form of a series of words and not a series of numbers and cannot be arranged into categories. Data can be collected in various ways and is usually pre-processed before it is ready.

4. RESEARCH RESULTS

A policy is called successful or failed, as seen from the indicators developed. To describe policy evaluations that have been and are still ongoing, researchers need theoretical guidance from various experts or policy evaluation figures. This guide or model helps describe and observe the criteria that are believed to influence the success of a policy evaluation. Interrelated criteria can eventually produce a conclusion. In the study, researchers determined research indicators based on William N Dunn's theory: Effectiveness, Efficiency, Adequacy, Alignment, Responsiveness and Accuracy. Dunn's policy evaluation criteria obtained the results if the first was an alternative policy for structuring street vendors based on the Blitar Mayor Regulations that the Blitar City Government adequately carried out. As one of the contributors to the value of economic growth in the City of Blitar, it is appropriate for the Government of the City of Blitar to implement a policy which focuses on objects or business activity actors while addressing one of the strategic issues in the field of optimizing the function of public spaces and public facilities due to the business activities of street vendors. The regulation of street vendors through the Blitar Mayor Regulation aims to improve the quality of urban planning and provide a solution to the proliferation of the informal sector of street vendors. From the research results, structuring and coaching street vendors in Blitar City through Blitar Mayor Regulation Number 43 of 2018, the effectiveness of obtaining a percentage of 87.11% or said to be Very Good. This is related to achieving structuring goals and improving the quality of urban planning.

Second, measuring efficiency indicators is based on the source of funds and how policy implementers carry out the intended policy. The source of funds for preparing Mayor Regulation Number 43 of 2018 is available from the Blitar City Regional Expenditure Budget. In addition to transparent funding sources, human resources as policy implementers, namely the Blitar City Industry and Trade Office, have been able to carry out the supervisory and control functions of the informal sector as well as carry out periodic evaluations of the implementation of Blitar Mayor Regulation Number 43 of 2018 concerning Guidelines for Implementing Blitar City Regional Regulations Number 10 of 2008 concerning Arrangement and Development of Street Vendors. Based on the research results, the efficiency level in implementing the Mayor's Regulation is 85.5%, in the outstanding category. This is because the policy is supported by the availability of funds, human resources and time so that it can be appropriately implemented.

Furthermore, the third indicator, namely the adequacy of the function to improve the relationship between policy choices and the results to be obtained. Adequacy indicators in the implementation of Blitar Mayor Regulation Number 43 of 2018 concerning Instructions for Implementation of Regional Regulation Number 10 of 2008 concerning Arrangement and Development of Street Vendors are not only in terms of methods to achieve targets but also in terms of strategies to determine economic opportunities in each zone. Based on the research results, the adequacy criteria obtained a percentage of 87.11% or was in the Very Good category. In addition to the commitment of policy implementers, it is necessary to have the participation of business actors in the informal sector of street vendors to play a role in compliance and willingness to comply with all relevant regulations.

The levelling indicator measures the appropriate level of justice given to policy targets. Equality in the implementation of Blitar Mayor Regulation No. 43 of 2018 concerning Guidelines for Implementation of Regional Regulation Number 10 of 2008 concerning Arrangement and Development of Street Vendors is evidenced by the provision of information evenly to all levels of society regarding the regulations applied as well as equal distribution of economic potential or opportunities throughout zones that are permitted to carry out business activities in the informal sector of street vendors. Equitable welfare will guarantee the implementation of orderly regulations and the commitment of business actors to carry out activities by the required conditions. Based on a survey of respondents, the average level in implementing the Blitar Mayor Regulation Number 43 of 2018 is 84.6% and is included in the Very Good category. This shows that this regulation fulfils the elements of justice and equal rights for all business actors in the informal sector of street vendors.

The fifth indicatosponsiveness criterion refers to decisions from the community's response to the policy. During the implement street, vendors had no

objection to 2018; there was no ob. This is from s vendors, which could cause chaos, which means that the policy received a reasonably positive response from business actors and other elements. Based on research on respondents, the totGenerallyiveness score reached 82.8% or very good. Generally, the beneficiaries/perpetrators of street vendor business activities are satisfied with this policy. The fast response from the Department of Industry and Trade in receiving and handling suggestions and complaints from street vendors and community members is a supporting factor in achieving business activity satisfaction as a form of achieving goals. Moreover, this is supported by the Community Complaints and Information Service Unit (ULPIM), which is built in two directions between the Blitar City government and the community members to be used as a medium for channelling complaints and information for the community. By providing exemplary service and fast response from all regional apparatuses, such as the Blitar City Industry and Trade Service, the synergy between the scope of the local government and the community will soon be built.

The last indicator, namely evaluation, relates to accuracy, which refers to whether the desired result (objective) is truly valuable or beneficial to the target group. An ongoing or already running policy will create a helpful product. The accuracy indicator based on research obtains a percentage of 88% and is included in the Very Good category. This shows that this policy has been on target with the desired goals. This accuracy is marked by the accuracy of selecting activity targets according to the criteria and business opportunities. As a form of support, the Blitar City Industry and Trade Office also provides a choice of space for street vendors to carry out their business activities by building Pujasera and Snack Centers. Apart from positive impacts on the economic side, Blitar Mayor Regulation No. 43 of 2018 is also considered appropriate to carry out indirect functions in maintaining the sustainability and accuracy of public facilities and infrastructure functions.

5. CONCLUSIONS AND RECOMMENDATIONS
5.1 Conclusion
Based on the data obtained from the results of research on evaluating the policy of Mayor Regulation Number 43 of 2018 concerning Guidelines for the Implementation of Regional Regulations of the City of Blitar Number 10 of 2008 concerning Arrangement and Development of Street Vendors using an evaluation model according to William Dunn's criteria, the result is that the effectiveness of this regulation is excellent marked by the achievement of structuring objectives and improving the quality of urban planning, the efficiency level of this regulation is outstanding which is indicated by the availability of funds, human resources as executors and time so that it can be carried out properly, the adequacy criterion is included in the

Very Good category. This is realized through the commitment of policy implementers and supported by the participation of business actors in the informal sector of street vendors to participate in compliance and willingness to comply with all relevant regulations; the levelling indicator is included in the Very Good category. This shows that this regulation has fulfilled the elements of justice and equal rights for all business actors in the informal sector of street vendors; the responsiveness indicator is excellent, which shows that the beneficiaries/perpetrators of street vendor business activities are satisfied with this policy, and the accuracy indicator is included in the Very Good category. This shows that this policy has been right on target with the desired goals marked by accuracy in selecting activity targets and alternative spaces and the accuracy of functions in revitalizing public facilities and infrastructure functions.

5.2 Suggestions
The advice given by researchers is the need for confirmation of the availability of quotas for the number of street vendors in each zone so that it can facilitate control and supervision of the informal sector, the need for periodic studies related to the economic potential in each zone to provide certainty for street vendors in obtaining prosperity in each zone, build communication with street vendors through the formation of associations on each road section that is allowed to be used for selling, so that existing regulations are more easily informed, and remain proactive in coaching and controlling street vendors who are not by Mayor Regulation Number 43 of 2018 regarding the location and time of business activities.

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